



# PLAN: NEWMARKET

Draft Planning Scenarios  
September 13, 2021 Advisory Group Meeting



# 01

## Introduction

*Arreen Andrew, Community Engagement Manager*

# Agenda

- Zoom Etiquette
- Plan Update
- Site Analysis
- Draft Scenarios
- Discussion
- Next Steps

# Zoom Recording

At the request of community members, this event will be recorded posted on the PLAN: Newmarket project webpage at **<http://bostonplans.org/PlanNewmarket>** for those who are unable to attend the Zoom event live.

Also, it is possible that participants may be recording the meeting with their phone cameras or other devices. If you do not wish to be recorded during the meeting, please turn off your microphone and camera.

If your camera and microphone are off, you can still participate through the text chat feature at the end of the presentation.

# Meeting Format

- Presentation followed by Breakout Rooms and comments.
- During the presentation, all microphones will be muted.
- Once the presentation is over, we will take questions and comments in two ways:



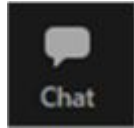
Through the **Q&A tab** at the bottom of your screen; or



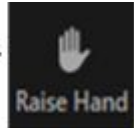
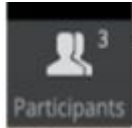
You can **raise your hand** and we will take your questions in the order that hands were raised.

# Zoom Tips

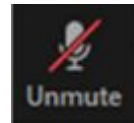
- *Here are some tips on using Zoom for first-time users.*
- Your Controls are at the Bottom of the screen:



Use the chat to type a comment or ask a question at any time – Members of the PLAN: Newmarket team will enable the chat at the end.



To raise your hand, click on “Participants” at the bottom of your screen, and then choose the “Raise Hand” option in the participant box



Mute/unmute – Participants will be muted during the presentation – the host will unmute you during discussion if you raise your hand and it is your turn to talk



Turns your video on/off

# Zoom Etiquette

- Please remain muted until called on. If you'd like to speak during this time please use the "Raise Hand" function in Zoom.
- The chat function will be enabled during the discussion agenda item. (In keeping with convention from in-person meetings.)
- Please be respectful of each other's time.
- We ask that participants limit their questions so that others may participate in the discussion. If you have more questions, please wait until all others attending have an opportunity to ask questions.
- If we are unable to get to your question at this meeting please put them in the Chat at the end or email **[Arreen.I.Andrew@boston.gov](mailto:Arreen.I.Andrew@boston.gov)**

# 02

## Process Update

*Alexa Pinard, Urban Designer III*





# Timeline

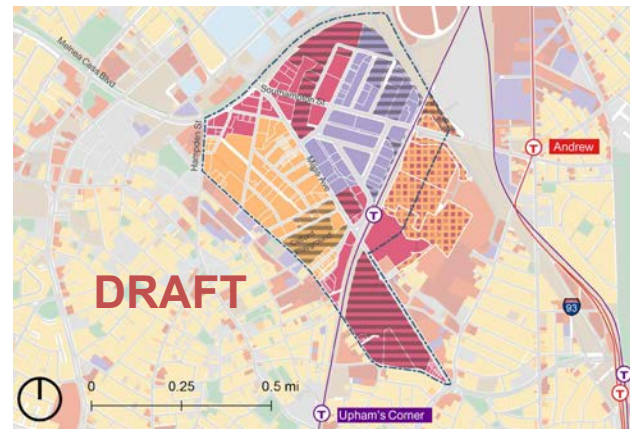
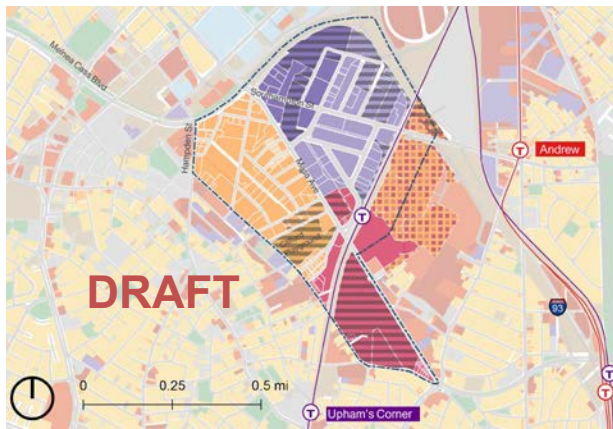
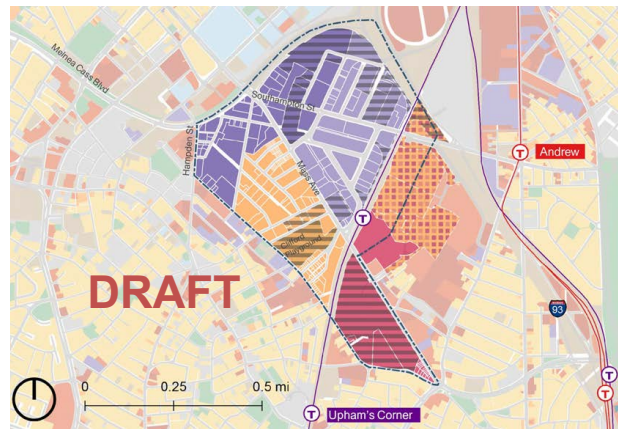


# Draft Scenarios: A spectrum of potential outcomes

## Draft Scenario 1

## Draft Scenario 2

## Draft Scenario 3



\*Clifford Playground is a public open space in all scenarios.

### Background

- Government
- Residential
- Mixed Use
- Commercial
- Heavy Commercial
- Industrial
- Airport
- Exempt
- edsmeds

### Zones of Use

- Industrial
- Hybrid Industrial/Commercial
- Lab/Commercial
- Commercial/Mixed Use
- Lab/Commercial/Residential
- Public Land and Utilities

# Discussion: Draft Planning Scenarios

- **We do not intent to select one preferred scenario today.**
  - The draft scenarios are a tool to visualize the work completed through PLAN: Newmarket so far.
  - The draft scenarios provide a structure to more deeply analyze the pros and cons of multiple potential trajectories for the future of Newmarket.
- **Questions:**
  - Does the analysis underlying the draft scenarios reflect conversations held so far in the planning process?
  - Are there additional factors that you think should be considered in these draft scenarios?

# Plan Update: Future Work

The draft future zones presented today frame **how planning scenarios will be further developed**, including how we frame a hierarchy of streets, climate resilience, and public realm improvements

In Progress:

- **Future Hierarchy of Streets:** Changes in the transportation network to improve travel patterns, safety, congestions, conflicting modes
- **Climate Resilience:** Working with Boston Water and Sewer Commission to utilize most relevant stormwater and inundation modeling to address current and future climate hazards
- **Preservation of Creative Economy Production Spaces:** Displacement prevention strategies

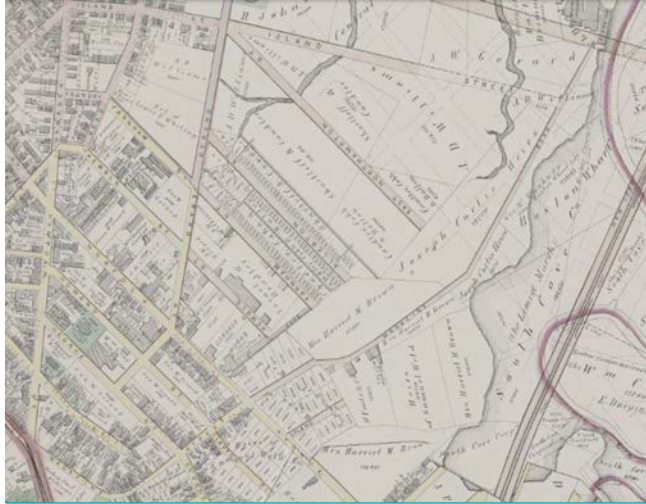


# 03

## Site Analysis

*Will Cohen, Associate Principal, Utile*

# History of Newmarket



1873

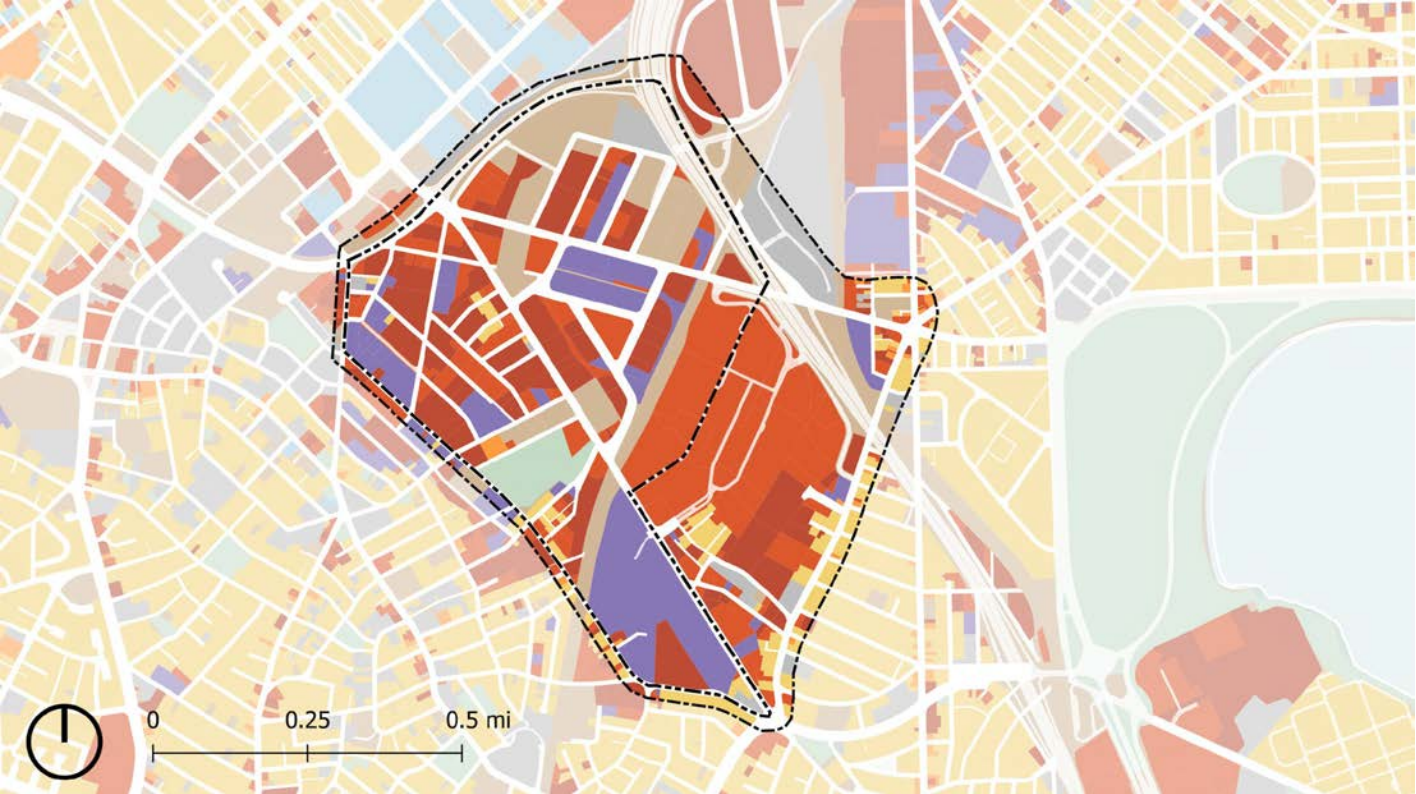


1890



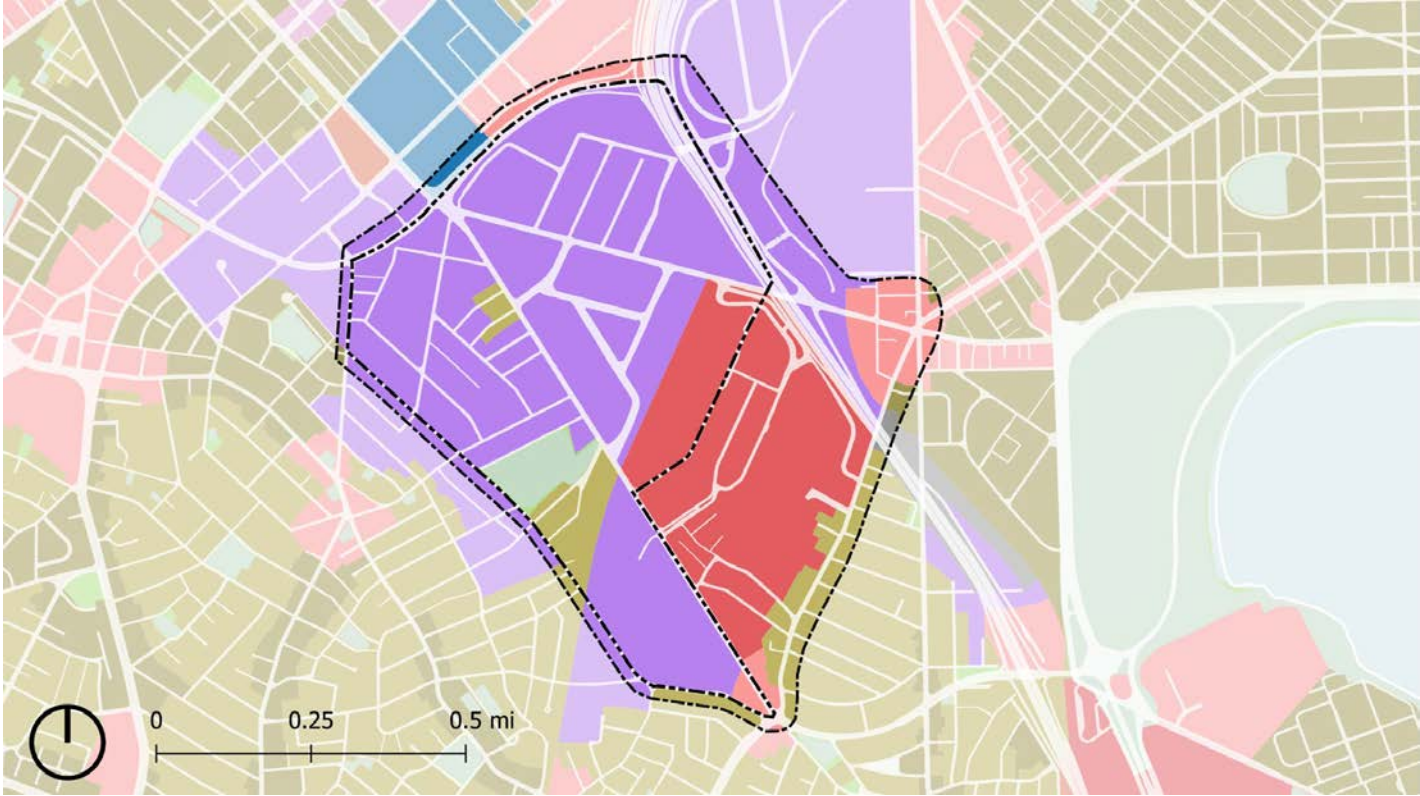
1906

# Current Land Use



Approximately 77% of the land area in the Newmarket study area has been zoned for industrial and commercial uses.

# Current Zoning

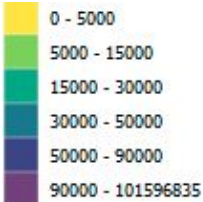




# Parcel Size



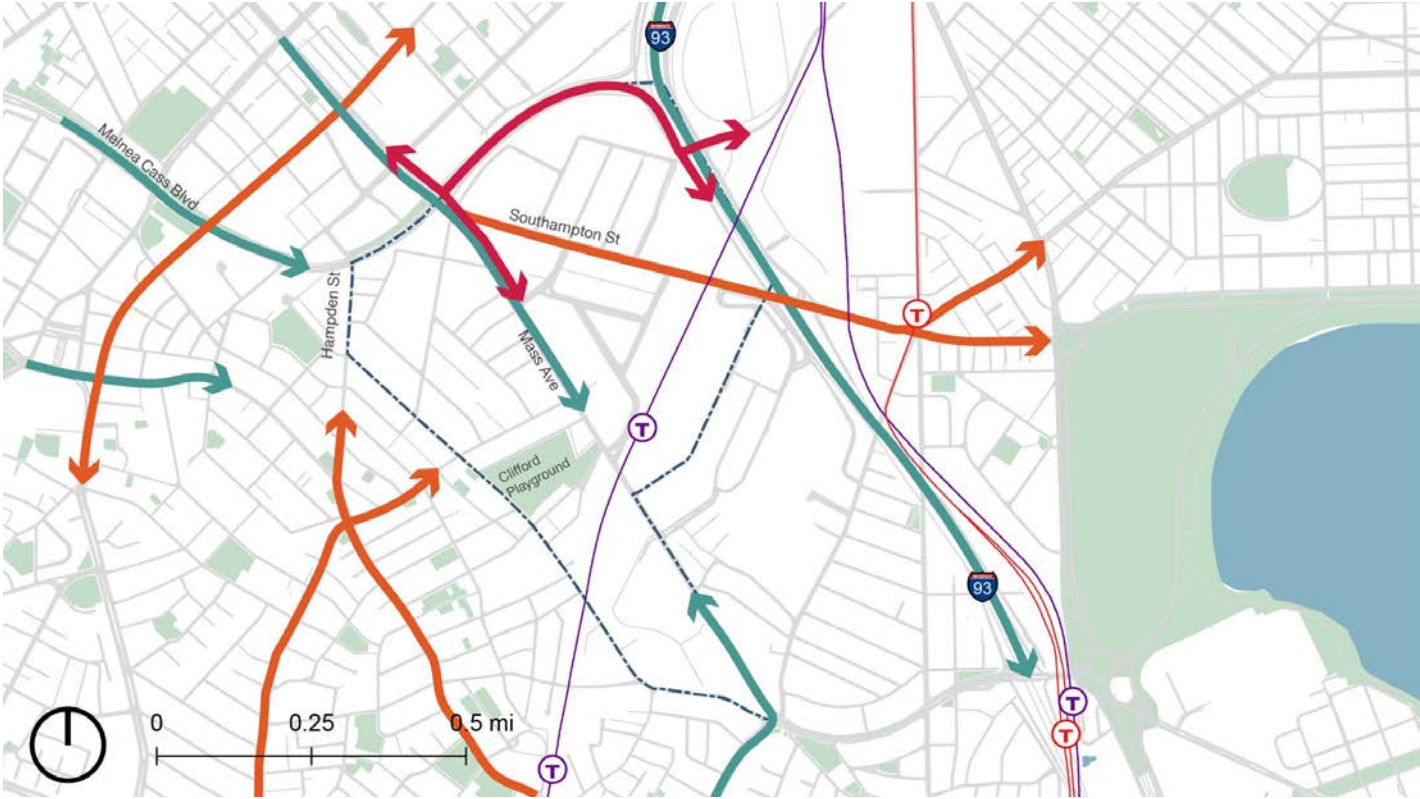
On average labs need a **parcel size of 50,000 or greater**



# FAR: Floor area ratio

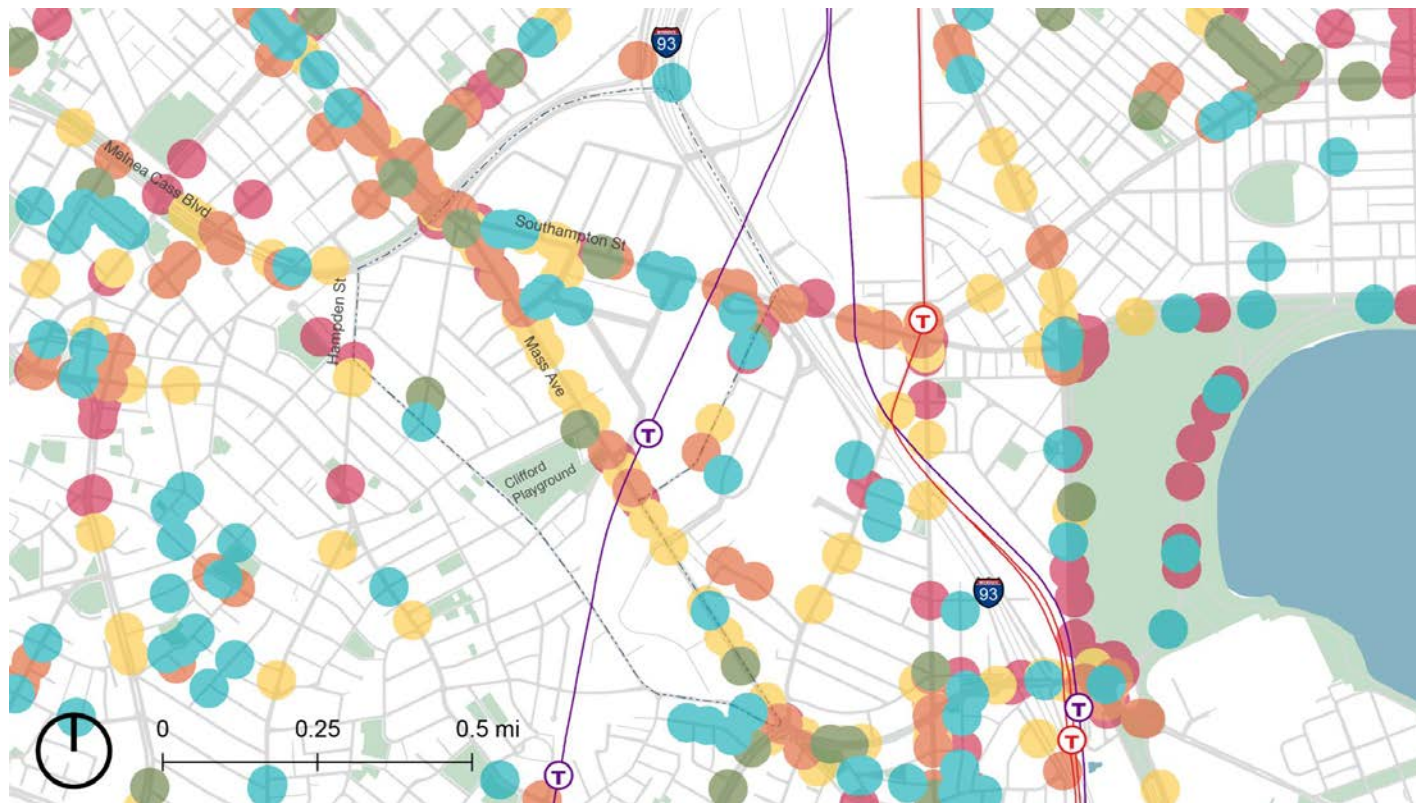


# Vehicle Circulation



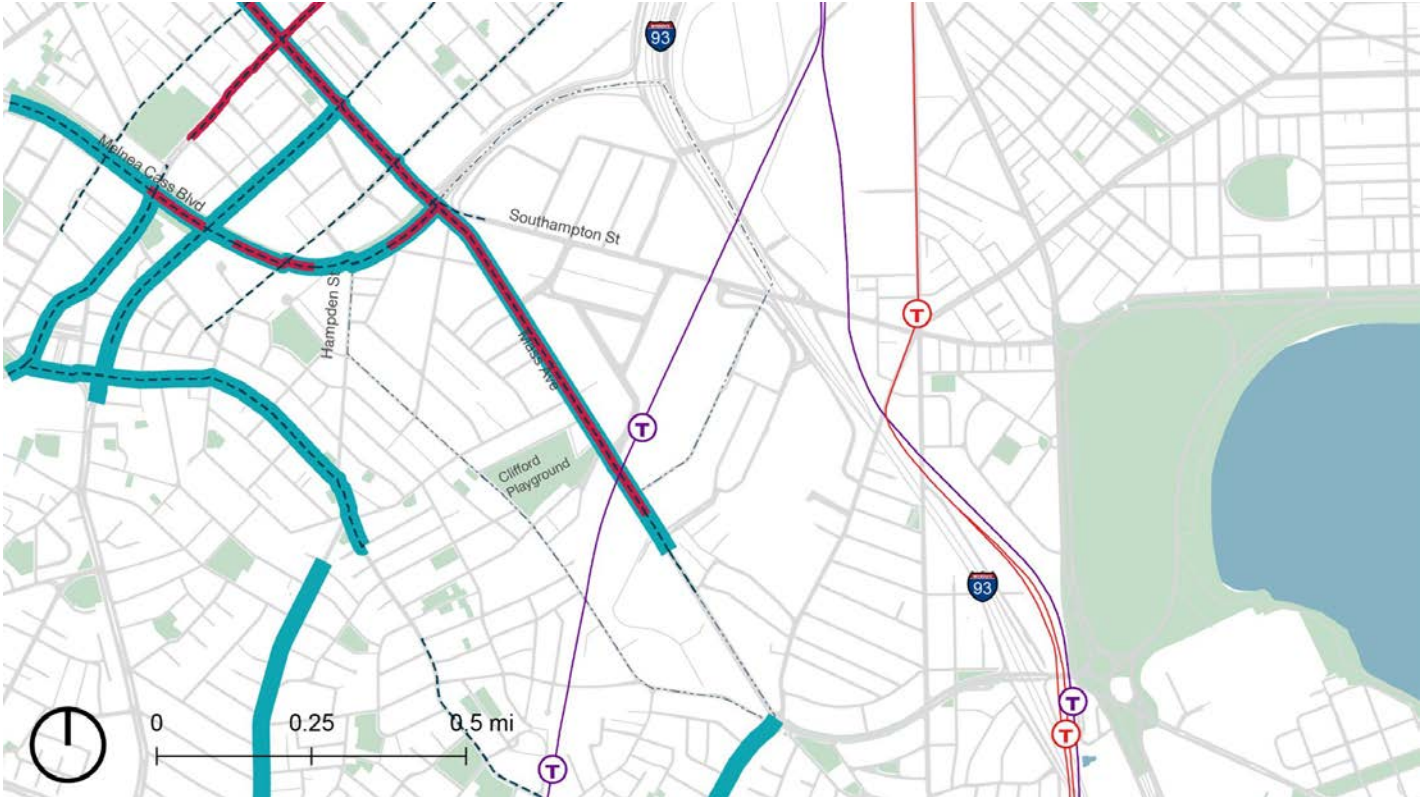
- HDV access/egress
- Major commute flows
- Key neighborhood routes

# Vision Zero Conditions



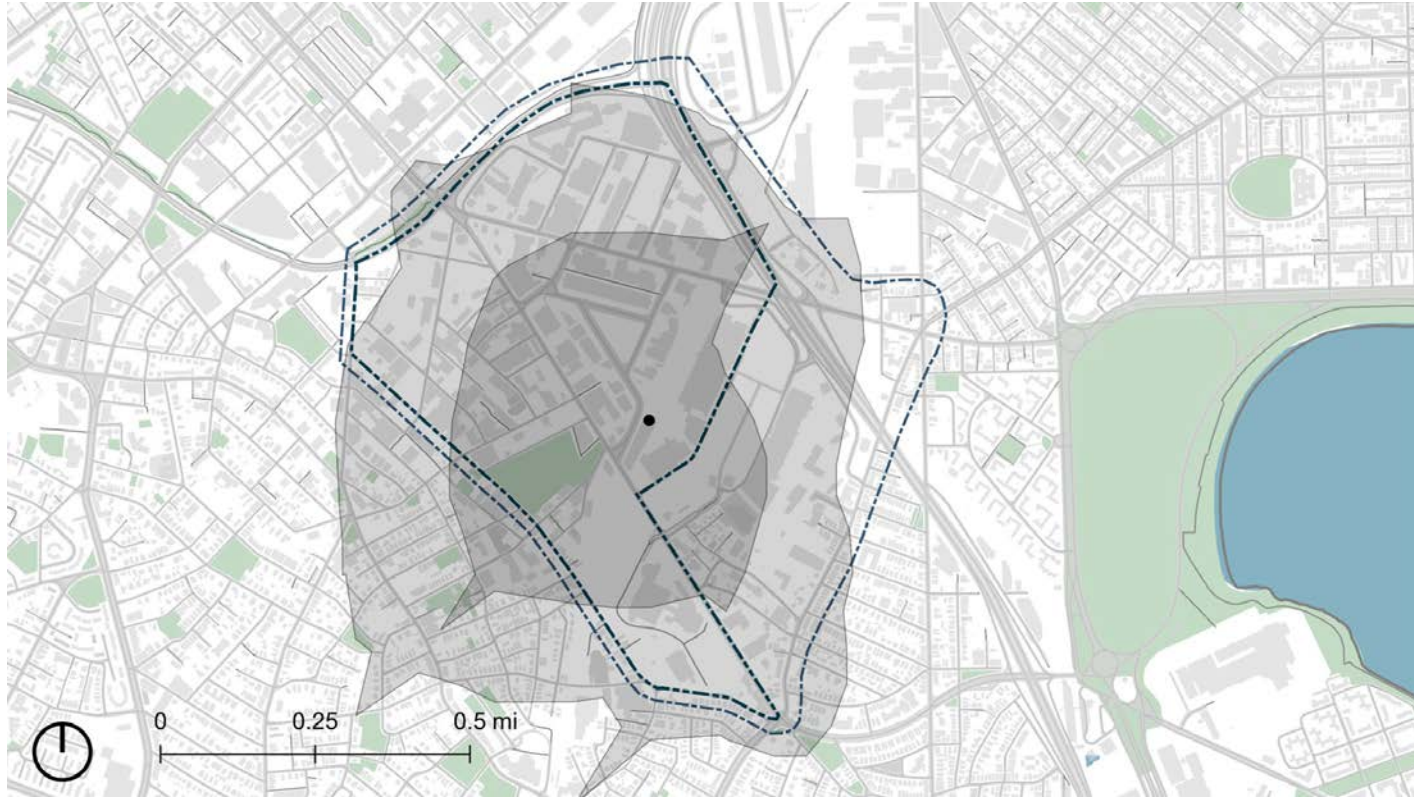
- Poor bicycle facilities
- Drivers not yielding
- Illegal parking
- No pedestrian crossing
- Speeding

# High Crash Locations



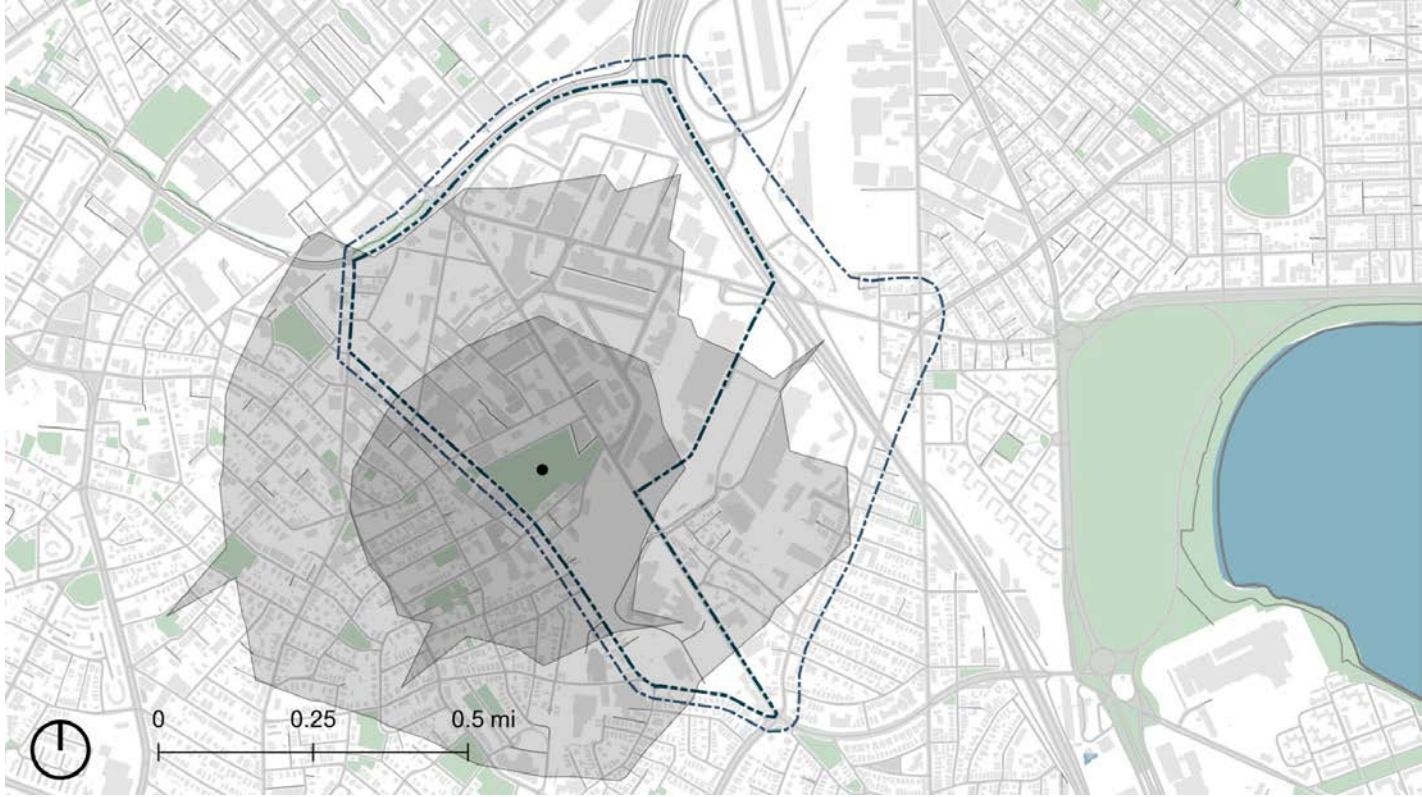
- - - Pedestrian crash
- Bike crash
- Motor crash

# 10 & 15 Minute Walk: Newmarket MTBA Station



- Newmarket T Stop
- Walking 10 min
- Walking 15 min

# 10 & 15 Minute Walk: Open Space



- Clifford Playground
- Walking 10 min
- Walking 15 min

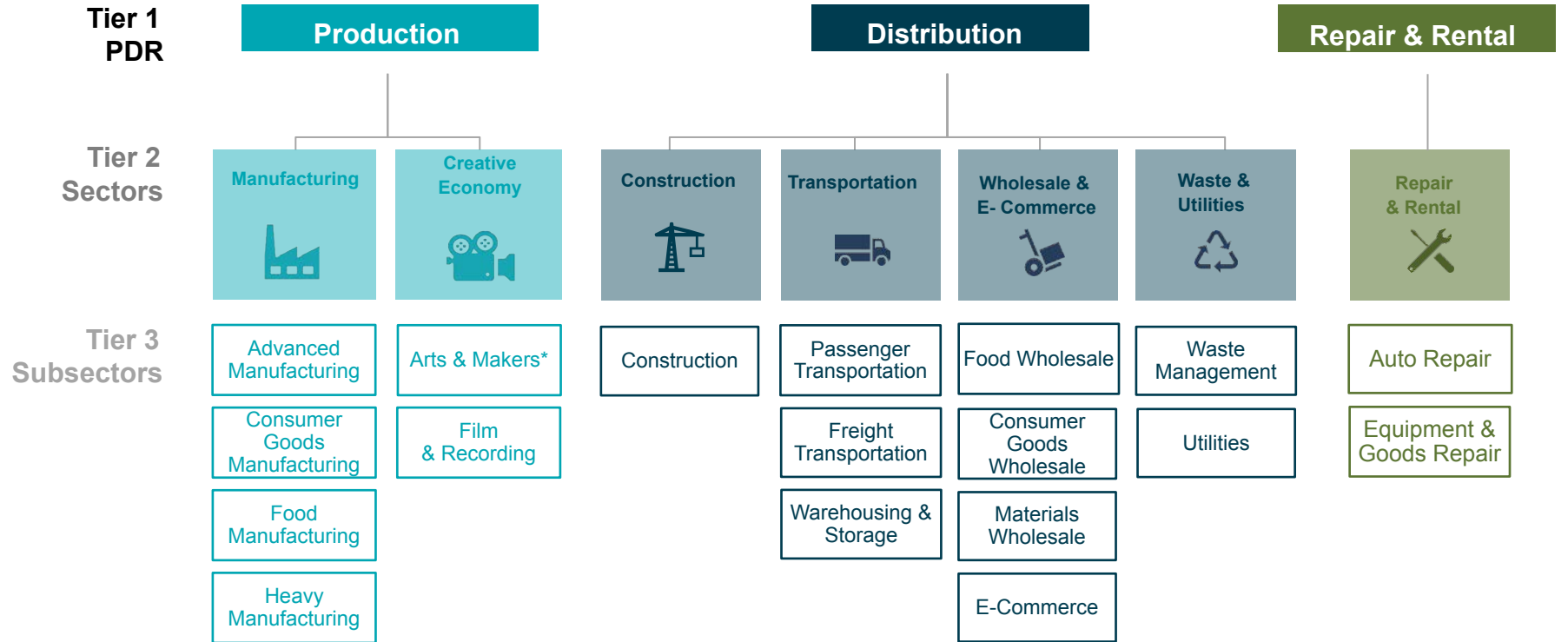
# 04

## Draft Use Zones

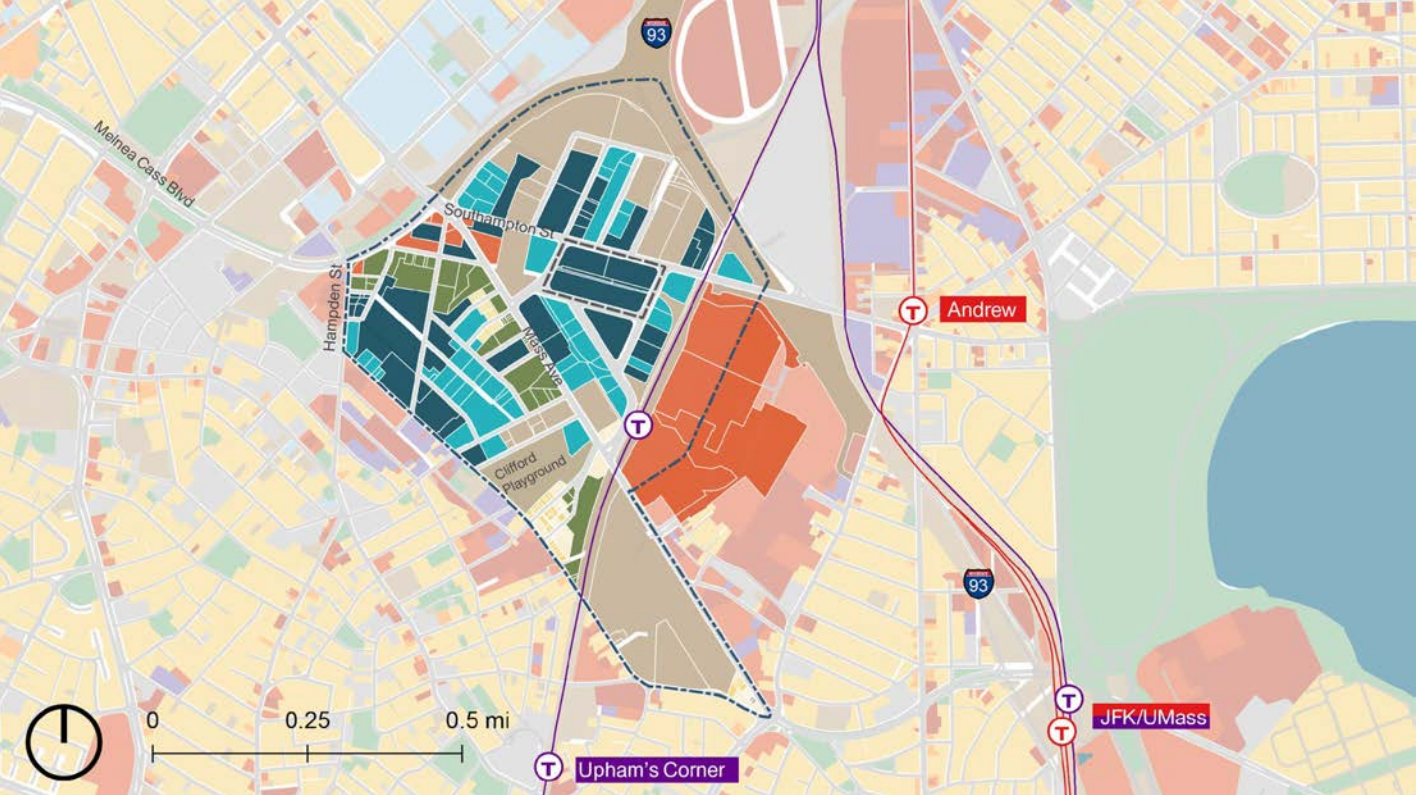
*Will Cohen, Associate Principal, Utile*



# Define 21<sup>st</sup> Century Use: Taxonomy of Sectors



# Taxonomy of Sectors: Existing Uses



*Background*

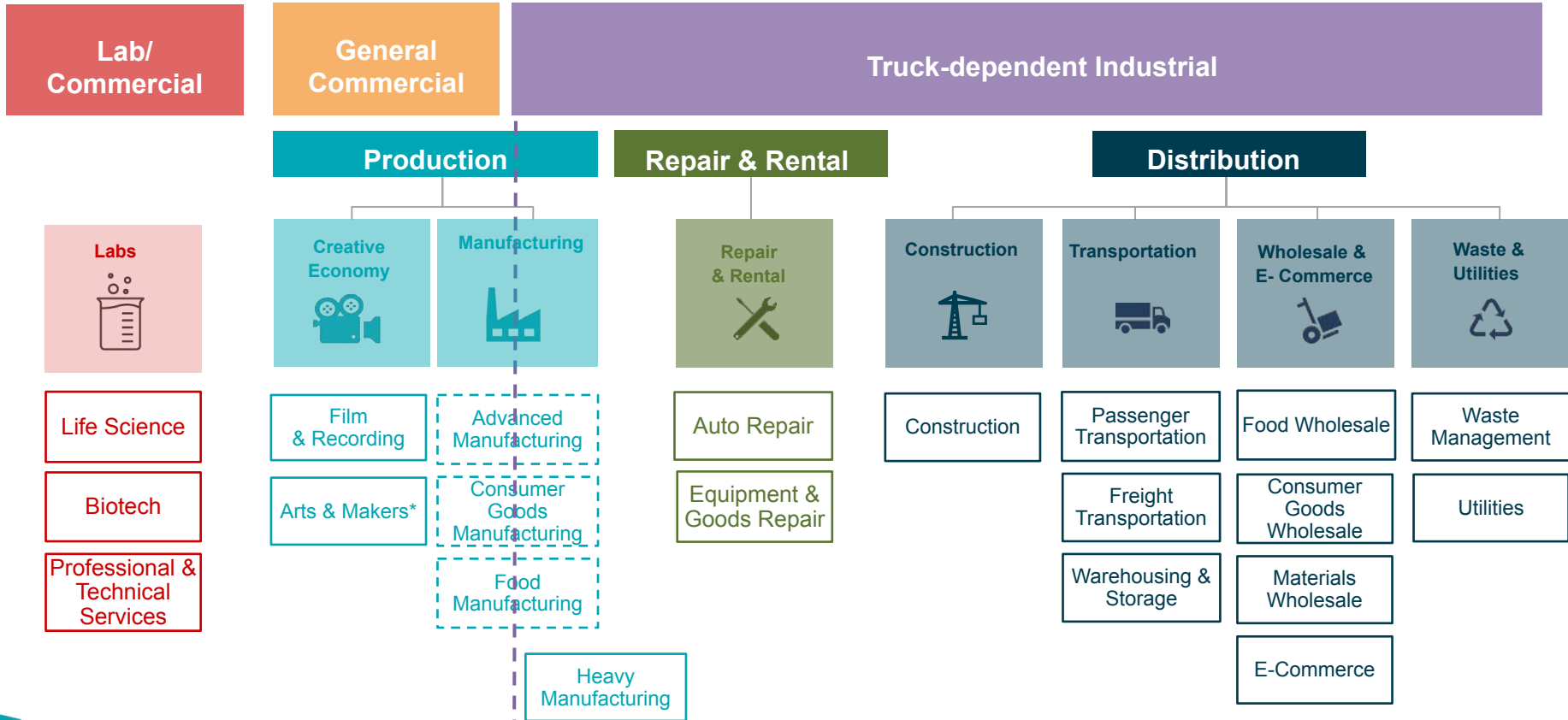
- Government
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- edsmes

*Subareas*

- Planning Area
- Government & Utilities
- Residential
- Commercial
- Distribution
- Distribution: Food
- Production
- Repair & Rental

\* Background is current land use

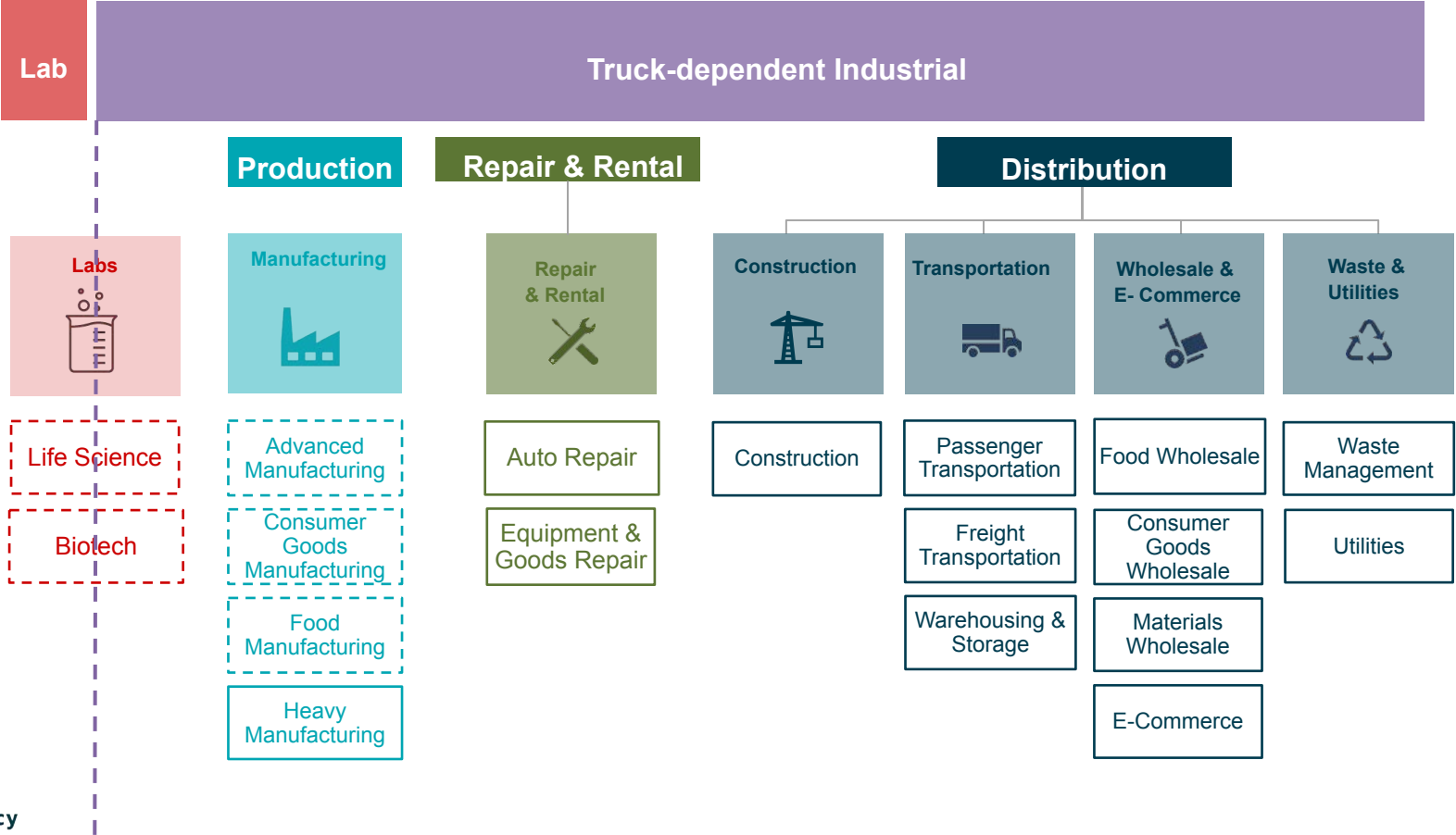
# Draft Future Scenarios: Intersection of Taxonomy & Land Use



Mining and oil/gas operations are excluded.

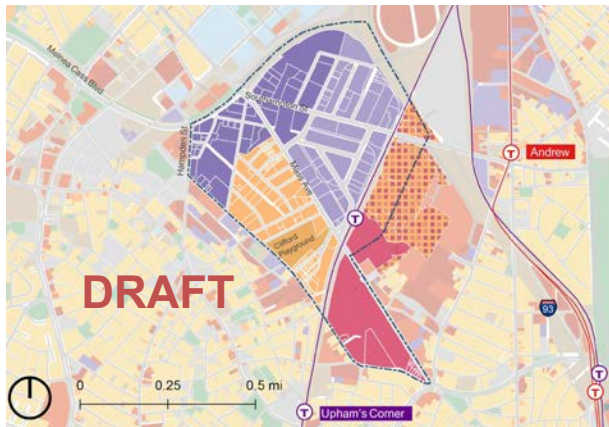
\*Arts & Makers jobs are not included in subsequent data and figures due to classification issues, but are included here conceptually

# Draft Future Scenarios: Intersection of Taxonomy & Land Use

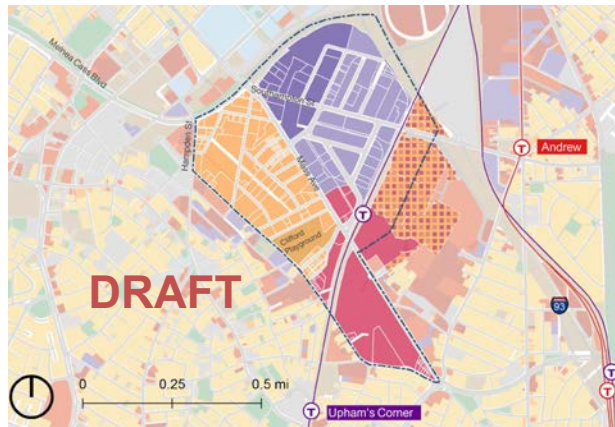


# Draft Scenarios: A spectrum of potential outcomes

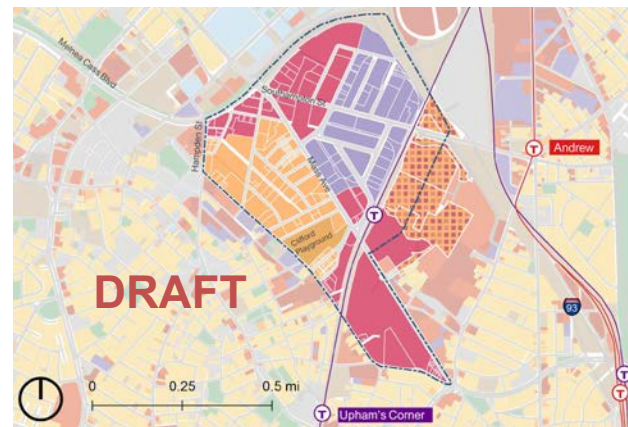
## Draft Scenario 1



## Draft Scenario 2



## Draft Scenario 3

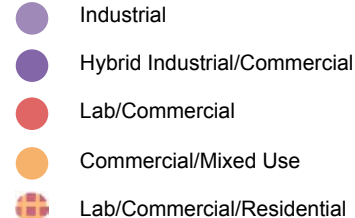


\*Clifford Playground is a public open space in all scenarios.

### Background

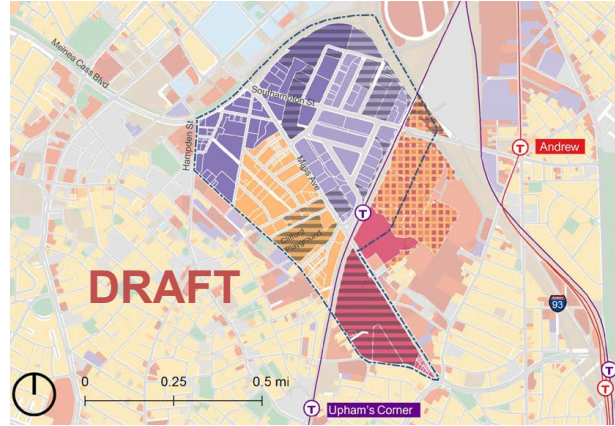


### Zones of Use

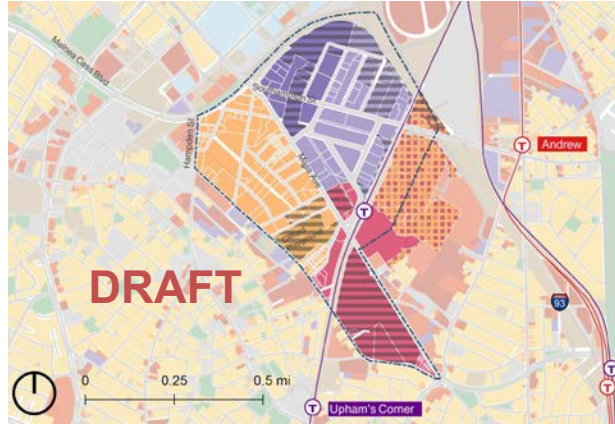


# Draft Scenarios: Informed by taxonomy

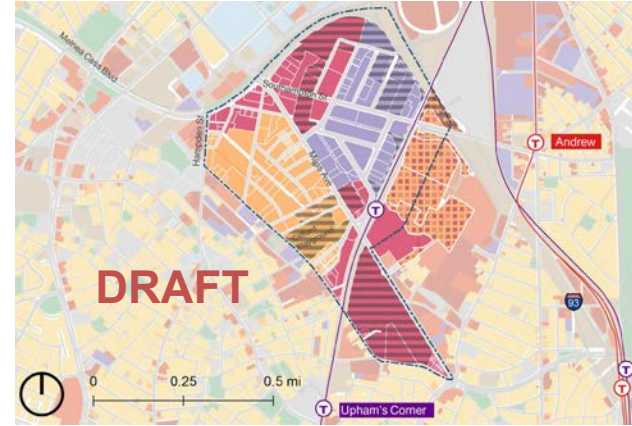
## Draft Scenario 1



## Draft Scenario 2



## Draft Scenario 3



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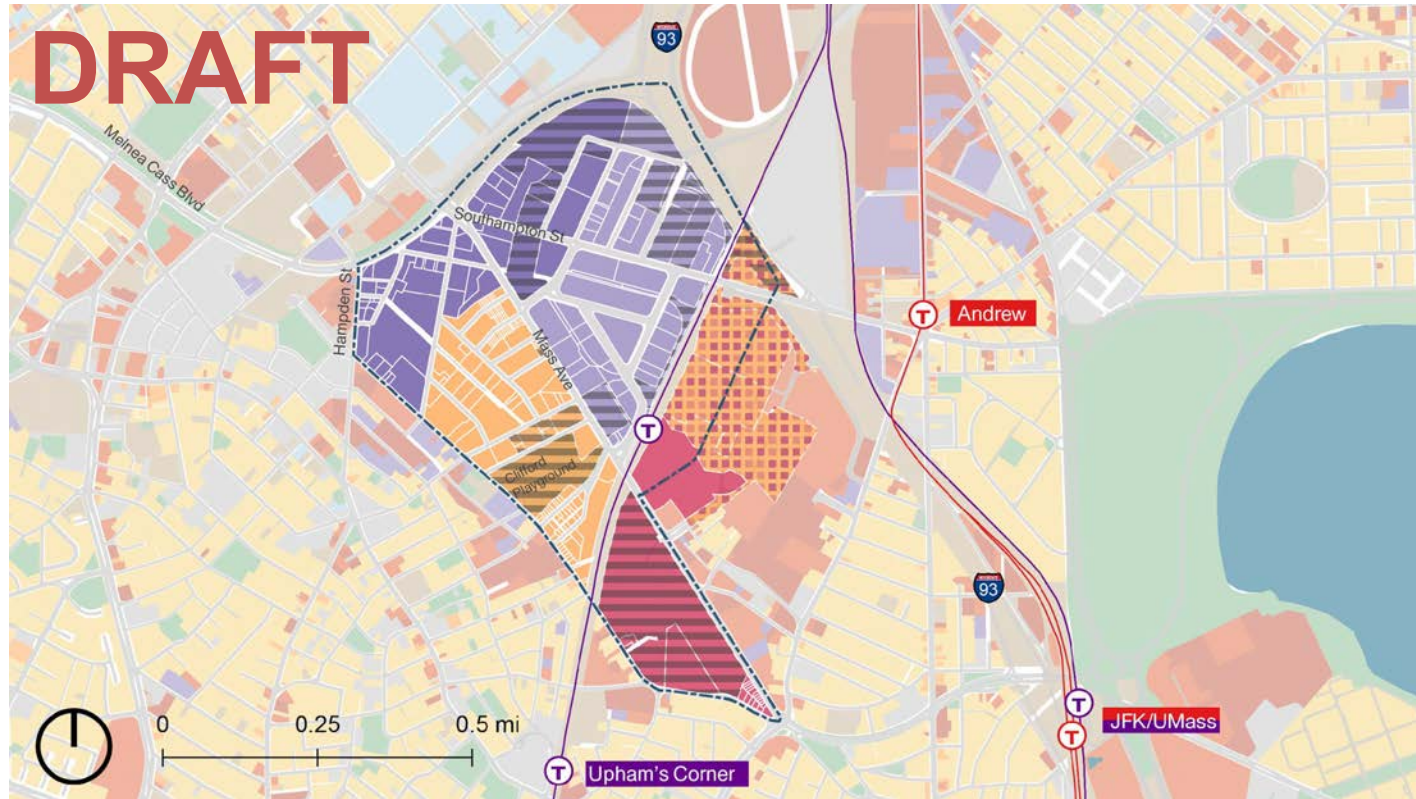
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# Draft Scenario 2



Background: current land use




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Zones of Use

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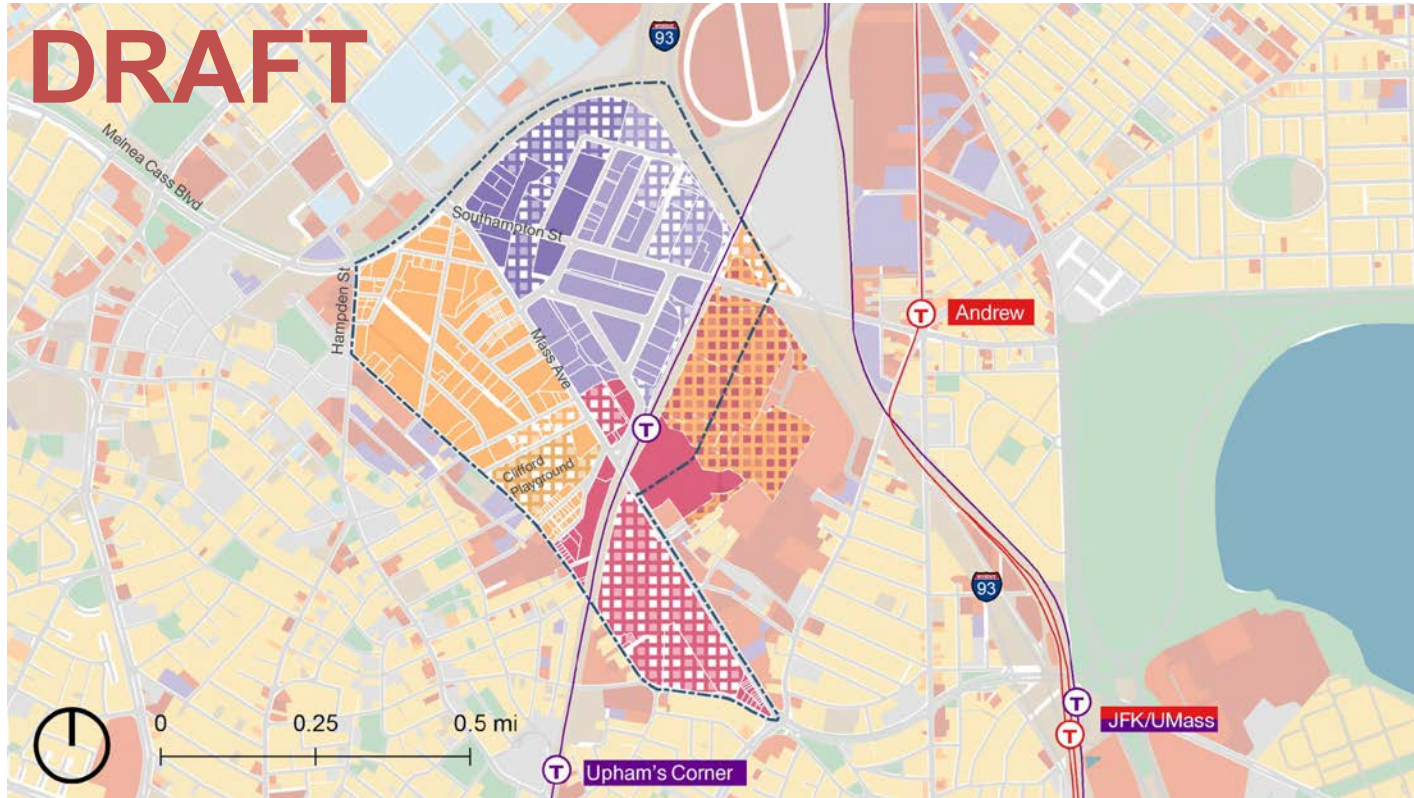
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# Draft Scenario 1

Zone	Use	Industry	Pro	Con
	<p>Industrial (existing zoning, 85 ft mixed commercial/industrial (3 over 1 typology))</p>	<p><i>Large Truck-dependent:</i> Warehousing and Storage, Construction, Food Wholesale, Food Manufacturing, Advanced and Consumer Products Manufacturing</p>	<p>Preserves industrial character, uses, and supply chain; encourages growth of 21st century industrial sites</p>	<p>Limited area for market-rate development; truck traffic management south of Mass. Ave.</p>
	<p>Mixed-Use Commercial, Manufacturing (up to 85 ft commercial, 75 ft residential)</p>	<p>Smaller-scale Food Manufacturing and Advanced and Consumer Products Manufacturing, Arts &amp; Maker Space</p>	<p>Medium density commercial and residential uses provides buffer for abutting neighborhoods; encourages walkability and amenities for workers and residents</p>	<p>Reduces the area for larger-scale industrial facilities including distribution, risks displacement of existing industrial uses/character</p>
	<p>Lab, Commercial (135 ft height limit)</p>	<p>Life Science</p>	<p>Improves access to a wider range of higher paying jobs to surrounding neighborhood, increases use of MBTA services</p>	<p>Potential loss of traditional industrial uses in certain sub-areas.</p>



# Draft Scenario 2



Background: current land use




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Zones of Use

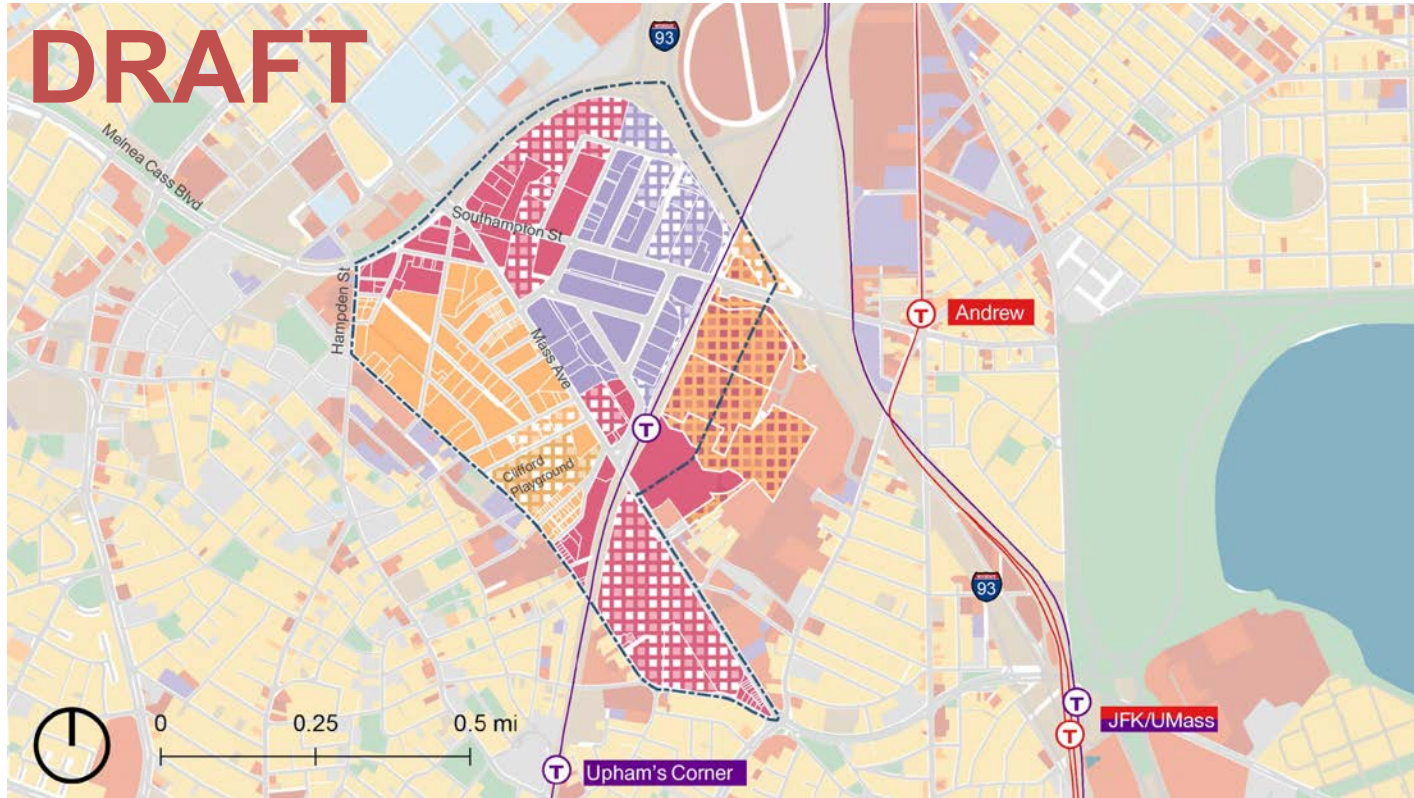
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# Draft Scenario 2

Zone	Use	Industry	Pro	Con
	<p><b>Industrial</b> (existing zoning, 85 ft mixed commercial/industrial (3 over 1 typology))</p>	<p><i>Large Truck-dependent:</i> Warehousing and Storage, Construction, Food Wholesale, Food Manufacturing, Advanced and Consumer Products Manufacturing</p>	<p>Preserve industrial character, uses, and supply chain; encourages growth of 21st century industrial businesses</p>	<p>Limits space for market rate development; truck traffic management south of Mass. Ave.</p>
	<p><b>Mixed-Use Commercial, Manufacturing</b> (up to 85 ft commercial, 75 ft residential)</p>	<p>Smaller-scale Food Manufacturing and Advanced and Consumer Products Manufacturing, Arts &amp; Maker Space</p>	<p>Medium density commercial and residential uses provides buffer for abutting neighborhoods; encourages walkability and amenities for workers and residents</p>	<p>Reduced potential for industrial growth; further of displacement of existing industrial uses/character</p>
	<p><b>Lab, Commercial</b> (135 ft height limit)</p>	<p>Life Science and Professional Services</p>	<p>Improves access to a wider range of higher paying jobs for the surrounding neighborhood; increases use of MBTA services</p>	<p>Potential loss of traditional industrial uses in certain sub-areas.</p>

# Draft Scenario 3



Background: current land use




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Zones of Use

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# Draft Scenario 3

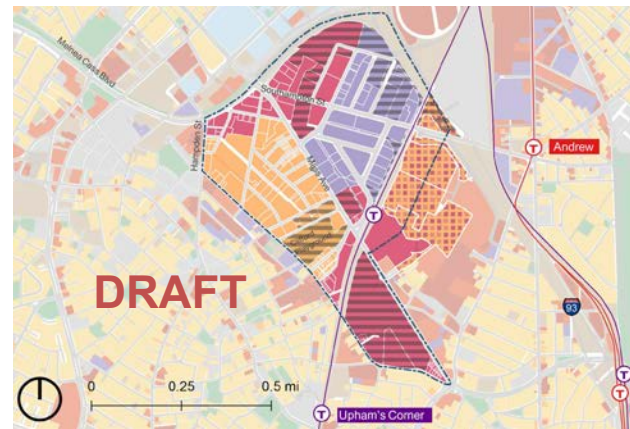
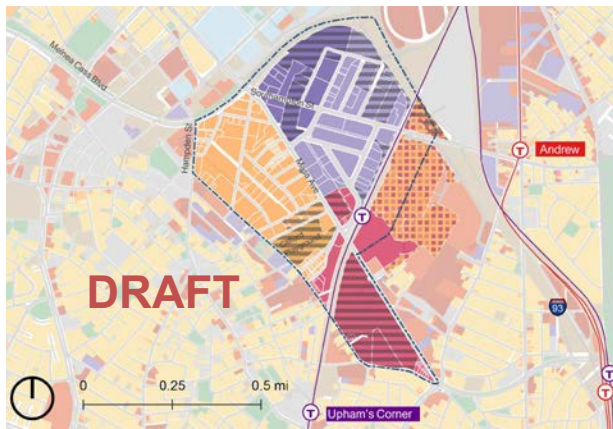
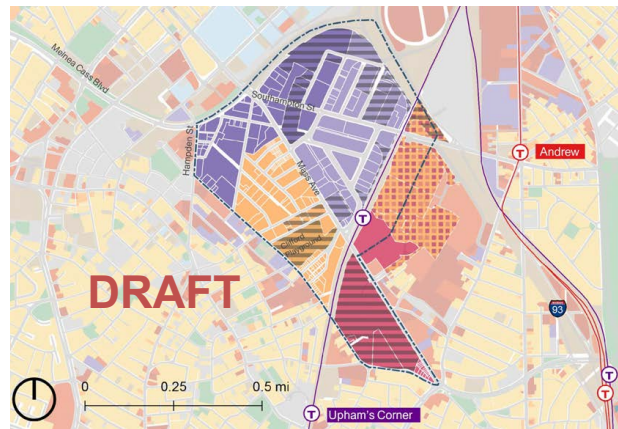
Zone	Use	Industry	Pro	Con
	<b>Industrial</b> (existing zoning; 85 ft mixed commercial/industrial (3 over 1 typology))	<i>Large Truck-dependent:</i> Warehousing and Storage, Construction, Food Wholesale, Food Manufacturing, Advanced and Consumer Products Manufacturing	Preserve industrial character, uses, and supply chain; encourages growth of 21st century industrial businesses	Remnant industrial district might not be large enough to sustain itself
	<b>Mixed-Use Commercial, Manufacturing</b> (up to 85 ft commercial, 75 ft residential)	Smaller-scale Food Manufacturing and Advanced and Consumer Products Manufacturing, Arts & Maker Space	Medium density commercial and residential uses provides buffer for abutting neighborhoods; encourages walkability and amenities for workers and residents	Reduces the potential for industrial growth; further risks displacement of existing industrial uses/character
	<b>Lab, Commercial</b> (135 ft height limit)	Life Science, Medical tech and office expansion from Boston Medical campus	Improves access to a wider range of higher paying jobs for surrounding neighborhood; Boston Medical has room to expand	Industrial district may be too small for business synergies

# Draft Scenarios: A spectrum of potential outcomes

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## Draft Scenario 2

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# Scenarios: Trade Offs

	Scenario 1	Scenario 2	Scenario 3
Retain Traditional Industrial Jobs	●	◐	○
Attract Industries of Tomorrow	◑	◐	◑
Promote Job Equity	◐	◐	○
Supports Arts, Creatives, Makers	◐	◐	○
Prevent Addiction, Recovery Displacement	◐	◐	○
Retain Essential Distribution Services	●	◐	○
Support Urban Resilience	●	●	○
Increase Job Density and Total Jobs	○	◐	◐
Generate Positive Fiscal Impacts	◐	◐	●

# 05

## Discussion

*Arreen Andrew, Community Engagement Manager*

# Discussion: Draft Planning Scenarios

- **We do not intent to select one preferred scenario today.**
  - The draft scenarios are a tool to visualize the work completed through PLAN: Newmarket so far.
  - The draft scenarios provide a structure to more deeply analyze the pros and cons of multiple potential trajectories for the future of Newmarket.
- **Questions:**
  - Does the analysis underlying the draft scenarios reflect conversations held so far in the planning process?
  - Are there additional factors that you think should be considered in these draft scenarios?



# 06

## Next Steps

*Arreen Andrew, Community Engagement Manager*

# Next Steps

- **For more information visit:**  
<https://bit.ly/plannewmarket>
- If we were unable to get to your question at this meeting or you have other questions please email **Arreen.I.Andrew@boston.gov**
- Future Engagement and Outreach:
  - Human Centered Design Lab - September 29, 2021, 4-8PM

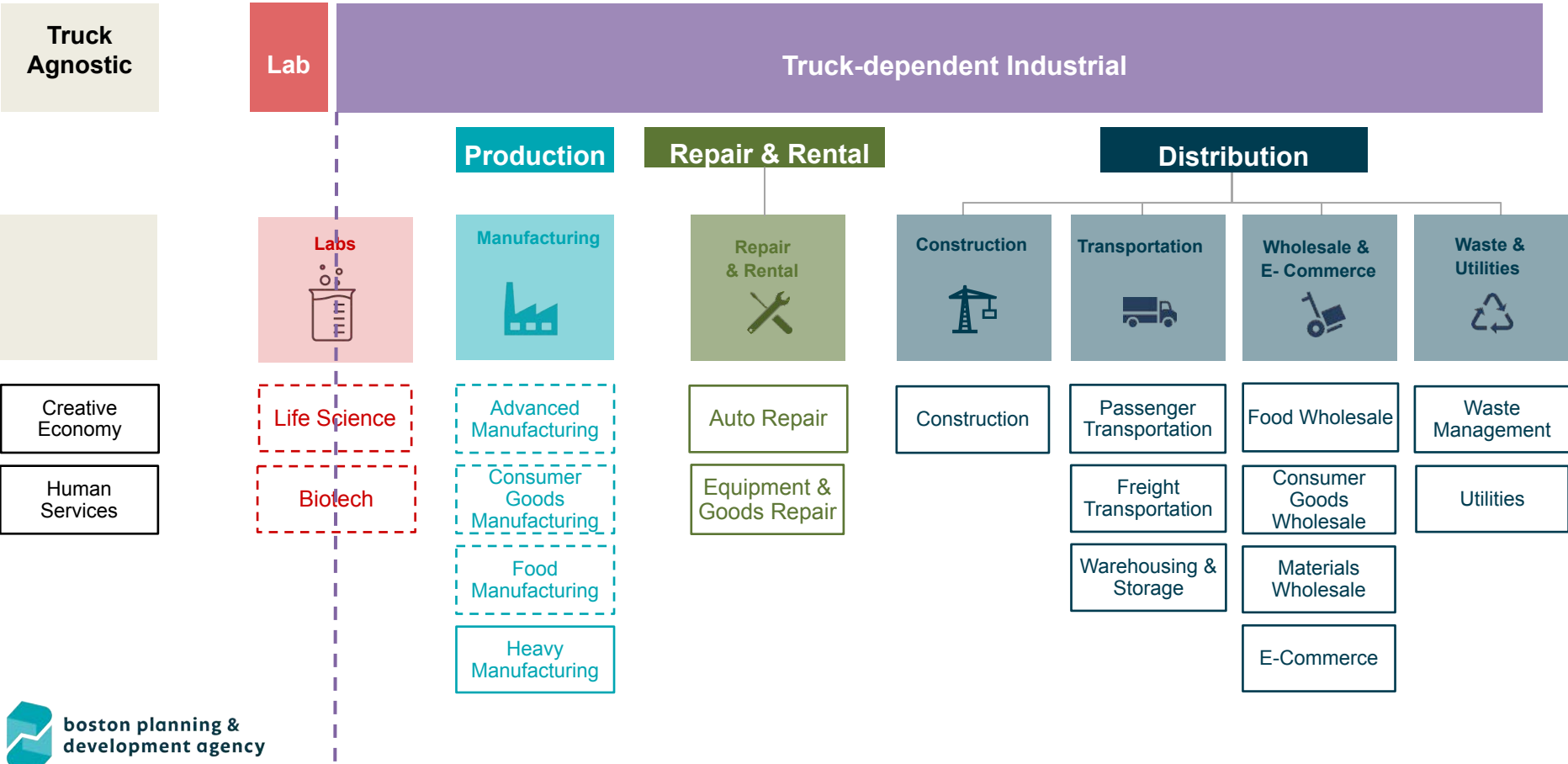


As part of the planning process, with guidance from the PLAN: Newmarket Social Justice and Equity Consultants, Rivera Consultant, the Newmarket team is seeking to broaden our engagement efforts through a series of focused conversations with residents along the Fairmount Line.

The PLAN: Newmarket Design Labs will be an interactive, collaborative workshop focused on creative problem-solving and human-centered design methodology.

# Appendix

# Draft Future Scenarios: Intersection of Taxonomy & Land Use



# Engagement with Businesses

Organization	Sector
Abbott Investments	Real Estate
Action for Equity	Community Advocates
Boston Cab Dispatch	Transportation
CityFresh Foods	Food Manufacturing/Distribution
Cloud Kitchen	Food Manufacturing/Distribution
Eversource	Utilities
The Greater Boston Food Bank	Food Distribution
Industry Lab	Makerspace (Somerville)
Metro Credit Union	Banking
National Development	Real Estate
New England Culinary Arts Training	Culinary Job Training and Placement
Newmarket Business Association	Business Association
The Record Co.	Arts Non-Profit
Reenergy	Renewable Energy
Waldwin Group	Food Manufacturing/Distribution
Boston Health Commission, Mass Cass	Social Services
MOAC	Arts and Culture
MBTA	Transportation
BWSC	Stormwater/ Flooding

