

Advisory Group Meeting #3

June 30, 2021

Greetings from...



Boston, Massachusetts

01

Welcome

Arreen Andrew, Community Engagement Manager

Meeting Recording

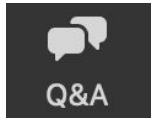
At the request of community members, this event will be recorded posted on the PLAN: Newmarket project webpage at **<http://bostonplans.org/PlanNewmarket>** for those who are unable to attend the Zoom event live.

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 Q & A 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.⁴

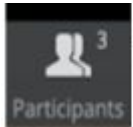
Zoom Tips

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**

02

Process

Alexa Pinard, Urban Designer II

Arreen Andrew, Community Engagement Manager



Goals for Today

21st Century
Industry

=



+



Discussion Questions

21st Century Industrial Land Use Tradeoffs

- What combination of industrial sectors in Newmarket is most likely to achieve the City's economic development goals?
 - Are the insights of the preceding slides consistent with your experience?
 - What uses are compatible with each other; the larger ecosystem?
- What combination of industrial sectors in Newmarket is most likely to achieve the City's equity goals?
 - Are the insights of the preceding slides consistent with your experience?
 - What uses are compatible with each other; the larger ecosystem?

Agenda

9:00 – 9:15

Welcome and Introductions

9:20 – 9:30

Presentation:

- Process overview: planning subject areas
- Equity Framework overview
- Recap of June workshop

9:30 – 10:20

Discussion: land use trajectory trade-offs

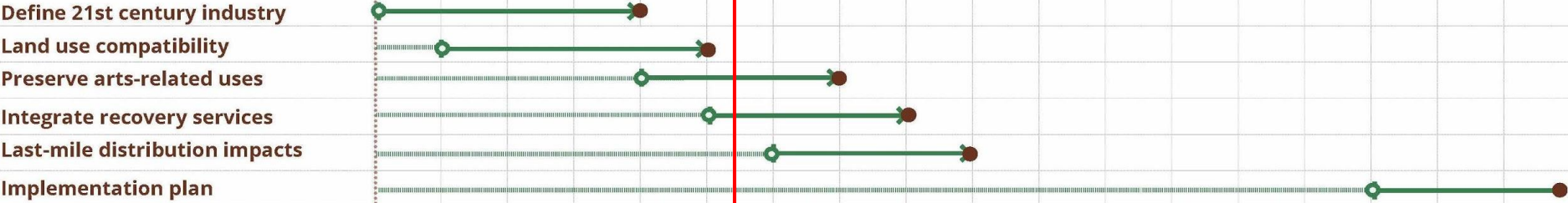
10:20 – 10:30

Final questions and open discussion

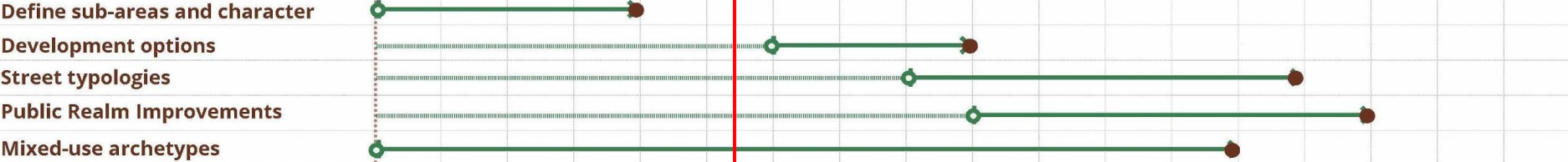
Please reach out to Arreen Andrew (Arreen.I.Andrew@boston.gov) for follow-questions

Process: Topics

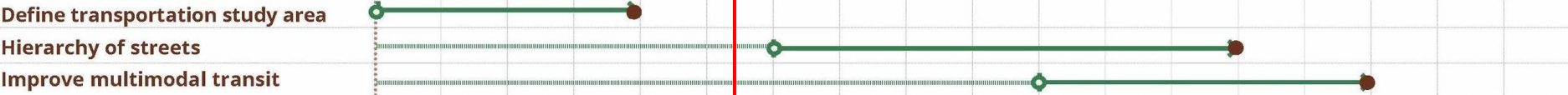
Economic Policy & Land Use



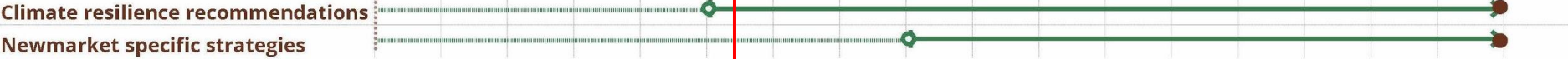
Public Realm/Urban Design



Mobility



Climate Resilience



Process: Equity Framework

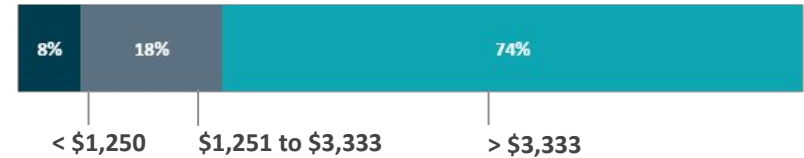
The BPDA is working with a consulting firm to **develop an Equity Framework**. The Framework will ensure the needs and future aspirations of communities of color and those residents with low-income in Boston be considered first. This Framework is **applied to each planning topic**.

Key Framework topics:

- Outreach strategies for underrepresented groups, including Fairmount Line stakeholders
- Evaluation of data collection and analysis
- Evaluation of the risk high-value uses pose to business displacement and diversity of employment opportunities

Workers by Monthly Earnings

Newmarket



Boston



Process: Equity Lens

Four key components to Equity Lens

- Historical and Neighborhood Context
- Centering Equity in Planning and Development
- Inclusive and Equitable Data
- Design Thinking and Human-Centered Community Engagement

Four key equity goals within the project scope

- Economic
- Public Realm and Urban Design
- Mobility
- Climate Resilience

June Workshop: Feedback

Who we heard from: Over 90 attendees

Equity

- It is important to maintain Newmarket as a place where individuals from the surrounding communities have access to good-paying jobs and potential entry into the new industries that may come in.
- Access to affordable training - advanced manufacturing- green jobs, retrofitting sustainable buildings. Room for 21st-century green jobs.
- Connect with community colleges like BFIT partnerships - keeping people in the Newmarket area as a priority.
- Important to consider the quality of the jobs.

Transportation and Mobility

- Transportation is the second-largest issue for stakeholders in Newmarket.
- The T is a huge asset but isn't used effectively and has led to congestion and traffic.
- Traffic needs to be addressed, intermittent and irregular traffic, especially with various land uses.
- Need for more pedestrian-friendly planning measures.

June Workshop: Feedback

Who we heard from: Over 90 attendees

Land use

- Food distribution & manufacturing -jobs are a great land-use and should stay. - New uses like cloud kitchen and breweries are fantastic and provide the types of jobs at multiple job scales and including training built-in for folks with barriers to employment like CORI concerns, etc.
- There is a desire for additional retail and ground floor uses in the area; the neighborhood needs community assets such as restaurants and small businesses.
- The agglomeration effect is important, but how do you pick which industries and how do heterogeneous industries support each other. What is the right mutually supportive use mix?
- More social services to help increase the well-being of everyone in the neighborhood.
- Centralization vs. decentralization of services--benefits to both.

03

Land Use Trajectory Trade-offs

Ted Schwartzberg, Senior Planner II



Steps

Develop a taxonomy of urban industry



Synthesize **precedent definitions** from peer cities



Research **national trends** in industrial subsectors

Analyze local and regional employment and real estate data



Identify **strong and growing subsectors** within urban industry in the Boston region



Understand trends in **industrial real estate** in Newmarket and Boston

Conduct interviews with local businesses and stakeholders



Find key **strengths and challenges** that businesses identify with Newmarket



Understand other **opportunities and threats** for industrial business viability

Develop trajectories for Newmarket's future



Create **trajectories** based on local, regional, and national trends and findings



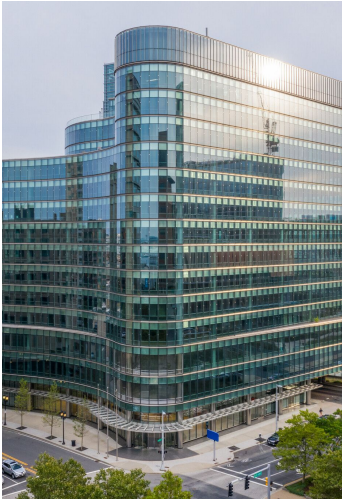
Identify **tradeoffs and needed actions** associated with each trajectory

The combination of trajectories chosen will **define 21st Century Industry for Newmarket.**

Potential Trajectories

Market preferred use

Labs, e-commerce



Essential services

Distribution, transportation, construction



Food heritage

Food manufacturing + distribution, urban ag, retail



Creative hub

Creative manufacturing, flex/maker space, arts, retail



Advanced manufacturing

Production/prototyping tied to R&D



Goal across trajectories: Prevent displacement of addiction and recovery services providers.



boston planning & development agency

Tradeoffs

Trajectory	Retain Essential Distribution Services	Support Urban Resilience	Increase Job Density and Total Jobs	Generate Positive Fiscal Impacts
Highest and best use Market preferred use				
Essential services Distribution, transportation, construction				
Food heritage Food manufacturing + distribution, urban ag, retail				
Creative hub Creative manufacturing, flex/maker space, arts, retail				
Advanced manufacturing Production and prototyping tied to R&D in the urban core				

Key

- Trajectory doesn't support goal
- Trajectory supports goal

Tradeoffs

Trajectory	Retain Traditional Industrial Jobs	Attract Industries of Tomorrow	Promote Job Equity	Support Arts, Creatives, Makers	Prevent Addiction/ Recovery Displacement
Market preferred use Labs and/or e-commerce					
Essential services Distribution, transportation, construction					
Food heritage Food manufacturing + distribution, urban ag, retail					
Creative hub Creative manufacturing, flex/maker space, arts, retail					
Advanced manufacturing Production and prototyping tied to R&D in the urban core					

03

Discussion

Alexa Pinard, Urban Designer II

Arreen Andrew, Community Engagement Manager



Discussion Questions

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Discussion Questions

21st Century Industrial Land Use Tradeoffs

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04

Next Steps

Joe Blankenship, Senior Transportation Planner

Ted Schwartzberg, Senior Planner II

Arreen Andrew, Community Engagement Manager



Upcoming: Transportation

- Define transportation study area
- Hierarchy of streets:
 - To improve multi-modal transportation
 - Support existing businesses
 - Identify public realm improvements to protect vulnerable street users
- Interagency coordination:
 - Public Works
 - Boston Transportation Department



Upcoming: Land Use

- Refine preferred use mix
- In concert with other planning topics, such as urban design, future land use mix preferences will inform:
 - Consideration of specialized use areas
 - Development of mixed-use building typologies
 - Public realm design
 - Policy to support vulnerable uses (e.g. creative economy)



Upcoming Engagement Events

Summer Engagement Lab

Next Advisory Group meeting

Next Public Workshop

Summer 2021

September 8, 2021

Fall 2021

Office Hours [Calendly- Arreen Andrew](#)

For more information visit: <http://www.bostonplans.org/planning/planninginitiatives/Plan-newmarket-the-21st-century-economy-initiative>

Meeting dates and subjects are tentative and subject to change. Advisory Group members will be provided with schedule updates as the project progresses. Extra meetings may be required and will be discussed in advance with the Advisory Group.

Thank You!

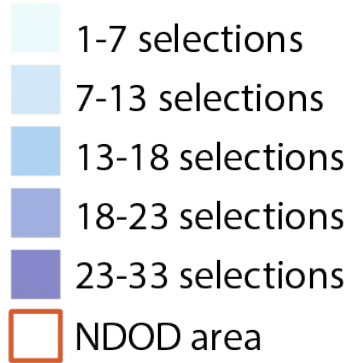
Greetings from...

NEWMARKET

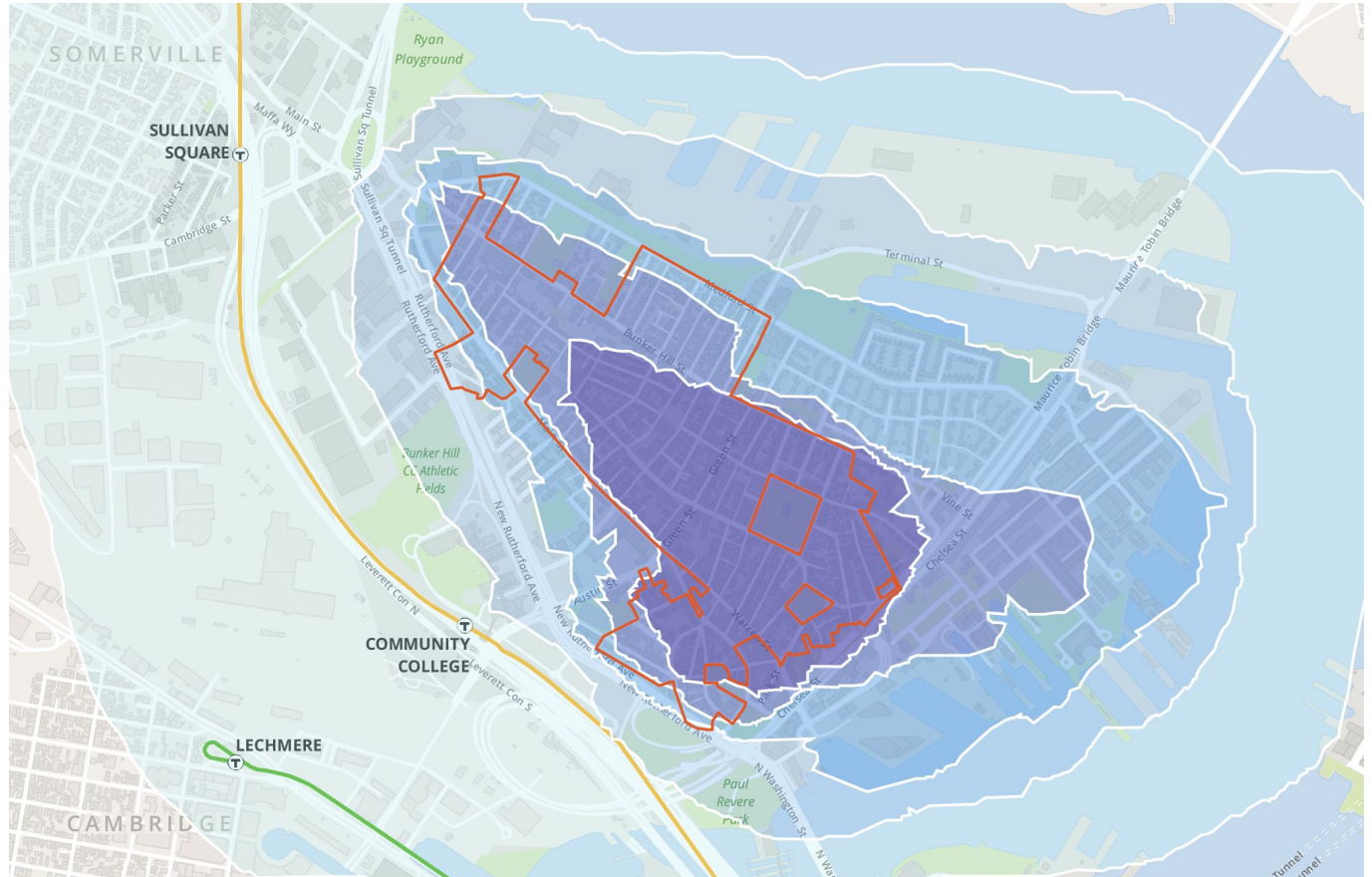
Boston, Massachusetts

Appendix

Spatial Survey Example



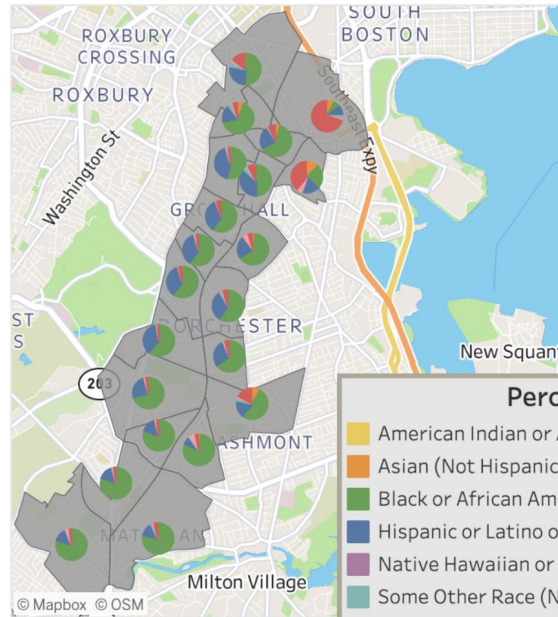
**PLAN: Charlestown
Land Use Through
Time Part I Survey**



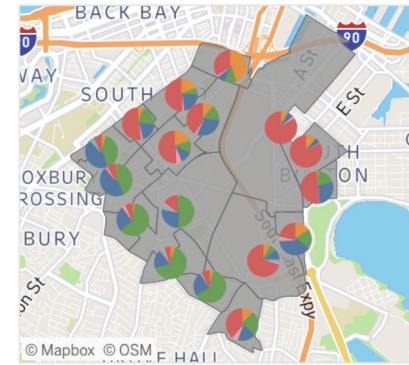
Centering Impact on Community

- PLAN: Newmarket must *place the needs and aspirations of residents of color and residents with low incomes first*
- Changes in Newmarket will be most *felt along the Fairmount Line*
 - Most residents who live within 15 minutes of Fairmount Line stops are Black, Hispanic, or Latino
 - Inclusive process must look beyond immediately abutting neighborhoods

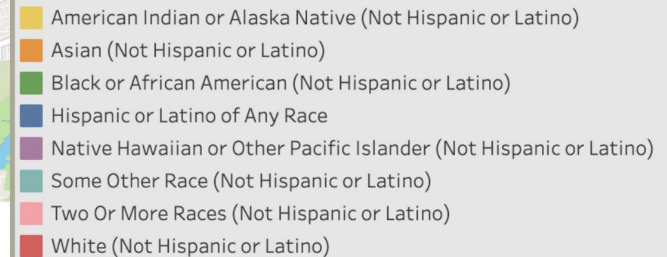
Tracts Within a 15-minute Walk of
Fairmount Line Stations
(ACS 2015-2019 5-Year Estimates)



Tracts Within a 15-minute
Walk of Newmarket (ACS
2015-2019 5-Year Estimates)

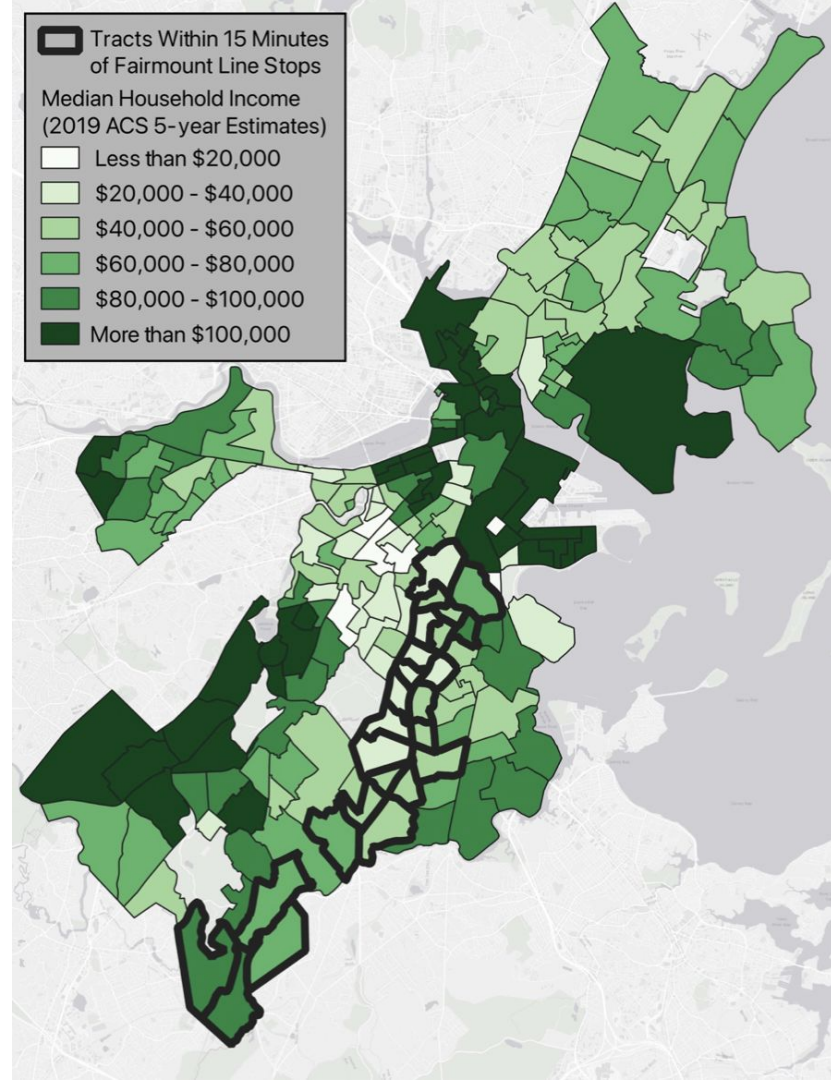


Percent population by race



Economic Justice and the Fairmount Line

- Median incomes in tracts along the Fairmount Line are **lower** than in Boston or across Suffolk County
 - Most tracts served by the Fairmount Line have median household incomes well below the citywide median of \$71,000
- Boston's **prosperity isn't shared equally** between its neighborhoods



Process: Timeline



Advisory Group

Bob Biggo-Boston Medical Center

Chimel Idiokitas -B. U. School of Medicine

Desmond Murphy -Worcester Square Area Neighborhood Association

Dianne Wilkerson -Former Massachusetts Senator

Nicole Bowdon-Eversource

Jim Vaughan -Plumbers Local 12

John Smith-Dudley Street Neighborhood Initiative

Jonathan Garland -J. Garland Enterprise

Manny Frangiadakis -Costas Provisions/ Twelve Points Wealth Management

Margarita Polanco -Suffolk Construction

Mary Tarpay -Boston Cab Dispatch

Marynee Pontes- Initiative for a Competitive Inner City

Matt McArthur-The Record Company

Michael Feldman -Feldman Surveyors, Inc.

Michael Hunter -Trinity Financial

Advisory Group

Michael Rothschild -Abbott Realty, LLC
Pattie McCormack -Andrew Square Civic Association
Paxton Sheldahl -BOS/UA
Robert Lewis Jr. -The Base
Sarah Porter -Victory Programs, Inc.
Saritin Rizzuto -Metro Credit Union
Sheldon Lloyd -City Fresh Foods
Sue Sullivan-Newmarket Business Association
Travis Anderson -Placetaylor-Design Director
Valerie Shelley- Orchard Gardens Resident Association
Vijay Sehli-McDonald's at 870 Mass. Ave
Carol Tienken- The Greater Boston Food Bank
Will Willis -Bully Boy Distillers
Yaz Ortiz -Newmarket Business Association
Kevin Deabler -Rode Architects

Advisory Group

Ex-Officio Members

Senator Sonia Chang-Diaz

Representative Elizabeth Miranda

Council President Kim Janey

Councilor Frank Baker

Councilor-at-Large Michelle Wu

Councilor-at-Large Annissa Essaibi-George

Councilor-at-Large Flaherty

Councilor-at-Large Julia Mejia

Councilor Andrea Campbell

Yolanda Smith, Suffolk House of Corrections

Roger Mann, Senior Director of Real Estate,
MBTA

PLAN: Newmarket Consultant Teams

Utile, Inc: Planning & Urban Design (Lead)

- **HR&A Advisors:** Economic Policy
- **Scape:** Landscape Architecture and Resiliency
- **Arup:** Transportation Planning
- **Kittleson & Associates:** Traffic and Parking

Rivera Consulting (Social Justice & Equity)

PLAN: Newmarket

PLAN: Newmarket, The 21st Century Economy Initiative will look at the needs of an industrial neighborhood in the City of Boston. The Initiative will work closely with the community to develop a vision for the area that incorporates a strategy for job retention and growth. Identified by Imagine Boston 2030 as one of the expanded neighborhoods, the process will produce the products:

- ❖ **Economic policy and land use plan**
- ❖ **Zoning Updates**
- ❖ **Public realm & urban design guidelines**
- ❖ **Mobility recommendations**
- ❖ **Climate resilience strategy**
- ❖ **Social justice and equity impact analysis**

PLAN: Newmarket Staff Team

- **Alexa Pinard**, Urban Designer II
- **Ted Schwartzberg**, Senior Planner II
- **Arreen Andrew**, Community Engagement Manager
- **Joe Blankenship**, Senior Transportation Planner
- **Andrew Grace**, Director of Economic & Strategic Planning, Mayor's Office of Economic Development
- **Joe Christo**, Senior Resilience and Waterfront Planner
- **Mary Knasas**, Senior Planner III
- **Kayla Myros**, Research Manager
- **Jack Halverson**, Transportation Planning Assistant
- **Jeong-Jun Ju**, Urban Designer
- **Whitney Hansley**, Urban Designer II
- **Taylor Herman**, Downtown & Neighborhood Planning Intern

Advisory Group Role

- Appointed group of stakeholders that serve as a core group committed to the process
- Ensure continuous, sustainable, and meaningful engagement
- Advise on planning process and neighborhood-specific issues
 - Bring topical expertise and personal perspective to discussions and work sessions
 - Be an engine for ideas and innovation
- Encourage broad neighborhood participation
 - Assist with outreach; spread the word about PLAN: Newmarket
 - Communicate information back to civic groups and other neighborhood associations

Code of Conduct

- All BPDA meetings are open to the public
- AG members should:
 - Act as ambassadors to the larger community
 - Treat all participants with respect
 - Listen actively; speak thoughtfully
 - Support all voices, so that all viewpoints may be heard
- The process encourages respectful dialogue among those with differing opinions
- Always be open to seeing the world from someone else's perspective