



# PLAN: Newmarket

Public Realm

April 5th, 2023 Advisory Group Meeting

# Meeting Recording

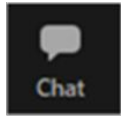
This event will be recorded and posted on the PLAN: Newmarket project webpage at [\*\*http://bostonplans.org/PlanNewmarket\*\*](http://bostonplans.org/PlanNewmarket)

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.

# Zoom Tips

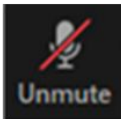
*Here are some tips on using Zoom for first-time users.  
Your controls are at the bottom of the screen*



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

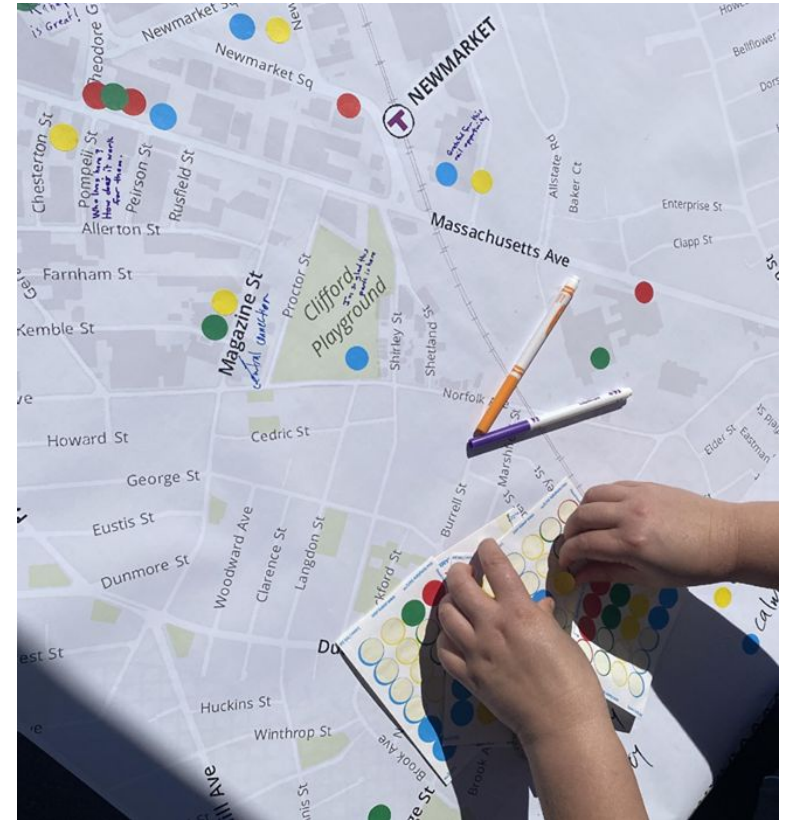


Turns your video on/off



# Today's Agenda

- Update on PLAN: Newmarket timeline
- Public Realm in Newmarket
- What We Heard - March AG Meeting
- Draft Building and Site Design Studies
- Discussion and Next Steps





# 01

## Timeline

*Ted Schwartzberg, Senior Planner II*



**boston planning &  
development agency**

# Sequence

WE ARE HERE



# 02

## Public Realm in Newmarket

*Alexa Pinard, Urban Designer*



boston planning &  
development agency



# What is Public Realm?

Public realm refers to all open and enclosed spaces that can be accessed and used by the public.

- *A Better City*

This include streets, sidewalks, cycling paths, parks, plazas and squares, civic buildings, and some lobby spaces.

These spaces are shared by everyone in the city, including: employees, residents, visitors and passers-by.

Thoughtfully designing these areas ensures that the spaces we share are safe, practical and vibrant.



*The Manufacturing Foundry, - Light manufacturing building in San Francisco*



*Detroit Eastern Market, active food production and processing district*



*Central Eastside Industrial District, Portland, OR*

# Public Realm Considerations for Newmarket

Newmarket is an active industrial district located in the heart of the city, surrounded by residential neighborhoods.

- A challenge in addressing the public realm and urban design needs of Newmarket as a 21st Century industrial center involves **balancing the district's traditional industrial character with needs of multiple users** including emerging industrial businesses, and pedestrians (employees, visitors and nearby residents)
- This includes strategies for **improving and balancing the safety, convenience, and accessibility** of industrial business activity and the pedestrian experience, as well as **enhancing connectivity and circulation within the Newmarket area** and between adjacent neighborhoods of Roxbury and Dorchester.
- Should consider public realm **improvements along important nodes and thoroughfares**, and thoughtful placement of appropriate **buffers and transitions between industrial and non-industrial uses** in sub-areas

# Smart Surface Strategies

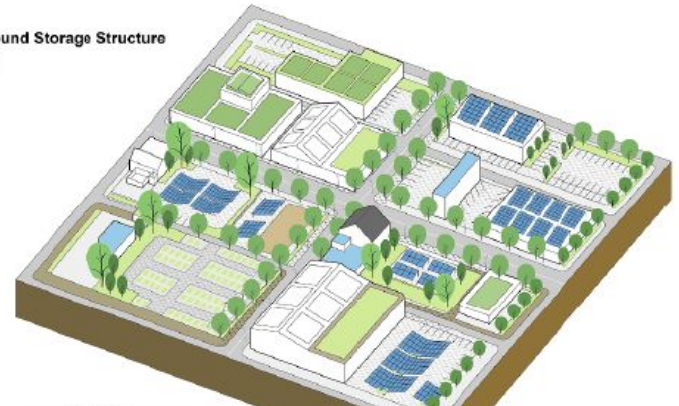
- Decrease - Dark Surfaces by 50% or more
- Depave or increase porous surface by 10% or more
- Increase Green/ Blue roof adoption
- Increase Permeable surfaces by 15% or more
- Increase PV adoption
- Increase underground water storage

## Smart Surfaces Strategies

-  **Dark** ▶ **Reflective Surface**  
50% of Roofs  
50% of Parking lots  
50% of Streets and Sidewalks
-  **Depave**  
10% Unnecessary Paved Parking ▶ Grass/Parks
-  **Increase Bioswales and Tree Canopies**  
15% on Parking lots  
30% on Sidewalks
-  **Increase Green/Blue Roofs**  
20% Extensive Green Roofs  
5% Intensive Green Roofs  
10% Blue Roofs
-  **Increase Permeable Surface**  
15% of Parking Lots  
15% of Sidewalks
-  **Increase PV canopy**  
15% on Roofs  
5% on Parking Lots
-  **Increase Underground Storage Structure**  
5% under Parking lots  
5% under Sidewalks

## PV Canopy Benefits

5% PV canopy in a parking lot of a shopping mall in the U.S. can cover **36** cars. That would offset **28** cars full year of demand.

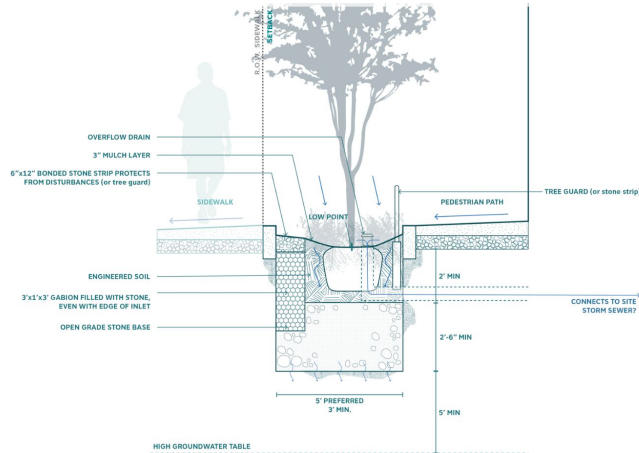




# Green Stormwater Infrastructure Strategies

Co-beneficial resilience includes - Increased natural stormwater mitigation + Reduced Urban Heat Island

## Planted Bioswales + Tree pits



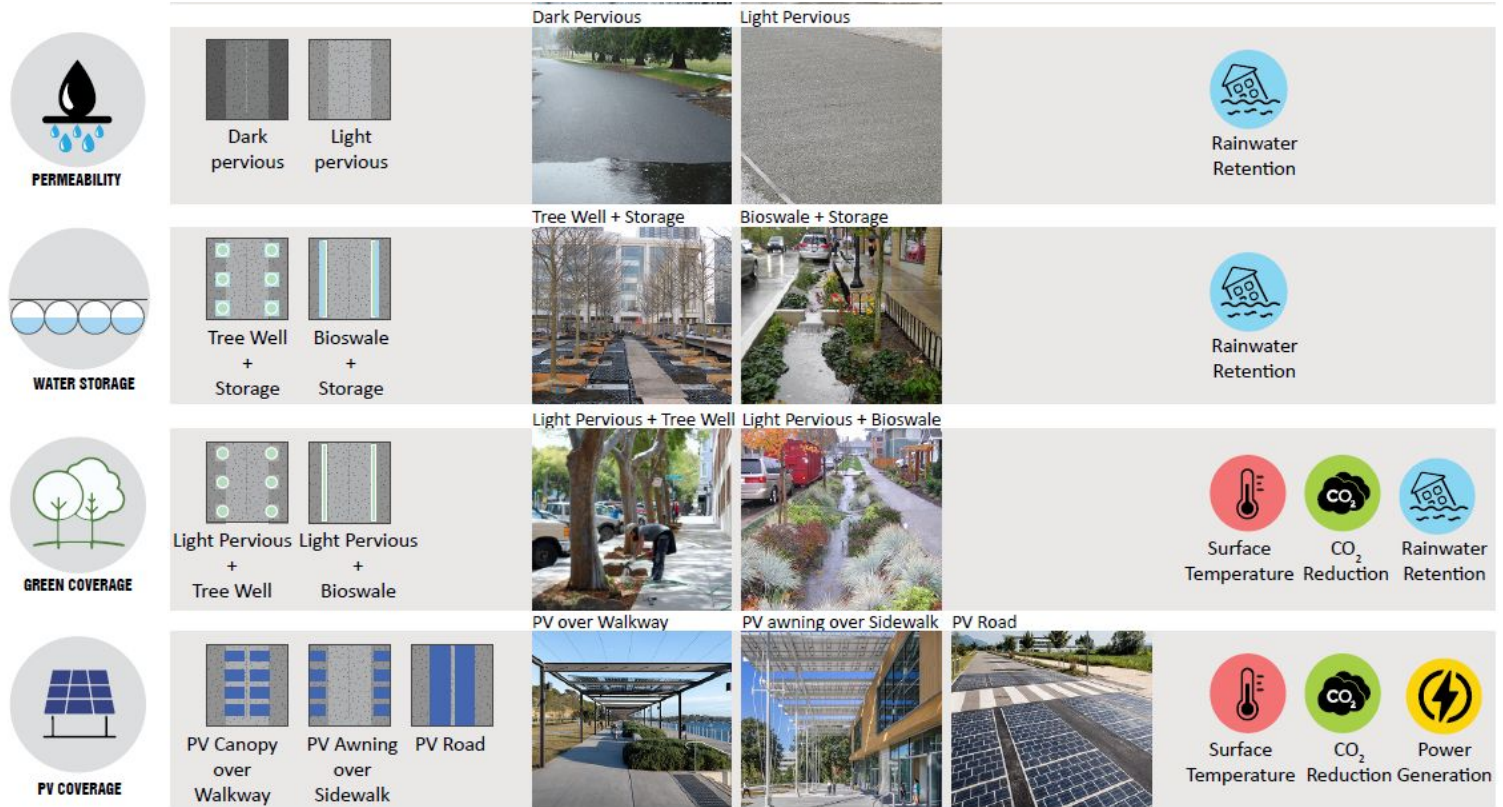
\*Diagrams sourced from Smart Surfaces Guide - Carnegie Mellon School of Architecture

## Bioretention + Planter Beds



Reduce surface temperature by ~35F over conventional strategies

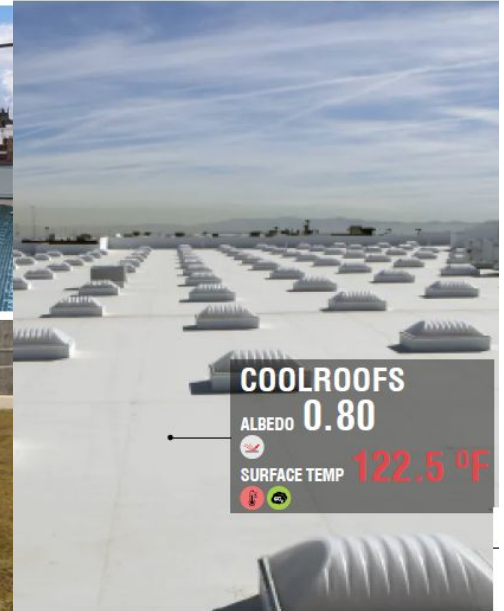
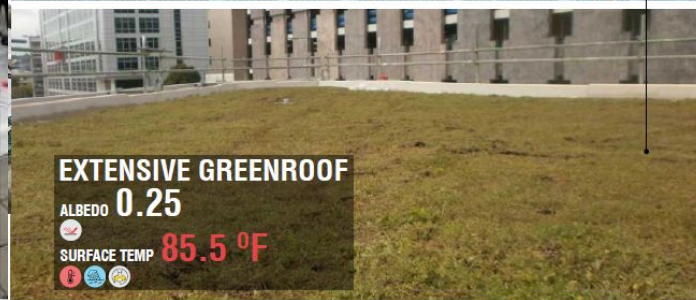
# Key Sidewalk and Site Strategies



\*Diagrams sourced from Smart Surfaces Guide - Carnegie Mellon School of Architecture

# Cool Roof Strategies

RAINFALL RETENTION CAPACITY **0.05 in**



\*Diagrams sourced from Smart Surfaces Guide - Carnegie Mellon School of Architecture



# 03

## What We Heard

*Alexa Pinard, Urban Designer*  
*Joe Blankenship, Senior Transportation Planner*



# Newmarket Existing Conditions

- Effective truck maneuverability on key freight routes (should be preserved)
- Unclear hierarchy of streets
- Little to no softscape creates a sense of transience; detracts from a sense of safety and comfort
- Area is vulnerable to impacts of extreme heat events



*Unclear sidewalk locations on key thoroughfares*



*Lack of trees*



*Unclear lane markings*

# What we heard

Mapping improvements to the public realm:

- **Opportunities for pedestrian safety improvements:** Southamptton Street, Theo Glynn Way, Massachusetts Avenue, Southamptton/Melnea Cass/Massachusetts Avenue, entrances to Clifford Park
- **Greenery and shade opportunities:** especially along wider, main thoroughfares
- **Public Art:** Opportunities Newmarket MBTA station node, include adjacent to 1010 Massachusetts Avenue



*Southamptton St was frequently flagged for safety improvements*



*More trees along Mass Ave, including near Newmarket Station*



*Opportunities for public art?*

# Discover Newmarket - What We Heard

Mapping emotions in the public realm:

- **Anxiety most frequent at district gateways:** Mass /Cass & Newmarket Station, Along Mass Ave & Southampton St / Theodore Glynn Way, — areas with higher ped/bike traffic.
- **Positive emotions (joy, comfort):** associated with Clifford Park and specific local businesses.



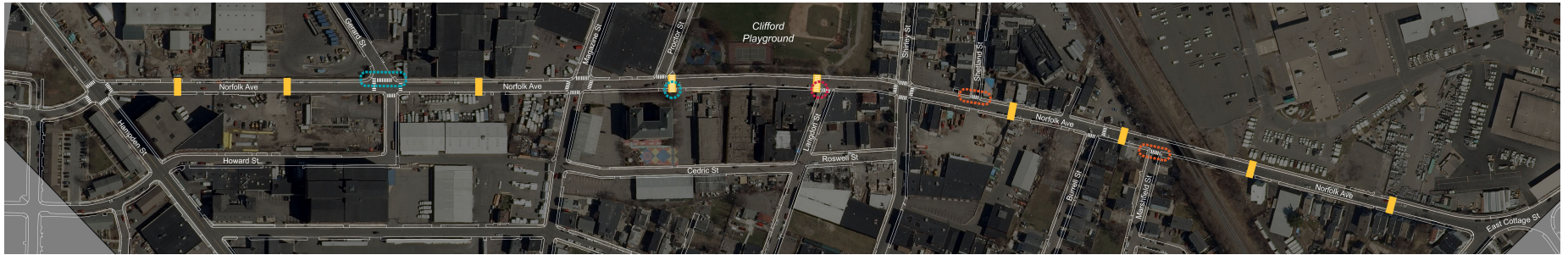
*"I'm so glad this park is here!" - many respondents were grateful for Clifford Park*

# What We Heard - March AG Meeting

- Concerns with elimination of U-turn at Southampton Street to Mass Ave
- Will expanded sidewalks in Newmarket Sq. hinder business operations?
- What does adding space on sidewalks accomplish beyond more space for people to walk?
- How the design details of Magazine Street improvement without hindering traffic flow?
- How will projects in the public road right of way be advanced?

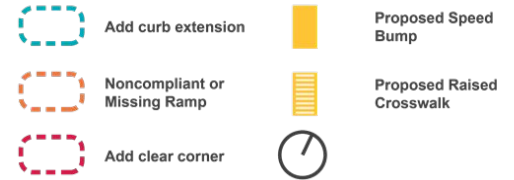


# Norfolk Avenue Planning Goals



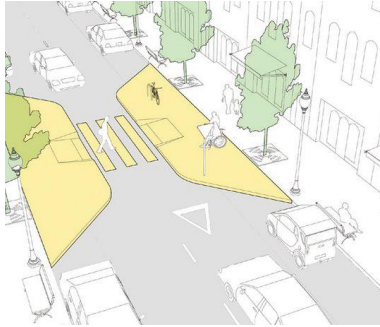
## Goals:

- Improve connections in the area where the Newmarket and Roxbury neighborhoods converge
- Address safety & speeding challenges
- Support businesses, patrons, park users, and school children
- Use common traffic calming tools

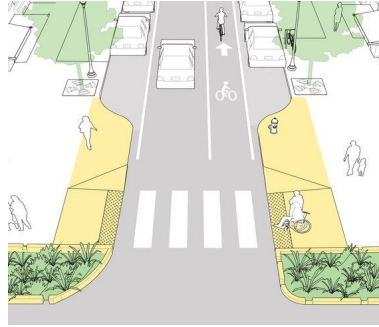


# Traffic Calming & Street Safety Strategies

Curb Extensions



Daylighting



Raised Crosswalks

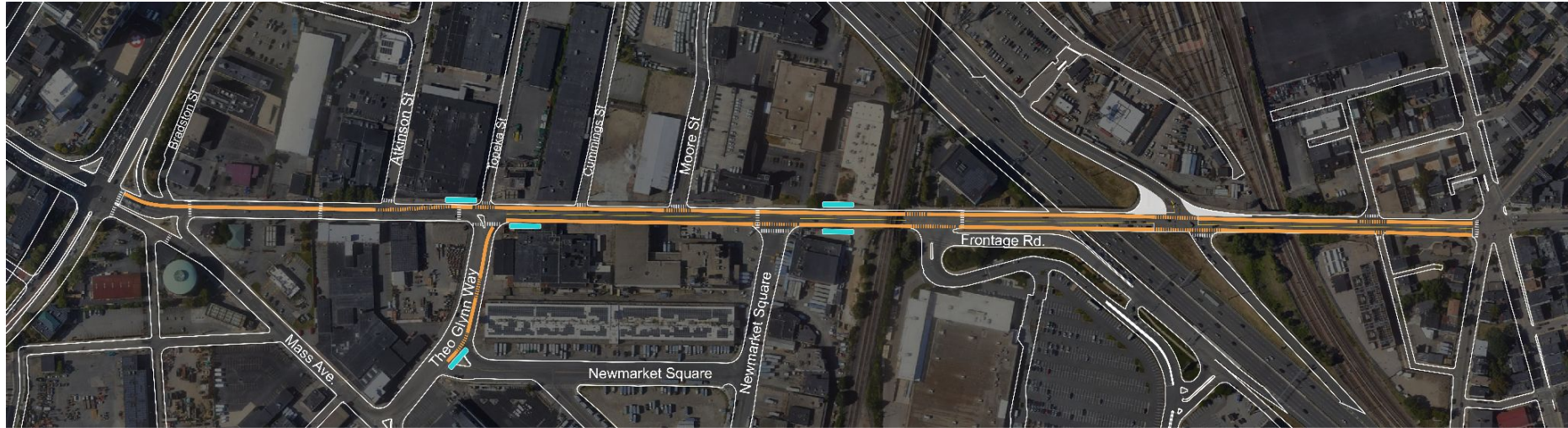


Speed Humps



\*Diagrams by the National Association of City Transportation Officials

# Southampton Street - Plan Vision



 Dedicated Bus Lane

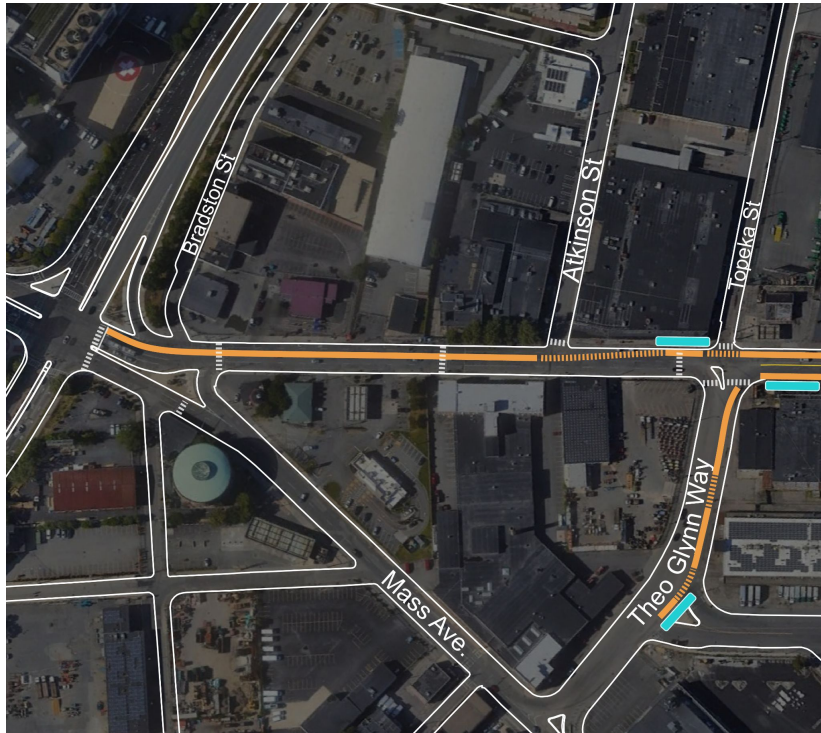
 Bus Stop

 Reclaim sidewalk for public realm





# Southampton - Mass Ave Connector to Theo Glynn Way

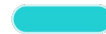


## Goals:

- Advance MBTA Bus Network Redesign service goals
- Improve transit connections to and through Newmarket
- Improve bus stops
- Improve pedestrian crossings where possible
- Continue to ensure truck movements are not hindered
- Tie into PLAN Dot Ave recommendations



Dedicated Bus Lane



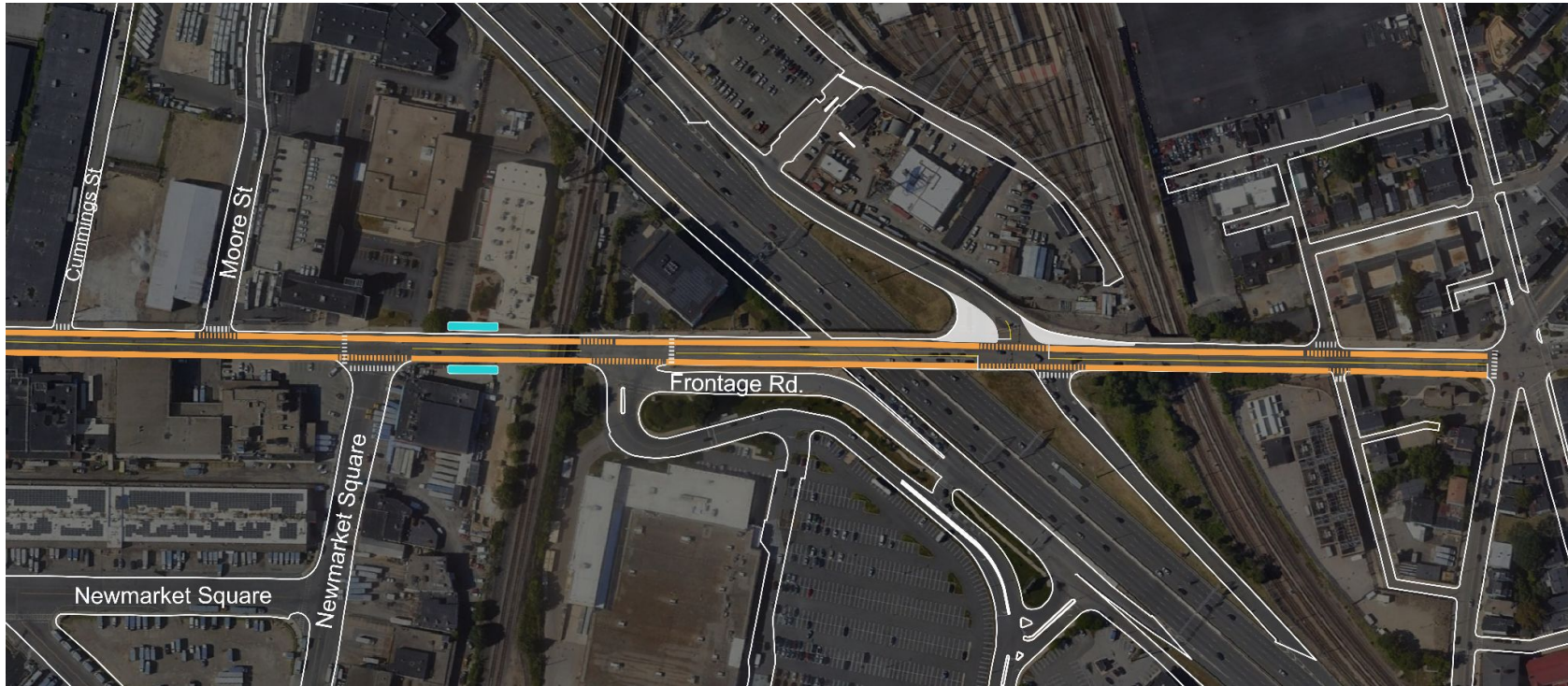
Bus Stop



Reclaim sidewalk for public realm



# Southampton - Theo Glynn Way to Andrew Square



— Dedicated Bus Lane

■ Bus Stop

■ Reclaim sidewalk for public realm



Dimensions are approximate

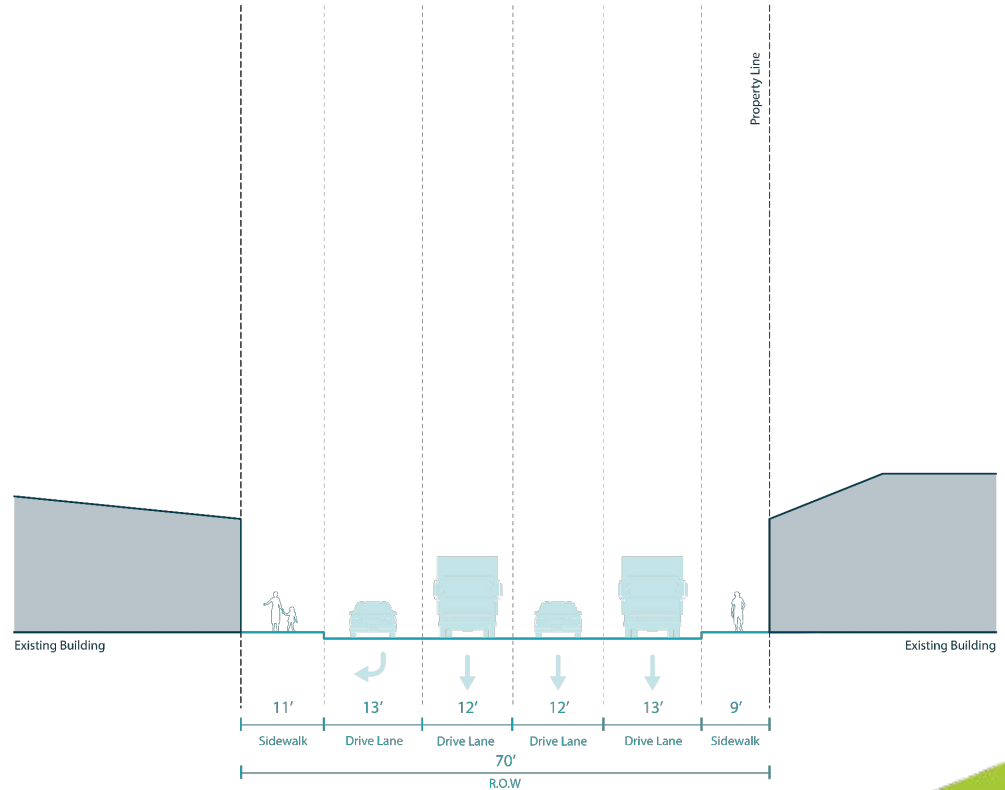


# Southampton - Existing

Mass Ave Connector to Theo Glynn Way



Looking towards Andrew Square



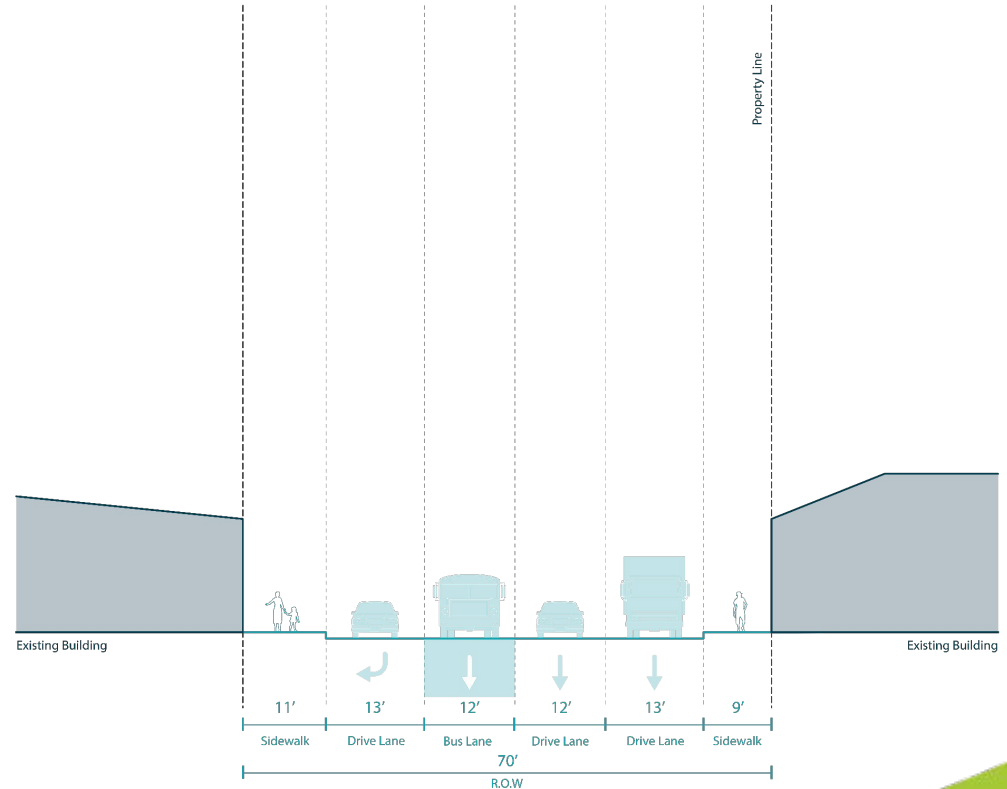
Dimensions are approximate

# Southampton - Plan Vision

Mass Ave Connector to Theo Glynn Way



Looking towards Andrew Square

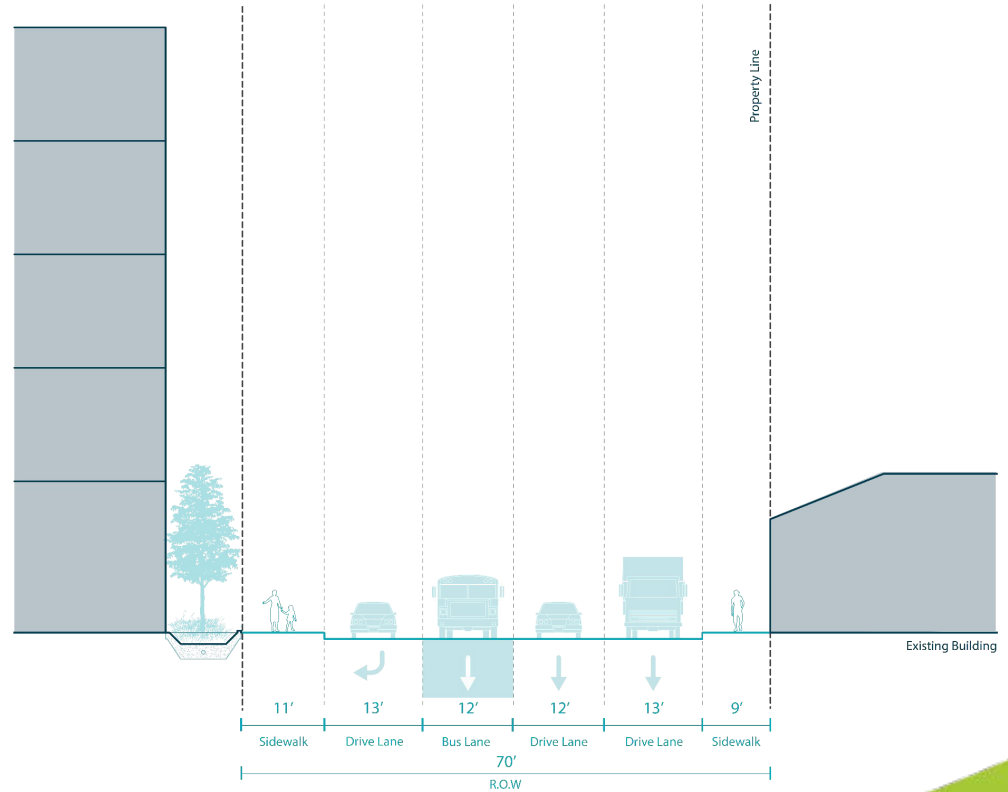


Dimensions are approximate

# Southampton - Plan Vision (with new building setback)



Looking towards Andrew Square



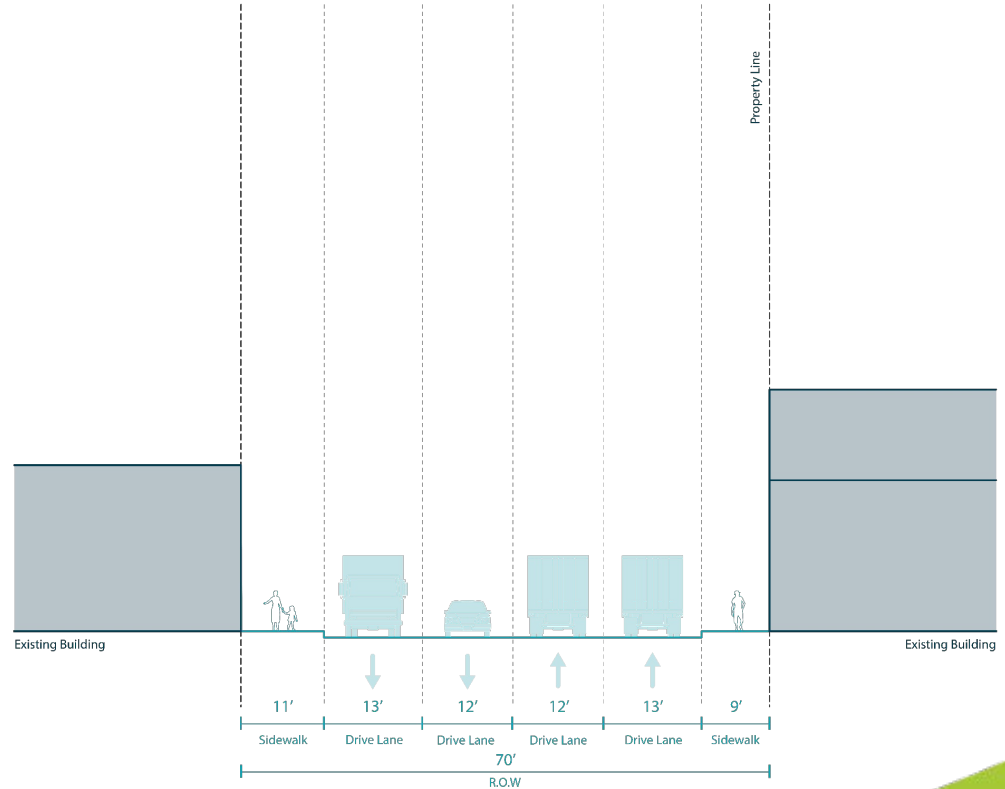
Dimensions are approximate

# Southampton - Existing

Theo Glynn Way to Andrew Square



Looking towards Andrew Square



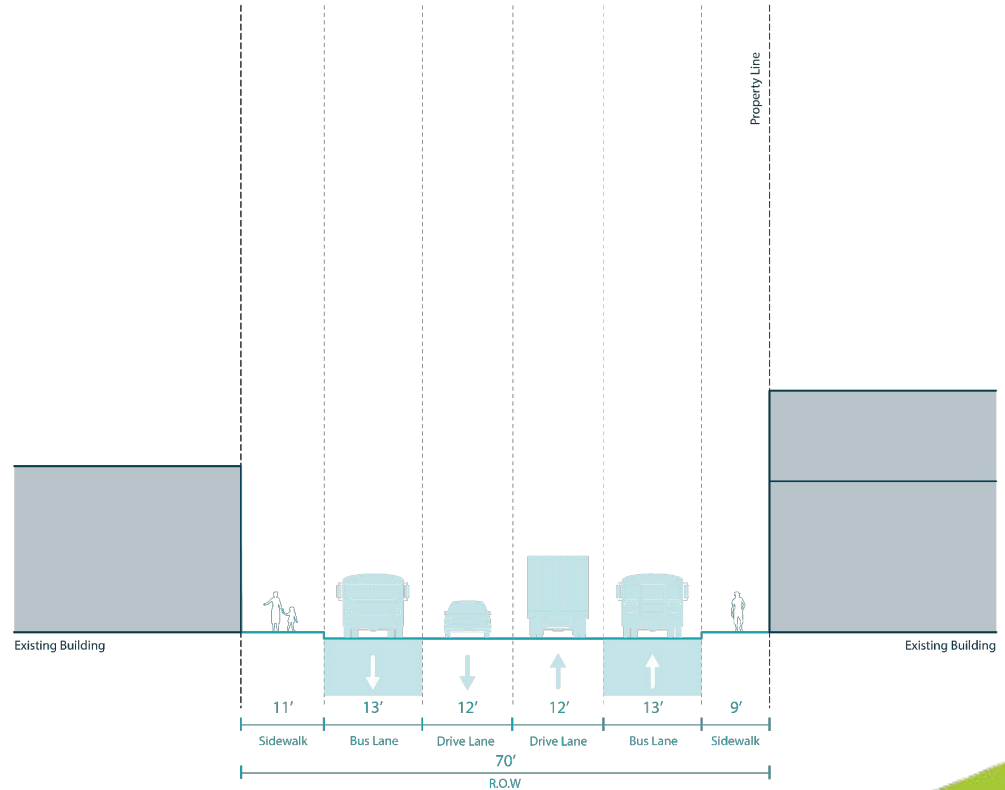


# Southampton - Plan Vision

Theo Glynn Way to Andrew Square



Looking towards Andrew Square

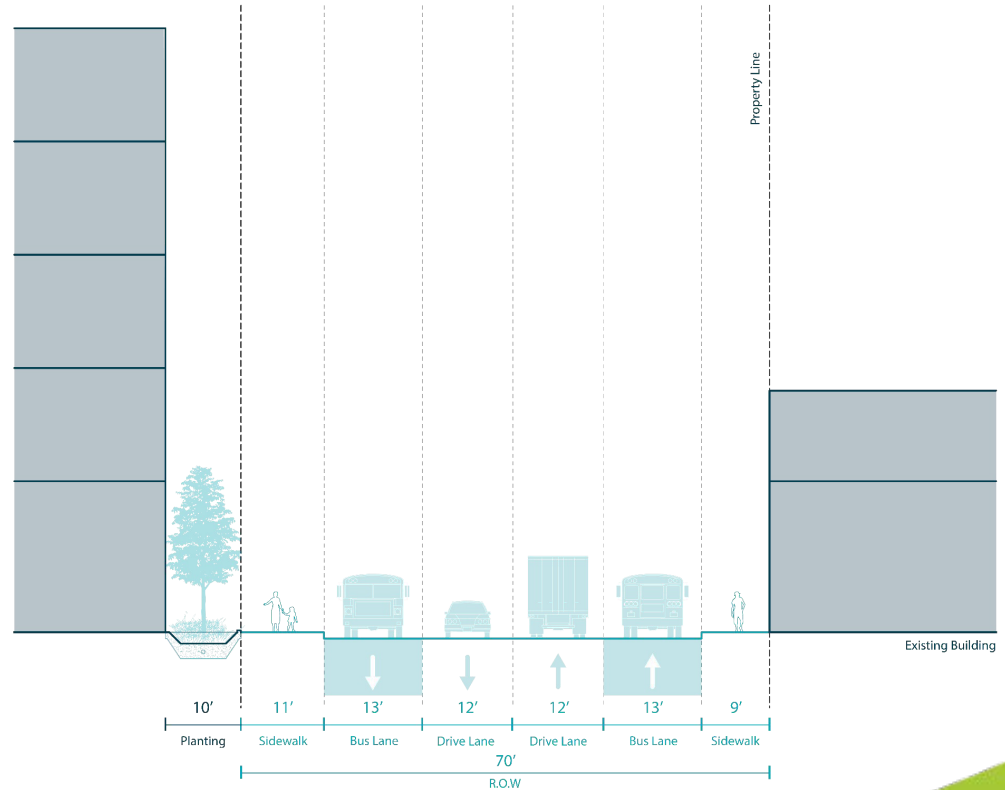


Dimensions are approximate

# Southampton - Plan Vision (with new building setback)



Looking towards Andrew Square



Dimensions are approximate

# Newmarket Square



## Goals:

- Address pedestrian safety issues & concerns
- Continue to prioritize freight vehicle operations
- Address gaps in sidewalk network & improve transit connections
- Seek opportunities for public realm improvements



# Newmarket Square - Expanded Sidewalks

Maintain truck maneuverability

Improve pedestrian crossing distance from 47' to 27'



Proposed Green Buffer



Enhanced sidewalk for public realm



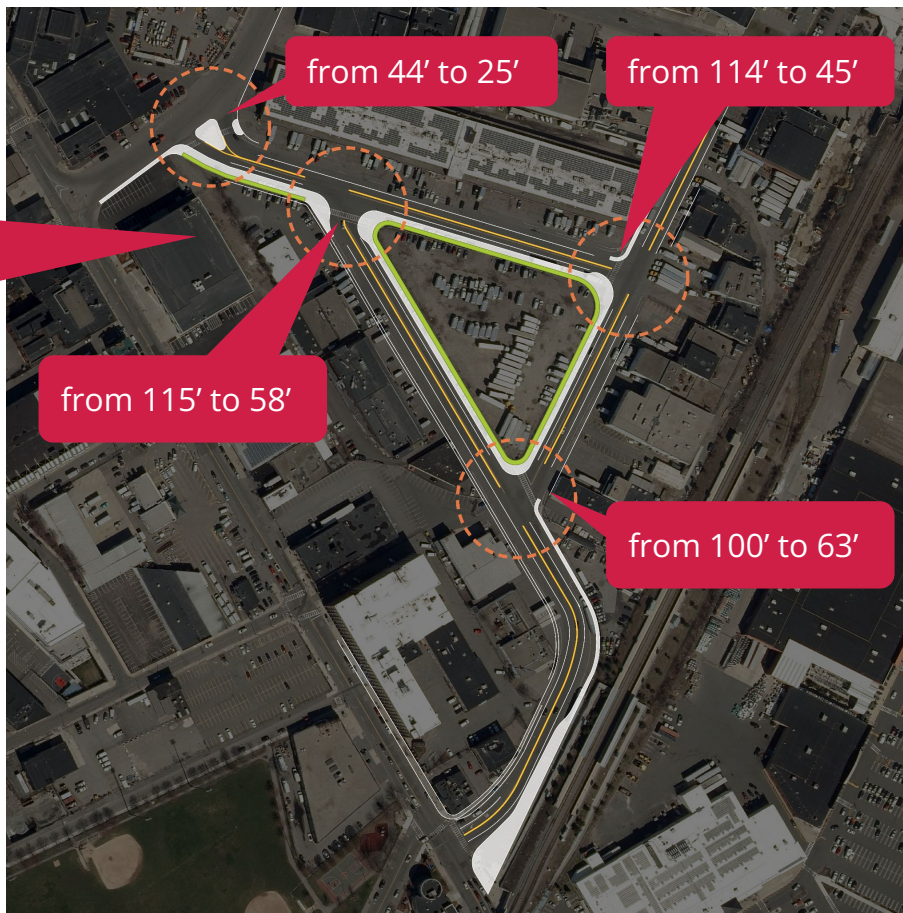
Roadway Centerline



Intersection Redesign



boston planning & development agency



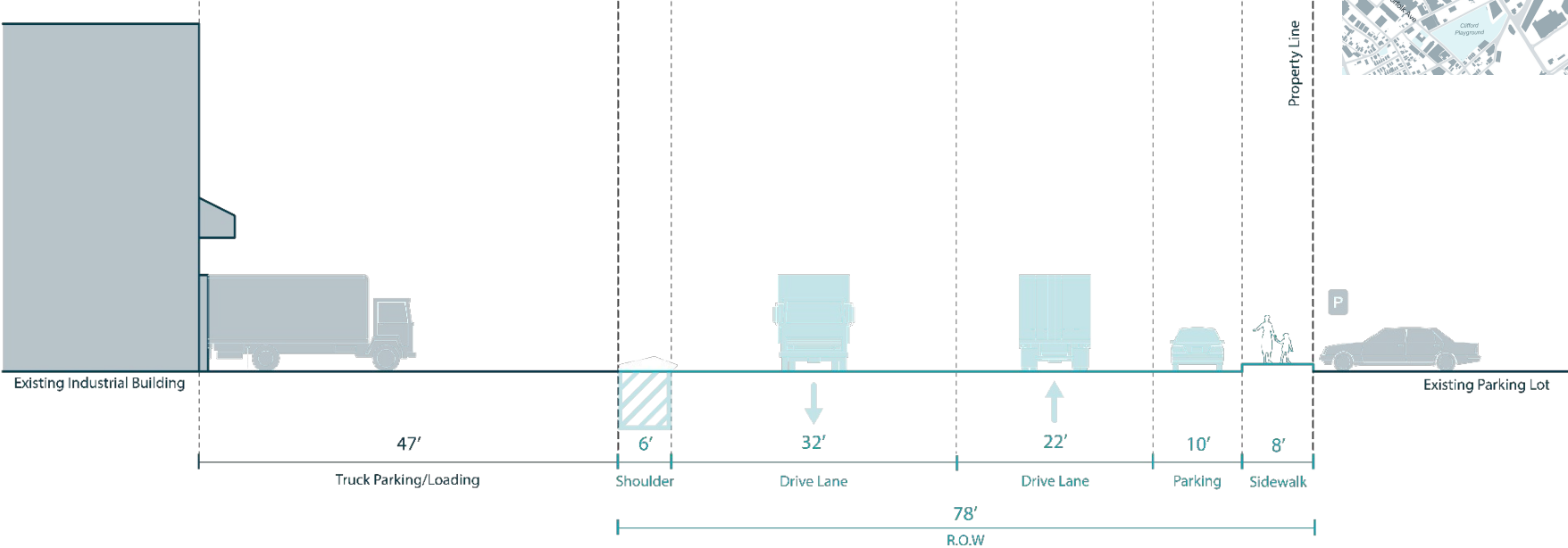
~**1,600** linear feet of new sidewalk

~**16,000 - 22,400** square feet of new sidewalk

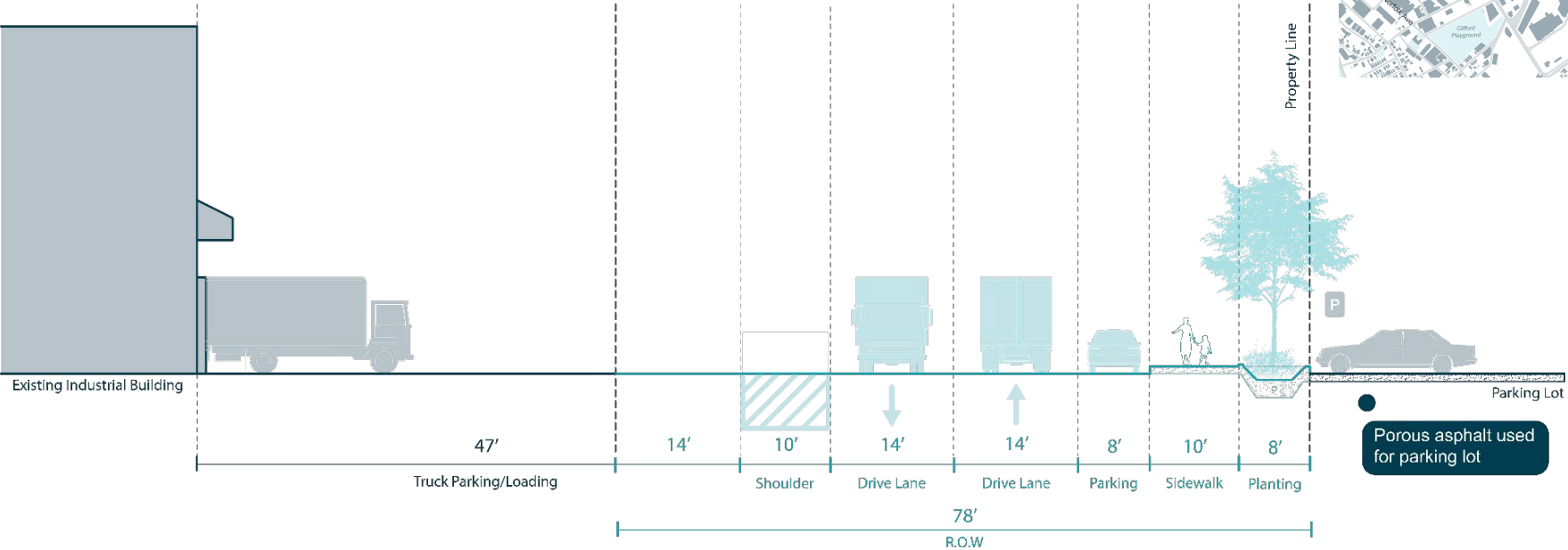
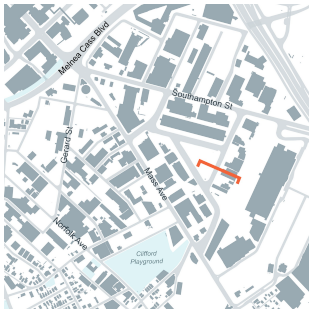
Dimensions are approximate



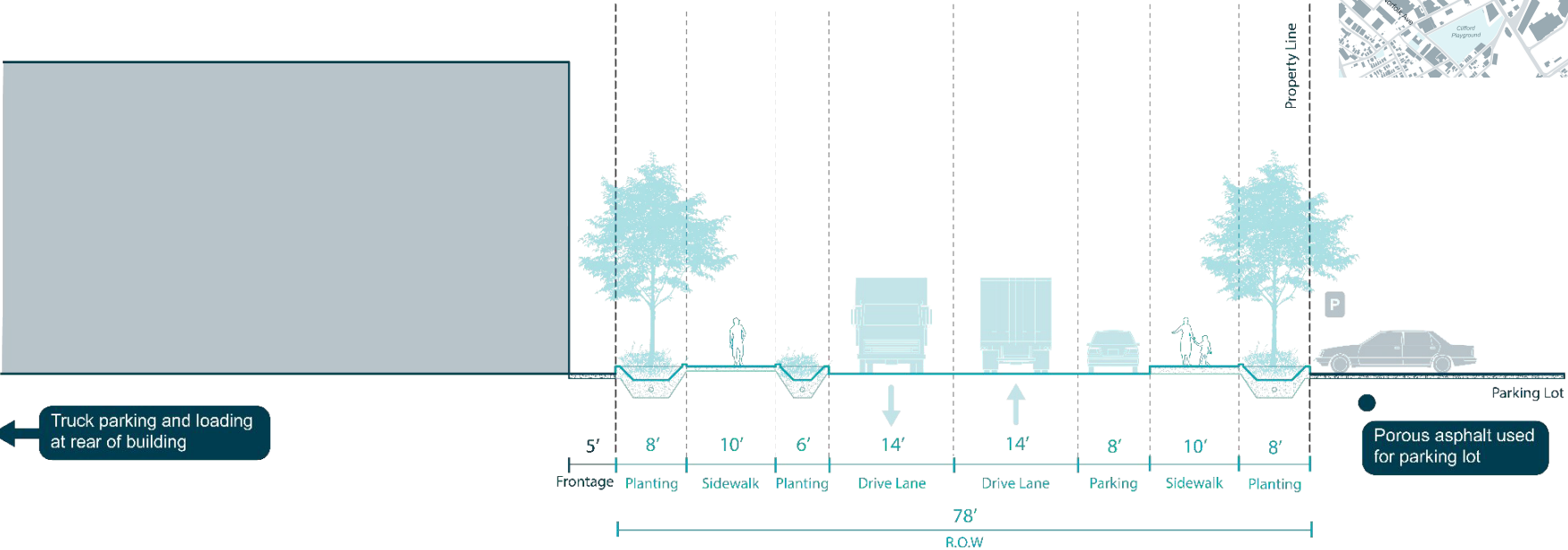
# Newmarket Square - Existing



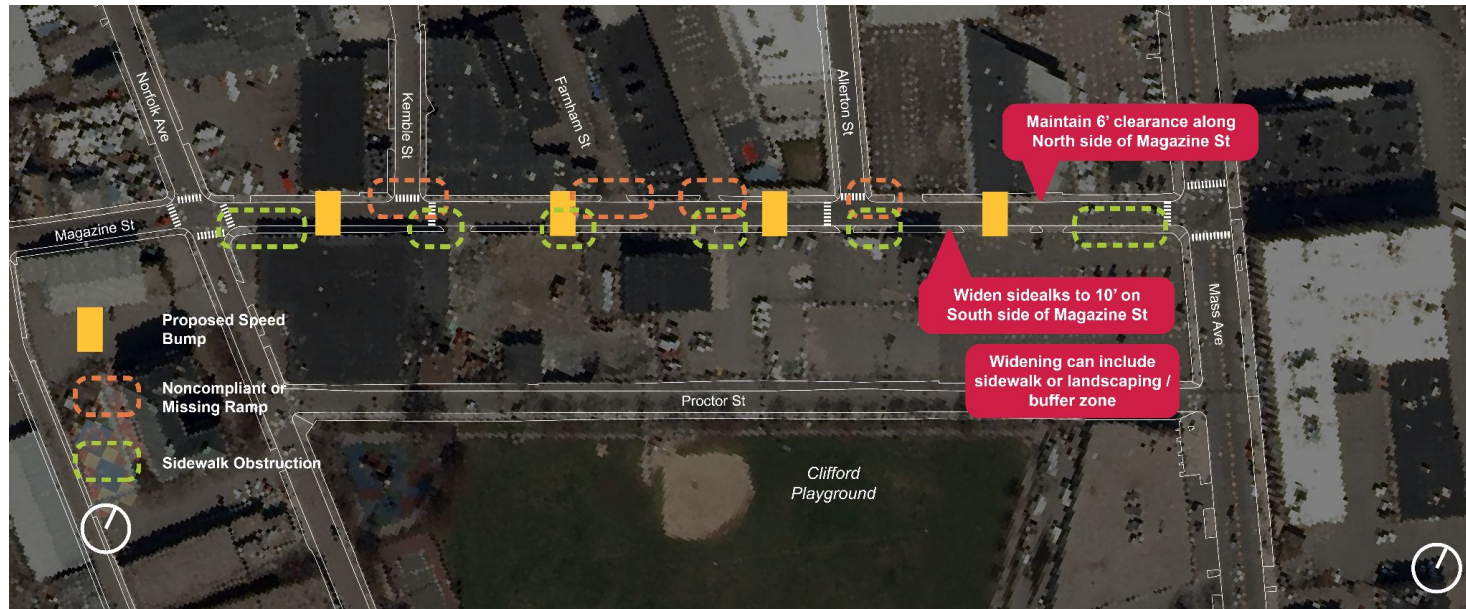
# Newmarket Square - Plan Vision



# Newmarket Square - Plan Vision



# Magazine Street



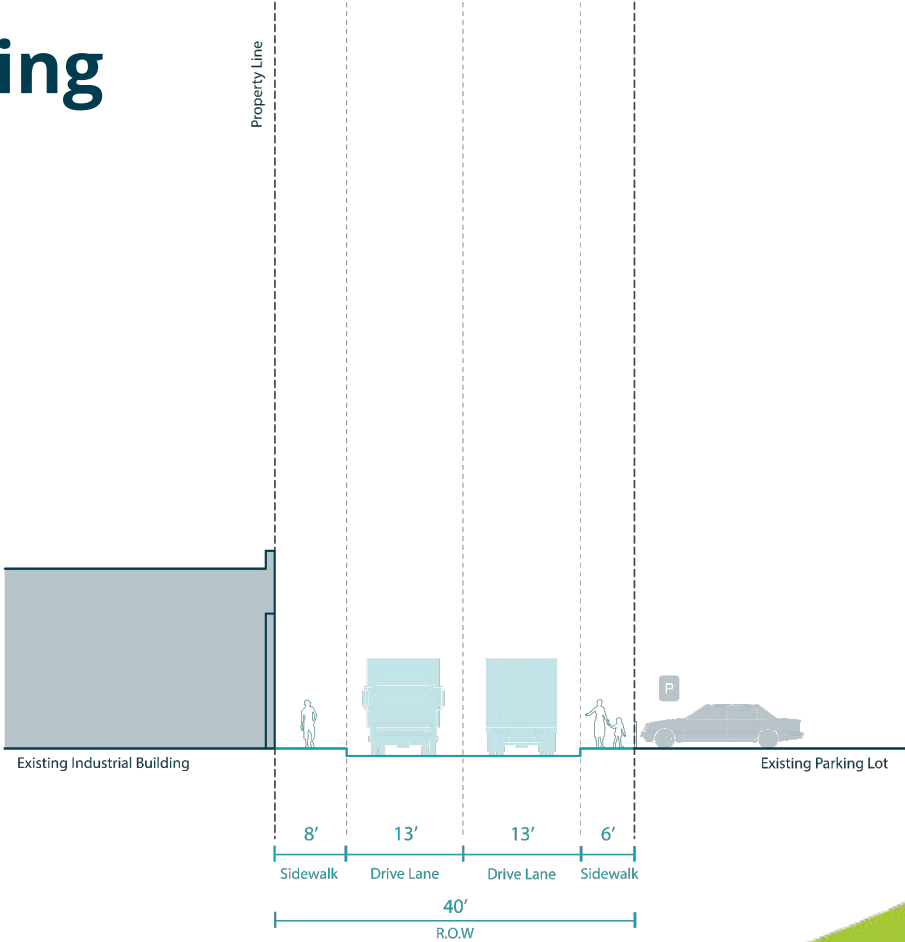
## Goals:

- Address noncompliant/missing ADA ramps & address sidewalk obstructions that impede clear path of travel
- Build vegetation area that does not overhang into roadway
- 2,000 linear ft of new sidewalk | 16,000 sq ft of new sidewalk / buffer

Dimensions are approximate

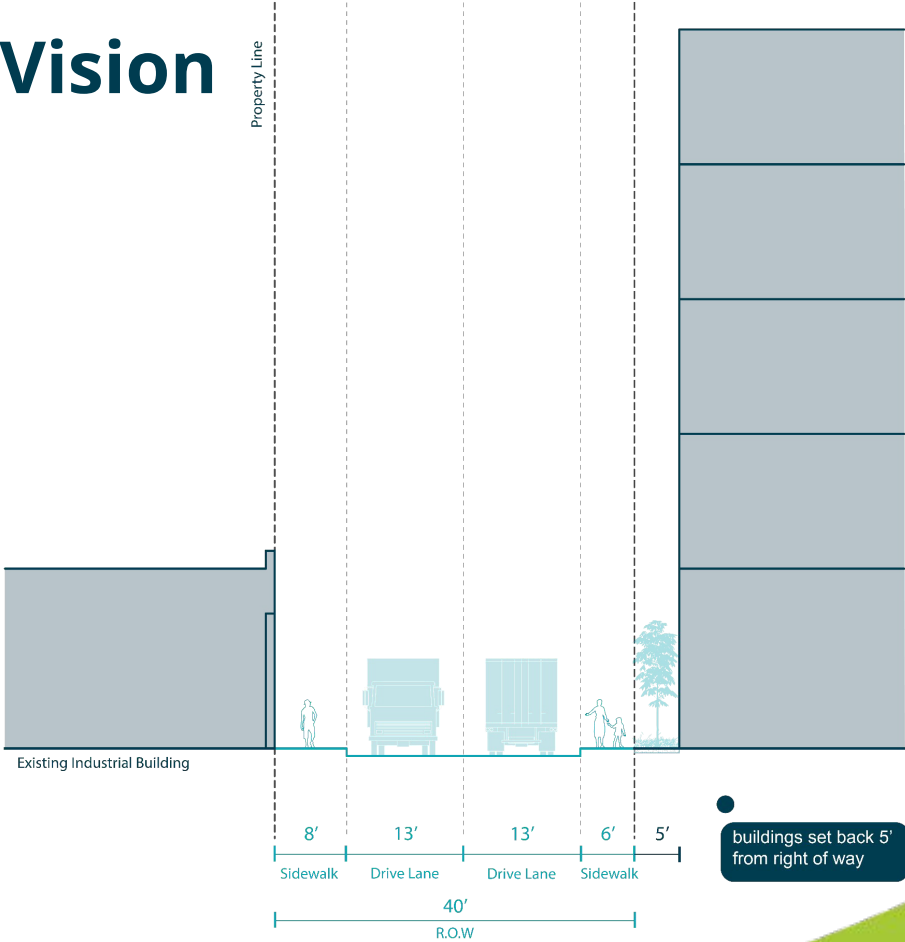


# Magazine Street - Existing



Dimensions are approximate

# Magazine Street - Plan Vision



# 04

## Building and Site Design

*Alexa Pinard, Urban Designer*

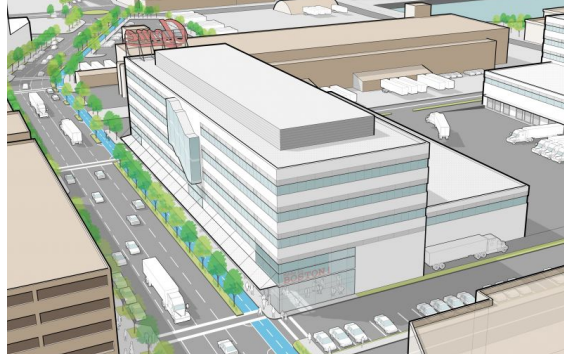


# Use Definitions Review



## Traditional/Heavy Industrial

Large truck-dependent warehousing and storage; construction; food wholesale; food manufacturing; advanced and consumer products manufacturing



## Hybrid Industrial

Intensifies the pure industrial and job creation qualities of Newmarket.

Requires true industrial space on the first floor of all buildings, and provides flexibility for uses on additional stories.

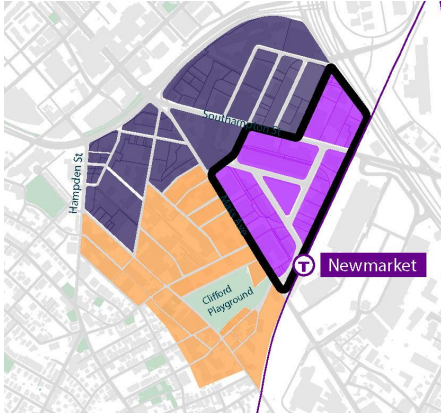


## Arts/Industrial

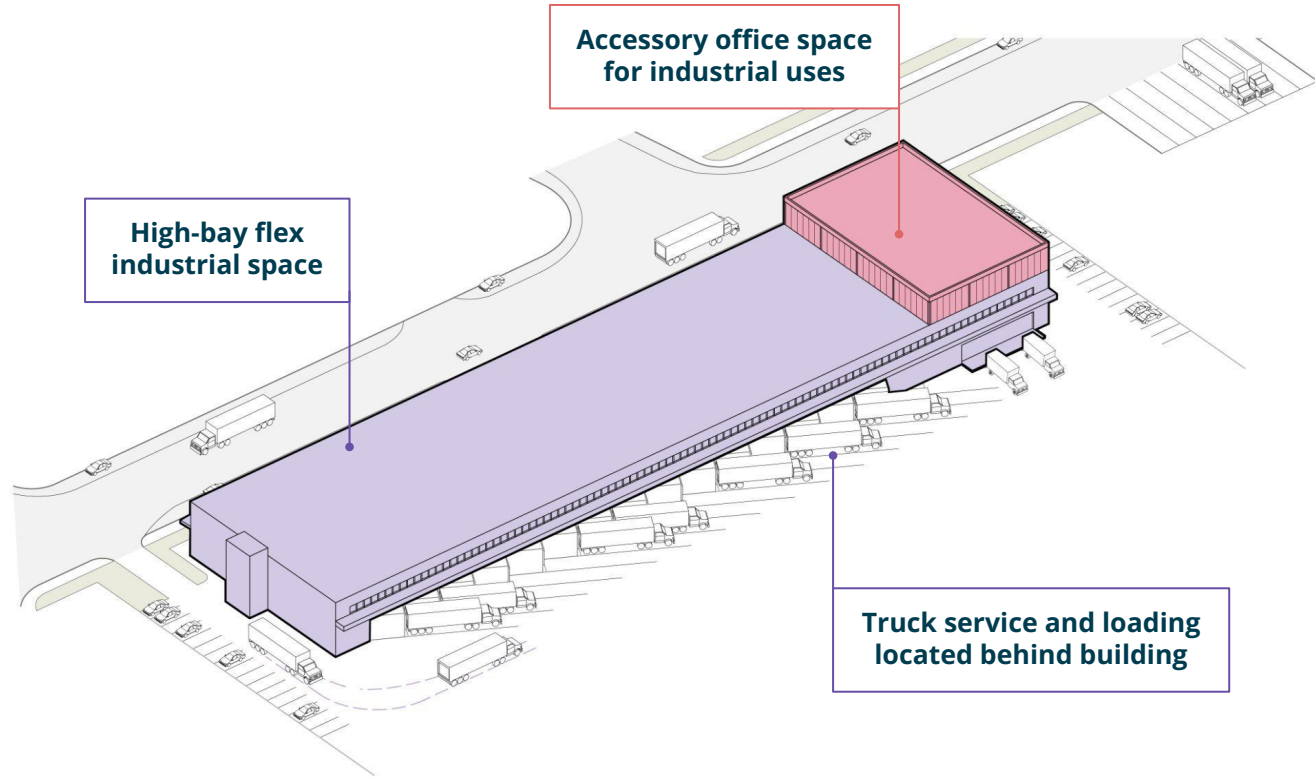
Creative economy (art) uses, maker spaces, and niche manufacturing; smaller-scale food manufacturing and consumer products manufacturing



# Traditional/Heavy Industrial: Overview



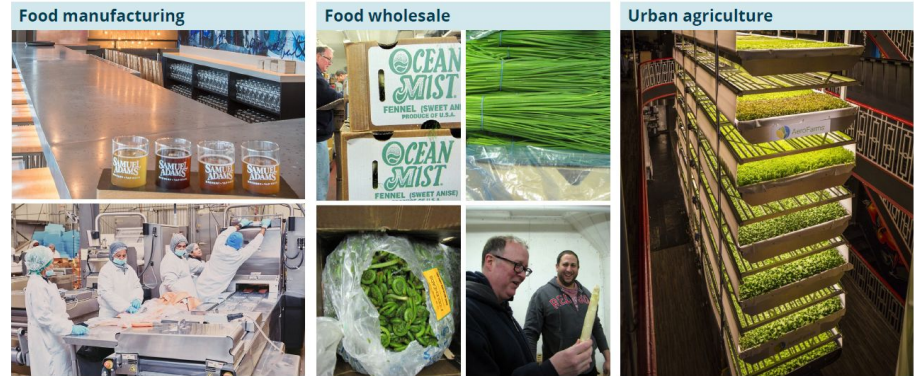
Standards for exclusively industrial use, **with accessory office space.**



# Traditional/Heavy Industrial: Design Standards

Newmarket should continue to be a prime location for essential industrial businesses and operations.

Truck access to external loading bays is essential.



*Images: Boston Magazine, Wall Street Journal, Boston Magazine, Aerofarms*



*Images: MASSCAP, Boston Sand and Gravel, WBUR*

# Traditional/Heavy Industrial: Design Standards

## Design Standards

Along primary streets, building must occupy 75% of lot frontage.

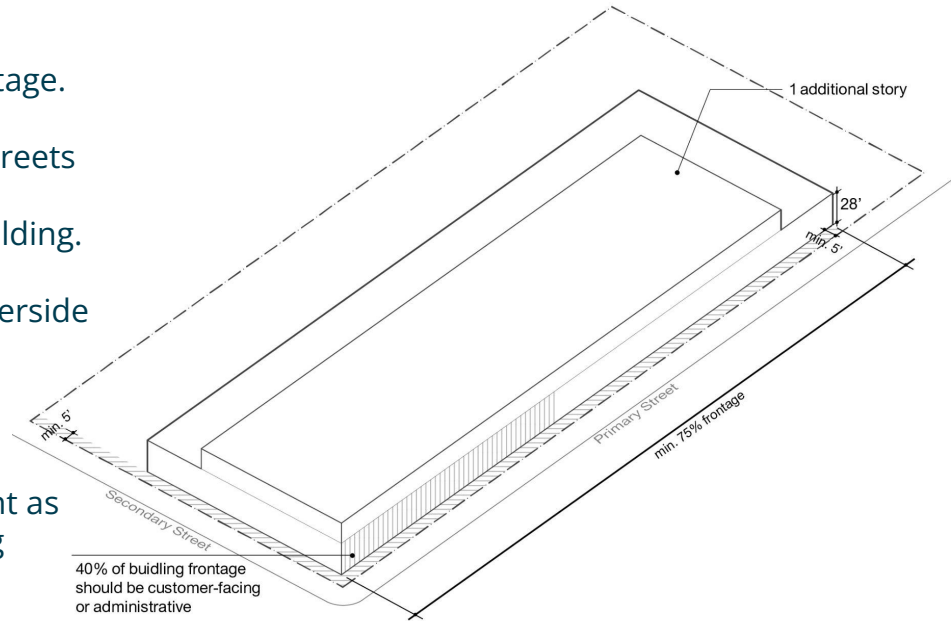
At least 40% or 40 feet of the building edge along primary streets (whichever is longer) must contain customer-facing or administrative functions and the front door/lobby of the building.

Leasable high bay space must be 28' clear height to the underside of the structure of the roof or second floor.

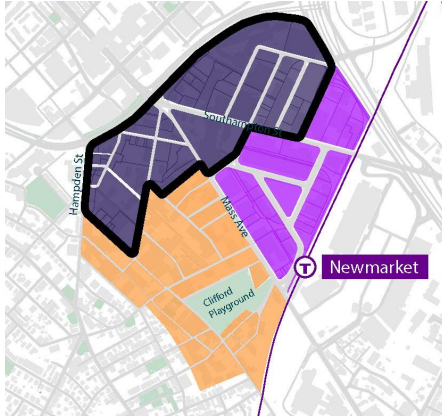
One floor is allowed above the ground floor.

The mechanical penthouse can be any size (in area) or height as long as it is set back at least 10' from all sides of the building below.

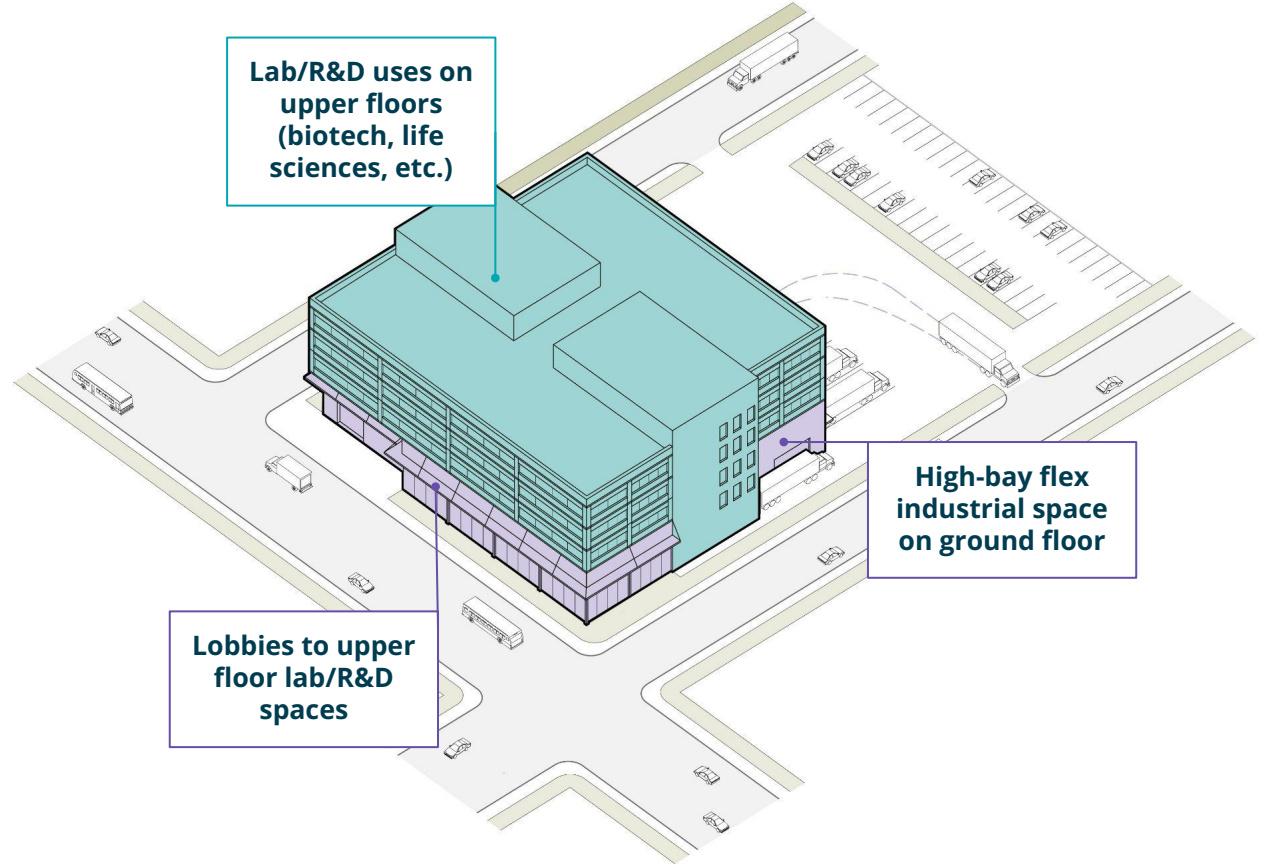
The required setback from Southamptton Street is 10'. Setbacks from secondary streets will be determined by existing sidewalk widths.



# Hybrid Industrial: Life Sciences Option Overview

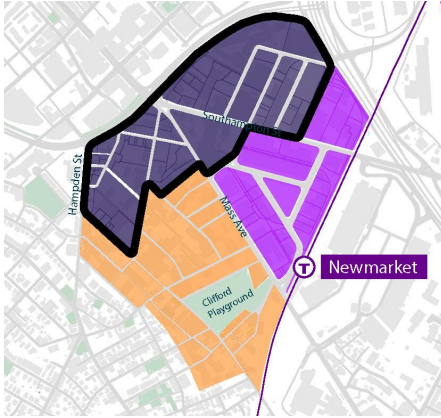


Standards are based on hybrid-industrial model including industrial and Lab/R&D space.

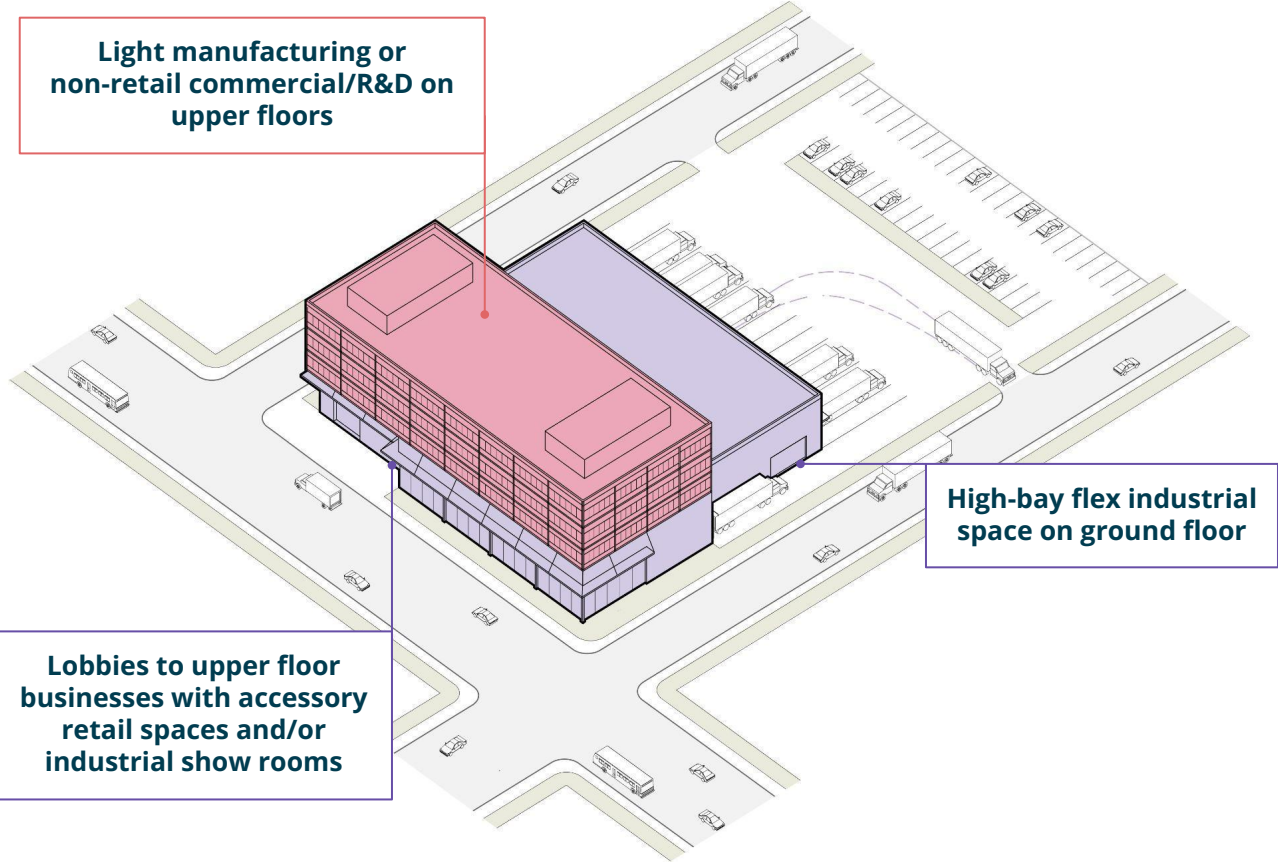




# Hybrid Industrial: Other Commercial Overview



Standards are based on **hybrid-industrial model including industrial and non-retail commercial space.**



# Hybrid Industrial: Design Standards

## Key Considerations

Newmarket should continue to be a prime location for essential industrial businesses and operations.

Truck access to external loading bays is essential.

Upper floor uses, like labs and R&D, will cross-subsidize the creation of new state-of-the-art high bay industrial space. This is especially important in Newmarket because many of the existing industrial facilities are substandard and/or beyond their useful life.

Urban industrial space can be smaller than space found in suburban office parks. There is a proven market for spaces as small as 15,000-20,000 square feet, and even smaller.



### **Advanced Manufacturing and Prototyping**

*Coordination and/or partnerships with local R&D institutions supports creation of prototyping and early production space in Newmarket – especially on upper floors.*

# Hybrid Industrial: Design Standards

## Design Standards

At least 60% of Gross Floor Area of the ground floor must be a high bay space that is subdividable so it can be leased to a separate tenant and include at least 2 loading bays that are not shared by the upper floors or other tenants on the ground floor.

Ground floor leasable high bay space must be 28' clear height to the underside of the structure of the second floor.

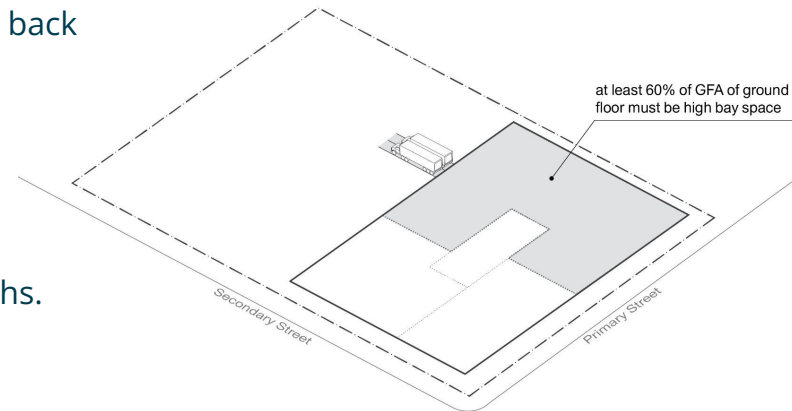
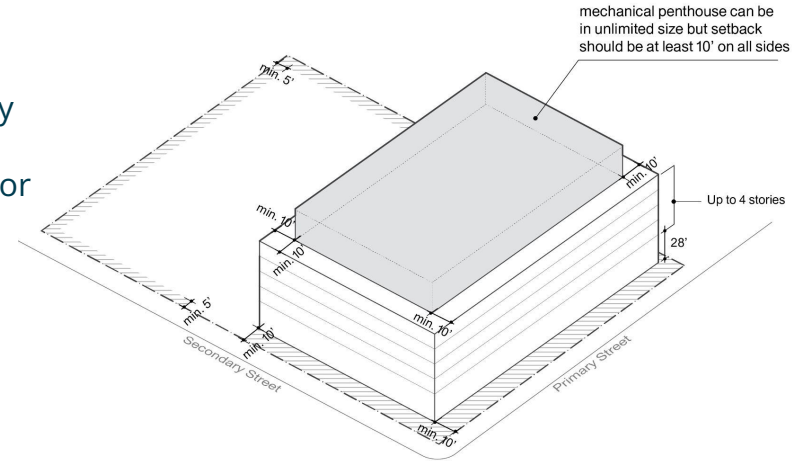
Up to 4 floors are allowed above the ground floor.

Mechanical penthouse may be any size (in area) or height. Must be set back at least 10' from all sides of the building below.

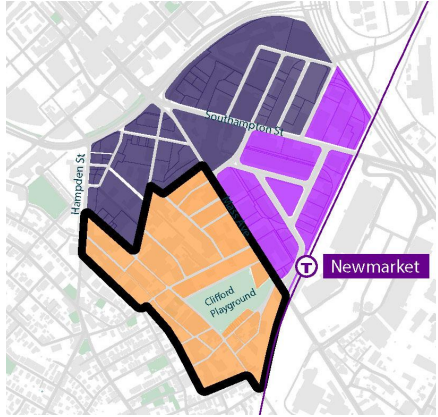
At least one over-sized (industrial) freight elevator is required.

The minimum required setback from Southampton Street is 10'.

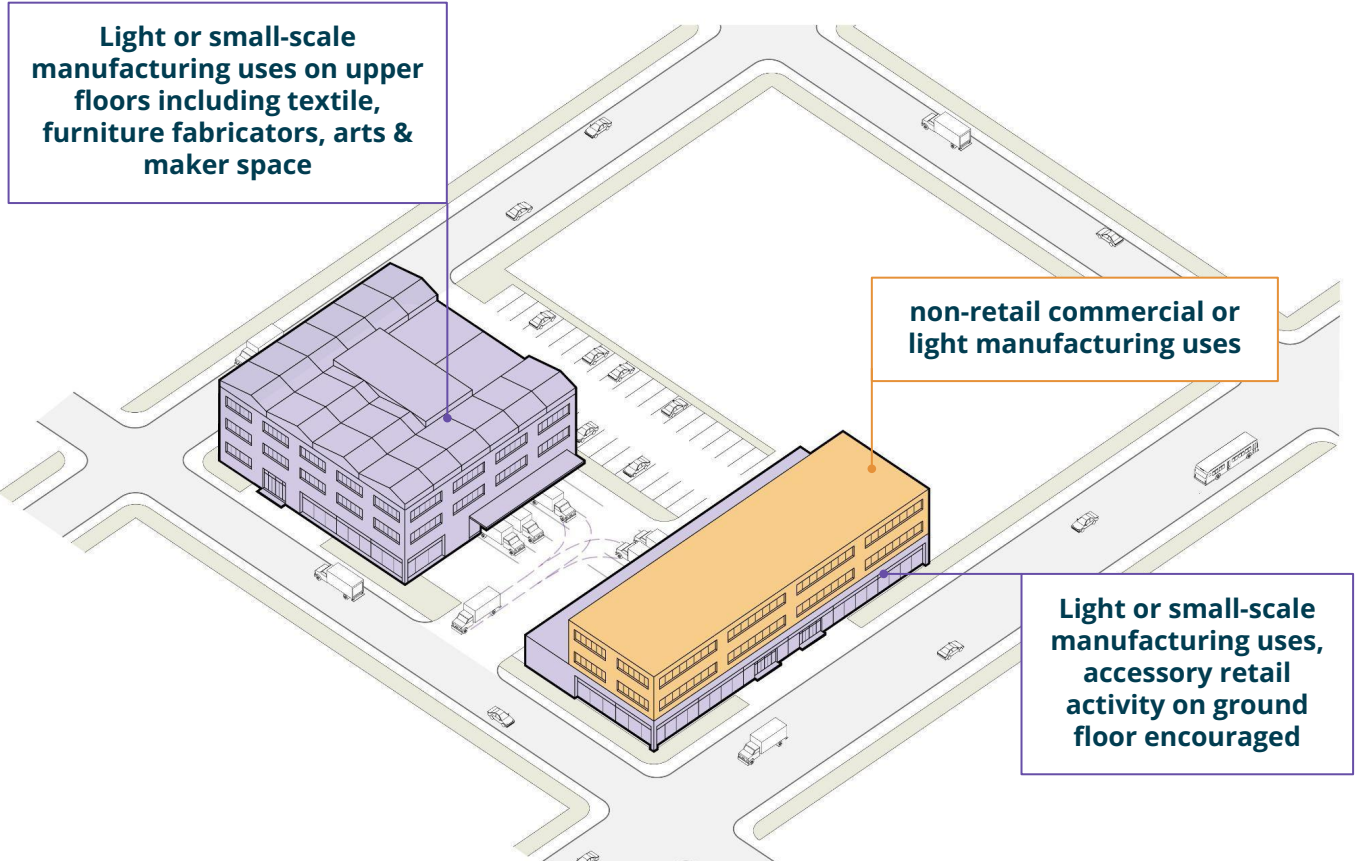
Setbacks from secondary streets determined by existing sidewalk widths.



# Arts Industrial: Overview



Standards are for light industrial use, with option for non-retail commercial uses above





# Arts/Industrial: Design Standards

Newmarket should continue to be a prime location for small scale fabrication, artist production, and creative economy businesses with a “maker” component.

Upper floor uses should include artist studios or work spaces, if space for art production and/or artisanal fabrication is not provided on the ground floor

Because parcels in this area are typically smaller than other areas in Newmarket, parking and off-street loading requirements should be flexible in order to encourage investment in existing buildings or redevelopment.



Images: WBUR, Artisan's Asylum, Mercury News

## ***Creative Manufacturing, Makerspace, and Arts***

*An intentional effort is made to attract and create space for creative manufacturers, makers, and artists to Newmarket.*

# Arts/Industrial: Design Standards

Adaptive re-use of existing buildings required, where feasible.

At least 75% of Gross Floor Area of the ground floor must be space dedicated to small-scale fabrication, artisanal, and/or art production uses.

Upper floors for light manufacturing uses and/or non-retail commercial uses

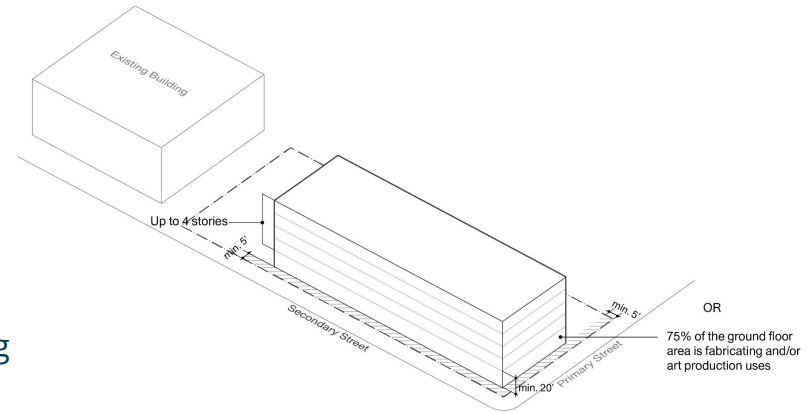
The floor-to-floor height of the the ground floor must be at least 20'.

Up to 4 floors are allowed above the ground floor.

The mechanical penthouse can be any size (in area) or height as long as it is set back at least 10' from all sides of the building below.

At least one over-sized (industrial) freight elevator is required.

Setbacks from Primary and Secondary Streets: minimum of 5'.



# 05

## Next Steps

*Ted Schwartzberg, Senior Planner II*

# Next Steps

- April Office Hours, draft plan and zoning content review: April 12th, 3:00 PM
- Pathways to Newmarket: in-person PLAN: Newmarket engagement event
  - April 22nd, Save the Date
- May AG Meeting, draft plan and zoning content review: May 4th, 9:00 AM
- May Office Hours, draft plan and zoning content review: May 11th, 3:00 PM
- Public Meeting: draft plan and zoning review: MAY, TBD
- Public Meeting: review plan and zoning, *with feedback incorporated*: JUNE, TBD
- June BPDA BOARD: review plan and zoning