

*Greetings from...*

**NEWMARKET**

*Boston, Massachusetts*

*Boston, Massachusetts*

# PLAN: Newmarket Design Lab



# 01

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## Welcome

*Arreen Andrew, Community Engagement Manager*

# Meeting Recording

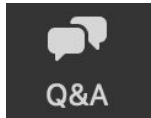
At the request of community members, this event will be recorded posted on the PLAN: Newmarket project webpage at **<http://bostonplans.org/PlanNewmarket>** for those who are unable to attend the Zoom event live.

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 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.
- 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**

# What to Expect

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*Arreen Andrew, Community Engagement Manager*



# Agenda

- Activity #1 Getting to know each other
- Why Plan?
- Break (10 minutes)
- Activity #2 How do you view the Newmarket of *today*?
- Report out
- Self Reflection
- Activity #3 How do you view the Newmarket of *tomorrow*?
- Report
- Next Steps

# Activity #1

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**Let's get to know each other**

*Arreen Andrew, Community Engagement Manager*



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**Join at [slido.com](https://slido.com)  
#752369**

① Start presenting to display the joining instructions on this slide.

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**What brought you here today?**

① Start presenting to display the poll results on this slide.

**slido**



**Do you have any specific goals for participating in this meeting? If you don't, that's okay too.**

① Start presenting to display the poll results on this slide.

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**Have you participated in a city planning process before?**

① Start presenting to display the poll results on this slide.

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**When you hear Newmarket,  
what comes to mind?**

① Start presenting to display the poll results on this slide.

# Why Plan?

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*Ted Schwartzberg, Senior Planner II*



# What is City Planning?

The process of stakeholders **creating a long-term vision for their built environment.**

# How Do Stakeholders Shape Neighborhoods?

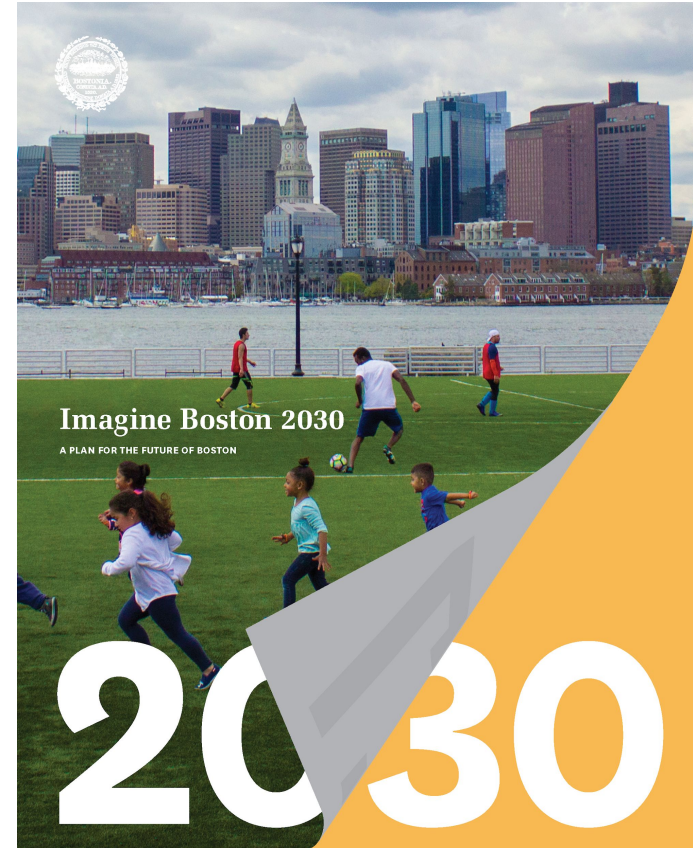
The Boston Planning & Development Agency (BPDA) is the planning and economic development agency for the City of Boston.

**Neighborhood Planners work with people and communities (i.e. stakeholders) across all of Boston, to plan for the future built environment.**

# What is Imagine Boston?

Completed in 2017, Imagine Boston 2030 is Boston's first citywide plan in 50 years.

Shaped by more than 15,000 residents, the City of Boston created a framework to preserve and enhance Boston. In partnership with the City of Boston, the BPDA is responsible for implementing Imagine Boston 2030 within ongoing planning studies.

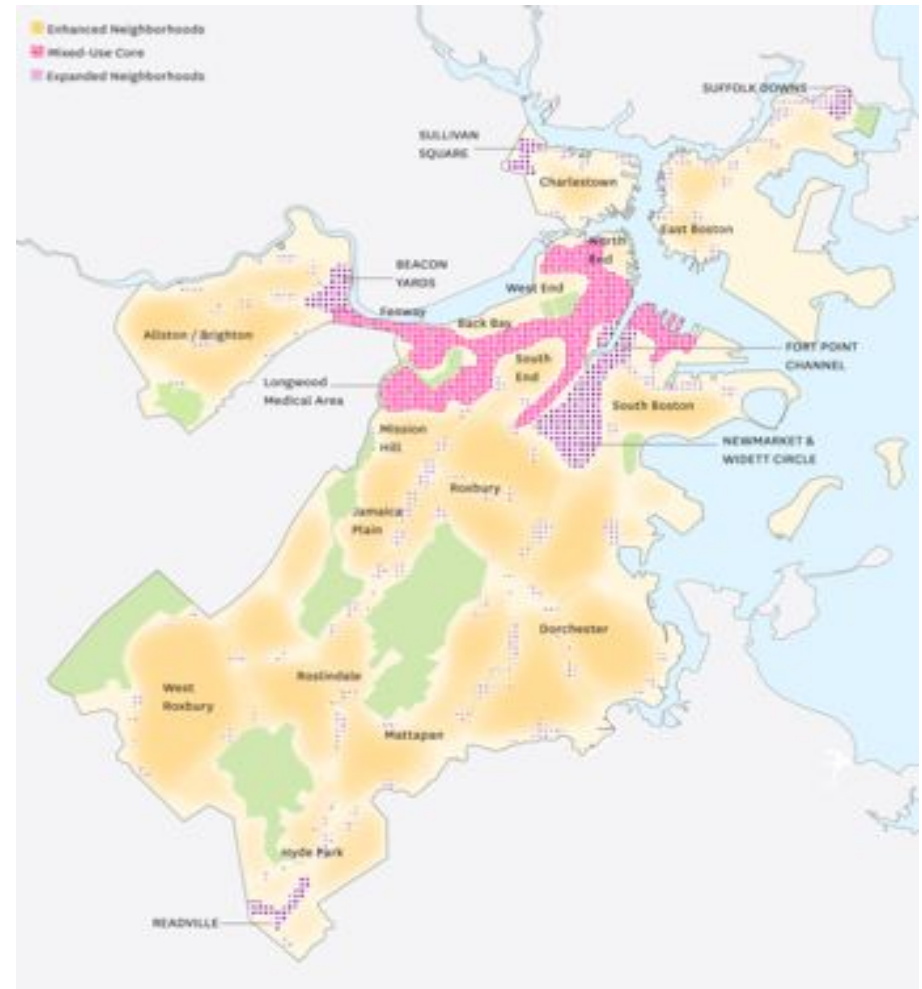


# Newmarket

Imagine Boston 2030 identified the Newmarket neighborhood as a **critical center of industry** both for the city and the region.

Newmarket is **part of a larger group of industrial districts** in Boston, Chelsea, and Everett that play a vital role in the regional economy.

Newmarket central location in Boston and along major transportation routes provides easy access to the area for residents, customers, and employees throughout Boston and Eastern MA.



# Overview

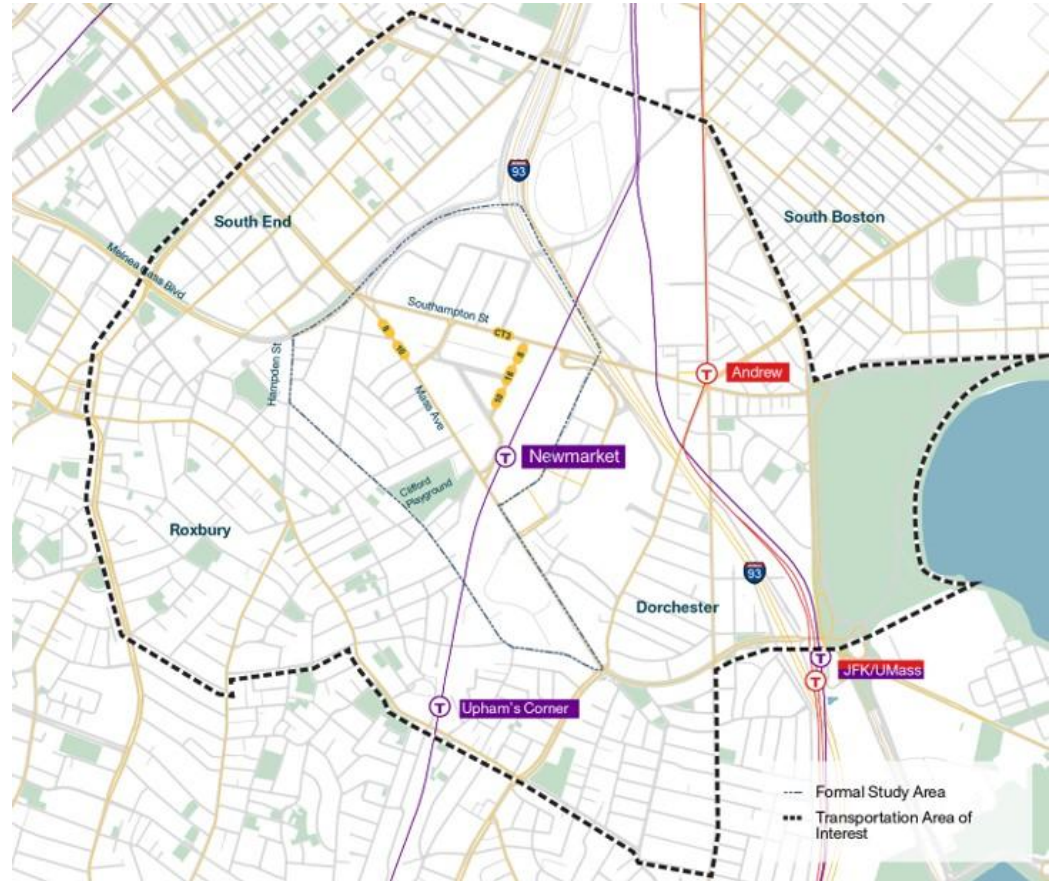
The Initiative **works closely with the community** to develop a vision for the area that **incorporates a strategy for job retention, growth, and new industries.**

In action *now*:

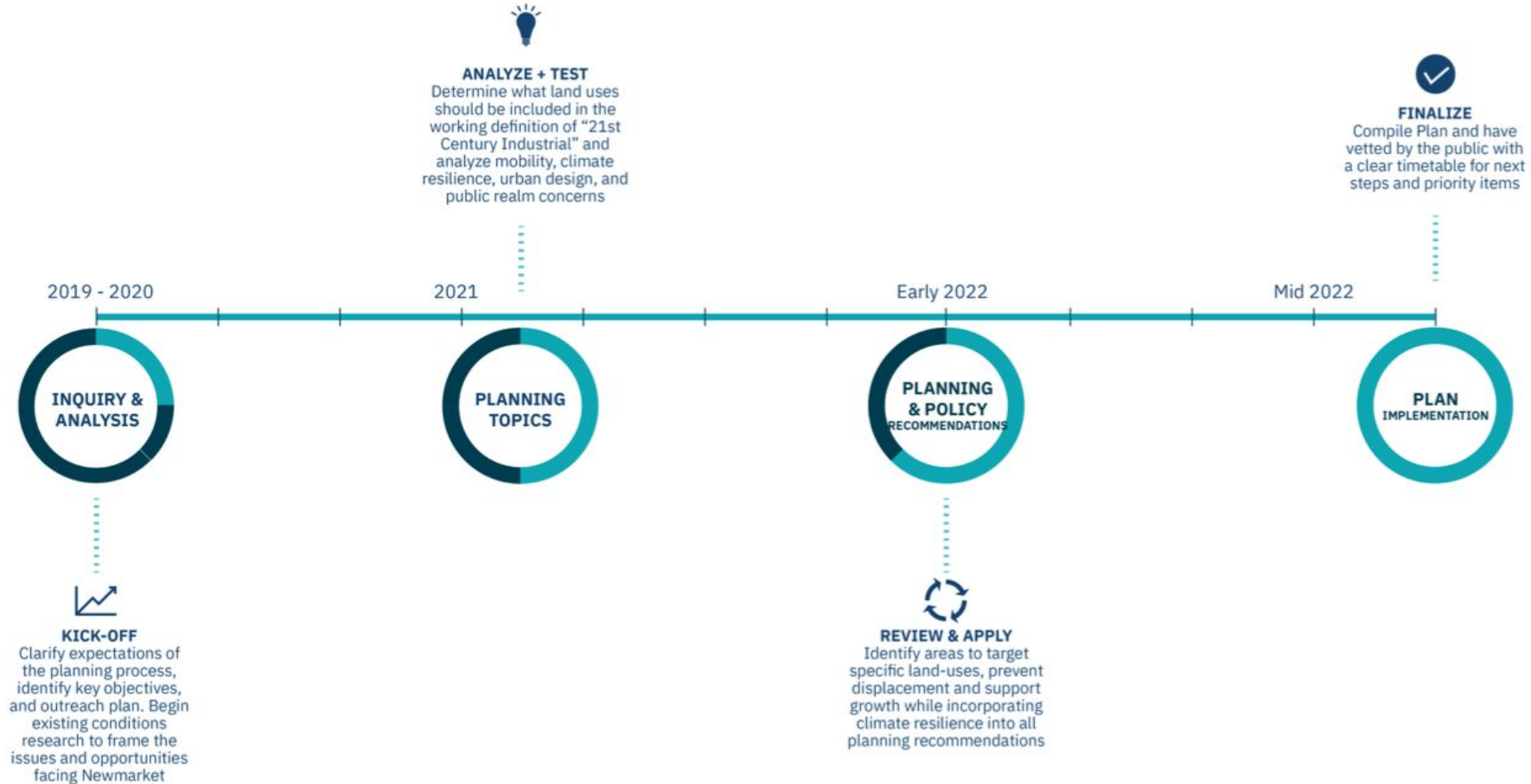
- 1. Preserve traditional and essential industrial uses and jobs**
- 2. Help industrial businesses and people working in Newmark succeed**

# Study Scope

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



# Overview: Timeline



# PLAN: Newmarket staff team

**Alexa Pinard**, Urban Designer II

**Ted Schwartzberg**, Senior Planner II

**Arreen Andrew**, Community Engagement Manager

**Joe Blankenship**, Senior Transportation Planner

**Naoise McDonnell**, Planning Assistant

## **Consultant team:**

Rivera Consulting: Maia Raynor, Jon Hillman

Utile, Inc: Will Cohen



# Intermission

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*10 Minutes*

# Activity #2

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**How do you view the Newmarket of *today*?**

*Arreen Andrew, Community Engagement Manager*

- Let's think about Newmarket: there is the built environment (buildings, streets, sidewalks, etc.), but what *people* do you think of when you think of Newmarket?
  - How might that change in the coming years? Do you have concerns about the future?
- Imagine a neighborhood you enjoy walking around: in what ways is that experience different from walking around Newmarket? In what ways is it similar?

- When you travel to Newmarket, where are you usually coming from? What mode of transportation do you usually use to get there (bus, drive, subway, commuter rail, walk, etc.)?
- Do you currently work in the Newmarket neighborhood?
- What kind of jobs do you think should be in Newmarket? Are they there now?
- Would you like to see new types of businesses move into Newmarket?

# Reactions

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# Your Perspective (An individual, written activity)

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*Naoise McDonnell, Planning Assistant*

# Activity #3

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**How do you view the Newmarket of *tomorrow*?**

*Arreen Andrew, Community Engagement Manager*

- Let's say Newmarket is a major job center 10 years from now:
  - What types of jobs do you think should be located in that neighborhood?
  - How would you like to travel there and back?
  
- Through a land use planning process, how can we address what is NOT working?



# Reactions

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# Next Steps

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*Arreen Andrew, Community Engagement Manager*

# Next Steps

## **For more information visit:**

<http://www.bostonplans.org/planning/planning-initiatives/plan-newmarket-the-21st-century-economy-initiative>

If we were unable to get to your question at this meeting or you have other questions email [Arreen.I.Andrew@boston.gov](mailto:Arreen.I.Andrew@boston.gov)

## **Future Engagement and Outreach**

### **Chat with a Planner**

Wednesday, October 20, 5-6:30PM

### **Design Lab #2**

Topics: Public Realm, Urban Design, and Mobility

# Feedback

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## Audience Q&A Session

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# Appendix

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