PLAN: Newmarket, The 21st Century Industrial Initiative

Why Are We Here Today?

This is the kick-off meeting for the Plan: Newmarket, 21st Century Economy Initiative.

This initiative is a land use, planning study that will analyze how to protect existing jobs and encourage the creation of new jobs in the Newmarket neighborhood.

Our goal today is to introduce ourselves and the process to the community.

Today’s open house will involve a lot of information gathering so we can find out who you are, your connection to Newmarket, and your goals for the 21st Century Economy Initiative.
Planning Goals
Following from the recommendations of Imagine Boston 2030, this initiative will lay the groundwork for Newmarket as a 21st Century jobs center. With land use as its primary focus, the initiative will also consider public realm, mobility, arts and culture, climate resilience, and open space contributions to a successful future neighborhood.

Working closely with the Mayor’s Offices of Economic Development and Workforce Development, the process will define what 21st Century jobs mean for Boston, and how to ensure opportunities for a workforce that is reflective of Boston's population. Of significance, this process will also work to support ongoing initiatives addressing homelessness, addiction and recovery.

Process Sequence

Planning Area
For this initiative, the study area will focus on the non-residential areas adjacent to the Newmarket MBTA station.

Which areas do you think are important as future jobs centers? Show us on the next board.
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Place a dot sticker on the areas that you think are important as future jobs centers.
What is Imagine Boston2030?

Begun in 2015 and completed in 2017, Imagine Boston 2030 (IB2030) is the first citywide plan in 50 years. It created the guiding principles and framework to guide all growth in the City of Boston. In partnership with the BPDA, the City of Boston can ensure that the City’s priorities are carried out through creative and thoughtful land-use development and guiding principles.

Expanded Neighborhoods

In IB2030, Newmarket is called out as an Expanded Neighborhood. Defined as places to encourage job growth in transit-accessible areas at the edges of existing neighborhoods, expand access to opportunity, and stitch together the physical fabric of the city.
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Existing Market Landscape

Wholesale/Processing/Distribution - 862 Jobs

Public Administration/Social Services - 2,957 Jobs

Construction - 805 Jobs

Wholesale Food Terminal
Boston Salads
Re-Energy Roxbury

City of Boston at 1010 Mass. Ave.
MBTA Southampton Facility
Boston Comprehensive Treatment Center

Suffolk Construction
Whitney Building Products
New England Building Supply

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Newmarket is one of Boston’s industrial economic centers.

There are 8,300 payroll jobs in Newmarket. Newmarket jobs account for 1.3 percent of Boston’s total jobs. Between 2011 to 2015 payroll jobs increased by 3,000 jobs.

Newmarket Jobs
The difference between the top industries by employment and number of businesses suggests that there are many small businesses located in the Newmarket area that employ fewer workers, and a few large employers in the public administration and professional, scientific and technical service industries.

Top 5 Industries in Newmarket

### 2015

- **Public Administration**: 2,957 jobs (25%)
- **Wholesale Trade**: 862 jobs (10%)
- **Construction**: 805 jobs (9%)
- **Utilities**: 517 jobs (6%)
- **Professional, Scientific, Technical**: 1,117 jobs (10%)

### 2018

- **Wholesale Trade**: 35 Establishments (14%)
- **Other Services**: 29 Establishments (12%)
- **Retail Trade**: 28 Establishments (12%)
- **Construction**: 21 Establishments (11%)
- **Public Administration**: 20 Establishments (10%)

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics 2015 and BPDA Research Division

Newmarket Workers

**Place of Residence of Newmarket Workers**

- **Newmarket**: 3,356 workers (40%)
- **Boston**: 2,654 workers (32%)
- **Suffolk County**: 360 workers (4%)
- **Essex County**: 359 workers (3%)
- **Middlesex County**: 1,246 workers (15%)
- **Other County**: 3 workers (0%)

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics 2018 and BPDA Research Division

**Newmarket Workers Educational Attainment Compared to Boston (30+)**

- Bachelor’s Degree or Advanced Degree: 44%
- Some College or Associate Degree: 22%
- High School or Equivalent: 15%
- Less than High School: 10%

**Newmarket**:
- Bachelor’s Degree or Advanced Degree: 25%
- Some College or Associate Degree: 12%
- High School or Equivalent: 12%
- Less than High School: 10%

**Boston**:
- Bachelor’s Degree or Advanced Degree: 56%
- Some College or Associate Degree: 15%
- High School or Equivalent: 30%
- Less than High School: 9%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics 2015 and BPDA Research Division

**Earnings of Newmarket Workers**

- More than $3,333 per month: 67%
- $1,251 to $3,333 per month: 22%
- $1,250 per month or less: 10%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics 2015 and BPDA Research Division
Climate Challenges
As the climate changes, the likelihood of coastal and riverine flooding—as well as other hazards, like stormwater flooding and extreme heat—will increase.

The challenges from climate change are substantial and complex but can be addressed through bold and creative actions that support the city’s vitality and livability.

Boston can thrive in the coming decades if it takes action to adapt its people, its neighborhoods, and its economic and cultural assets, starting now.

To address these challenges, [Resilient Boston Harbor and] Climate Ready Boston feature[s] four components: Updated Climate Projections, Vulnerability Assessment, Focus Areas, Climate Resilience Initiatives.

One Percent Annual Flood with 40 inches Sea Level Rise

Heat Island Risk Area

Potential Inundation Areas with a 10-Year 24 Hour Storm in 2023
Climate Ready Boston Initiatives at Various Scales

Iniciativas de Climate Ready Boston en distintas escalas

The Flood Resiliency Zoning Overlay District and Resiliency Guidelines will directly build on the City of Boston’s Climate Ready Boston (CRB) initiative and recommendations. The mission of the CRB initiative is to generate resilient solutions for neighborhoods, infrastructure, and governance that help the region prosper and grow in the face of long-term climate change.

El Distrito de superposición de la zonificación de resiliencia contra inundaciones y las Directrices de resiliencia se basarán directamente en la iniciativa Climate Ready Boston (CRB por sus siglas en inglés) de la Municipalidad de Boston y sus recomendaciones. La misión de la iniciativa CRB es generar soluciones resilientes para vecindarios, infraestructura y gobierno que ayuden a la región a prosperar y crecer ante el desafío del cambio climático a largo plazo.

This project regulates and provides guidelines for resiliency in the private realm.

Este proyecto regula y aporta directrices para la resiliencia en el ámbito privado.
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**Participation & Outreach**

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**Join the Advisory Group (AG)**

Mayor Martin J. Walsh and BPDA are seeking nominations for community members to serve on the Advisory Group.

The AG is made up of community stakeholders who share the perspectives of their represented groups and work with the City planning team to advance the initiative.

**Nominations Due:**

September 27, 2019
## Knowing the Area

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6/27 OPEN HOUSE
PLAN: Newmarket, The 21st Century Industrial Initiative

Knowing the Area

What are the benefits and assets of the area?

location + access by commuter rail

What would you like to stay the same in the area?

services for vulnerable populations - residential shelters, DD day programs, addiction services, etc.

What are the challenges of working here?

What would you like to change about the area?

lack of infrastructure for non-vehicle traffic, limits on area, dangerous and unpleasant to pedestrians, bikes, public spaces

more parking
no new residential use

local access
no bike share
Connectivity: Safety
related community issues to provide better safety
Knowing the Area

What are the benefits and assets of the area?

- Located within the city.
- Many jobs for a variety of education levels and skills that are accessible to nearby working class neighborhoods.

What would you like to stay the same in the area?

- Industry Zoning

What are the challenges of working here?

- Transportation
- Walkability
- Bikeability
- Accessibility
- Traffic

Safety-related to public health crisis

What would you like to change about the area?

- Safety
- Growth

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Work Here:

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**Business People Impacted by Study**

Employees at area industry, residents, esp between Dudley Sq + Mass Ave and McCormack Ave

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How would you like to participate in this process? Share your ideas for future events.

Pop up at Andrew Station, along Mass Ave, etc to ask people about improving mobility

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