

PLAN: Newmarket

The 21st Century Economy Initiative

Virtual Chat with a Planner

Planning in Newmarket

June 5 | 2:30-3:30

Existing Conditions

July 1 | 2:30-3:30



Register at <https://bit.ly/bpdavirtualevents>

As with all of our Chat with a Planner sessions, no new content will be issued and no decisions will be made.

Interested in chatting with staff but unable to join? Please contact
Arreen.I.Andrew@boston.gov to schedule a time to chat.

bit.ly/PlanNewmarket | [@bostonplans](https://twitter.com/bostonplans) | [#bostonplans](https://twitter.com/bostonplans) | [#plannewmarket](https://twitter.com/plannewmarket) | 617-918-4423

Greetings from...

NEWMARKET

The word 'NEWMARKET' is rendered in large, 3D block letters with a teal outline. Each letter contains a different image: 'N' is a pink cartoon character; 'E' is a map of Newmarket Square; 'W' shows two white delivery trucks; 'M' features a building with a dome; 'A' shows a street view; 'R' is a brick wall; 'K' shows a street with a building; 'E' shows a street view; and 'T' shows a building.

Boston, Massachusetts

Zoom Tips

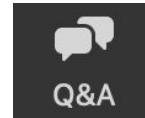
Welcome! Here are some tips on using Zoom for first-time users.

Your controls should be available at the bottom of the screen.

Clicking on these symbols activates different features:



Mute/unmute (you will remain muted until a host gives you access)



Q&A to ask questions throughout the presentation



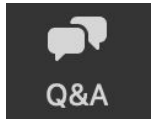
Turn video on/off (your video will remain off until a host gives you access)



Raise hand to ask for audio/video permission at the end of 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.



Meeting Recording

At the request of community members, the BPDA will be recording this meeting and posting it on the PLAN: Newmarket project webpage at bit.ly/PlanNewmarket for those who are unable to attend the Zoom meeting live. The recording will include the presentation, Q&A, and public comments afterwards. 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.



Virtual Meeting Etiquette

- We want to ensure that this conversation is a pleasant experience for all.
- All participants will be muted until the Q&A portion of the conversation. Attendees will be able to submit questions via the chat feature or to raise their hands to ask a question. A moderator will unmute individual participants as they ask their question.
- Please be respectful of each other's time.
- We ask that participants limit their questions so that all may participate in the discussion.
- Please wait until all attendees have the opportunity to ask a question before asking a second.
- You can always set up a conversation with Arreen Andrew, Newmarket Community Engagement Manager, Arreen.I.Andrew@boston.gov



PLAN: Newmarket Staff Team

- Alexa Pinard, Urban Designer II
- Ted Schwartzberg, Senior Planner II
- Arreen Andrew, Community Engagement Manager
- Charlotte Ong, Planner II
- Joe Blankenship, Senior Transportation Planner II
- Mary Knasas, Senior Planner III
- Kayla Myros, Research Manager
- Jack Halverson, Transportation Planning Assistant
- Taylor Herman, Downtown & Neighborhood Planning Intern





PLAN: Newmarket Virtual Chat with a Planner Existing Conditions

July 1, 2020

Existing Conditions:

History of Newmarket

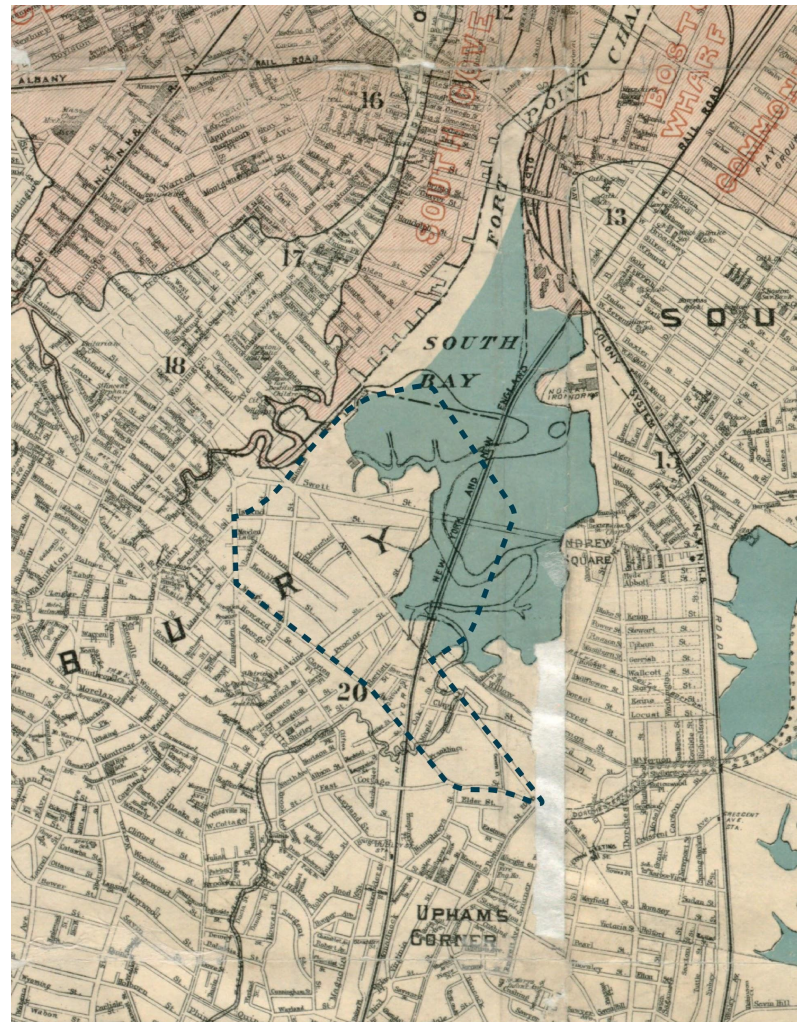


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History of Newmarket

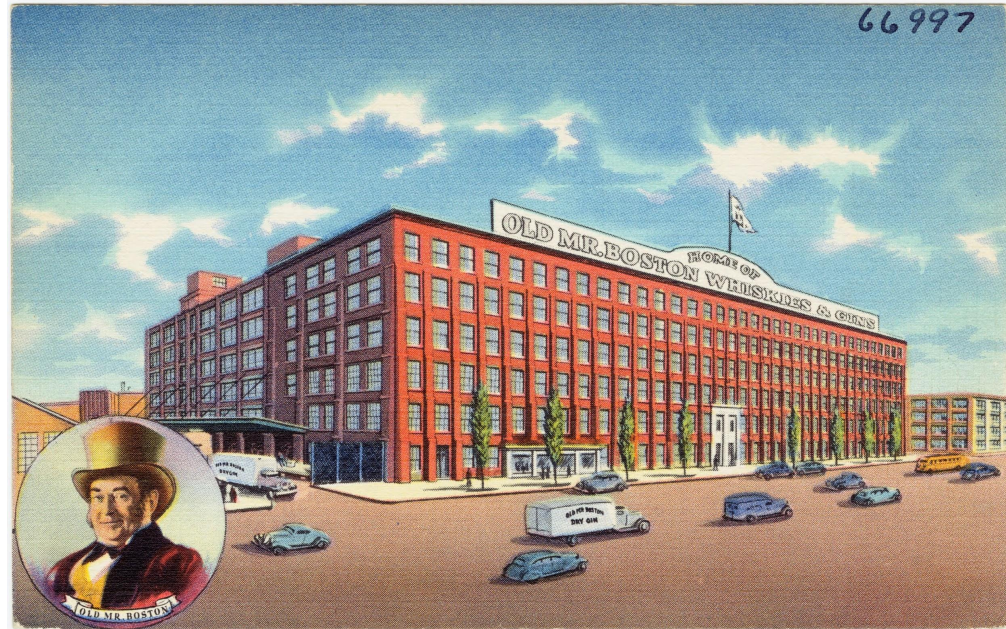
Tidal wetlands, shaped by infrastructure and industrial uses

Source: Boston (Mass.). City surveyor. , and Geo. H. Walker & Co. "Map of Boston proper, Charlestown, South Boston and East Boston." Map. 1894. Norman B. Leventhal Map & Education Center, <https://collections.leventhalmap.org/search/commonwealth:js956k44c> (accessed June 29, 2020).



History of Newmarket

Industrial and manufacturing uses



Old Mr Boston Distillery at 1010 Massachusetts Ave

Source: Boston Public Library Tichnor Brothers collection #66997

History of Newmarket

**Relocation of Faneuil Hall and
Haymarket meatpacking and
food processing**



Source: BPDA Staff

History of Newmarket

Public utilities open
Artists move in



South Bay Incinerator

Source: Boston Public Library, Print Department

History of Newmarket

South Bay Center
2014 rezoning



South Bay Center Phase 2
Source: Edens Properties

History of Newmarket

How does the history of Newmarket continue to influence its present and its future and how can we celebrate Newmarket's history as we plan for its future?

Existing Conditions:
Jobs & Businesses

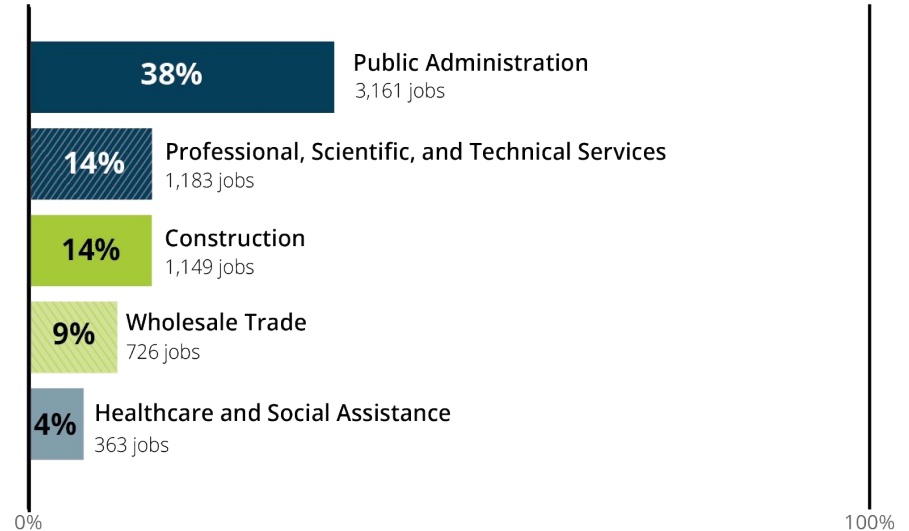


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Jobs & Businesses

Top Five Industries (by number of jobs)

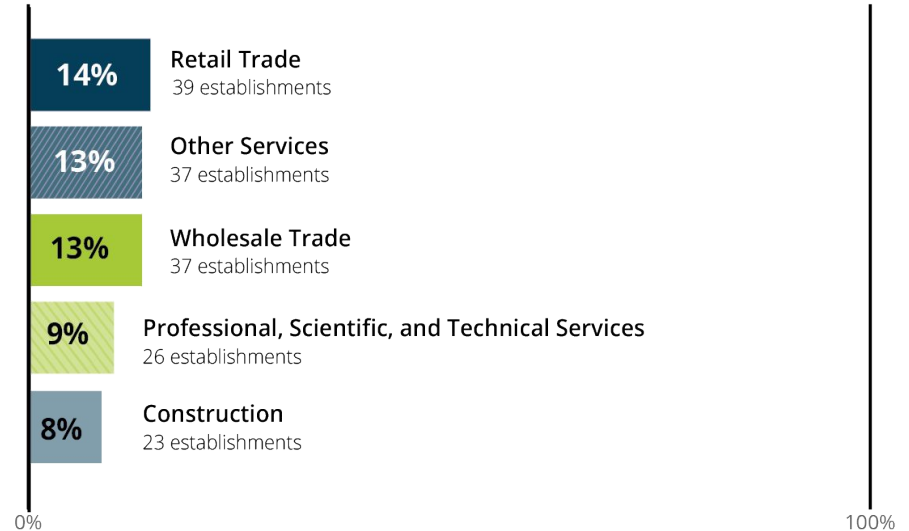
Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2011-2017) and BPDA Research Division Analysis



Jobs & Businesses

Top Five Industries (by number of establishments)

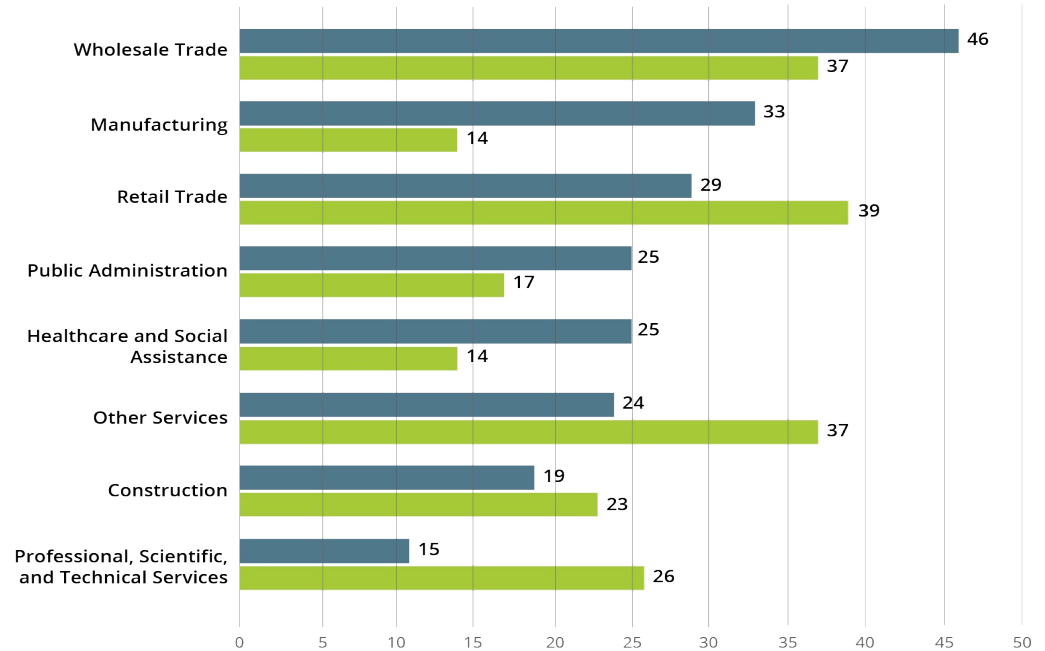
Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2011-2017) and BPDA Research Division Analysis



Jobs & Businesses

Change in Top Industries from 2010 to 2019 (by number of establishments)

Source: InfoUSA 2010, 2019, Dun & Bradstreet and BPDA Research
Division Analysis



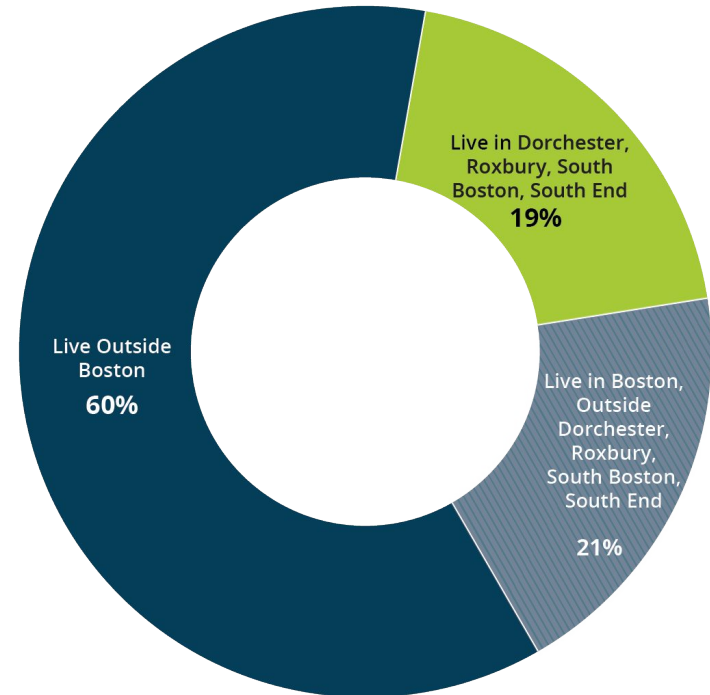
Jobs & Businesses

How can we continue to support existing industries in tandem with their changing needs and to allow for 21st Century Industry uses in Newmarket?

Jobs & Businesses

Home Address of Newmarket Employees

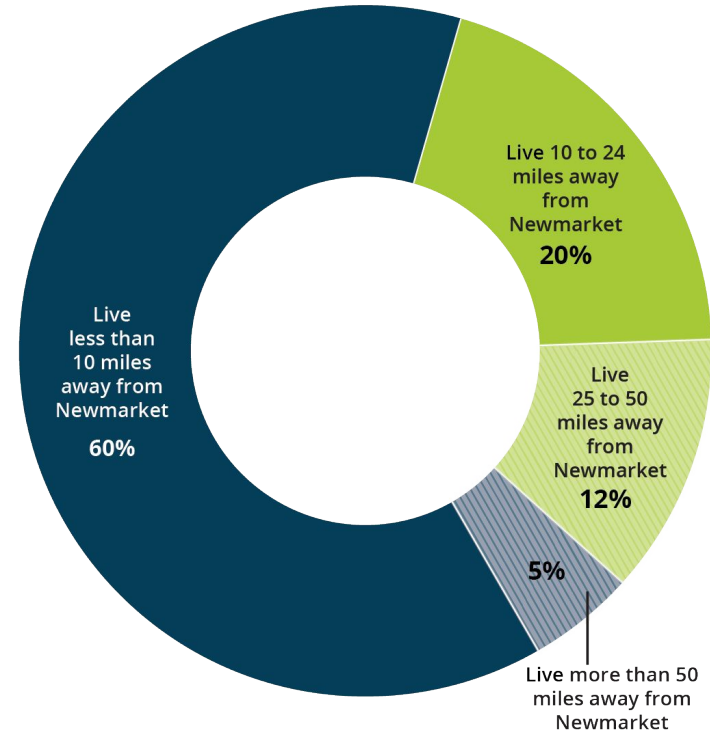
*Source: U.S. Census Bureau, OnTheMap Application and LEHD
Origin-Destination Employment Statistics (Beginning of Quarter Employment,
2nd Quarter of 2015 and BPDA Research Division Analysis*



Jobs & Businesses

Distance from Newmarket to Employees' Homes

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2011-2017) and BPDA Research Division Analysis



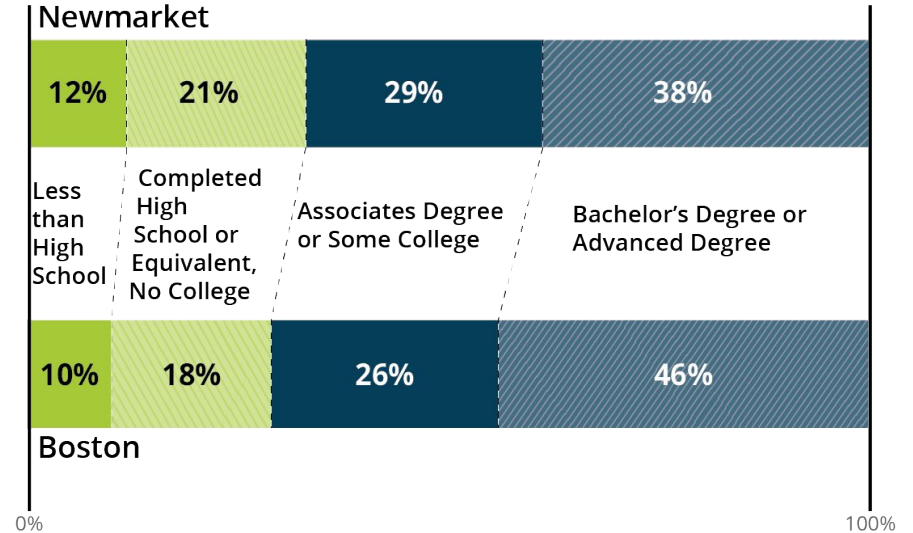
Jobs & Businesses

How can we ensure that Boston residents, particularly those in adjacent neighborhoods like Dorchester and Roxbury will have access to future jobs in Newmarket?

Jobs & Businesses

Educational Attainment of Newmarket Employees

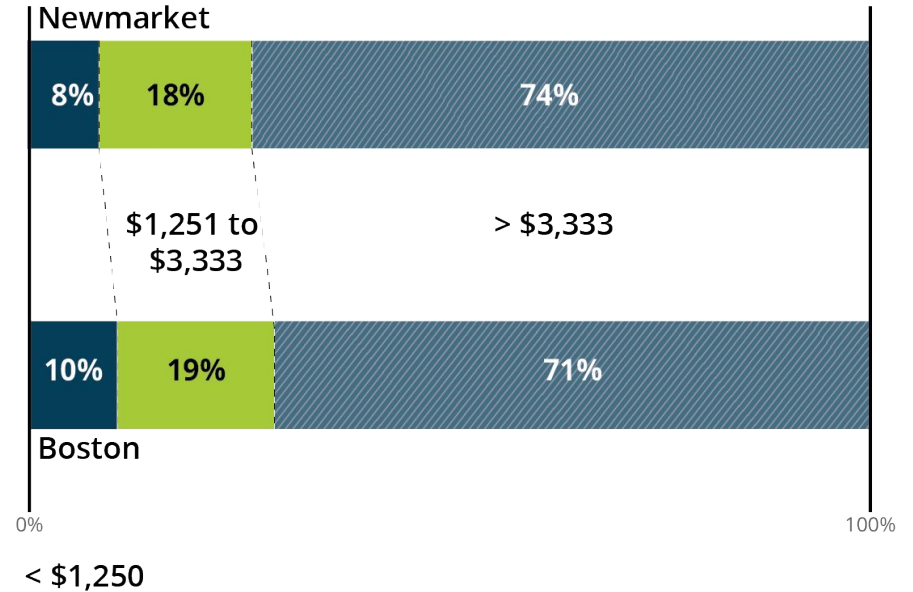
Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2011-2017) and BPDA Research Division Analysis



Jobs & Businesses

Monthly Earnings of Newmarket Employees

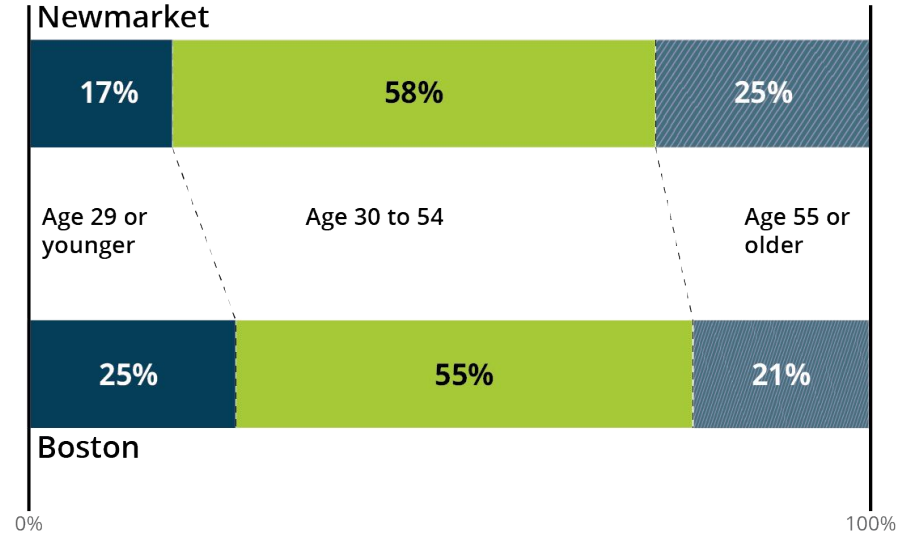
Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2011-2017) and BPDA Research Division Analysis



Jobs & Businesses

Age of Newmarket Employees

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2011-2017) and BPDA Research Division Analysis

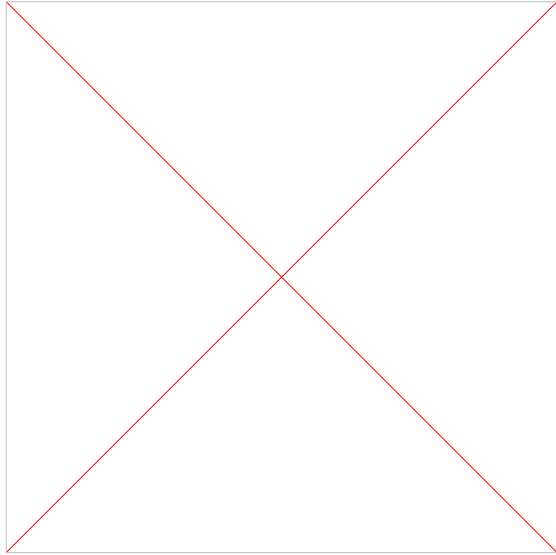


Jobs & Businesses

How can we provide a diversity of well-paying jobs across a range of educational attainment in Newmarket and also ensure that these jobs allow for employees to advance their careers?

Existing Conditions:
Arts & Culture

Arts & Culture



The Record Company
Source: The Record Company



Casablanc Market
Source: BCDwire

Arts & Culture

How do we continue to support the growing artist community in Newmarket in ways that also complement future 21st Century Industry uses?

Existing Conditions:
**Addiction & Recovery
Services**



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Addiction & Recovery Services



Atkinson Street Engagement Center
Source: BPDA Staff



Southampton Street Shelter & Clinic
Source: Keith Bedford / Boston Globe

Addiction & Recovery Services

How can we continue to support people who will need to access addiction & recovery services in Newmarket?

Existing Conditions:
Climate & Environment



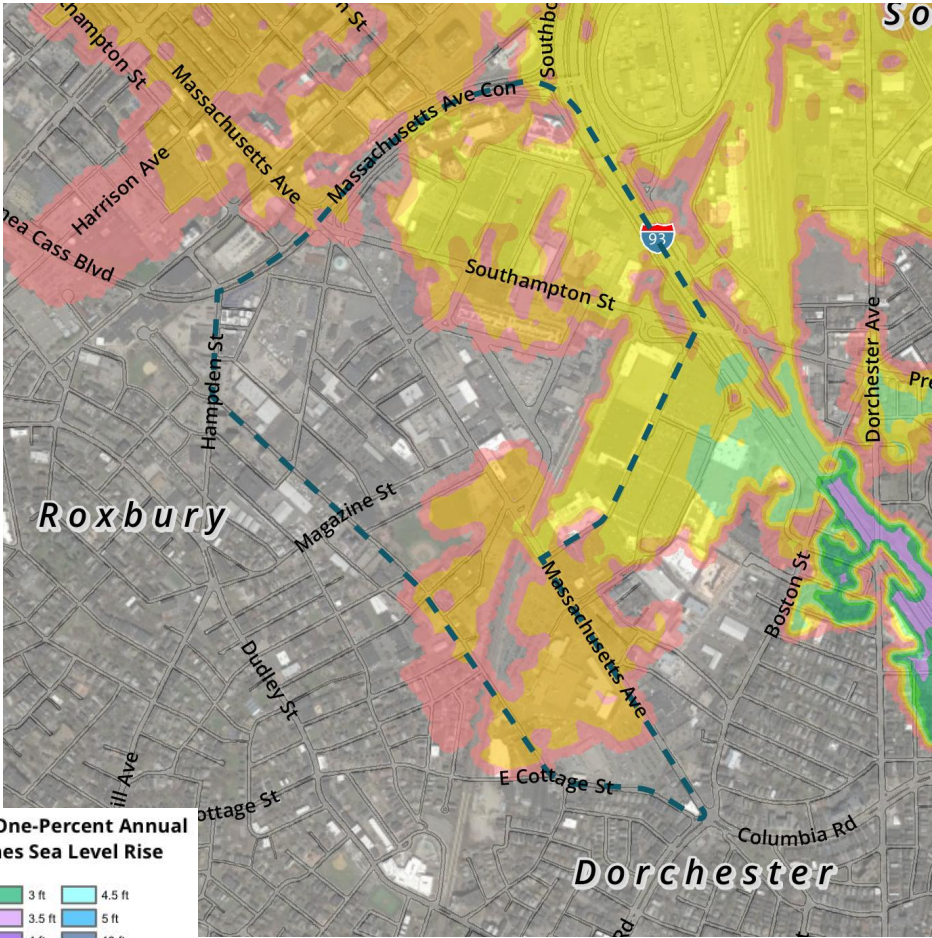
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Climate & Environment

Flood Risk

Source: Boston Harbor Flood Risk Model, MassDOT

Note: The boundary shown indicates the primary area for the existing conditions data analysis only. The exact boundary of the PLAN: Newmarket planning study will be determined through subsequent public engagement once the planning study is underway.

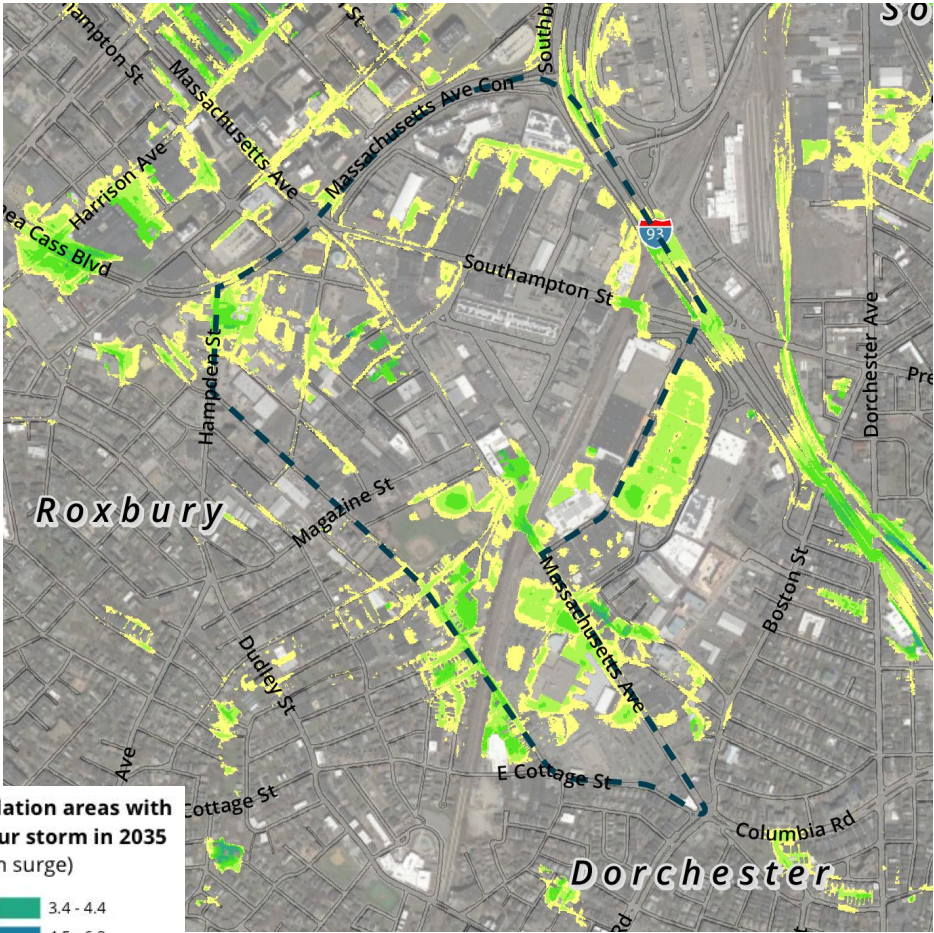


Climate & Environment

Stormwater Flood Risk

Source: BWSC

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Climate & Environment

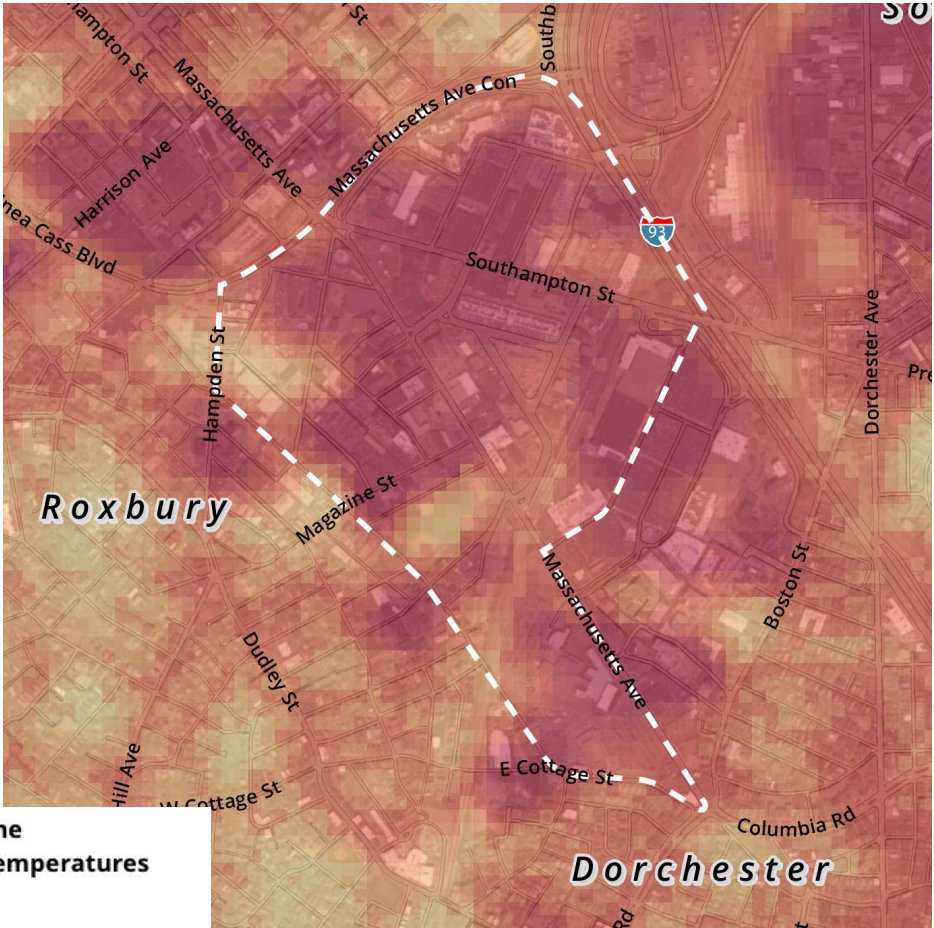
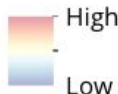
Extreme Heat

Source: LANDSAT 5 2010 image via MAPC

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Average Daytime
Land Surface Temperatures



Climate & Environment

How can we plan for resiliency in Newmarket and mitigate these environmental threats to ensure Newmarket's long-term viability as a jobs engine for Boston?

Existing Conditions:
Mobility












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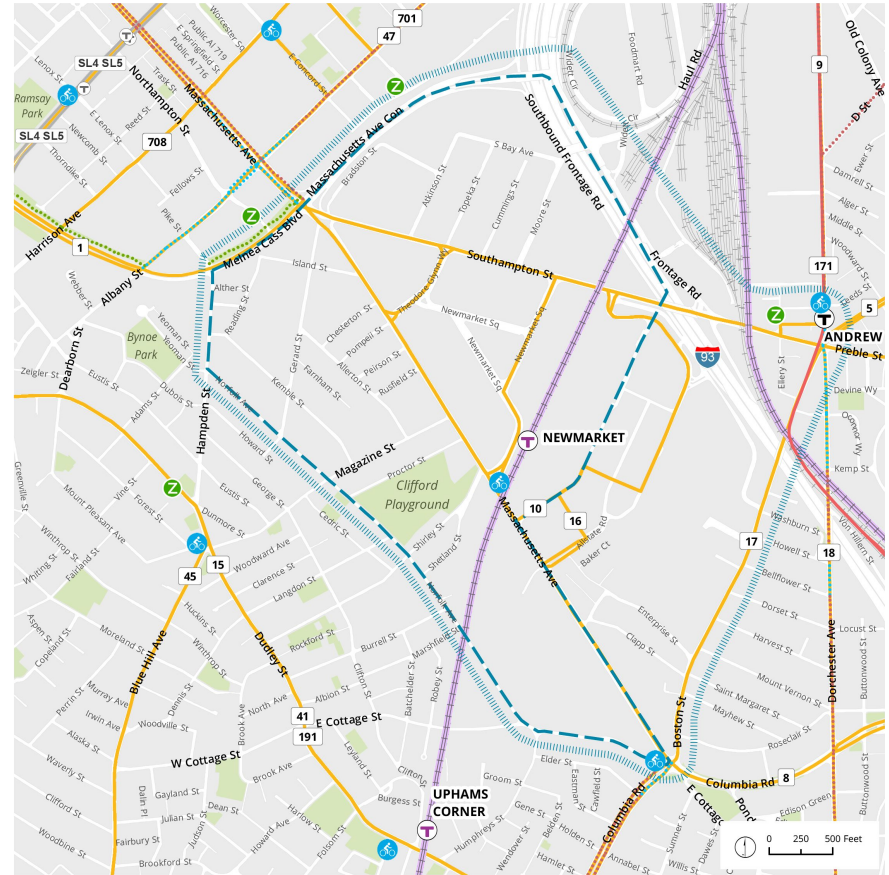
Mobility

Existing Transportation Network

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Transportation & Mobility

-  Bluebikes Station
-  Zipcar Carshare Location
-  MBTA Red Line
-  MBTA Silver Line
-  Commuter Rail Line
-  Bus Route
-  Bike Lane
-  Shared Bike Lane
-  Bike Path
-  Transportation Study Area Boundary



Mobility

Newmarket Street Type Classification

Note: The boundary shown indicates the primary area for the existing conditions data analysis only. The exact boundary of the PLAN: Newmarket planning study will be determined through subsequent public engagement once the planning study is underway.

- Industrial
- Residential
- Connector
- Main Street

Transportation Study Area
Boundary



Mobility



Source: BTB Staff



Source: BPDA Staff

Mobility



Source: BPDA Staff



Source: BPDA Staff

Mobility



Source: *BTD Staff*



Source: *BTD Staff*

Mobility



Source: BTD Staff



Source: Google Street View

Mobility

How can we improve pedestrian & bicycle safety in Newmarket while allowing for smooth truck operations and how can we improve access to Newmarket from surrounding residential neighborhoods?

Existing Conditions:
Urban Form & Zoning



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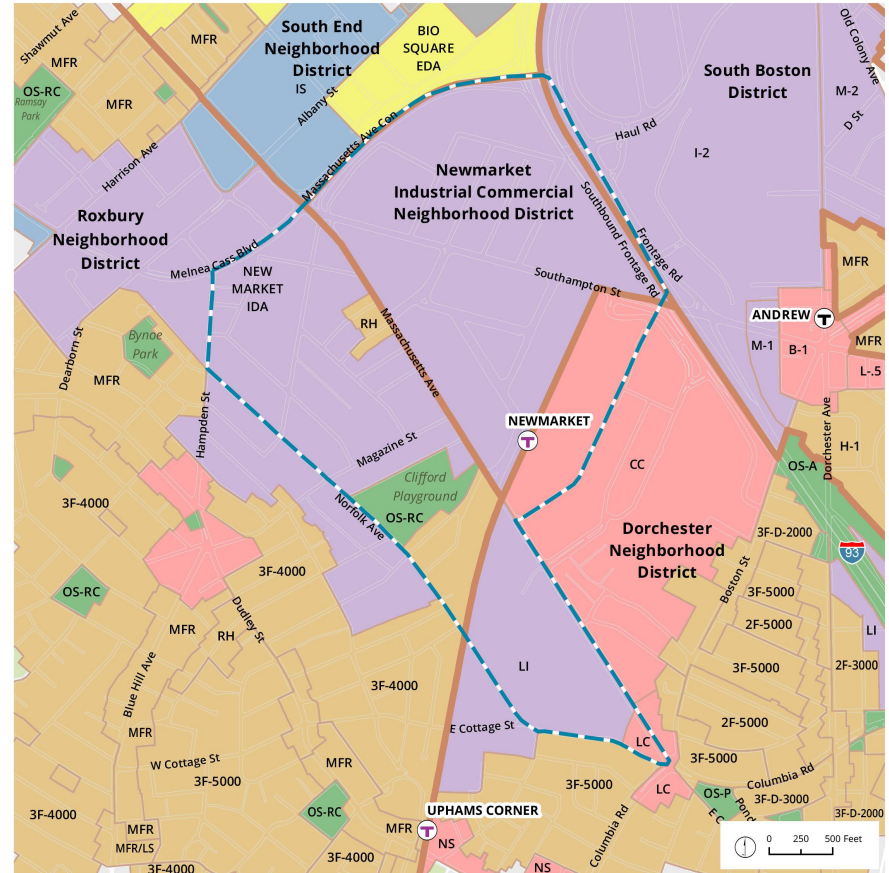
Urban Form & Zoning

Existing zoning

Note: The boundary shown indicates the primary area for the existing conditions data analysis only. The exact boundary of the PLAN: Newmarket planning study will be determined through subsequent public engagement once the planning study is underway.

Zoning Subdistricts

- Business
- Comm/Instit
- Industrial
- Miscellaneous
- Mixed Use
- Open Space
- Residential
- Zoning District Boundary

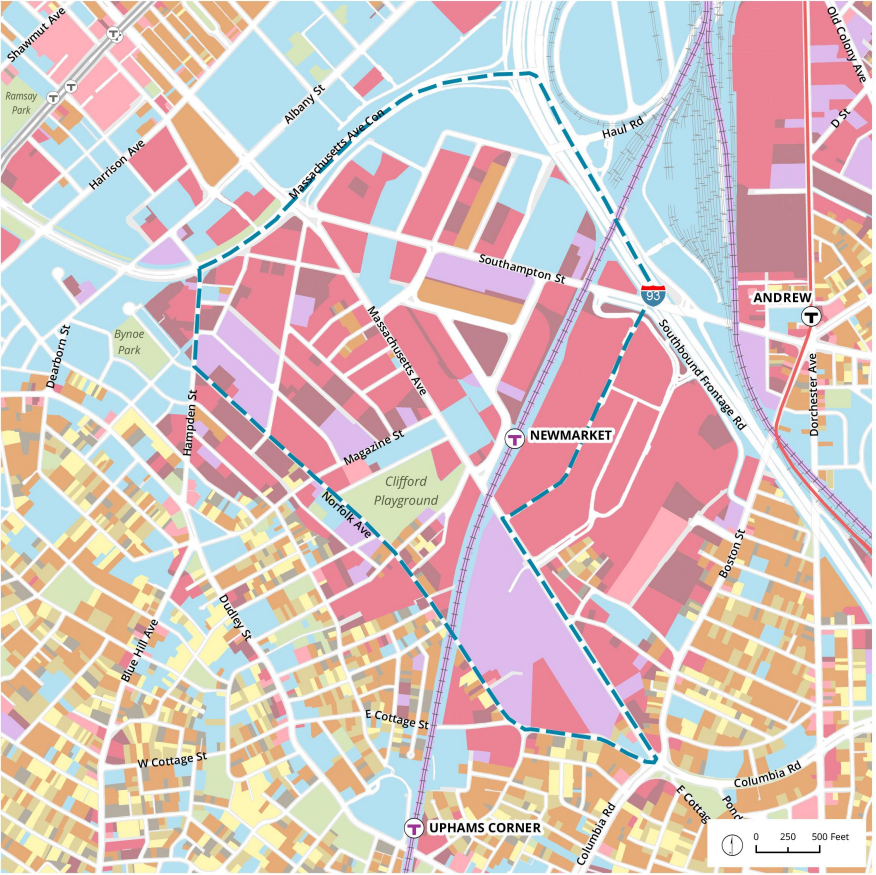


Urban Form & Zoning

Existing land use

Note: The boundary shown indicates the primary area for the existing conditions data analysis only. The exact boundary of the PLAN: Newmarket planning study will be determined through subsequent public engagement once the planning study is underway.

- Parcel Land Use**
- Single-family
 - Two-family
 - Multi-family
 - Residential (Other)
 - Industrial
 - Mixed Use
 - Exempt
 - Commercial
 - Commercial (Other)



Urban Form & Zoning

Pervious / Impervious Surfaces

Note: The boundary shown indicates the primary area for the existing conditions data analysis only. The exact boundary of the PLAN: Newmarket planning study will be determined through subsequent public engagement once the planning study is underway.

Pervious / Impervious Surfaces

- Buildings
- Open Space
- Surface Parking



Urban Form and Zoning

How can the future urban form and zoning of Newmarket support keeping legacy businesses while allowing for future 21st Century industry uses?

Timeline

WE ARE HERE



**Inquiry &
Analysis**

**Planning
Topics**

**Planning & Policy
Recommendations**

Implementation

Topics include mobility, jobs & business; climate resiliency; public realm; arts & culture, homelessness, addiction & recovery and others

COVID-19

If you have questions about COVID-19, City of Boston relief funds, or other any other queries, please visit [boston.gov/coronavirus](https://www.boston.gov/coronavirus) for the most up-to-date information and City policies.



Thank you

CONTACT US:

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617.918.4423

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Appendix



Engagement

For more information on the BPDA's meeting guidelines and COVID-19 response, please visit our website:

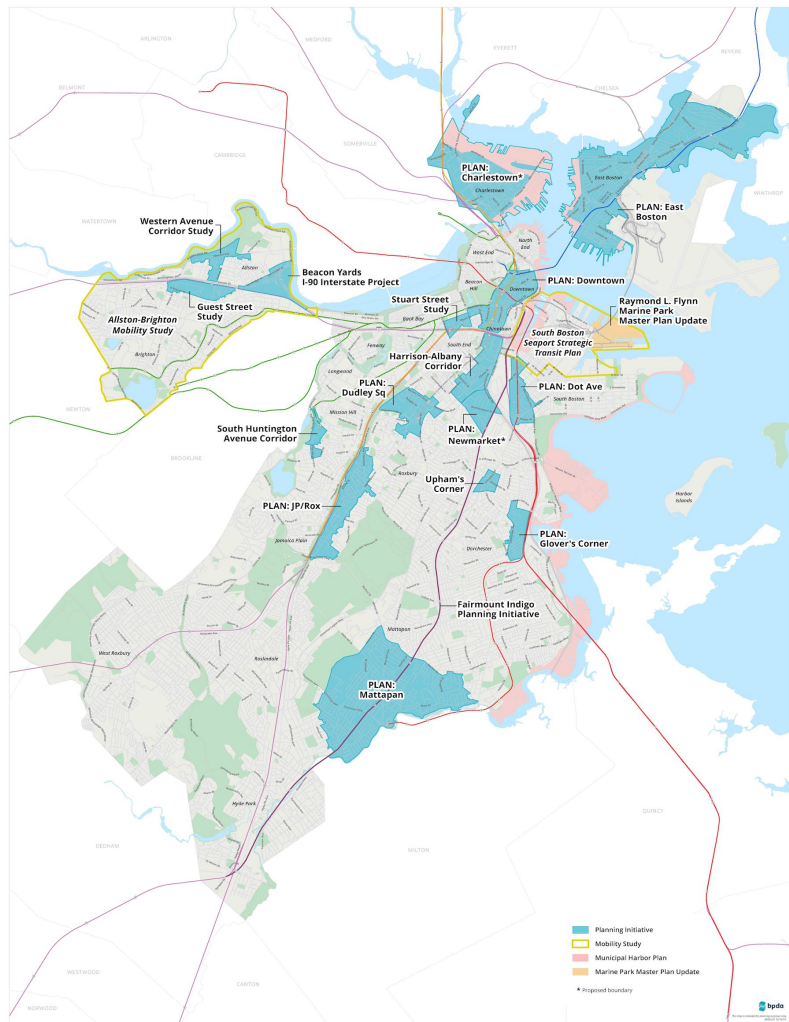
<http://bit.ly/BPDAC19>



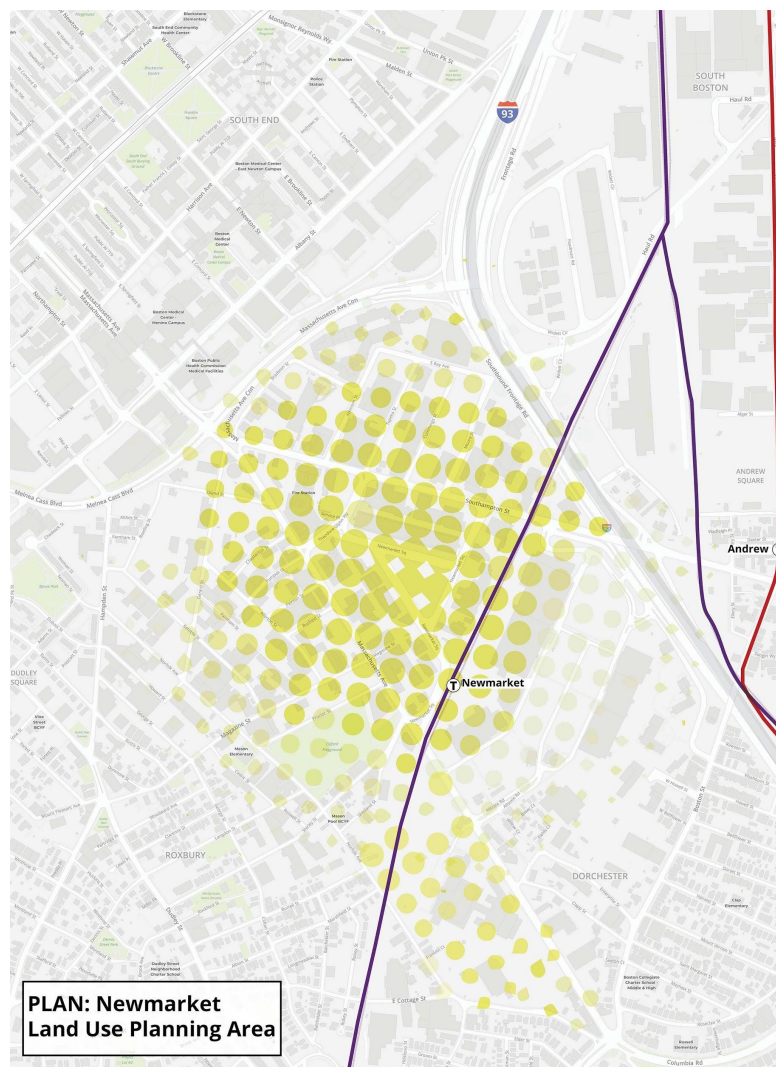
What does Community Engagement look like in a time when we can't gather?

57

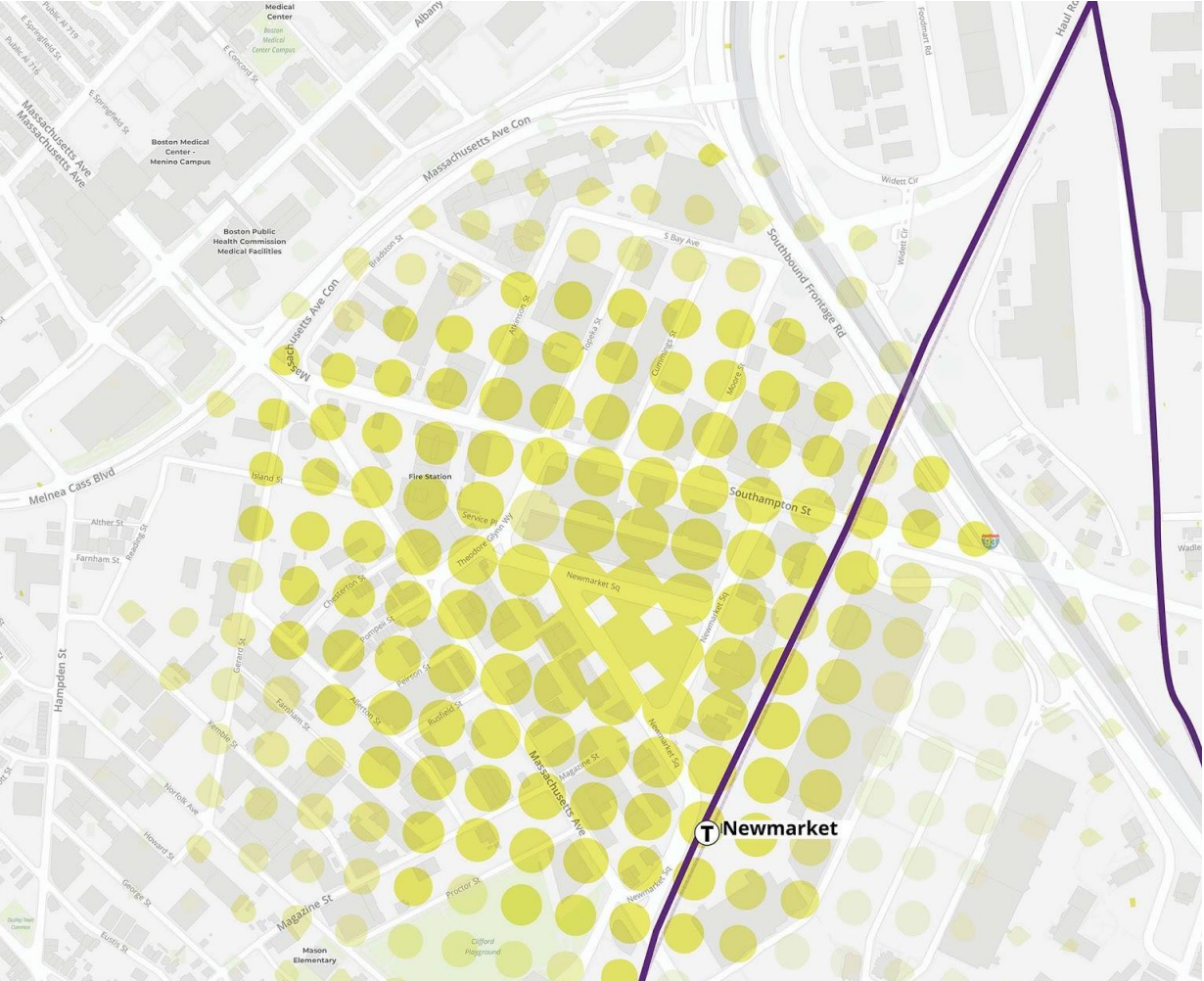




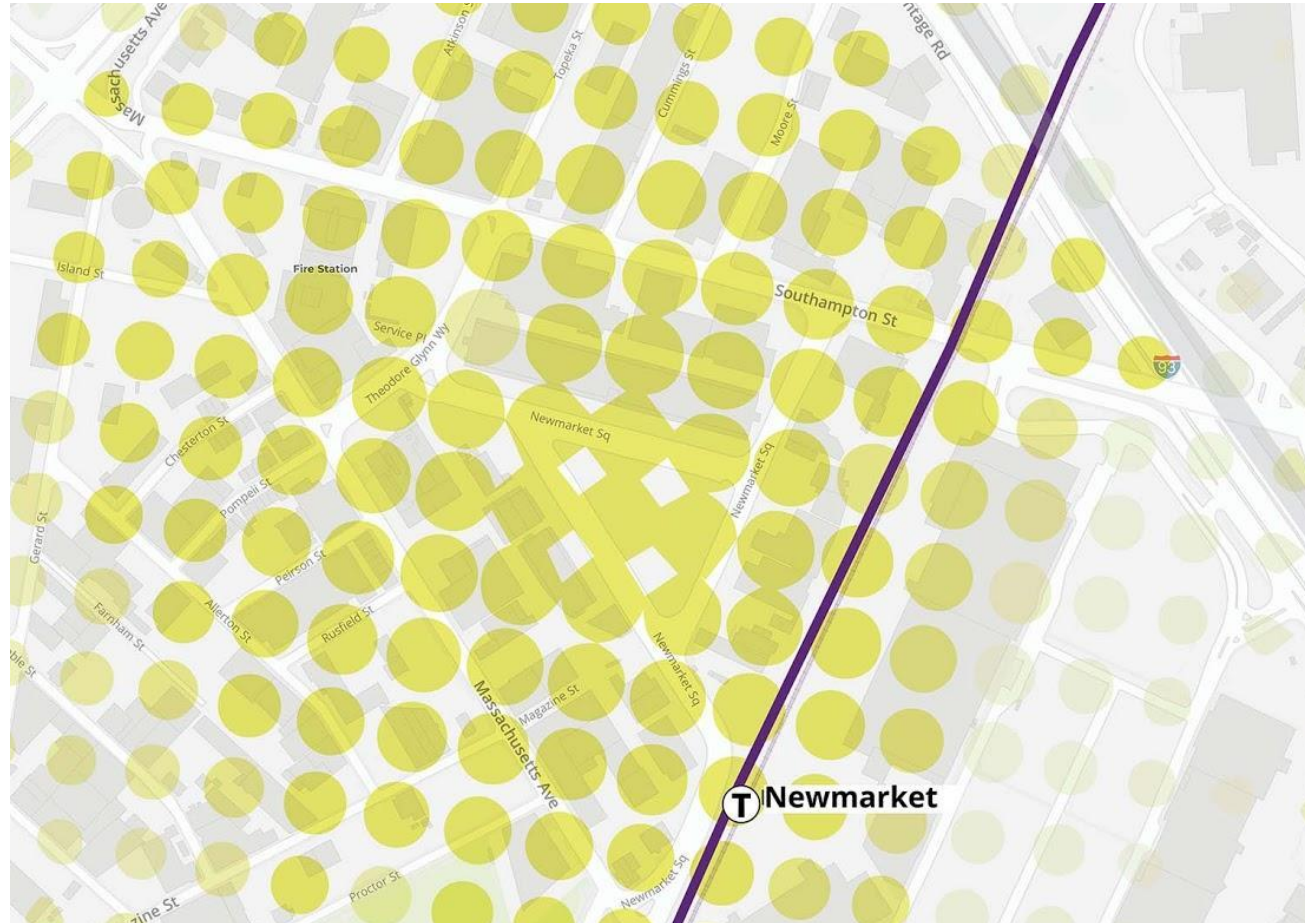
Map



Zoomed Map



Further Zoom



Industries

Newmarket is one of Boston's industrial economic centers. There are 8,300 payroll jobs in Newmarket, accounting for 1.3% of Boston's total jobs. Between 2011 and 2015, payroll jobs increased by 3,000 jobs.

Top 5 Industries by Employment



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

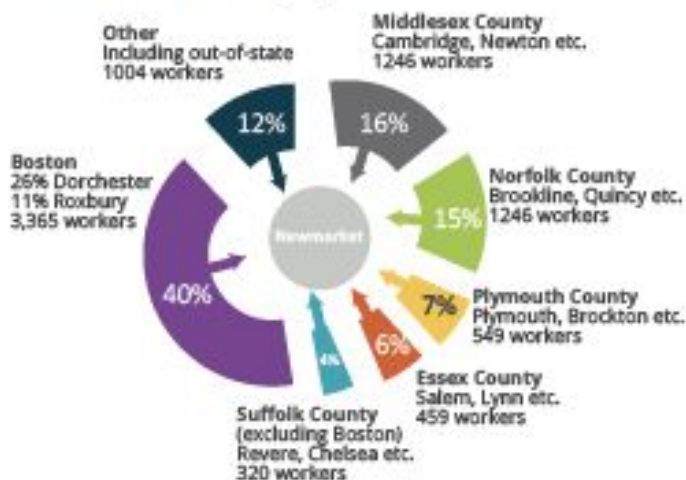
Top 5 Industries by Number of Businesses



Source: Info USA 2018 and BPDA Research Division

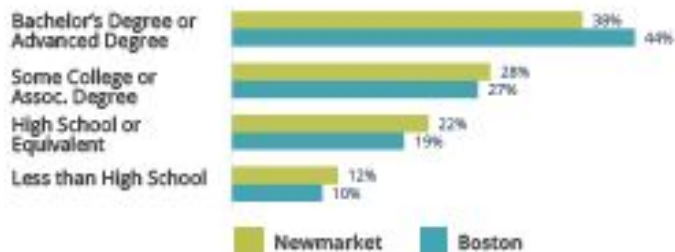
Employment

Place of Residence of Newmarket Employees



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

Educational Attainment (30+ years old) of Newmarket Employees



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

Use & Zoning

Parcel Use



Source: Zoning, Assessor PPT9 set of Jan. 1 2019.

