



# PLAN: Newmarket

Land Use Report Out & Building Prototypes

May 4, 2022 Advisory Group Meeting



# 01

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## Welcome

*Naiose McDonnell, Planning Assistant*

# 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.

# Zoom Tips

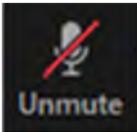
*Here are some tips on using Zoom for first-time users.  
Your controls are at the bottom of the screen*



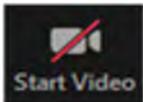
Use the chat to type a comment or ask a question at any time – Members of the PLAN: Newmarket team will enable the chat at the end.



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 **[Alexa.Pinard@boston.gov](mailto:Alexa.Pinard@boston.gov)**

# 02

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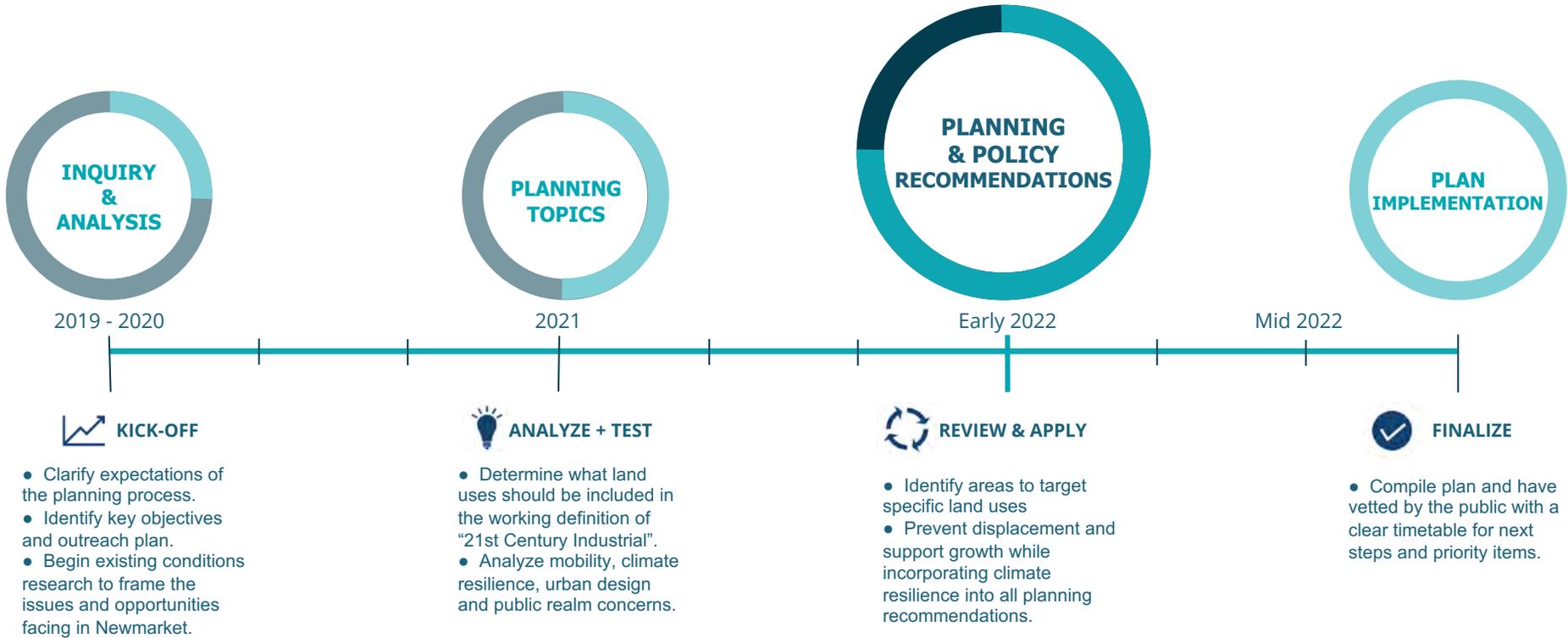
## Process Update

*Alexa Pinard, Urban Designer III*



**boston planning &  
development agency**

# Timeline



# 03

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## Review: Land Use Goals

*Ted Schwartzberg, Senior Planner II*



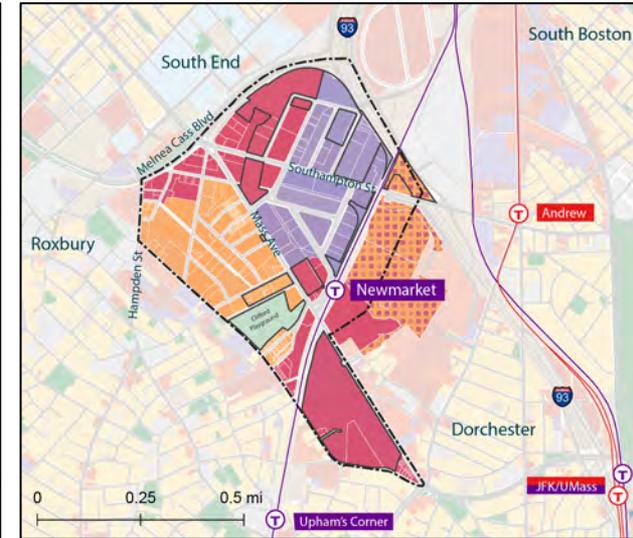
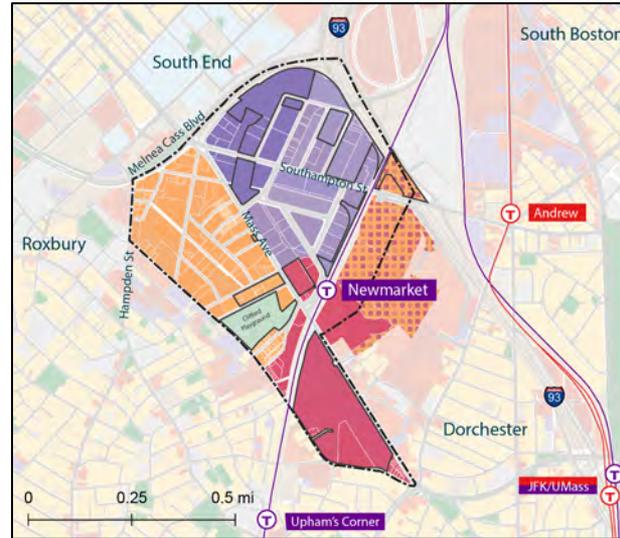
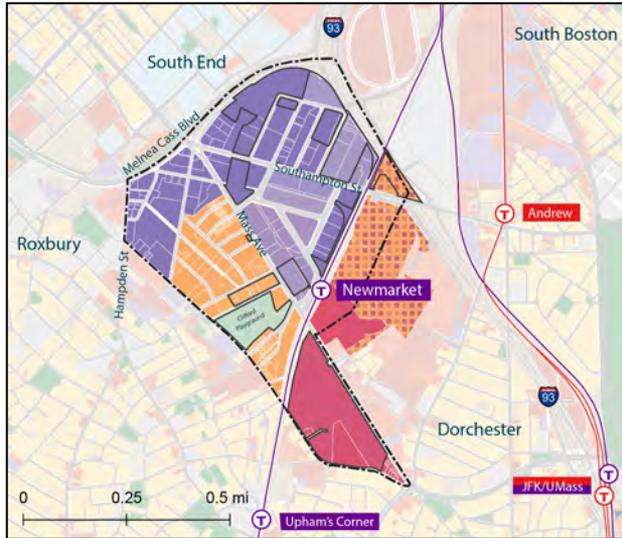
# Review: Land Use Goals

Essential Services	Food Heritage	Creative Hub	Advanced Manufacturing
Transportation of goods; construction support	Processing and commissary; distribution	Creative economy work spaces; makerspace	Production; prototyping tied to R&D in urban core
			

# Review: Land Use Goals

- 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.
- "People initially moved because of price. They are now here out of necessity. Restrictions in other neighborhoods [that have become non-industrial] have driven up price and competition for space."
- "We have to figure out a way creatively to keep these companies in the city. Small companies can't afford escalating commercial rents in Newmarket."
- Proximity to employees who live in Boston, to highways, and to Boston's commercial core is critical. Smaller businesses need these location advantages, and in Boston they are uniquely found in Newmarket.
- "The city has to be for everyone."

# Review: Examples of Possible Scenarios (Summer 2021)



- Traditional Industrial
- Hybrid: Industrial/Commercial
- Maker and Manufacturing
- Lab & Commercial
- Lab, Commercial & Residential

# PLAN: Newmarket

## *The 21st Century Industrial Neighborhood*

21<sup>st</sup> Century  
Industry

=

Viable Legacy Uses

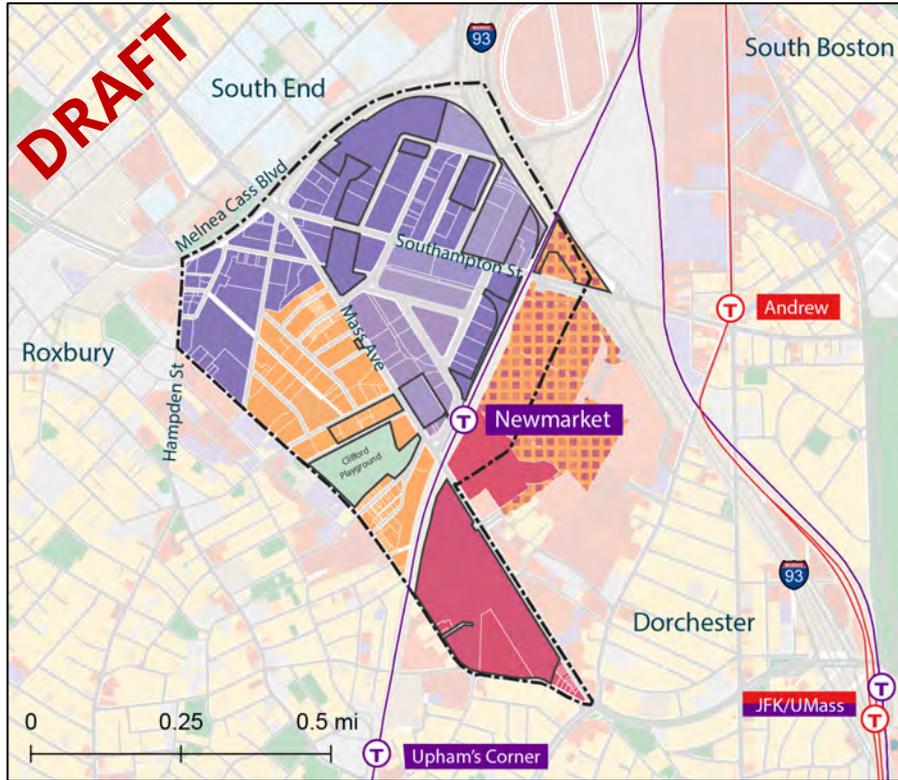


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Emerging Uses



# Review: 21<sup>st</sup> Century Industry Land Use Plan



# Use Definitions



## Traditional Industrial

Heavy industry;  
Existing businesses & typologies

- Preserves the existing building and business types in Newmarket.
- Avoids redevelopment of sites where new construction would likely displace current tenants.
- Maintains pure industrial character of parcel and existing levels of density.



## Hybrid: Industrial/Commercial

True industrial ground floor with  
modest commercial above

- 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.
- Balances creating the most new space for economic uses while protecting an overall industrial character.



## Maker and Manufacturing

Creative economy workspace;  
Small manufacturing/prototyping

- Maintains an overall industrial character, while also expanding options for artists and creative economy businesses.
- Provides a building type allowing for creative arts-focused or small-manufacturing buildings.

# Use Definitions



## Traditional Industrial

Heavy industry;  
Existing businesses & typologies

### Large Truck-Dependent

Warehousing and storage,  
construction, food wholesale,  
food manufacturing, advanced  
and consumer products  
manufacturing



## Hybrid: *Industrial/Commercial*

True industrial ground floor with  
modest commercial above

### Truck-Dependent

Warehousing and storage,  
Construction, food wholesale,  
food manufacturing, advanced  
and consumer products true  
industrial on ground floor; light  
manufacturing, modest density  
lab R&D, or non-retail commercial  
on upper floors



## Maker and Manufacturing

Creative economy workspace;  
Small manufacturing/prototyping

### Creative Economy Focus

Creative economy workspaces:  
visual arts, recording studios, maker  
spaces, and similar. Smaller-scale  
food manufacturing and advanced  
and consumer products  
manufacturing, low/moderate  
density commercial.

# Additional Use Definitions (South of Fairmount Line)



## ■ Lab & Commercial

Represents the type of building likely favored most by current market trends.

Allows for higher-end and taller construction, creating office, biotech, and “laboratory” building types with more overall density.

Does not fundamentally depend on any of the specific qualities that make Newmarket unique.



## ■ Lab, Commercial & Residential

Represents a scale and type of overall development that may be appropriate in areas adjacent to Newmarket.

Achieves a broader set of planning goals faced across the City related to balancing job creation with housing production.

Does not fundamentally depend on any of the specific qualities that make Newmarket unique.

# 04

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## Building Prototypes

*Alexa Pinard, Urban Designer III*



# Introduction: Draft Building Prototypes

- **These building types do not represent zoning recommendations.**
- **Questions:**
  - Do these visions make sense? Do they represent your understanding of how a 21<sup>st</sup> Century Industrial neighborhood would be realized on-the-ground?
  - Do these prototypes clarify new concerns about the district that the planning team should consider next?

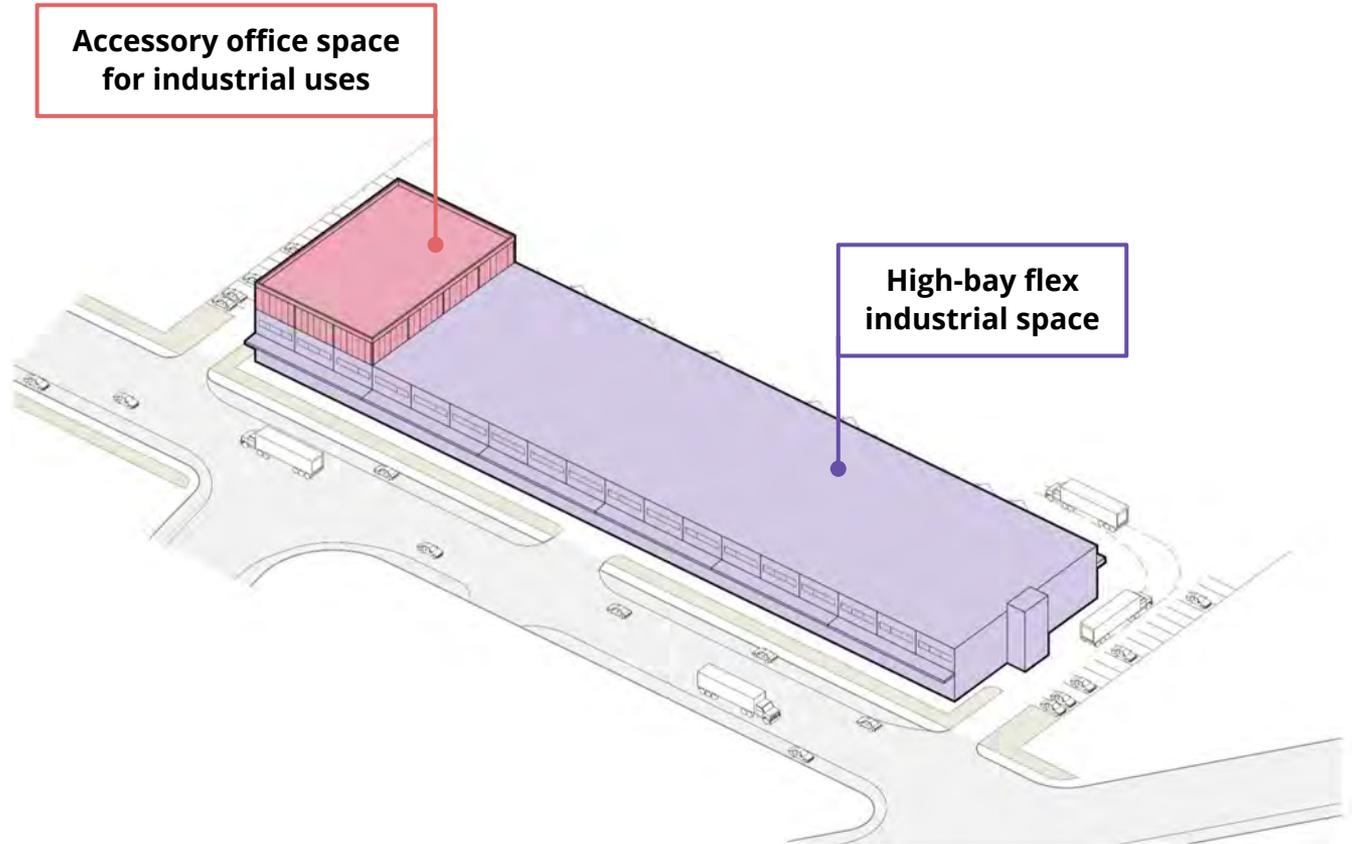
# Traditional Industrial Heavier Industry; Existing Industries



*Exclusively industrial with **accessory** office space.*

*Internal access and circulation remain mostly focused on the truck.*

*High-bay, true industrial flex space is required on the entire ground floor.*



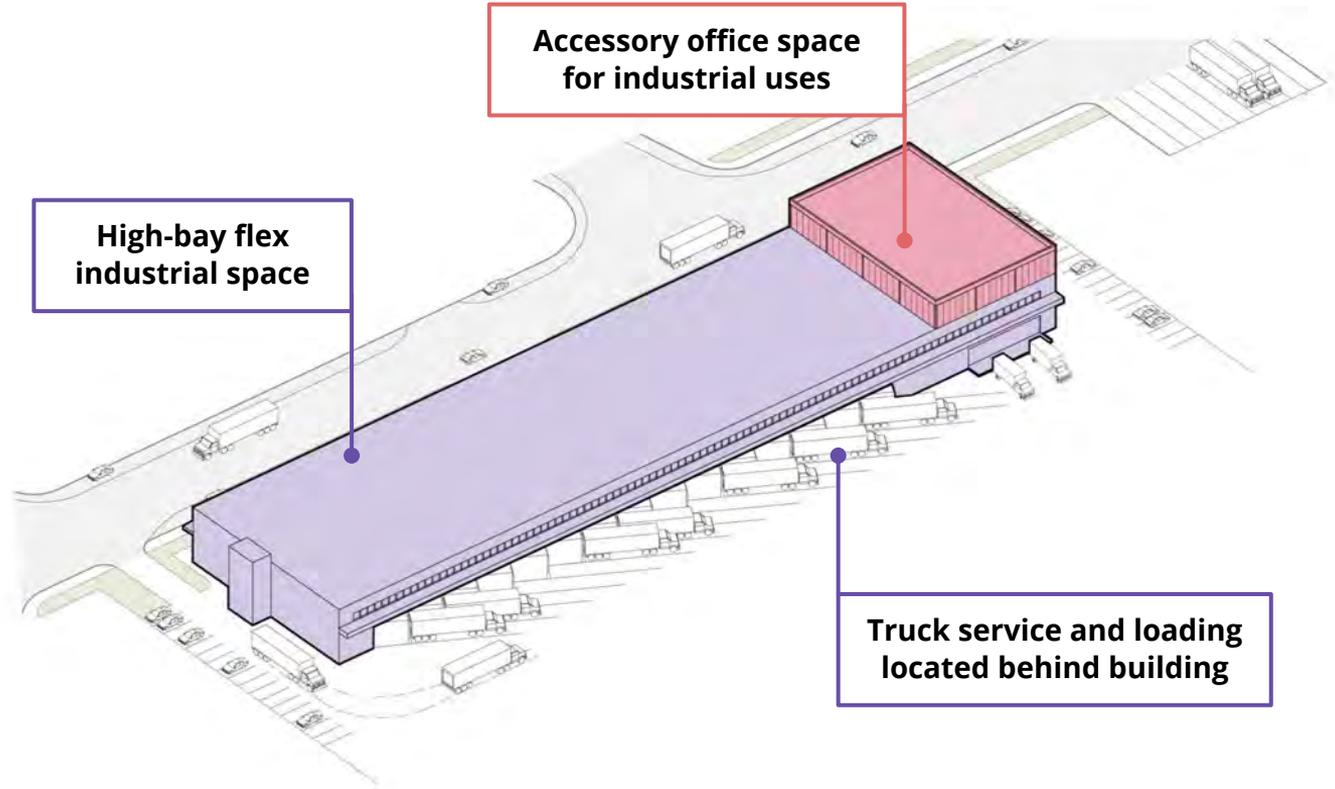
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*District Energy Facility in Boston*



*Readville Yards in Boston*



*Typical Industrial Warehouse Interior*

# Hybrid: *Industrial/Commercial* (non-lab variant)

True industrial ground floor with modest commercial above

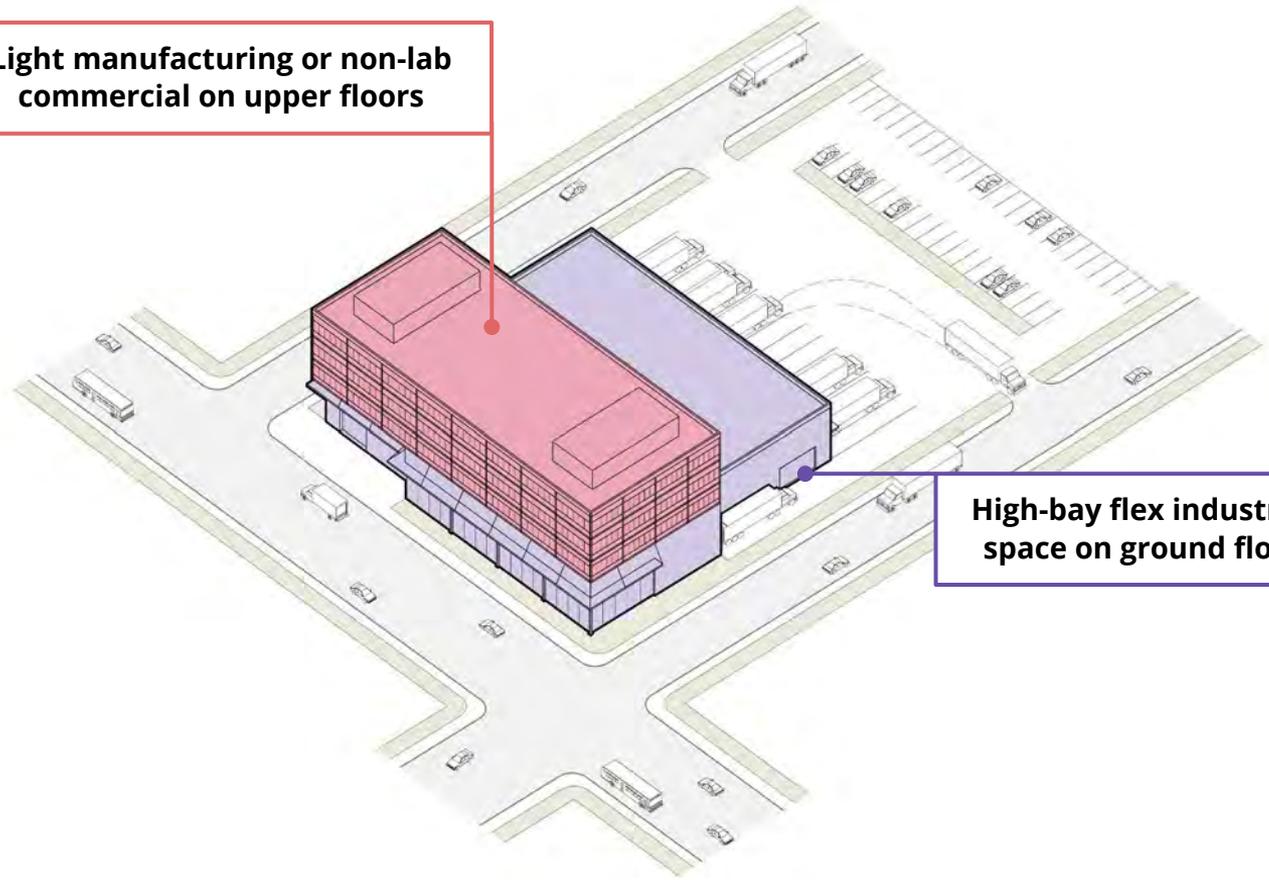


*Hybrid-industrial model including industrial **and** light manufacturing or office.*

*Internal access and circulation incorporate truck loading and optional car parking.*

*High-bay, true industrial flex space is required on the entire ground floor.*

Light manufacturing or non-lab commercial on upper floors



High-bay flex industrial space on ground floor

# Hybrid: *Industrial/Commercial* (non-lab variant)

True industrial ground floor with modest commercial above



Hybrid-industrial model including industrial **and light manufacturing or office**.

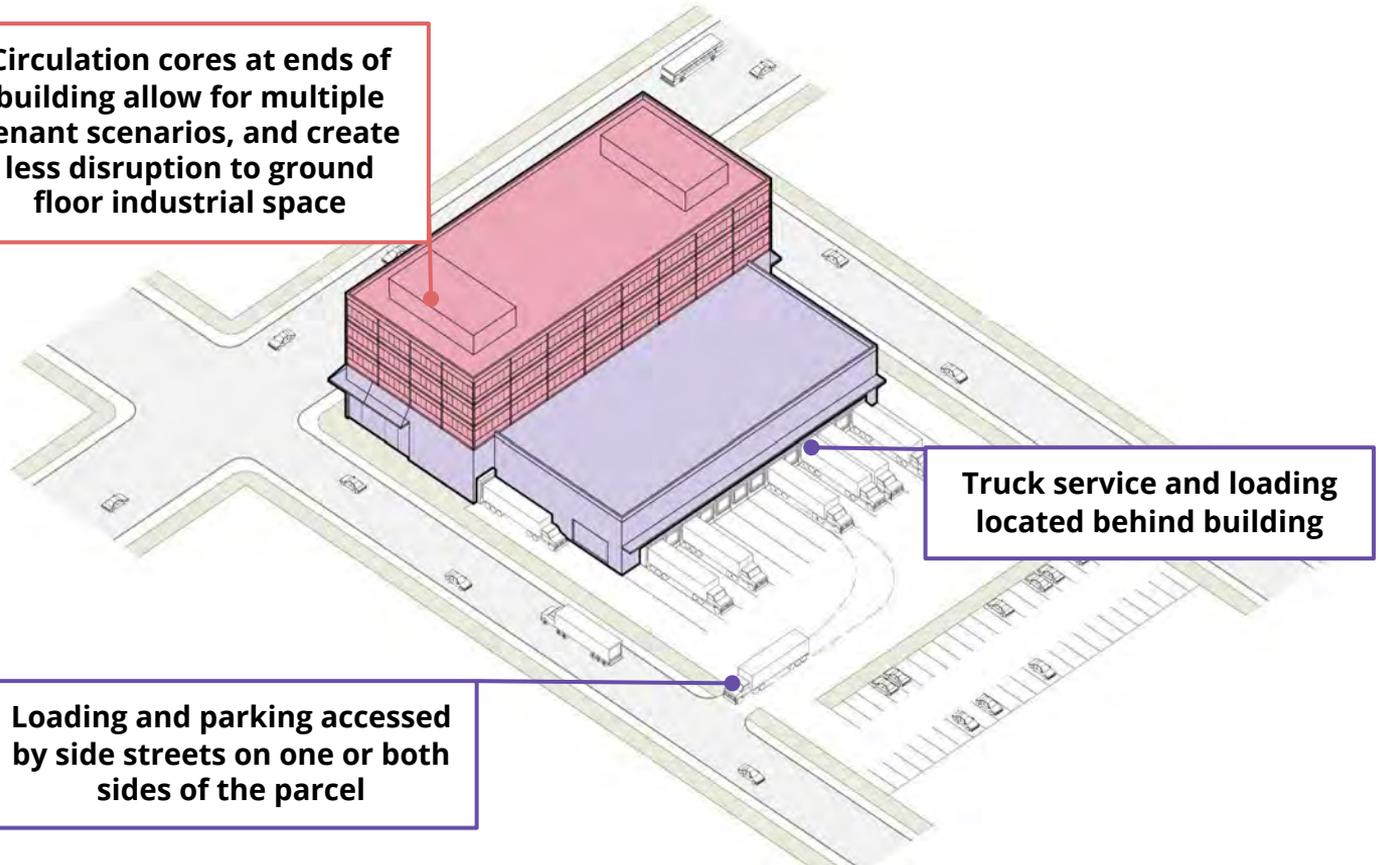
Internal access and circulation incorporate truck loading and optional car parking.

High-bay, true industrial flex space is required on the entire ground floor.

Circulation cores at ends of building allow for multiple tenant scenarios, and create less disruption to ground floor industrial space

Truck service and loading located behind building

Loading and parking accessed by side streets on one or both sides of the parcel



# Hybrid: *Industrial/Commercial* (non-lab variant)

True industrial ground floor with modest commercial above



*Mixed-industrial Building Prototype  
- Raymond Flynn Marine Park Master Plan*



*Brooklyn Navy Yard Perry Avenue Building  
in New York*

# Hybrid: *Industrial/Commercial* (lab variant)

True industrial ground floor with lab/R&D above



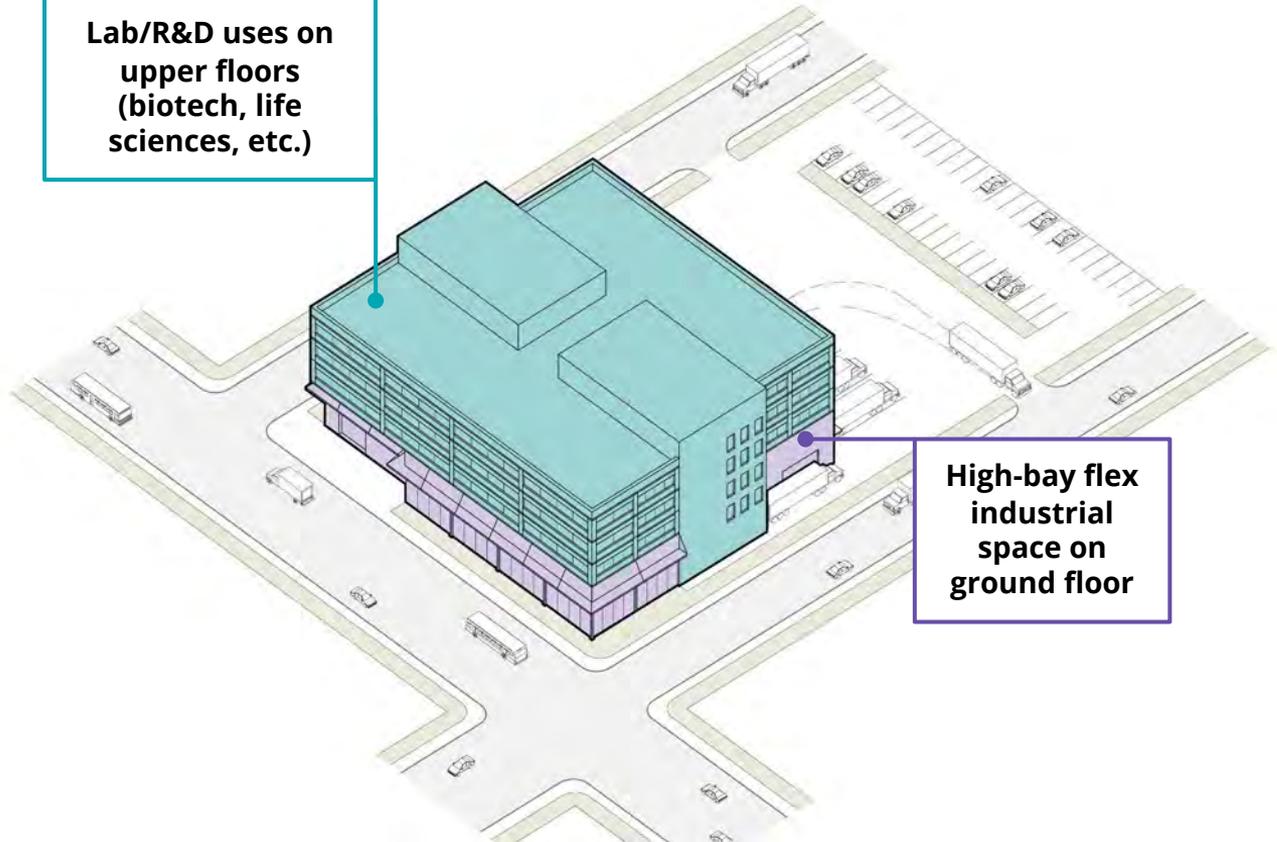
Hybrid-industrial model including industrial **and** Lab/R&D space.

Internal access and circulation incorporate truck loading and optional car parking.

Larger floor plate for lab use.

High-bay, true industrial flex space is required on the entire ground floor.

Lab/R&D uses on upper floors (biotech, life sciences, etc.)



High-bay flex industrial space on ground floor

# Hybrid: *Industrial/Commercial* (lab variant)

True industrial ground floor with lab/R&D above

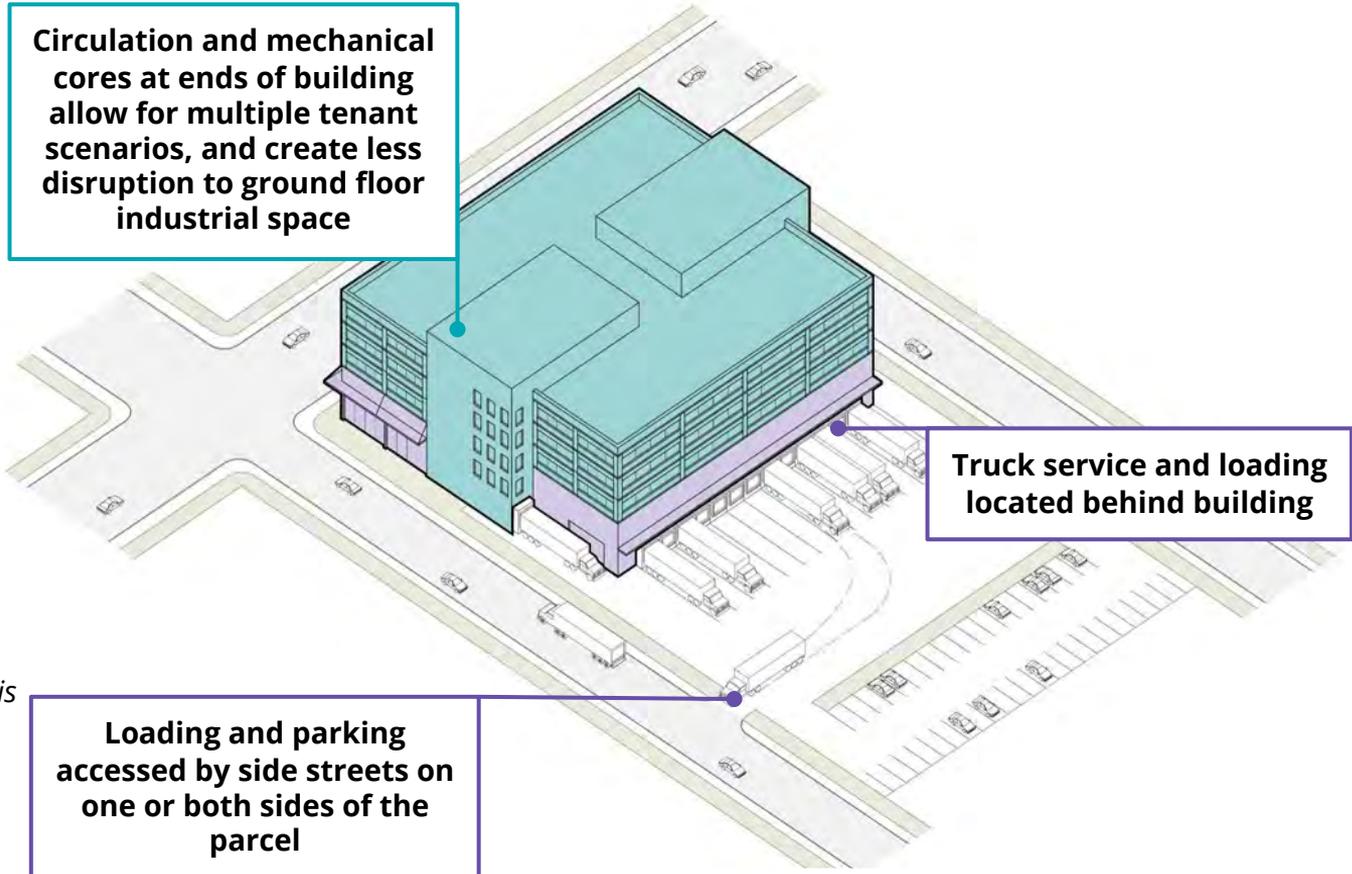


Hybrid-industrial model including industrial **and** Lab/R&D space.

Internal access and circulation incorporate truck loading and optional car parking.

Larger floor plate for lab use.

High-bay, true industrial flex space is required on the entire ground floor.



Circulation and mechanical cores at ends of building allow for multiple tenant scenarios, and create less disruption to ground floor industrial space

Truck service and loading located behind building

Loading and parking accessed by side streets on one or both sides of the parcel

# Hybrid: *Industrial/Commercial* (lab variant)

True industrial ground floor with lab/R&D above



*Lab Building in Portland's Central Eastside Industrial District*



*Mixed-use Light Industrial Building Type - Envision Cambridge Citywide Plan*



*The New York Industrial Building in Portland*

# Maker and Manufacturing

## Creative economy workspace; Small manufacturing

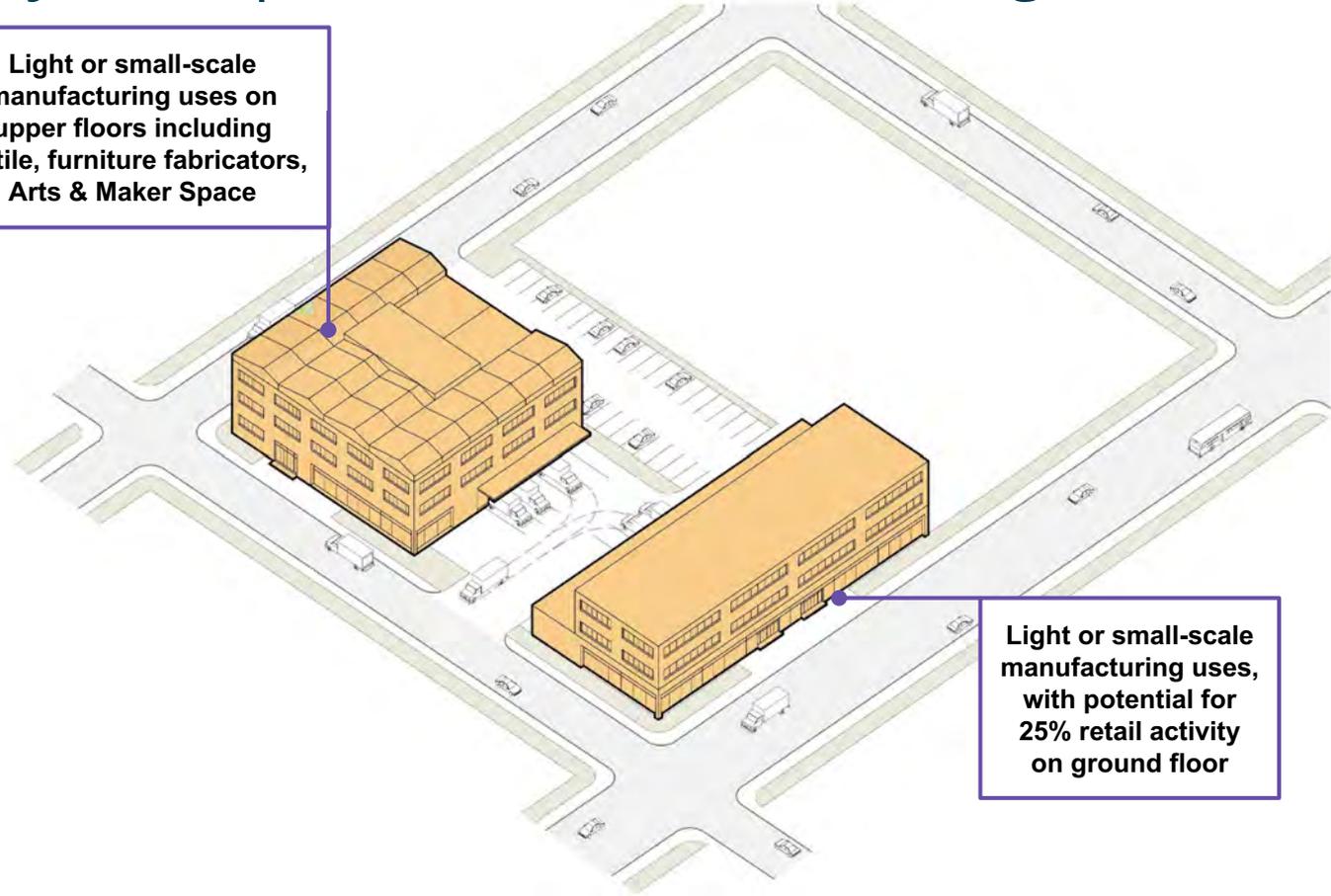


Light industrial use, **creative arts-focused or small-manufacturing buildings.**

Internal access and circulation incorporate truck loading and optional car parking.

**20' high** industrial flex space is required on the entire ground floor, **with up to 25% of ground floor for retail space.**

Light or small-scale manufacturing uses on upper floors including textile, furniture fabricators, Arts & Maker Space



Light or small-scale manufacturing uses, with potential for 25% retail activity on ground floor

# Maker and Manufacturing

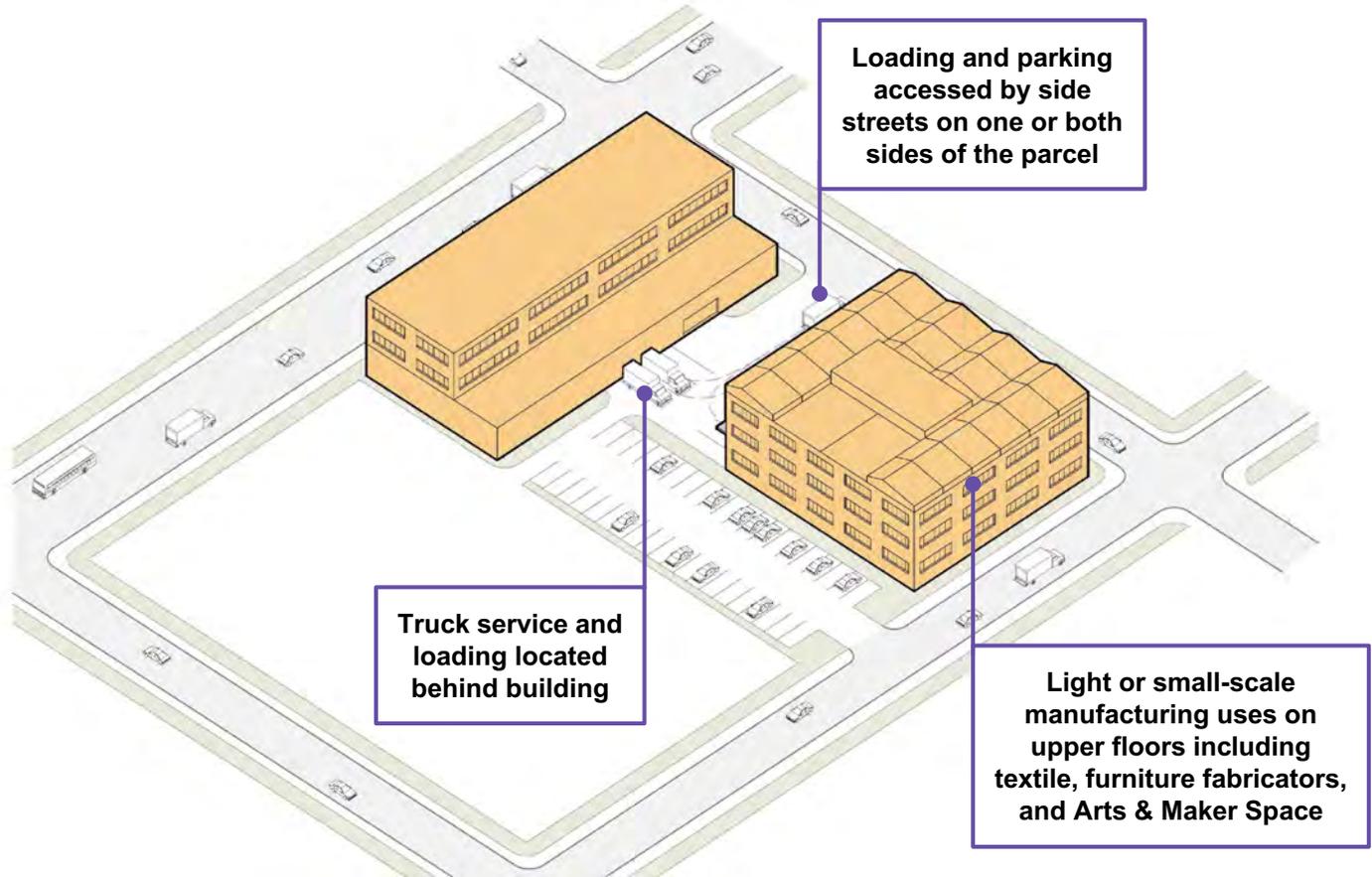
## Creative economy workspace; Small manufacturing



Light industrial use, **creative arts-focused or small-manufacturing buildings.**

Internal access and circulation incorporate truck loading and optional car parking.

**20' high** industrial flex space is required on the entire ground floor, **with up to 25% of ground floor for retail space.**



# Hybrid: Maker/Manufacturing

Creative economy workspace; Small manufacturing

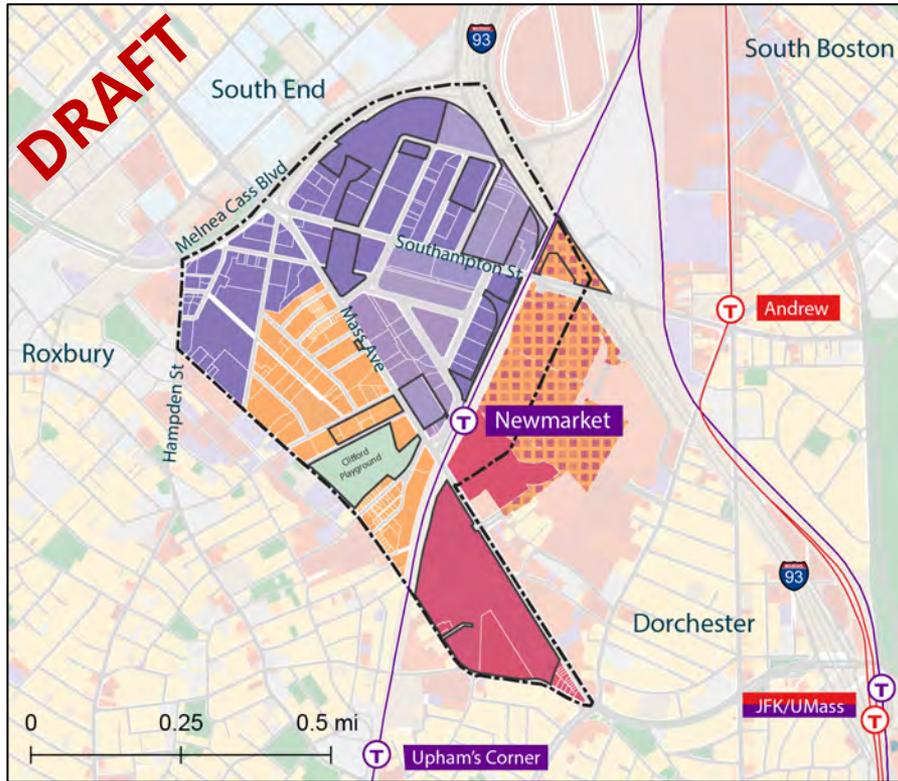


*Cedric Street, Boston*



*Humphries Street Studios, Boston*

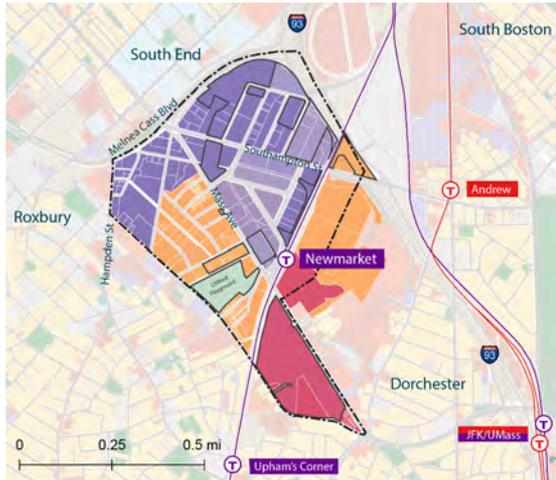
# Review: 21<sup>st</sup> Century Industry Land Use Plan



- Traditional Industrial
- Hybrid: Industrial/Commercial
- Maker and Manufacturing
- Lab & Commercial
- Lab, Commercial & Residential

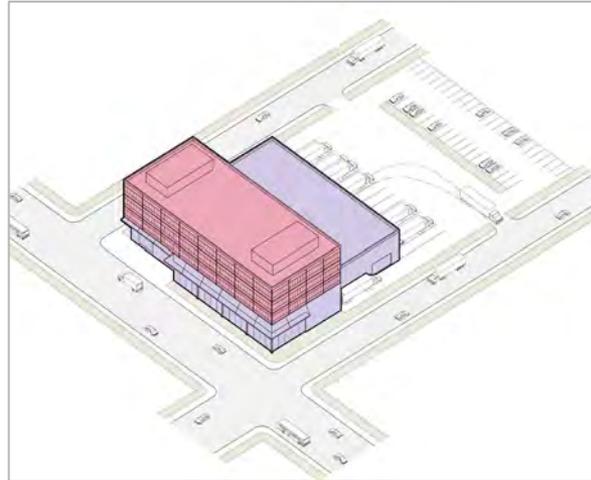
# From Land Use to a Neighborhood Plan

1.



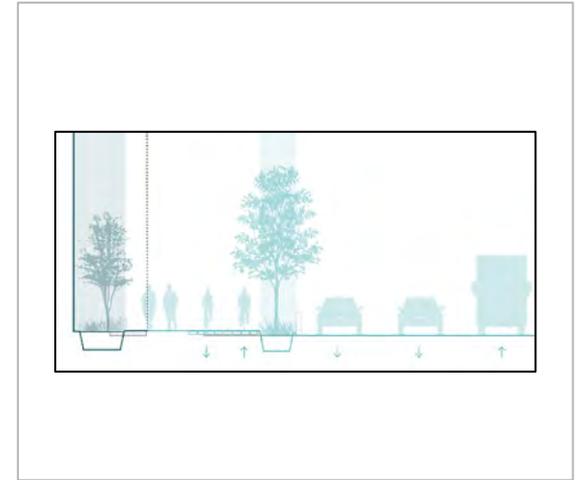
Land Use: (district-level)

2.



Building Prototypes (parcel-level)

3.



Next:  
Public Realm &  
Climate Resilience

# 05

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## Discussion

*Alexa Pinard, Urban Designer III*

*Joe Blankenship, Senior Transportation Planner*

*Naoise McDonnell, Planning Assistant*



# Discussion: Draft Building Prototypes

- **These building types do not represent zoning recommendations.**
  - Instead, these prototypical buildings illustrate, more tangibly, the types of uses and an urban scale presented at the previous meeting.
  - In addition, by including parcel-specific concepts alongside the district-wide policy strategies, we hope to better clarify the remaining project tasks that will link these two scales together.
- **Questions:**
  - Do these visions make sense? Do they represent your understanding of how a 21<sup>st</sup> Century Industrial neighborhood would be realized on-the-ground?
  - Do these prototypes clarify new concerns about the district that the planning team should consider next?

# 06

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## Next Steps

*Joe Blankenship, Senior Transportation Planner*

# Additional Ongoing Work

## Equity Consultant

- Rivera Consulting
- Ensure the PLAN: Newmarket process approachable (Human Centered Design Labs)
- Helping staff team review process, and findings, to ensure equitable outcomes in planning

## Urban Design/Public Realm

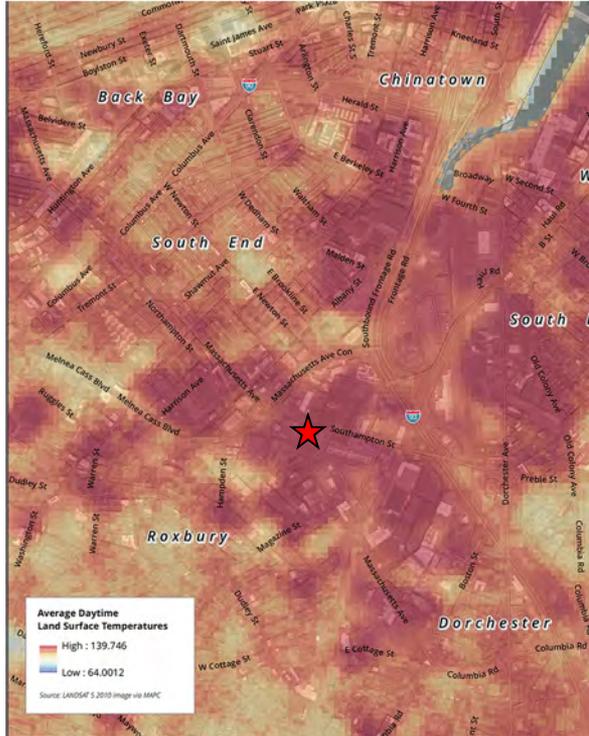
- Ensure public realm supports land use recommendations
- Refine building prototypes
- How can public realm support climate, transportation, and equity goals

## Transportation

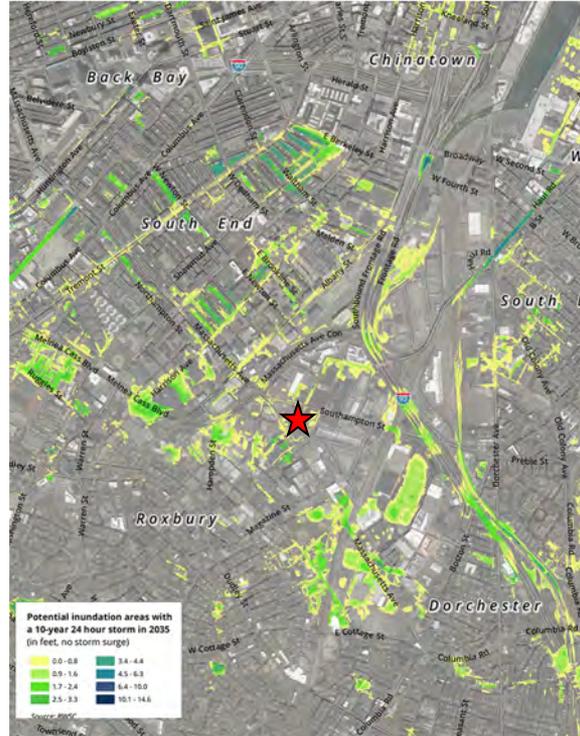
- City and State agency coordination
- Multimodal / vulnerable road user safety key priority
- Clarify truck access to support land uses
- Short and long term recommendations

# Resilience - Forthcoming

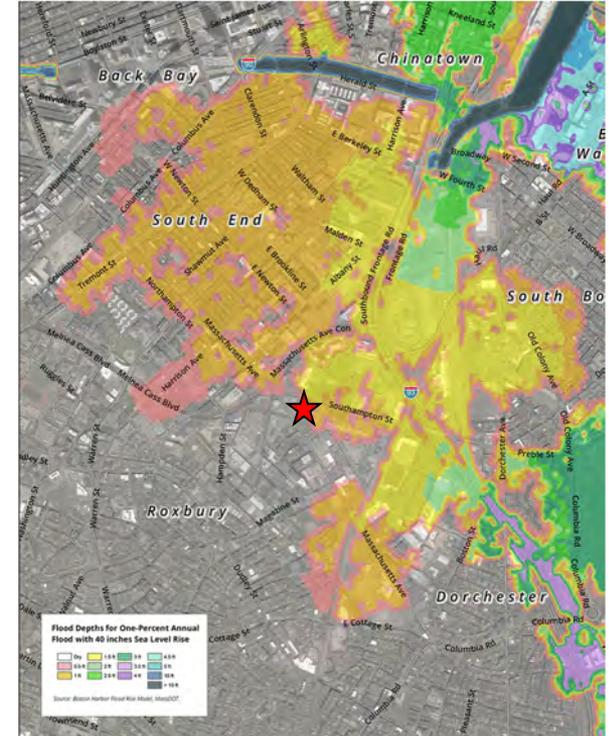
## Urban Heat Island



## Stormwater Flooding



## Coastal Flooding





As part of the planning process, with guidance from the PLAN: Newmarket Social Justice and Equity Consultants, Rivera Consultant, the Newmarket team is seeking to broaden our engagement efforts through a series of focused conversations with residents along the Fairmount Line.

The PLAN: Newmarket Design Labs are an interactive, collaborative workshop focused on creative problem-solving and human-centered design methodology.

# Next Steps

- **For more information visit:** <https://bit.ly/planneemarket>
- If we were unable to get to your question at this meeting or you have other questions please email: **Alexa.Pinard@boston.gov** or **Ted.Schwartzberg@boston.gov**
- Future Planning Topics and Engagement:
  - May: Refine building prototypes
  - June/July: Transportation; public realm; & climate resilience
  - September/October: Refine transportation; public realm; & climate resilience
  - Fall: Draft plan
  - Year end (2022): Refine and finalize plan document