PLAN: Newmarket
Land Use Report Out & Building Prototypes
May 4, 2022 Advisory Group Meeting
Welcome

Naoise McDonnell, Planning Assistant
Meeting Recording

At the request of community members, this event will be recorded and posted on the PLAN: Newmarket project webpage at [http://bostonplans.org/PlanNewmarket](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
Process Update
Alexa Pinard, Urban Designer III
Timeline

INQUIRY & ANALYSIS

2019 - 2020

• Clarify expectations of the planning process.
• Identify key objectives and outreach plan.
• Begin existing conditions research to frame the issues and opportunities facing in Newmarket.

PLANNING TOPICS

2021

• Determine what land uses should be included in the working definition of “21st Century Industrial”.
• Analyze mobility, climate resilience, urban design and public realm concerns.

PLANNING & POLICY RECOMMENDATIONS

Early 2022

• Identify areas to target specific land uses
• Prevent displacement and support growth while incorporating climate resilience into all planning recommendations.

PLAN IMPLEMENTATION

Mid 2022

• Compile plan and have vetted by the public with a clear timetable for next steps and priority items.

KICK-OFF

ANALYZE + TEST

REVIEW & APPLY

FINALIZE
Review: Land Use Goals

Ted Schwartzberg, Senior Planner II
### Review: Land Use Goals

<table>
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<tr>
<th>Essential Services</th>
<th>Food Heritage</th>
<th>Creative Hub</th>
<th>Advanced Manufacturing</th>
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<tbody>
<tr>
<td>Transportation of goods; construction support</td>
<td>Processing and commissary; distribution</td>
<td>Creative economy work spaces; makerspace</td>
<td>Production; prototyping tied to R&amp;D in urban core</td>
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- **Essential Services**: Transportation of goods; construction support
- **Food Heritage**: Processing and commissary; distribution
- **Creative Hub**: Creative economy work spaces; makerspace
- **Advanced Manufacturing**: 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
PLANNING: Newmarket
The 21st Century Industrial Neighborhood

21st Century Industry = Viable Legacy Uses + Emerging Uses
Review: 21st 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

- **Hybrid: Industrial/Commercial**
  True industrial ground floor with modest commercial above

- **Maker and Manufacturing**
  Creative economy workspace;
  Small manufacturing/prototyping

- **Large Truck-Dependent**
  Warehousing and storage, construction, food wholesale, food manufacturing, advanced and consumer products manufacturing

- **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

- **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.
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 21st 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.
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.
District Energy Facility in Boston
Readville Yards in Boston
Typical Industrial Warehouse Interior
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.

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

True industrial ground floor with modest commercial above.

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

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

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.

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
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.

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

Truck service and loading located behind building.
Hybrid: Industrial/Commercial (lab variant)
True industrial ground floor with lab/R&D above
Light or small-scale manufacturing uses on upper floors including textile, furniture fabricators, Arts & Maker Space

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, with potential for 25% retail activity on ground floor
Light or small-scale manufacturing uses on upper floors including textile, furniture fabricators, and Arts & Maker Space.

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: 21st Century Industry Land Use Plan
From Land Use to a Neighborhood Plan

1. Land Use: (district-level)
2. Building Prototypes (parcel-level)
3. Next: Public Realm & Climate Resilience
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 21st 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?
Next Steps

Joe Blankenship, Senior Transportation Planner
# Additional Ongoing Work

<table>
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<tr>
<th>Equity Consultant</th>
<th>Urban Design/Public Realm</th>
<th>Transportation</th>
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| • 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 | • Ensure public realm supports land use recommendations  
• Refine building prototypes  
• How can public realm support climate, transportation, and equity goals | • 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/plannewmarket

• 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