



Ruthanne Fuller  
Mayor

City of Newton, Massachusetts  
Office of the Mayor

#107-22

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January 10, 2021

Honorable City Council  
Newton City Hall  
1000 Commonwealth Avenue  
Newton, MA 02459

Honorable City Councilors:

I respectfully submit this docket item to this Honorable Council requesting the authorization to accept and expend a \$75,000 grant from the Commonwealth's Housing Choice Communities Grant Program to assist in a zoning and planning study for the California Street Manufacturing District.

The California Street Manufacturing District is an area on the Newton/Watertown border zoned as Manufacturing. The current zoning does not allow for residential or retail uses. This area is adjacent to the Charles River and close to Watertown Square and Watertown Yard. A recent 40B project ("Riverdale") was approved with approximately 200 units of housing. The Planning Department is aware of interest in redevelopment for additional multifamily housing, which would require rezoning. At the same time, this is an area in Newton that may be an interesting opportunity for commercial redevelopment and life science uses, which are proposed nearby in Watertown. The zoning study would analyze the best practices from other communities for reimagining manufacturing districts for the 21st century and strategies for strengthening the City's goals, including the commercial tax base. Building upon the life science sector in nearby communities, the ultimate goal of the policy recommendations will be to analyze incorporating them into the creation of a new zoning district.

The City's full application submission is attached along with a draft study area boundary. In addition, attached is the DHCD award letter.

The project must be completed by June 30, 2023. Please see the attached memo from Planning Director Barney Heath.

Thank you for your consideration of this matter.

Sincerely,

Mayor Ruthanne Fuller

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NEWTON, MA. 02459



Ruthanne Fuller  
Mayor

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Barney Heath  
Director

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To: Mayor Ruthanne Fuller  
Jonathan Yeo, Chief Operating Officer

From: Barney Heath, Director of Planning & Development  
Jennifer Caira, Deputy Director of Planning & Development  
Zachery LeMel, Chief of Long Range Planning

Date: January 5, 2021

Subject: Housing Choice grant for the California Street Manufacturing District Zoning Study

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We are excited to let you know that the Planning Department has received a grant award to complete a *California Street Manufacturing District Zoning Study* through the State's Community One Stop for Growth grant program. Below is a summary of both the grant program and our awarded project proposal. Attachments are provided for more detailed information.

#### **Grant Information**

The Community One Stop for Growth is a single application portal and collaborative review process of community development grant programs that make targeted investments based on a [Development Continuum](#). This process will streamline the experience for the applicant and better coordinate economic development programs and staff on engagement and grant making. It will also reorient the State from a passive reviewer of funding requests to an active partner in economic development strategy, priorities, and investment. More information about the grant program can be found here: <https://www.mass.gov/guides/community-one-stop-for-growth#-about-the-one-stop->

Through the One Stop for Growth program the Planning Department applied for a Community Planning Grant for a *California Street Manufacturing District Zoning Study*. Ultimately, the State awarded us a grant for this project through their Housing Choice grant program. A summary of the project we received a grant for is below. The City Council will need to vote on accepting the grant and the project must be completed by June 30, 2023.

#### **Project Summary**

The California Street Manufacturing District is an area on the Newton/Watertown border zoned as Manufacturing. The current zoning does not allow for residential or retail uses. This area is adjacent to the Charles River and close to Watertown Square and Watertown Yard. A recent 40B project was approved with approximately 200 units of housing and there has been development interest for additional multifamily housing, which would require rezoning. At the same time, this is one of the

largest opportunity areas in Newton for commercial development and life science uses are proposed nearby in Watertown. The zoning study would analyze the best practices from other communities for reimagining manufacturing districts for the 21st century and strategies for strengthening the commercial tax base. Building upon the life science sector in nearby communities, the ultimate goal of the policy recommendations will be to incorporate them into the creation of a new zoning district. Our full application submission is attached along with a draft study area boundary. In addition, attached is the award letter we received from DHCD. Thank you and please feel free to send us any comments or questions.

**Next Steps**

Planning is requesting that the Mayor docket an item for the City Council requesting the authorization to accept and expend this seventy five thousand-dollar (\$75,000) grant from the Housing Choice Communities grant program to assist in the zoning & planning study for a California Street Manufacturing District.

**Attachments**

- Attachment A            Complete grant application
- Attachment B            DHCD grant award letter

Section 1.

Applicant Information

1.1. Primary Location:

*Newton*

<b>Regional Planning Agency</b>	<i>Metropolitan Area Planning Council</i>	<b>Housing Choice</b>	<i>Yes - HC</i>	<b>Rural or Small Town</b>	<i>N/A</i>
<b>MDFA Regional Office</b>	<i>Greater Boston</i>	<b>MVP Community</b>	<i>Yes - MVP</i>	<b>Gateway City</b>	<i>N/A</i>
<b>MassDOT Highway Division</b>	<i>District 6</i>	<b>Green Community</b>	<i>Yes - Green</i>	<b>EOHED Region</b>	<i>Greater Boston</i>

1.2. Organization Type

Public Entity

Municipality

Public Housing Authority

Redevelopment Authority or Similar Quasi-Governmental Agency

Other Public Entity, please specify:

Non-Public Entity

1.3. Applicant Organization Name:

*City of Newton*

1.4. Applicant Organization Legal Address:

*1000 COMMONWEALTH AVENUE*

1.5. City/Town:

*Newton*

1.6. State:

*Massachusetts*

1.7. Zip Code:

*02459*

1.8. CEO Name:

*Ruthanne Fuller*

1.9 CEO Title:

*Mayor*

1.10. CEO Tel.:

*(617) 796-1000*

1.11. CEO Email:

*rfuller@newtonma.gov*

1.12. Project Contact Name/Title (if different)

*Barney Heath*

1.13. Contact Tel.:

*(617) 796-1131*

1.14 Contact Email

*bheath@newtonma.gov*

1.15. If applicable, list the name and contact for any additional partner organizations:

## Section 2.

## Applicant / Community Background

**2.1 Describe applicant's primary economic development goals, assets, and opportunities.**

The recently adopted Economic Development Action Plan for the City of Newton cites Newton's proximate location to Boston, multiple MBTA connections, highly educated workforce, high-quality public schools and quality of life as significant community assets. With over 85% of the City's assessed value coming from residential properties, there is strong interest in retaining and expanding the commercial tax base. According to the Plan, Newton's economic development opportunities include the ability to attract life-science companies because of its location and educated workforce; the development of mixed-use housing/commercial in village centers; the ongoing effort of updating the City's zoning ordinance and development review process; and upgrading multi-modal transportation options.

**2.2 Describe the main challenges and/or obstacles to progress**

The Economic Development Strategy cited the following challenges to fully reaching Newton's economic potential: a limited diversity of housing options – both in terms of price and type; an outdated zoning ordinance; and a negative perception related to predictability and ease of the development process.

When it comes to promoting 21st century industrial and commercial uses, the biggest challenge facing Newton may be land availability constraints and high land costs that limit the feasibility of these uses. The city's manufacturing zoning districts were designed for a time when heavy manufacturing was more common and required separation from other uses. The zoning code must evolve to recognize technological advances and new ways of doing business have shaped a new and cleaner manufacturing system, with a focus on smaller, more flexible production.

In addition to better orchestrating the change that is likely to come and creating the conditions for appropriately-scaled housing, the City wants to make sure that some or all of the study area is preserved for 21st century commercial and industrial purposes, including high tech and life science uses, light manufacturing, traditional industries utilizing new technologies like design, fashion and food manufacturing, as well as flexible spaces for creative economy businesses that might need space for prototyping and other project-based work.

**2.3 Describe any major community and economic development project(s) that the applicant has undertaken in the past 5 years.**

Below are (7) major community and economic development projects that the City of Newton has undertaken.

a) In the past five years, the City has developed a Vision Plan for Washington Street, Needham Street, and the Riverside MBTA property. In addition, it has just completed two \$5 million village streetscape makeovers in Newtonville and West Newton.

b) Riverside Project: The currently approved mixed-use project includes 582 units of residential units (17.5% affordable), 39,000 ground floor retail, 150 key hotel, 254,000 sf office/lab space, public open spaces, and offsite highway and other transportation improvements on 9.4 acre site at Riverside T station. Mark Development's recently filed an amendment for the Riverside Project that primarily replaces the originally planned hotel with a second office building and proposes both the original and new office space be used for lab and R & D.

c) Northland Project: This previously approved mixed-use project includes 800 residential units (17.5% affordable), 180,000 sf of office space, and 115,000 sf of commercial space on a 22.6 acre site with public parks, playground, and transportation improvements.

d) Washington Place: This mixed-use project with 140 residential units (25% affordable), 48,000 sf of commercial space, and a public plaza is complete.

e) Riverdale: This mixed-use project was recently approved for 204 residential units (25% affordable), ground floor retail, and community space.

f) Dunstan East: Another recently approved mixed-use project with 234 residential units (25% affordable), ground floor retail, public open space, and improvements to Cheesecake Brook.

g) Austin Street: This fully constructed project has 68 residential units (33% affordable), 5,000 sf of new retail, a public plaza and small play area, and street improvements.

**2.4 If the community has completed any community economic development (including housing) best practices through the Community Compact Best Practices Program, specify which ones and describe the outcome(s) of that process. (If none, enter "N/A".)**

N/A

2.5 Indicate which, if any, of the following tools/strategies have been adopted by the community to promote economic development and growth. (Check all that apply or None.)

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X	Economic Development Tool / Strategy
✓	Approved Master Plan
	Approved Urban Renewal Plan
	43D Expedited Permitting District
	Priority Development Site(s) Designation
	Approved Tax Increment Financing District
	Business Improvement District, Main Streets, or similar District
	Federal Economic Development District
	Designated Opportunity Zone(s)
	Community Compact Best Practices and/or Regionalization Project
✓	Complete Streets Prioritization Plan
✓	Commercial zoning by-right
✓	Other. <b>Specify:</b> <i>Economic Development Action Plan (January 2019), Ideas for Recovery Plan for Newton Businesses (2020)</i>
	None
	Do Not Know

2.6 Indicate which, if any, of the following tools/strategies have been adopted by the community to promote housing development. (Check all that apply or None. If unsure, check "Do not know".)

X	Housing Tools and Strategies
✓	Inclusionary Zoning with density bonus
	40R Smart Growth or Starter Home District zoning
✓	Zoning that allows mixed-use development near transit and activities
✓	Zoning that allows multifamily development near transit and activities
	Zoning that allows duplexes in most residential districts
✓	Zoning that allows Accessory Dwelling Units in most residential districts
	Zoning that requires no more than 1 parking space per unit for multifamily units
	Majority of land use board members receive training on a regular basis
	Approved Housing Production Plan
	CERTIFIED Housing Production Plan
	Subsidized Housing Inventory (SHI) above 10%
	Subsidized Housing Inventory (SHI) increased by 2.5% in last 5 years
✓	Designated local funds for housing (e.g. Affordable Housing Trust or CPA Funds)
✓	Donated municipal land for housing
✓	Local property tax relief programs for income eligible seniors (MGL c 59 S. 5)
	Plan to address homelessness of a high need group
	Urban Center Housing Tax Increment Financing, Housing Development Incentive Program (HDIP), or an Urban Renewal Plan with significant housing
	Federal Choice Neighborhood
✓	HUD Fair Housing Assessment
✓	Other. <b>Specify:</b> <i>2016 Housing Strategy</i>
	None
	Do Not Know

## Section 3.

## Project Summary

3.1. Project Categories for Grant Considerations (all that apply). Please note, that by checking a box in this question, additional questions will appear in the application related to that funding type (**note: Section 1.1 and 1.2 must be completed before selecting an option here**).

- Community Capacity Building
- Planning and Zoning
- Site Preparation
- Predevelopment and Permitting
- Building
- Infrastructure
- Other: Special Project in a Housing Choice Community

## 3.2. Project Name:

California Street Manufacturing District Zoning Study

## 3.3. Brief Project Description/Abstract:

*The California Street Manufacturing District is an area on the Newton/Watertown border zoned as Manufacturing. The current zoning does not allow for residential or retail uses. This area is adjacent to the Charles River and close to Watertown Square and Watertown Yard. A recent 40B project was approved with approximately 200 units of housing and there has been development interest for additional multifamily housing, which would require rezoning. At the same time, this is one of the largest opportunity areas in Newton for commercial development and life science uses are proposed nearby in Watertown. The zoning study would analyze the best practices from other communities for reimagining manufacturing districts for the 21st century and strategies for strengthening the commercial tax base. Building upon the life science sector in nearby communities, the ultimate goal of the policy recommendations will be to incorporate them into the creation of a new zoning district.*

3.4. Is this project located in any of the following designated areas? (Check all that apply or None):

- Downtown or commercial area
- Transformative Development Initiative (TDI) District
- 43D Expedited Permitting District
- None
- Opportunity Zone

3.5. If located in an Opportunity Zone, will the project be supported by an Opportunity Fund Investment?

Note: If yes, the name of the Fund and/or the managing entity will be required during the review.

Yes

No

Not Applicable

3.6. Does the project support and/or directly result in any of the following (particularly as they relate to the state's Sustainable Development Goals)? (Check all that apply or None)

- Transit-Oriented Developments (located within a half mile of a transit station)
- Developments that contain a mix of residential and commercial uses
- Production or Preservation of Housing, with density of at least four units to the acre
- Developments that are re-using previously developed sites
- Development of under-utilized properties
- Development of Small Businesses

None

3.7. Does the community have an active housing moratorium or any type of restriction of new housing?

Yes

No

3.8. In what ways does this project support housing development? (Check all that apply or None)

Creates new housing units

- Supports the creation of new housing units
- Preserves existing affordable housing
- Studies/analyzes the feasibility of new housing on a site/area

None. Not related to housing

3.9. Is this project directly related to and/or seeking to support efforts related to economic recovery from the Covid-19 pandemic?

Yes

No

## 3.10. If yes, describe how this project specifically aligns with economic recovery planning and efforts.

*Newton's Economic Development Commission created recommendations for local economic recovery and resilience in the face of the COVID-19 pandemic. One of their top recommendations was to update zoning to diversify Newton's economic base and maintain commercial tax revenue. They identified areas like California Street as good candidates for change, to "update and allow 21st century manufacturing" and better align zoning rules*

with the needs of the modern era by allowing highly automated and small-scale manufacturing, such as "maker spaces" and life science pilot plants. The plan also recommends considering zoning changes to allow craft breweries, craft distilleries and wholesale bakeries to operate in Newton, all of which could potentially be a good fit for this area of the city.

Through this project, the City could study the current real estate development market and emerging trends in manufacturing buildings that could fit the needs of the community as the local economy recovers from the pandemic. Getting a better understanding of the financial constraints and opportunities that different zoning frameworks could create in this area will ensure the long-term economic resilience of this neighborhood. In addition, it can serve as a model for other legacy industrial areas of Newton that face various development pressures.

3.11. Does this project promote Equitable Opportunities? (Equitable Opportunity is a principle outlined in the state's economic development plan - Partnerships for Growth. For reference, please visit <https://www.mass.gov/info-details/partnerships-for-growth>.)

Yes

No

**3.12. If yes, describe how this project promotes Equitable Opportunities:**

The California Street area is well situated near recent life-science developments in Watertown as well as the Newton-Needham Innovation District, making it a potential location for the development of high-paying STEM jobs or life science incubator spaces. Further analysis of the market will clarify other opportunities for growth that can be incorporated into zoning to provide first-time business owners opportunities to locate in Newton, such as allowing for ground floor retail, pop-up shops, incubator spaces and other similar uses.

The city has partnered with community groups that are already actively advocating for increasing Equitable Opportunities in the region and the Planning Department has made equity and inclusion the focus of recent engagement efforts. The Newton Economic Development Commission and Newton-Needham Regional Chamber have both identified equity and providing support for women and minority owned businesses as priorities for their work. Through partnerships with these groups and others, the city will develop action items in the California Street master plan to center the needs of underserved populations which might include: mentorship programs for minority owned businesses, low cost commercial rent for minority owned businesses, and other tools.

3.13. Does this project create any environmental benefits and/or build the community's resilience to existing or future impacts of climate change?

Yes

No

**3.14. If yes, describe the environmental and/or resiliency benefits (Ecological or habitat restoration, improved air/water quality, pretreatment of storm water discharge, flood protection, carbon sequestration, etc.).**

Portions of this area are immediately adjacent to the Charles River. Several of the structures in the study area contain legacy manufacturing uses which are located within flood zones.

Zoning recommendations generated through this study will improve water quality by incorporating best practices in stormwater treatment and management in keeping with the City's Climate Action Plan. The zoning recommendations will also respect flood zone boundaries and ensure flood protection measures are incorporated where appropriate. Furthermore, this study will look at how to leverage potential future development to not only respect, but enhance flood risk adaptation through designed connections and improvements to the adjacent Charles River Greenway, Forte Park, and Stearns Park.

Lastly, any development that would result from this study would be subject to the City's recently adopted Sustainable Zoning amendments and updates to energy efficiency criteria within the Special Permit Process. Any new development over 20,000 square feet would be required to meet one of the following green building standards: LEED Silver or Gold Rating, Passive House, or Enterprise Green Communities.

3.15. Does the applicant have a letter from the municipal CEO outlining knowledge of and support for the proposed project? If yes, attach support letter.

Yes

No

3.16. **ATTACHMENT: In Section 14, attach a support letter from the municipal CEO.** 3.18 **FOR OFFICE USE ONLY: The table below will display the total request amount from each of the corresponding budget tables, based on the category selection(s) at 3.1 above. It will remain blank until the applicant begins to enter budget numbers in any of the respective sections of this application. The values in this table will be automatically updated, only AFTER the budget numbers in each section are entered/changed and that page is saved.**Section / Category

**Amount Requested**

Section 5: Capacity Building

\$ \$0

Section 6: Planning and Zoning

\$ \$0

Section 7: Site Preparation

\$ \$0

Section 8: Predevelopment and Permitting

\$ \$0

Section 9: Building

\$ \$0

Section 10: Infrastructure

\$ \$0



One Stop Full Application

FULL-FY22-Newton-Newton-00672 **#107-22**

Section 11: Special Project: Housing Choice

\$\$0

Section 12: Special Project: Rural/Small Town

\$\$0

**Grand Total Requested**

\$0

## Section 4.

## Project Details / Core Information

### **4.1. Project Narrative – Provide a detailed description of the project for which you are requesting grant assistance. Include details about work and planned uses for the grant.**

*Newton has long been a community that includes a mix of business uses. Historically, Newton provided industrial and manufacturing jobs through its mills and plants located throughout the city. As the economy and demographics of the area have changed, so has the commercial base of the City. Employment trends have led to more office, retail and service jobs in the City and fewer industrial and manufacturing positions. In addition, the project will analyze the role housing should play in the project area, while still preserving the jobs and commercial tax base.*

*Newton has the second lowest combined commercial and industrial property values as a share of total real property value compared to the seven neighboring municipalities. Lagging commercial development relative to residential indicates that the city's residents may bear an increasing share of the property tax burden into the future. In order to proactively plan for the future, the California Street Manufacturing District Zoning Study will research, analyze, and recommend various zoning strategies to encourage the growth of the commercial tax base.*

*Regional market forces continue to drive substantial redevelopment in a commercial and industrial corridor that flanks the Charles River at the nexus of Newton, Watertown, and Waltham. The goal of the study is to determine the best zoning approach for a particularly vulnerable district in the City of Newton that straddles California Street and extends north to the river. The study area is a twelve-minute walk to Watertown Square and near Arsenal Yards and the Watertown Mall, an area that is experiencing a transformation fueled by a boom in multi-family residential and life science lab development. In addition to better orchestrating the change that is likely to come and creating the conditions for appropriately-scaled housing, the City wants to make sure that some of the study area is preserved for 21st century commercial and industrial purposes, including light manufacturing and flexible spaces for creative economy businesses that might need space for prototyping and other project-based work.*

*In addition to orchestrating an appropriate mix of uses and shaping building form, new zoning tied to a master plan can clarify the contributions that individual development projects can make to the public realm, through the coordination of public access routes through private property and associated streetscape improvement projects. Key to the future of the study area are improved connections from California Street and points south to the Charles River Greenway. Currently, the only access is provided via an unnamed right-of-way that begins on the Watertown side of the municipal boundary and snakes around 149 California Street, a concrete block building set far back from the California Street frontage.*

*There are several opportunities for improved north-south pedestrian and bicycle connectivity since both Allison Street and Los Angeles Street, dead-end streets that terminate at California Street to the north, connect directly to Steams Park. This large and well-maintained City of Newton park includes both passive areas and a playground, basketball court, tennis courts, and a Little League/softball field. One goal of the study is to determine one or more family-friendly connections between Steams Park and the Greenway. This public realm framework will help inform some of the specific contours of the zoning recommendations, including prescriptions for ground floor and upper floor uses and the appropriate scale and configuration of future buildings.*

### **4.2. Leadership and Ability to Execute – Describe the leadership and project management group for this project and why it is an effective team to advance this project.**

*Newton's Planning Department has significant experience in leading targeted master planning efforts that have resulted in the pre-development and development of numerous projects that align with the City's overall objectives. Most recently, these include Vision Plans for Washington Street, Riverside Station, and Needham Street. These efforts have led to City Council approved projects for mixed-use affordable housing, complete street improvements, and commercial office space development. In each case the City worked closely with a consultant to build out robust engagement and clearly defined implementable action items.*

*Utile, a professional planning and urban design firm with an on-call contract with the City of Newton, will conduct the California Street Manufacturing District Zoning Study in collaboration with the City's Planning Department. Utile has a proven track record in leading similar efforts throughout the region. In addition, Utile's current work assisting the City to analyze and revise the current Zoning Ordinance for village centers means they already have a familiarity with the zoning code and have developed credibility with the City Council.*

*To further assist staff, the Planning Department has developed strong working relationships with Newton's boards and commissions (Economic Development, Planning and Development Board, etc.). These working relationships have translated directly to zoning amendments making Newton more attractive to emerging business and manufacturing uses. Staff will leverage this experience and broad team of experts to successfully advance the California Street Study.*

**4.3. Progress to date – What progress has the applicant made on this project to date? Include details about planning, stakeholder engagement, development tools used, noting if the project is included in any adopted municipal or regional plans (e.g. Master Plan, CEDS, HPP, etc.), etc.**

*The Charles River Mill District was a previous collaborative initiative between Newton, Watertown, and Waltham, which was led by the Newton-Needham Regional Chamber of Commerce. The California Street Study Area is within the former Charles River Mill District. Although the Mill District collaboration no longer exists, the 2019 Economic Development Strategy has provided the ongoing planning and development guidance for the future of California Street. This Plan, approved by the City Council, sets the following objectives for this site:*

- *Align zoning with goals to be a mixed-use neighborhood with opportunities for lab space and supportive services*
- *Develop lab space*
- *Encourage the proper mix of services to serve residents, businesses, and employees*
- *Make changes to zoning code to ensure co-working, incubator, and maker spaces are allowed as of right within targeted areas*

*More recently, the City Council has begun implementing some of these objects by adopting amendments to the Zoning Ordinance that clarify and make it easier for R&D and lab sciences to locate within manufacturing districts. These include:*

- *Clarifying and refining definition for Research & Development and Lab Sciences buildings*
- *Allowing for flexibility in floor-to-floor heights to align with the needs of 21st century lab space and newoffice space preferences resulting for the Covid-19 pandemic.*

**4.4. Timeline – Provide the Start/End dates for the overall project and any other notable periods. Note: Grants will be announced in Fall 2021 for contracts starting in FY22. Dates below should reflect that timing.**

Target Start Date of the Project:	<b>Date</b> 01/01/2022
Target End Date of the Project:	<b>Date</b> 09/30/2022
<b>Other. Specify:</b>	<b>Date</b>
<b>Other. Specify:</b>	<b>Date</b>

**4.5. Timeline Information – Describe the timeline for the project and provide information about any notable dates and/or milestones.**

*Although the study area is relatively small, given the robust engagement proposed, the expected duration for this project is 9 months. Notable dates and milestones will be anchored by the four proposed public meetings outlined below in Section 6.2.*

**4.6. Anticipated Outcomes - Provide a detailed description of the anticipated outcomes of the project. Include information about leveraged development, housing, jobs, residents or businesses supported, etc.**

*The study area is in a highly desirable location adjacent to the Charles River and the bike path, near recent multi-family and life science developments, within walking distance of Watertown Yard's bus depot and Watertown Square, and near two city parks. The outdated manufacturing zoning has prevented investment in this area. The proposed project will result in zoning recommendations that are embraced by community stakeholders and leverage nearby assets, with the larger goal to spur newdevelopment which will create jobs, newbusiness opportunities, appropriately scaled housing, and improved connections to the adjacent Charles River Greenway.*

Section 6.

## Planning and Zoning Additional Questions

6.1 What type of development plan or study are you seeking to fund? (*Check One*)

- Master Plan Parking Management Plan
- Land Use Plan Market Feasibility Study
- Urban Plan Zoning Review and Updates
- Renewal Housing
- Production Other:
- Plan
- Downtown Plan
- Plan

**6.2 Scope of Work - Describe the proposed work that will be carried out by this project. If applicable, describe the specific geographic area.**

The work plan for the study has been structured into seven tasks. Utile will collaborate with the staff of the City's Planning Department. Tasks 2, 3, and 4 will conclude with a community engagement activity that will be designed to help stakeholders understand the goals of the study, the regulatory and economic development issues, and possible future outcomes. The project will conclude with a final public meeting that will summarize the process, recommendations, and City's next steps.

**Task 1: Existing Documentation**

The project will be launched with the generation of a high-quality digital plan and three-dimensional model of the existing study area. These files will be used to create a wide range of analytical drawings and future development scenarios.

**Task 2: Analytical Spatial Diagrams**

A series of analytical map diagrams will help uncover latent opportunities for the study area based on parcel ownership, existing zoning, parcel size, building age, existing use, and building conditions.

**Task 3: Market Analysis and Research**

In collaboration with an economic development consultant (TBD), Utile will do a market analysis to determine emerging creative economy, light industrial, and R&D market sectors that might be appropriate for the scale and location of the district as well as national trends.

**Task 4: Redevelopment Scenarios**

Informed by the spatial analysis, market analysis, and research in Task 2 and 3 above, Utile will generate four initial development. In addition to visualization, each scenario will include development program and capital project data, including the gross floor area of different uses, parking ratios and counts, linear feet of new and improved streets, etc.

**Task 5: Preferred Redevelopment Scenario**

Based on City staff and community feedback, Utile will develop a preferred scenario, along with corresponding visuals, that can serve as the basis for draft zoning regulations.

**Task 6: Draft Zoning Regulations**

Informed by the uses and massing depicted in the preferred redevelopment scenario developed in Task 5 above, Utile will write draft zoning for the area. The zoning will reference the overall zoning template. Once the draft is written, it will be "stress-tested" on specific parcels in order to determine that the code balances predictability of outcomes with some flexibility. Stress tests will also ensure that the draft code does not include any unintended loopholes that may allow for inappropriate building configurations or uses.

**Task 7: Community Engagement**

As suggested in the project approach above, the scope includes targeted public engagement at four points in the process. Given the relatively small size of the study area and the residential neighborhoods that directly abut it, in-person on-site workshops and meetings are planned (specific location TBD). The four meetings will include the following content and activities:

1. A presentation of the analysis completed in Tasks 2 followed by an annotated walking tour of the study area
2. A presentation of the analysis and research conducted in Task 3 above, followed by a roundtable discussion with industry experts
3. A workshop with boards set up in science fair-like format containing the analysis drawings presented at the first meeting and the four scenarios and accompanying data generated in Task 4.
4. A presentation of the draft zoning recommendations

**Task 8: Draft and Final Report**

After the third community meeting, the zoning recommendations will be finalized and packaged in a draft report. The draft report will include:

1. An overview of the planning methodology, including the engagement process
2. The spatial analysis along with a summary of the findings
3. The market analysis and associated research
4. The four redevelopment scenarios with a description of their distinguishing features and pros and cons
5. The preferred development scenario and its distinguishing features and advantages
6. The zoning recommendations and supporting narrative

**6.3 ATTACHMENT: In Section 14, attach a map or conceptual drawing showing the location of the planned district and/or project area.**

**6.4 Budget -** In the table below, provide a breakdown, by spending category, of the total budget for the project. Enter the grant amount(s) requested/allocated for each category and the amount(s) covered with matching funds, if any.

Spending Category	Funds Requested	Match / Other Funds	Total Project Budget	Source of Match / Other Funds
Personnel (incl. tax/ fringe)			\$0	
Consultants / Prof. Fees	75,000	26,954	\$101,954	FY22 Planning Department Consulting Budget
Meeting Express / Events			\$0	

Project Supplies / Materials			\$0
Other / Miscellaneous			\$0
<b>Total</b>	\$75,000	\$26,954	\$101,954

**6.5 Provide line item explanations, justifications, and/or notes, as needed.**

*This project will be led by our consultant Utile, in close collaboration with the Newton Planning Department. In addition, Utile will bring on an economic development consultant and environmental/transportation consultant. The matching funds will be used for these subconsultants. As the lead consultant, Utile will be responsible for expenses related to public meetings and any other materials required for community engagement. These costs are broken out in detail with the attached scope (Section 6.7), provided in Section 14.*

**6.6 Describe the source(s) and status of all matching funds.**

*The matching funds will be provided through the FY22 Newton Planning Department general consulting budget. These funds have been proposed by the Mayor and have been approved by the Zoning and Planning subcommittee of the City Council. It is our understanding that shortly following the submission of this grant application that the City Council will approve the overall FY22 City budget.*

**6.7 ATTACHMENT: In Section 14, attach a cost estimate or proposal from perspective consultant(s) or professional services provider(s) for this project.**

6.8 If known, provide the contact information for the provider undertaking the project.

<b>Entity/Company:</b> <i>Utile</i>	<b>Phone:</b> <i>(617) 423-7200</i>
<b>Contact Name/Title:</b> <i>Tim Love/Principal</i>	<b>Email:</b> <i>love@utiledesign.com</i>

**6.9 Project Need - Describe why the project is needed and the expected and the expected short and long term impacts.**

*As mentioned, regional market forces continue to drive substantial redevelopment in a commercial and industrial corridor that flanks the Charles River at the nexus of Newton, Watertown, and Waltham. Without a proactive approach to new zoning, this study area remains vulnerable to future development that may not fully align with established City goals and result in the loss of one of Newton's largest land areas appropriate for 21st century commercial and industrial uses, as well as appropriately scaled housing. In the short-term this study will not only send a message to landowners on the City's intent, but also directly include them in the visioning process. In the long-term a preferred redevelopment scenario will lead to draft zoning regulations that can be adopted for California Street, and serve as a model for other legacy industrial areas throughout Newton.*

**6.10 Public Engagement - Describe the community engagement process for the project.**

*Communities are central to developing solutions for the future of their neighborhoods. The City of Newton is committed to equitable and robust community engagement. In close collaboration with the Community Engagement Planner and community leaders (identified below), staff will build out a toolbox of engagement activities that make it easy for participants and meet them where they are. This toolbox may include, but is not limited to, focus groups, one-on-one interviews, community design charrettes, and walking tours. Working with Utile, the City will undertake four public meetings, outlined in Task 7 in Section 6.2.*

**6.11 Community Leadership Group - If existing, describe the group of individuals that will work on this project and what makes it innovative or effective in community economic development. If not yet formed, describe the plan for the group's composition and work.**

*The Planning Department has strong working relationships with the City's Planning and Development Board and Economic Development Commission which have resulted in the successful implementation of areawide vision plans and targeted zoning amendments. For this effort, staff will also engage with the Newton-Needham Regional Chamber, which has previous involvement with this study area through the Charles River Mill District. Finally, partnerships with the Ward Councilors and local community groups will be critical to success. Staff have been building these relationships through larger zoning efforts and plan to continue to build those relationships prior to kick-off of this project.*

**6.12 Sustainability – Describe how the work of this group will be carried out and how it will be sustained over time, particularly past the time of this grant request.**

*Following the completion of the master planning effort through this grant, the Planning Department will be able to utilize funding within its general consulting budget to finalize the draft zoning recommendation into implementable zoning amendments that can be taken up by the City Council for adoption. In addition, the Planning Department will use the master planning process, and created plan, to engage with majority landowners within the study area, many of which have previously reached out to the City for development conversations.*

**6.13 Implementation – Describe the enactment, adoption, and/or implementation process for the plan(s) completed by this project. Identify any necessary review and/or approval entities such as Planning Board, Council or Select board and/or subcommittee Committee, town meeting, etc.**

*Though the formal adoption of the plan completed by this project is not required, the Planning Department will seek a vote of recommendation by the Planning and Development Board and the Economic Development Commission. After gathering recommendations, staff will work with the Zoning and Planning City Council subcommittee for approval and then onward to adoption by the full City Council. This effort will help ensure a quicker transition to the implementation of zoning amendments that result from his plan, which will require formal approvals by the City Council and recommendation by the Planning and Development Board.*

Section 13.

### Certification of Application Submission Authority

13.1 If the applicant is a public entity, does the submission of this application require a formal vote of any board, commission, or other local entity? If Yes, attachment required.

Yes  No  Not Applicable

13.3 If the applicant is a non-public entity, does the submission of this application require the authorization of the entity's board of directors, or other governing body or bylaw? If Yes, attachment required.

Yes   
No   
 Not Applicable

I,  
*Devra Bailin*  
(Submitter Name), hereby certify that I am duly authorized to submit this application on behalf of  
*Ruthanne Fuller, City of Newton*

(Applicant Organization Name). By entering my name in the space below, I further certify, under the pains and penalties of perjury, that the responses to the questions provided in this application, and the attached documentation, are true, accurate, and complete. I understand that the Executive Office of Housing and Economic Development (EOHED) and its partner organizations, specifically the Department of Housing and Community Development (DHCD) and the Massachusetts Development Finance Agency (MDFA), will rely on the information provided in this application to make decisions about whether to award a grant from their respective funding sources. Also, that the Commonwealth reserves the right to take action against me, the applicant organization, and/or any other beneficiary of a grant, if any of the information provided is determined to be false, inaccurate, or misleading. I also affirm that, if awarded, the applicant organization has the capacity to carry out the project in accordance with all applicable laws and regulations.

*Devra Bailin*  
  
Director of Economic Development **Title**  
06/03/2021

Section 14.

**Required Attachments**

In this section, upload all attachments that support this application.

**Required, if Applicable**

The following items are required, if applicable, and as noted in each section. Use the Select button, at the right of each description, to upload the response. (Each line will only accept one attachment.) In cases where the response has multiple documents, these should be combined into one PDF file.

Section - Attachment Name	Referenced Question #	Description
3. Summary – Municipal CEO Letter	3.16	Letter from the municipal CEO outlining support for the applicant and/or proposed project.

5. Capacity Building – Cost Estimate

5.11

**Cost estimate or proposal from consultant(s) and/or professional services provider(s). (If Technical Assistance project, applicant may attach their own cost estimates tied to the scope of services.)**

6. Planning & Zoning – Location Map

6.3

**Map or conceptual design outlining planned district or project area.**

6. Planning & Zoning – Cost Estimate

6.7

**Cost estimate or proposal from consultant(s) and/or professional services provider(s).**

13. Certification – Public Entity

13.2

**If applicable, certified copy of the vote taken by the relevant entity.**

13. Certification – Non-Public Entity

13.4

**If applicable, a document demonstrating authorization.**

**Other / Optional**

Applicants may submit other attachments to support the application, which may be reviewed and/or filed. However, please note that these items will generally not be scored or assessed as part of the formal evaluation of the proposal.

**Attachment Type**

**Description**

Other Site Images

**Other site photographs, illustrations, and/or maps. (If Technical Assistance project, attach a site map delineating the specific downtown or commercial target area.)**

Other Partner Letters

**Letters from any partner organizations that are collaborating on this project.**

Other Support Letters

**General support letters.**



California Street Manufacturing District Zoning Study  
Attachment: Planning & Zoning Location Map (section 6.3)

City Of Newton, MA  
One Stop Grant Application





Commonwealth of Massachusetts

#107-22

DEPARTMENT OF HOUSING &  
COMMUNITY DEVELOPMENT

Charles D. Baker, Governor ♦ Karyn E. Polito Lt. Governor ♦ Jennifer D. Maddox, Undersecretary

October 1, 2021

The Honorable Ruthanne Fuller  
Mayor, City of Newton  
1000 Commonwealth Avenue  
Newton, MA 02459

Dear Mayor Fuller:

**RE: Newton 872 Application**

Thank you for submitting this application to the FY2022 Community One Stop for Growth. The three One Stop partner agencies worked together to carefully review and evaluate all eligible applications and recommended the most ready and highest-impact projects for a grant. Your application was reviewed by the program(s) that could best serve the project's funding needs.

On behalf of the Baker-Polito Administration, I am pleased to inform you that a grant in the amount of **\$75,000.00** from the **Housing Choice Communities** grant program has been approved. Congratulations on being one of the successful applicants.

This award is contingent the execution of a grant contract between the City of Newton and the Department of Housing and Community Development (DHCD) and the satisfaction of its special conditions and requirements. We will send the grant contract to the contact person identified in your application. We will also send grant administration and contract requirement guidance to highlight contractual and regulatory obligations before proceeding with activities authorized for grant funding. If you have any questions, please contact Chris Kluchman, FAICP, Acting Director at [Chris.Kluchman@mass.gov](mailto:Chris.Kluchman@mass.gov), and Filipe Zamborlini, Community Grants Coordinator at [Filipe.Zamborlini@mass.gov](mailto:Filipe.Zamborlini@mass.gov).

Finally, please note that public announcement of this award is embargoed until the Administration has had the opportunity to formally announce it through a local event and/or media release. Please refrain from sharing or publicizing news about this award outside of your organization until it is officially announced.

Congratulations once again. We look forward to working with you to address the City of Newton's housing and community development needs.

Sincerely,

Jennifer D. Maddox  
Undersecretary, DHCD