

# Creating a Sense of Place Supports Businesses Economic Development - Village Center Overlay District (VCOD)



Part of Bram Way in Newtonville now serves as a plaza that draws people together informally and hosts occasional community events, like outdoor concerts. (Credit: Newton Community Pride)

## Historically, village centers functioned as the original live/work/play neighborhoods.

Emphasizing these great places and spaces for people to live and work, Newton's village centers can attract new people to support existing businesses and encourage new business ideas from Newton's entrepreneurial ecosystem. The flexible framework within the VCOD zoning allows any future buildings to meet community needs within the changing business environment.

The VCOD zoning eliminates the burden of time and cost on retailers to request waivers to provide on-site parking, allowing new businesses to locate or to expand. It also provides wider sidewalks for outdoor dining and new plazas at larger developments.



In 2021, O'Hara's in Newton Highlands utilized a nearby open parking lot for al fresco seating. It was a popular place to meet in the warmer months. (Credit: Newton Vision Kit)