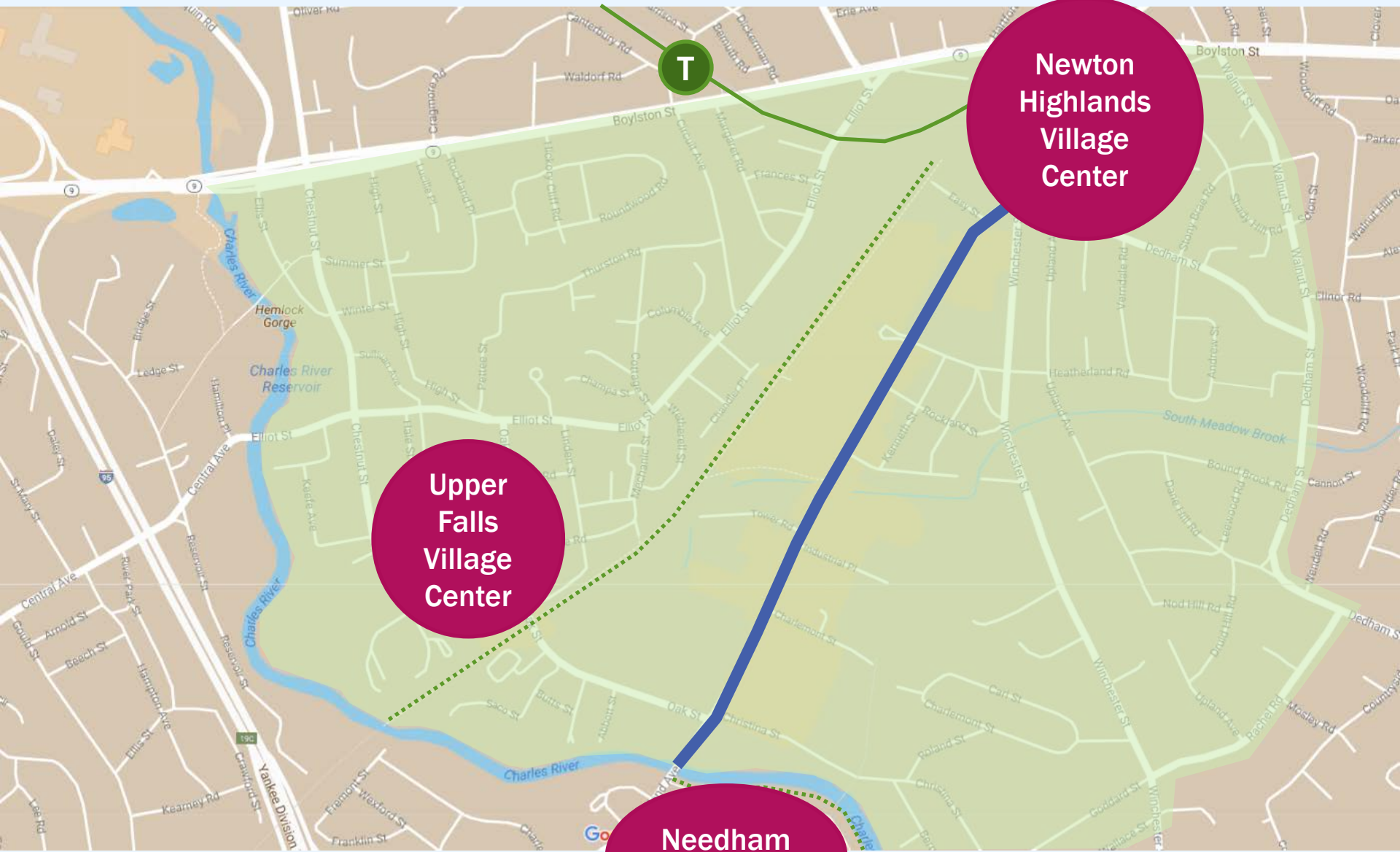


Needham Street Area Vision Plan



Community Engagement Group
December 11, 2017

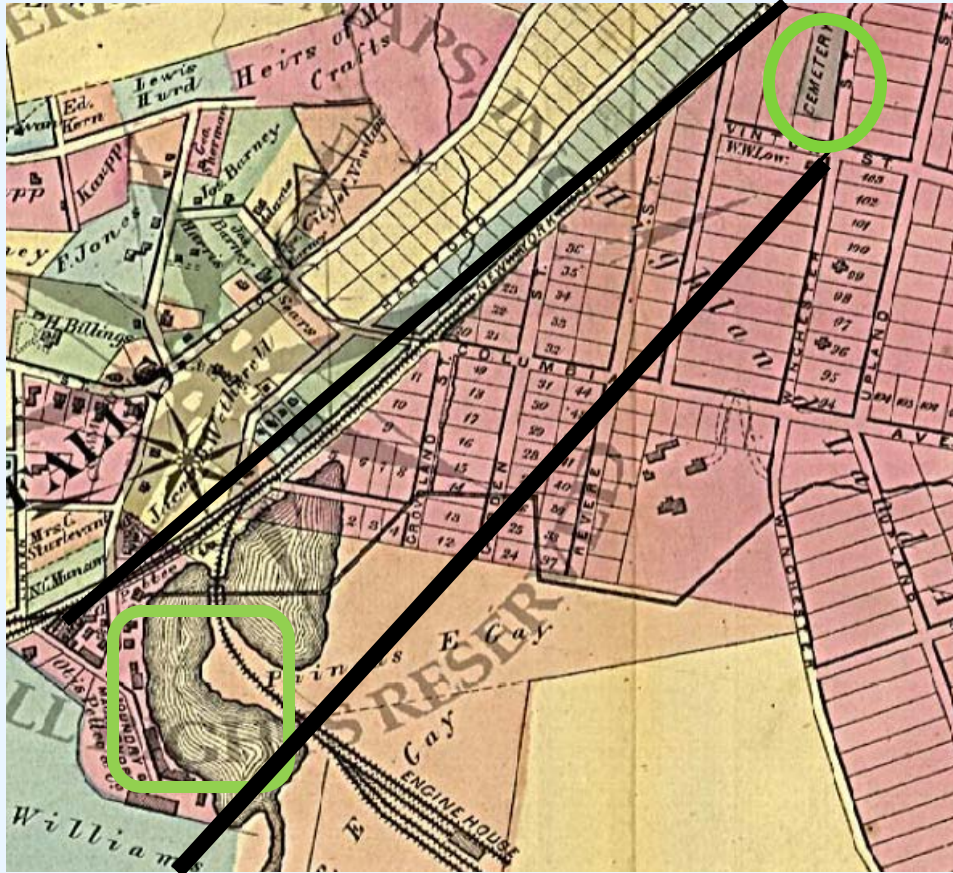


Upper Falls Village Center

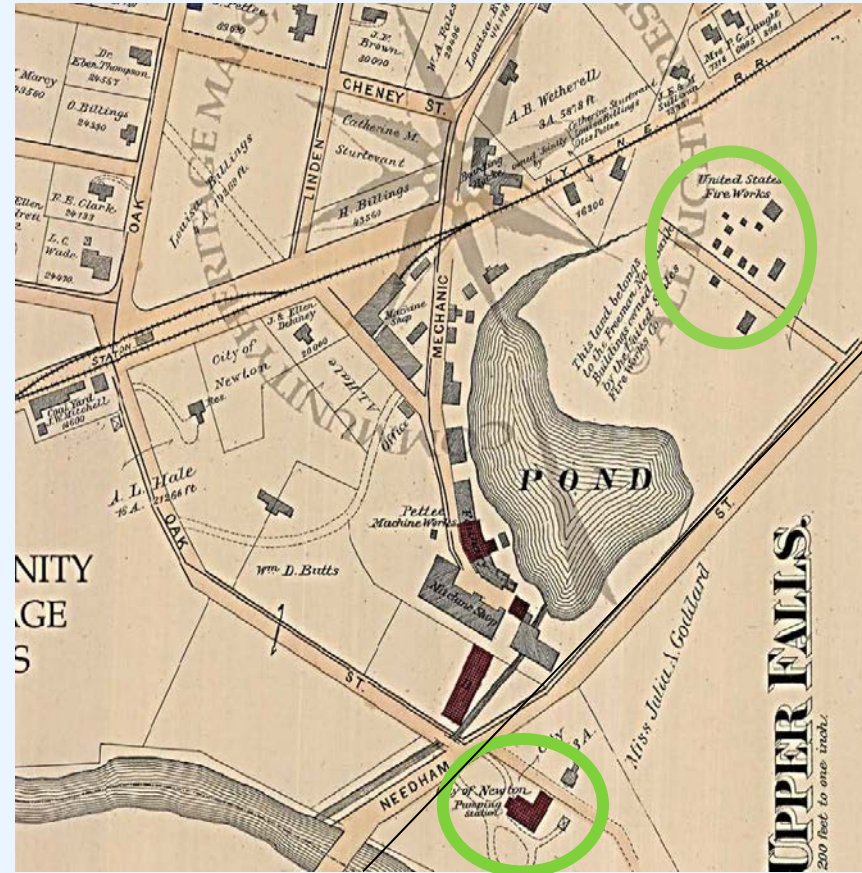
Needham Crossing

Newton Highlands Village Center

History of Needham St Area



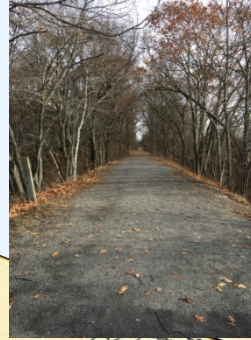
1874 Atlas



1886 Atlas

History of Needham St Area

Upper Falls Greenway (2016)



Charles River Branch Railroad (1852)



Evergreen Cemetery (1801)



Saco - Lowell Shops (1831)
FKA Pettee Machine Works



50 Needham Street (1947)



Marshalls Plaza (1979)



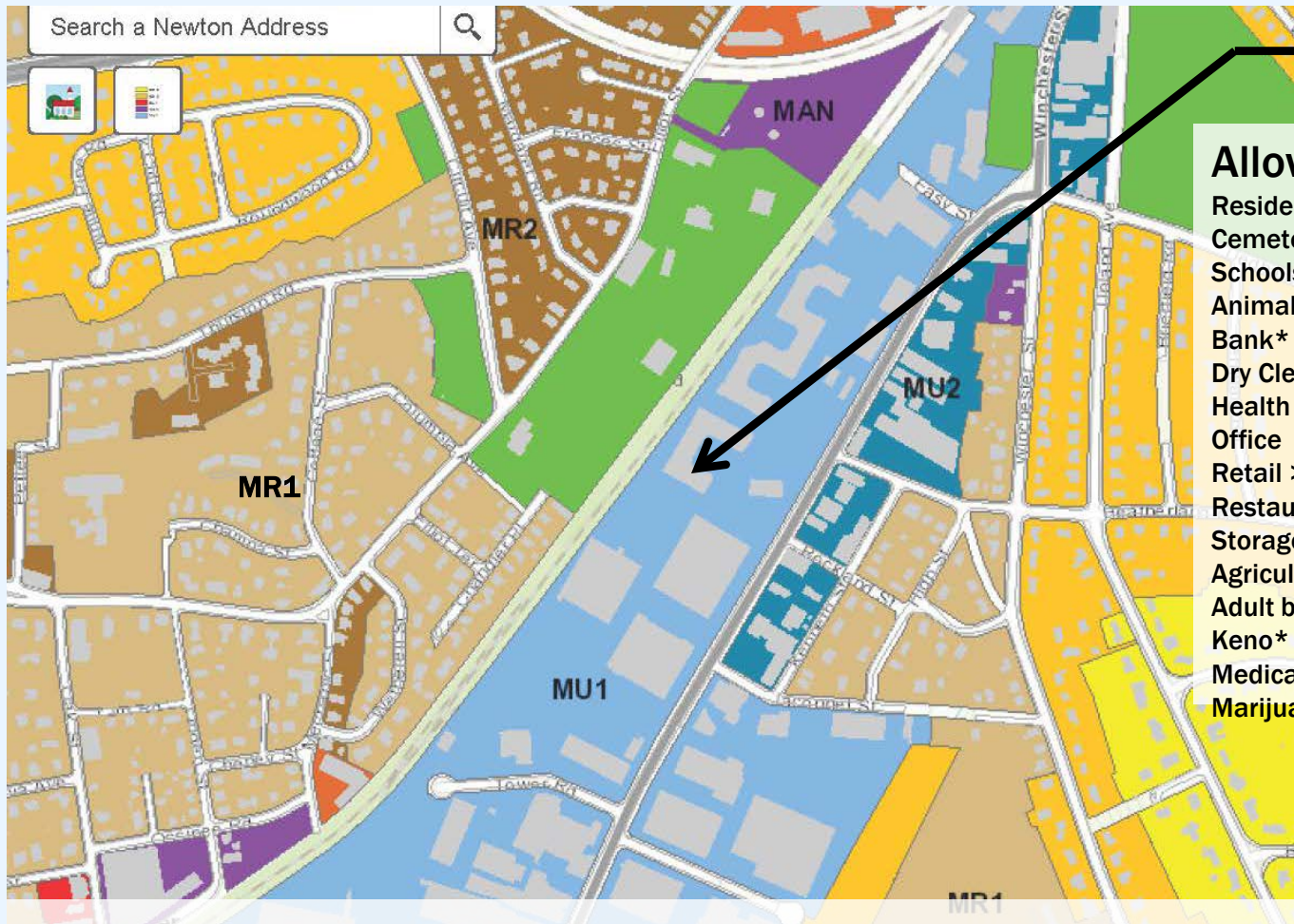
1929 Atlas





Building example: Newton Nexus





Mixed Use 1

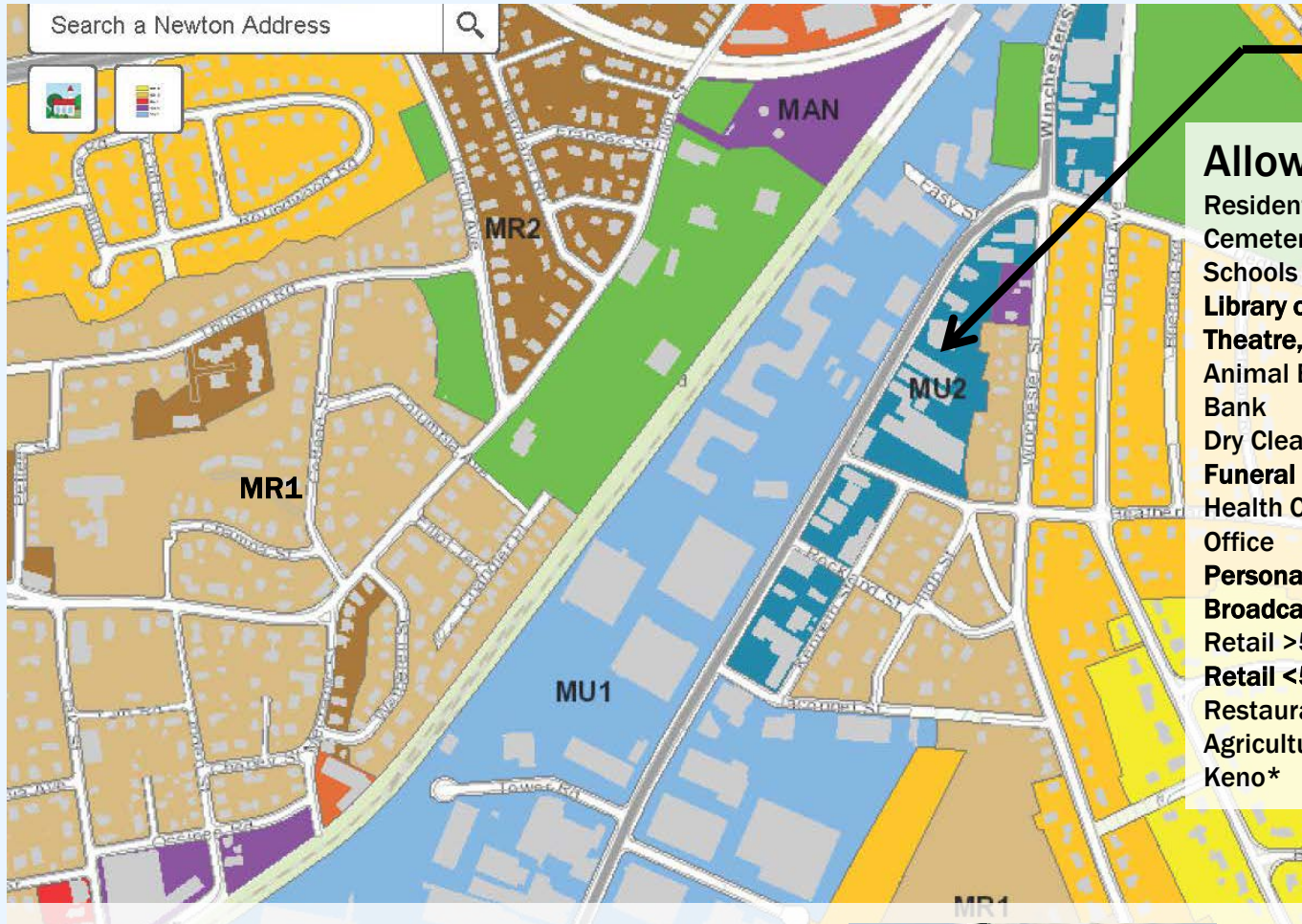
Allowed:

- Residential*
- Cemetery*
- Schools
- Animal Boarding*
- Bank*
- Dry Cleaner*
- Health Club
- Office
- Retail >5k sq. ft.*
- Restaurant*
- Storage*
- Agriculture*
- Adult business*
- Keno*
- Medical
- Marijuana*

Not Allowed:

- Single family homes
- Live/work
- Community Space
- Library or Museum
- Theatre, hall
- Bowling Alley
- Car share/rental
- Bike rental
- Fast food
- Hotel
- Broadcasting Studio
- Retail <5k sq. ft.
- Building Material
- Sale & Storage





Mixed Use 2

Allowed:

- Residential*
- Cemetery*
- Schools
- Library or Museum
- Theatre, hall
- Animal Boarding*
- Bank
- Dry Cleaner
- Funeral Home*
- Health Club
- Office
- Personal Service
- Broadcasting Studio
- Retail >5k sq. ft.
- Retail <5k sq. ft.
- Restaurant*
- Agriculture*
- Keno*

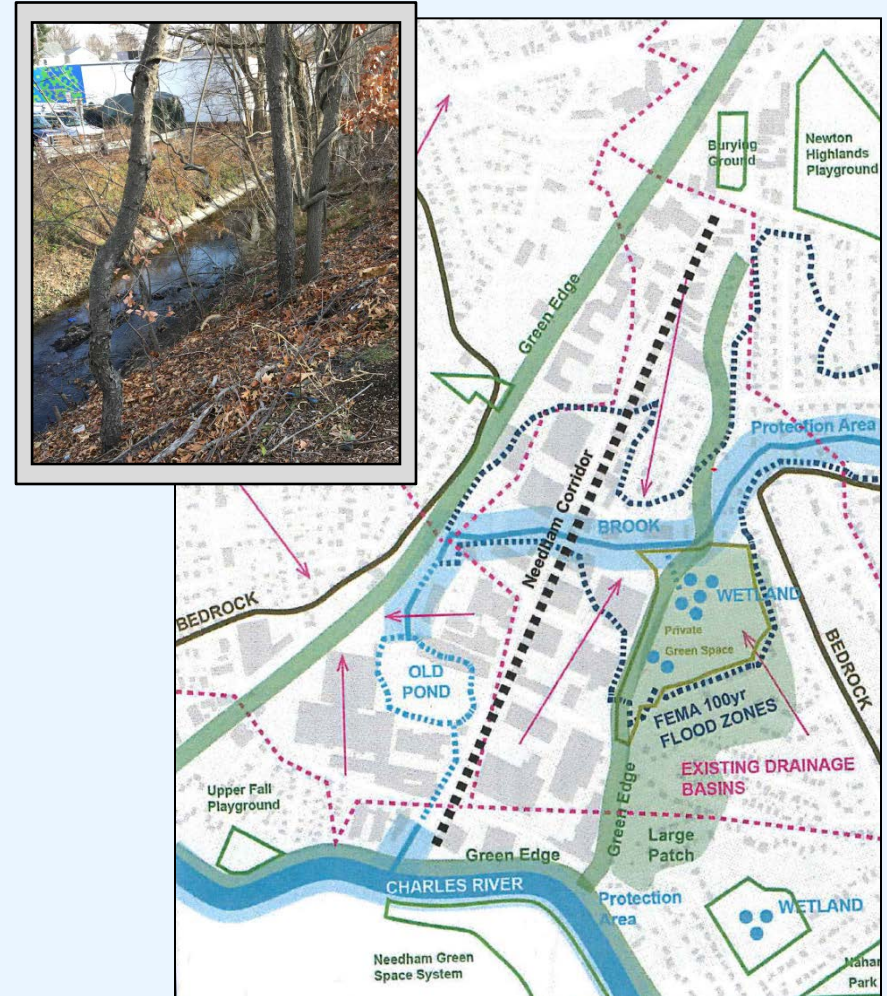
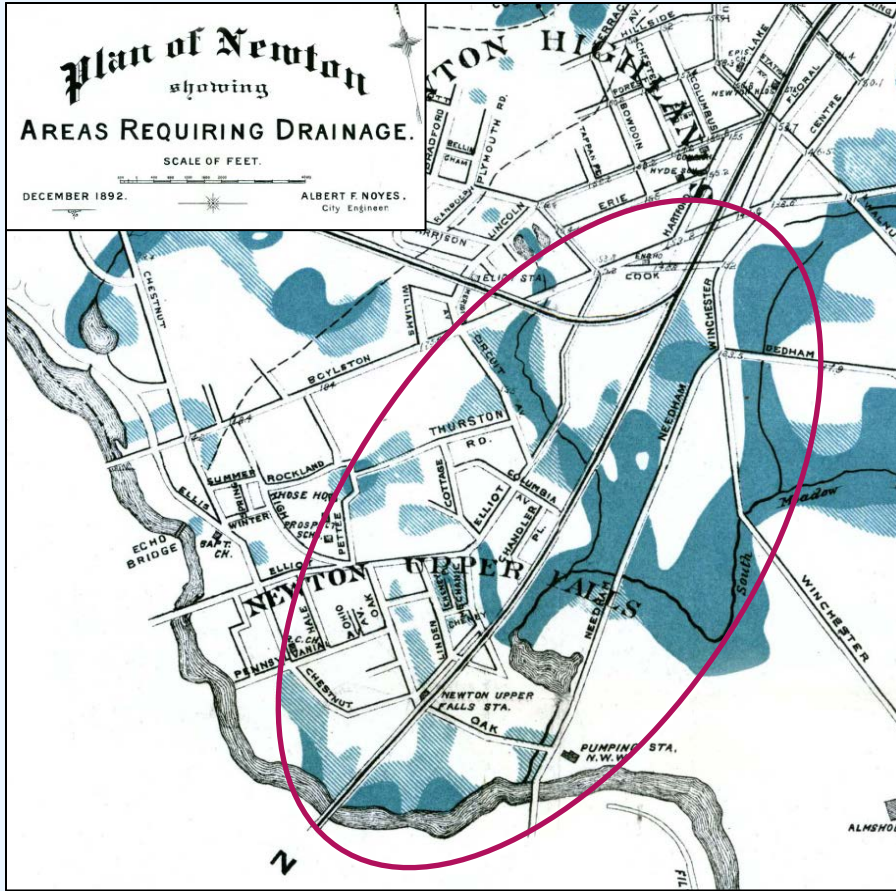
Not Allowed:

- Single family homes
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- Sale & Storage
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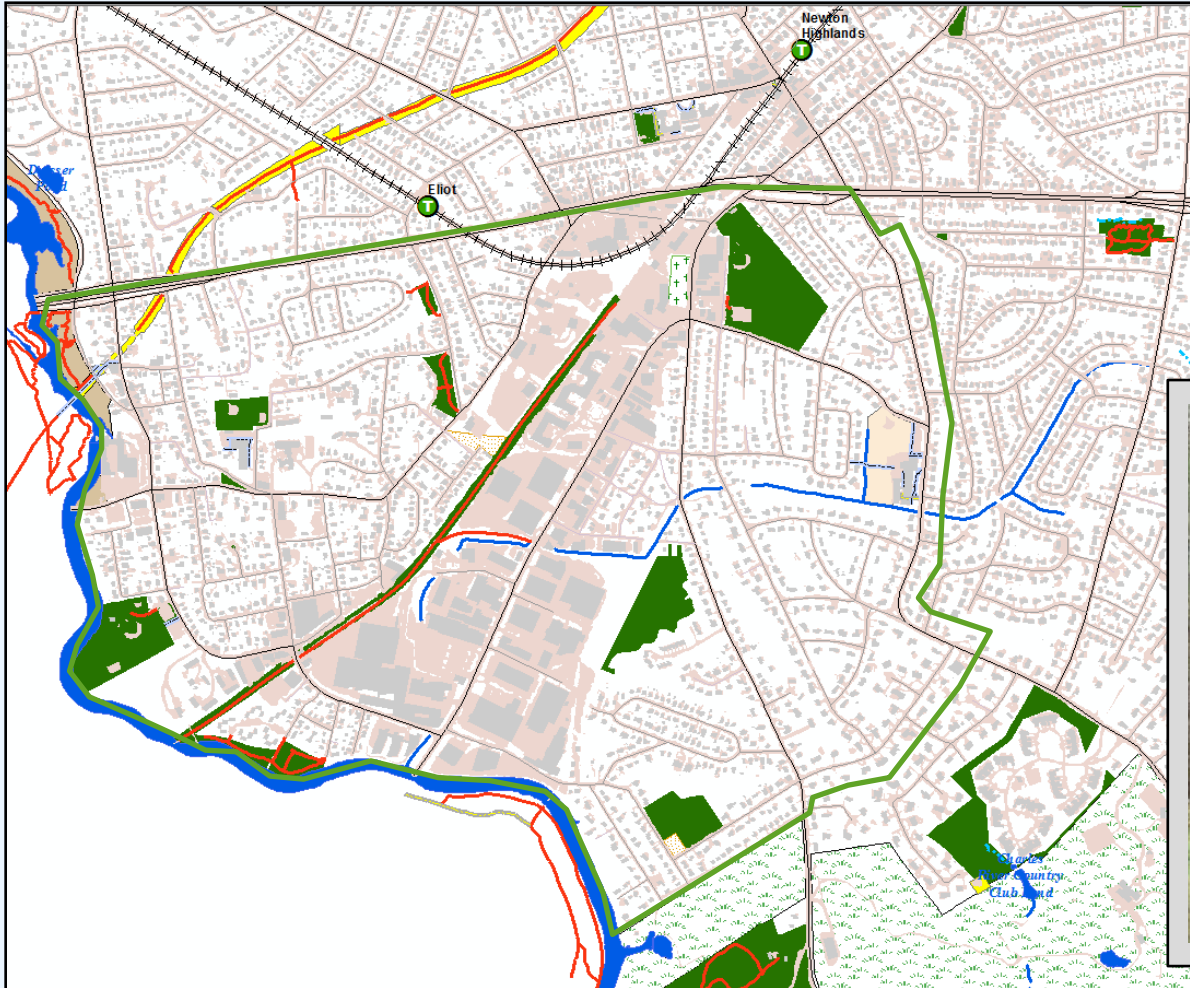
Environmental Health

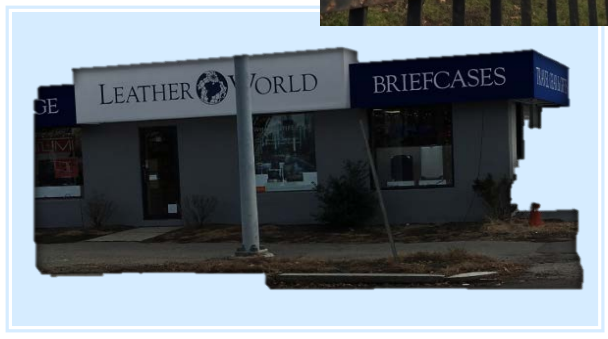
- Needham Street area is in the South Meadow Brook watershed
- Stream has been culverted and developed extensively
- Now the area has the highest percentage of impervious cover



Connectivity and Public Health

- Existing trails: UFGW, Charles River Pathway, Eliot Street/Echo Bridge area, Needham's trails
- Enhance open space & connections to: neighborhoods, open spaces, transit, commerce, employment
- Create opportunities for: Recreation, commuting, community, public health, ecological health







BOSTON BALLET SCHOOL NOV 18, 2014

Gensler

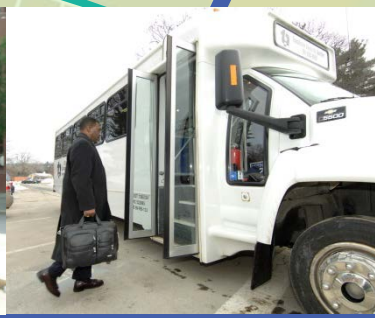
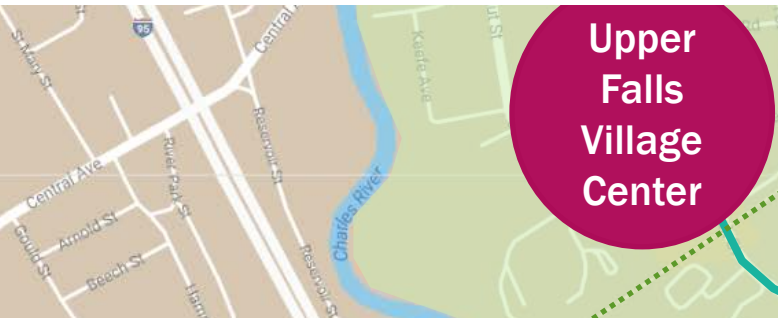
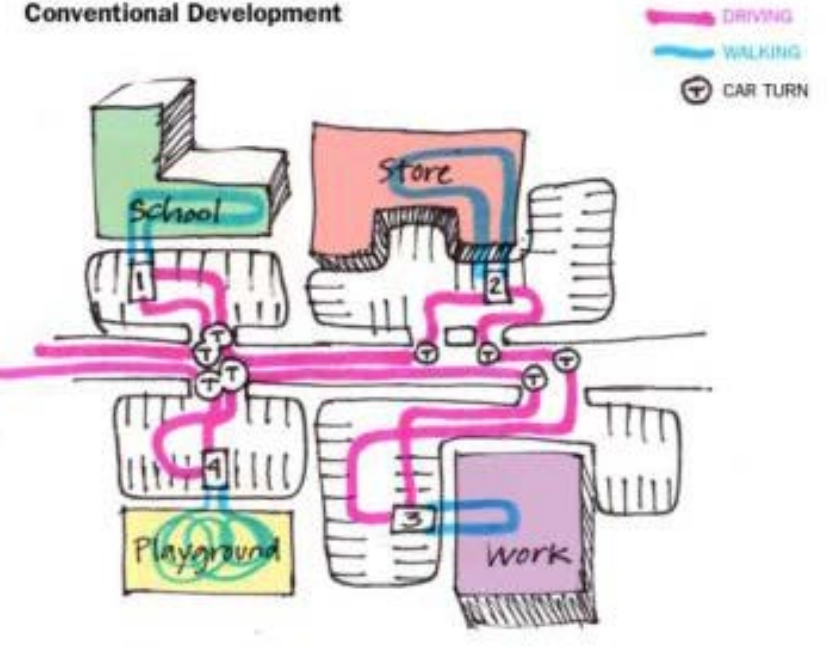
Recent Successes

Boston Ballet – 30% increase in enrollment

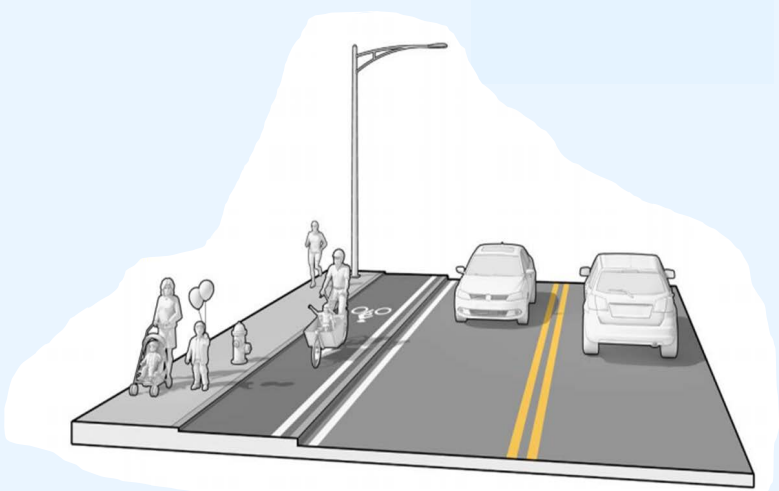
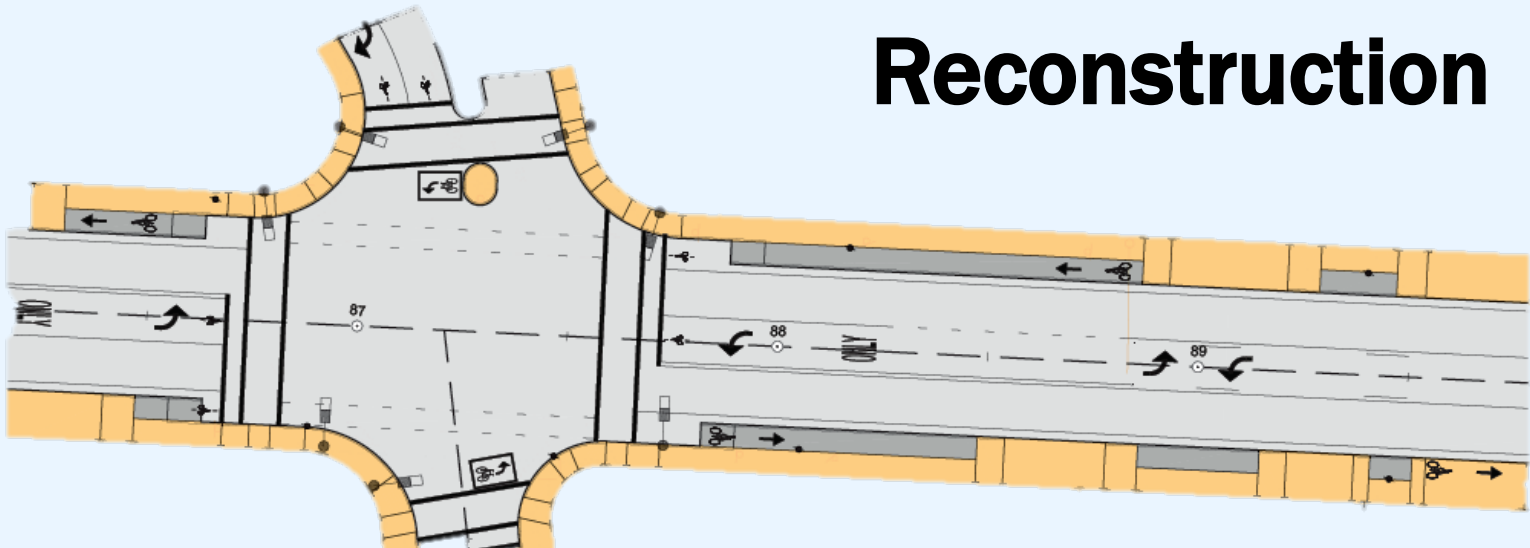
Seaport company moving into Echo Bridge



Conventional Development



Needham Street Reconstruction



Past Studies

- Needham Street Industrial Area: Prospects for Revitalization, 1980
- Needham Street Corridor: Proposals for the Future, 1984
- Needham Street Consensus Group Report, 1994
- Envisioning Needham Street: Needham Street Corridor Plan, 2010
- Needham Street Visioning Sessions, 2011



Envisioning Needham Street: Needham Street Corridor Plan, 2010

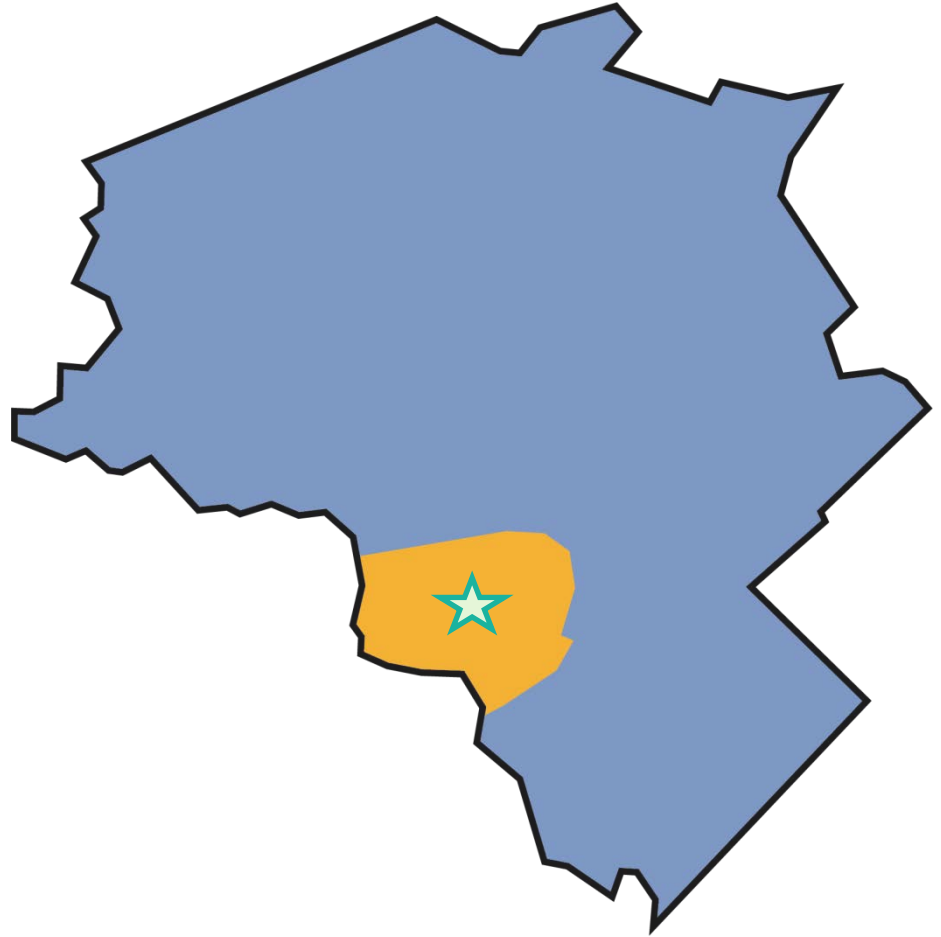
“Intensive, well-planned corridor development is anticipated and welcomed on Needham Street ... as long as it is integrated with and helps produce transportation and other enhancements to make the impact of that development a positive one.” *Newton Comprehensive Plan*

Engagement Group Interests

- **What are you most excited about?**
- **What is one thing you are concerned about?**

A Vision Plan is...

a guide for public policy action
regarding a particular
geographic area



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a guide for public policy action regarding a particular geographic area

based in..

- broader citywide strategies
- past studies & data analysis
- community engagement



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- guidelines for development
 - infrastructure & systems (transportation, open space, utilities, etc.)
 - private development (scales, land uses, urban design, etc.)



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**ultimately about place-making:
enhancing the unique features
that distinguish a given
location from any other**



2017

Community Engagement Process
Engagement Group & Public Forum

Drafting the Vision Plan

**Present draft to Zoning and Planning Committee,
Planning & Development Board**

2018

**Final Needham Street Area Vision Plan
adopted by City Council as an amendment to
the Comprehensive Plan**

Use to guide decision making for upcoming projects

Zoning Redesign

**Guide private
development**

**Inform public
investments**

Charter Agreement

Next Steps

- **Draft agendas will be sent around ahead of meetings**
 - Potential Topics
- **Meeting Schedule**
 - Proposed site walk – Sat Jan 6 or Sun Jan 7
- **Communications**
 - Email: needhamstreet@newtonma.gov
 - Website: www.newtonma.gov/needhamstreet

Potential Topics

- **Neighborhood Connections**
- **Open Space**
- **Economic Development**
- **Transportation**
- **Land Use**
- **Urban Design**

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Public Comment