

# Newtonville Vision



**Land Use Committee**

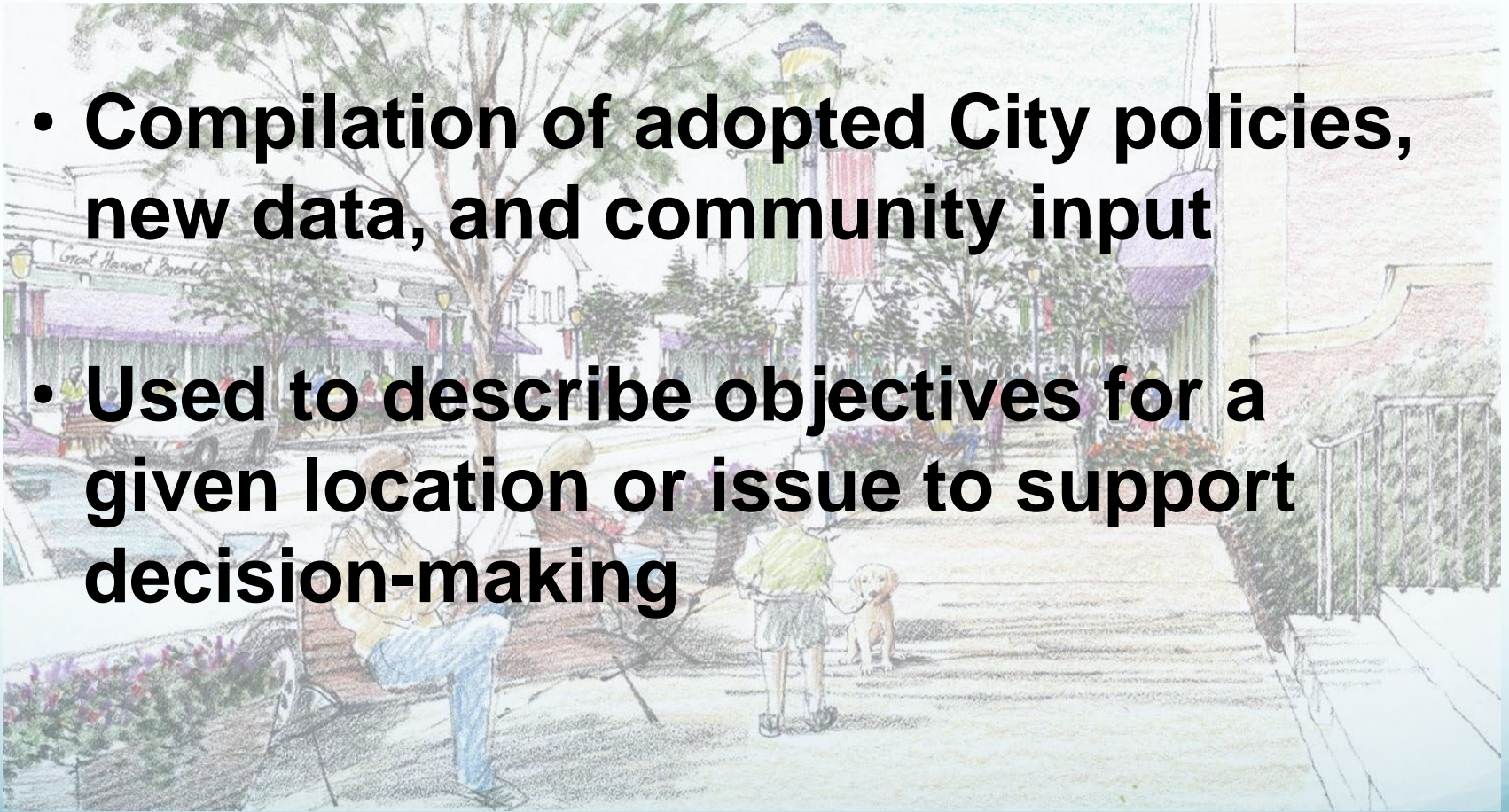
September 24, 2015

# Vision

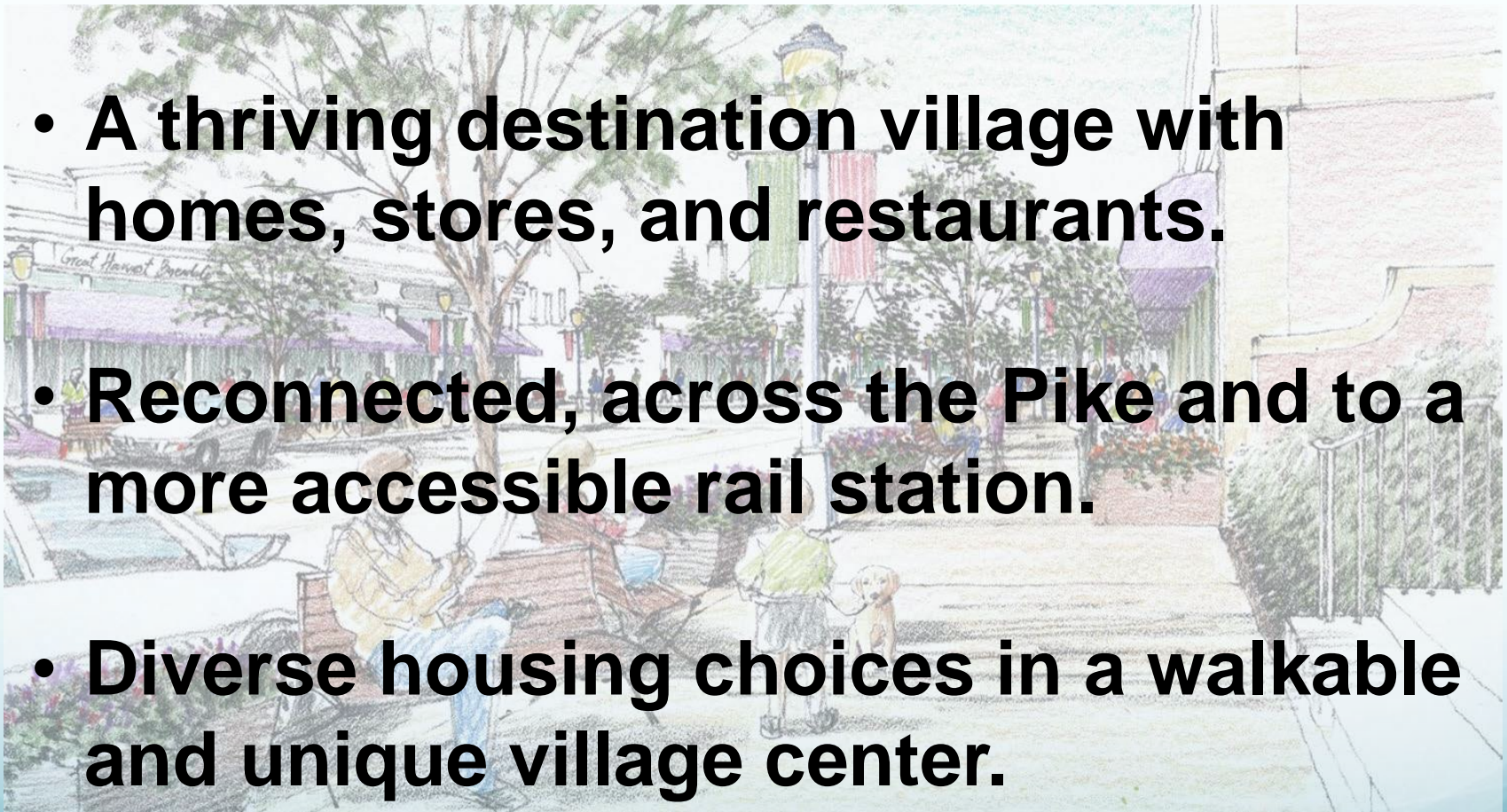


# What is a Vision

- **Compilation of adopted City policies, new data, and community input**
- **Used to describe objectives for a given location or issue to support decision-making**



# Vision Themes



- **A thriving destination village with homes, stores, and restaurants.**
- **Reconnected, across the Pike and to a more accessible rail station.**
- **Diverse housing choices in a walkable and unique village center.**

# Newton Comprehensive Plan

- Newton is an **Inclusive Community**.
- **Village and Corridor** centered development is key to the City's **economic development**.
- **Unique Sense of Place** and **Historic Character**

# Inclusive Community



# Regional Housing Need

- 305,000 and 435,000 additional housing units by 2040
- two out of every five workers in Greater Boston will retire by 2030.
- declining household sizes means that, even if the population remains level or drops, there would be a strong demand for additional housing units

# Local Housing Need

- Average Household Income - \$173,655
- 31,295 Total Households
- Since 2000, total Households earning:
  - Less than \$125,000 declined by 4,700
  - More than \$125,000 increased by 4,770
    - 4,200 of these earn more than \$200,000
- Housing Strategy Meeting Oct 1 – Complete Housing Market Analysis

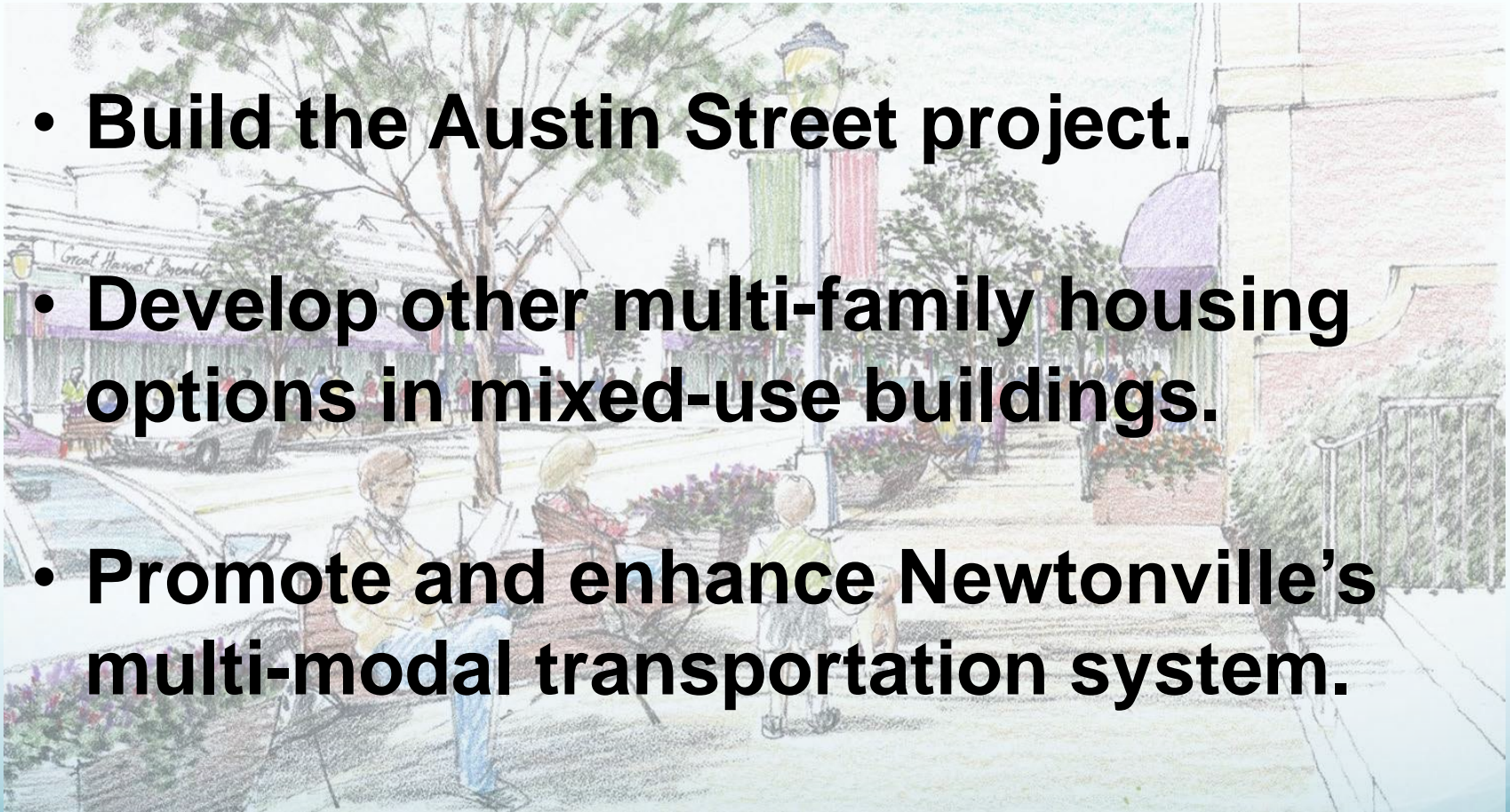


# Form & Location



# Vision Policies

- **Build the Austin Street project.**
- **Develop other multi-family housing options in mixed-use buildings.**
- **Promote and enhance Newtonville's multi-modal transportation system.**



# Strong Economic Base



**Riverside Station**  
A green, transit-oriented community

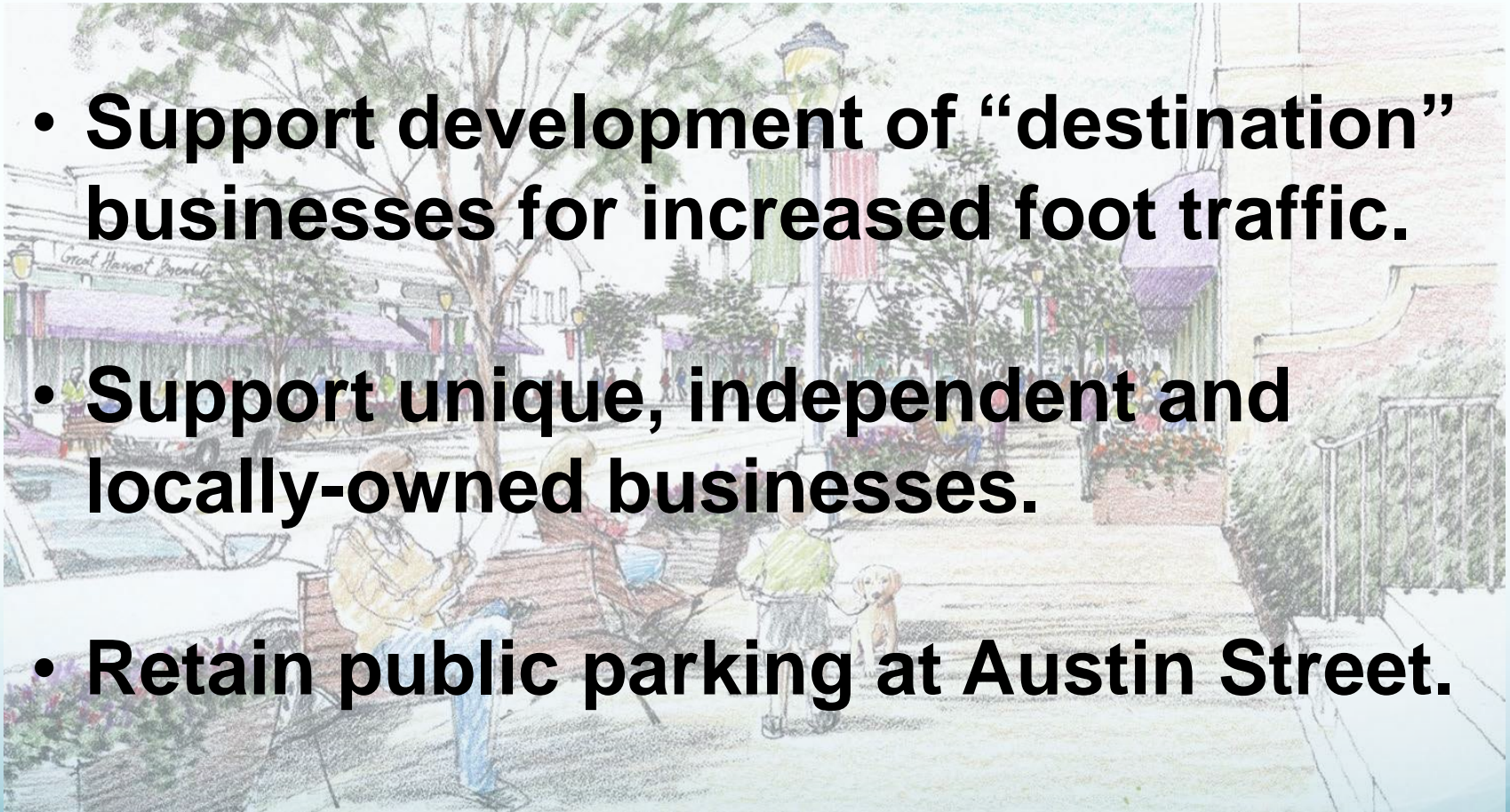
BH Normandy Riverside LLC  
01.19.2012

# Market Study

- There is significant demand for additional retail space in Newton, especially in Newtonville.
- For most Newtonville businesses, 40% or more of their customers come from the immediate Newtonville area.
  - Austin St project will generate \$1.56 million in local retail spending and \$280,000 in restaurants.
- Desire for more businesses that will generate foot traffic and multi-destination shopping.

# Vision Policies

- **Support development of “destination” businesses for increased foot traffic.**
- **Support unique, independent and locally-owned businesses.**
- **Retain public parking at Austin Street.**



# Sense of Place



# Vision Policies

- **Walnut Street Streetscape improvements.**
- **Public plaza and gathering space.**
- **Respect Newtonville's architectural heritage.**



# How does Austin St fit in?









