

# City of Newton Zoning & Planning Committee

## Village Center Rezoning: Phase 1 Quantitative Data Analysis

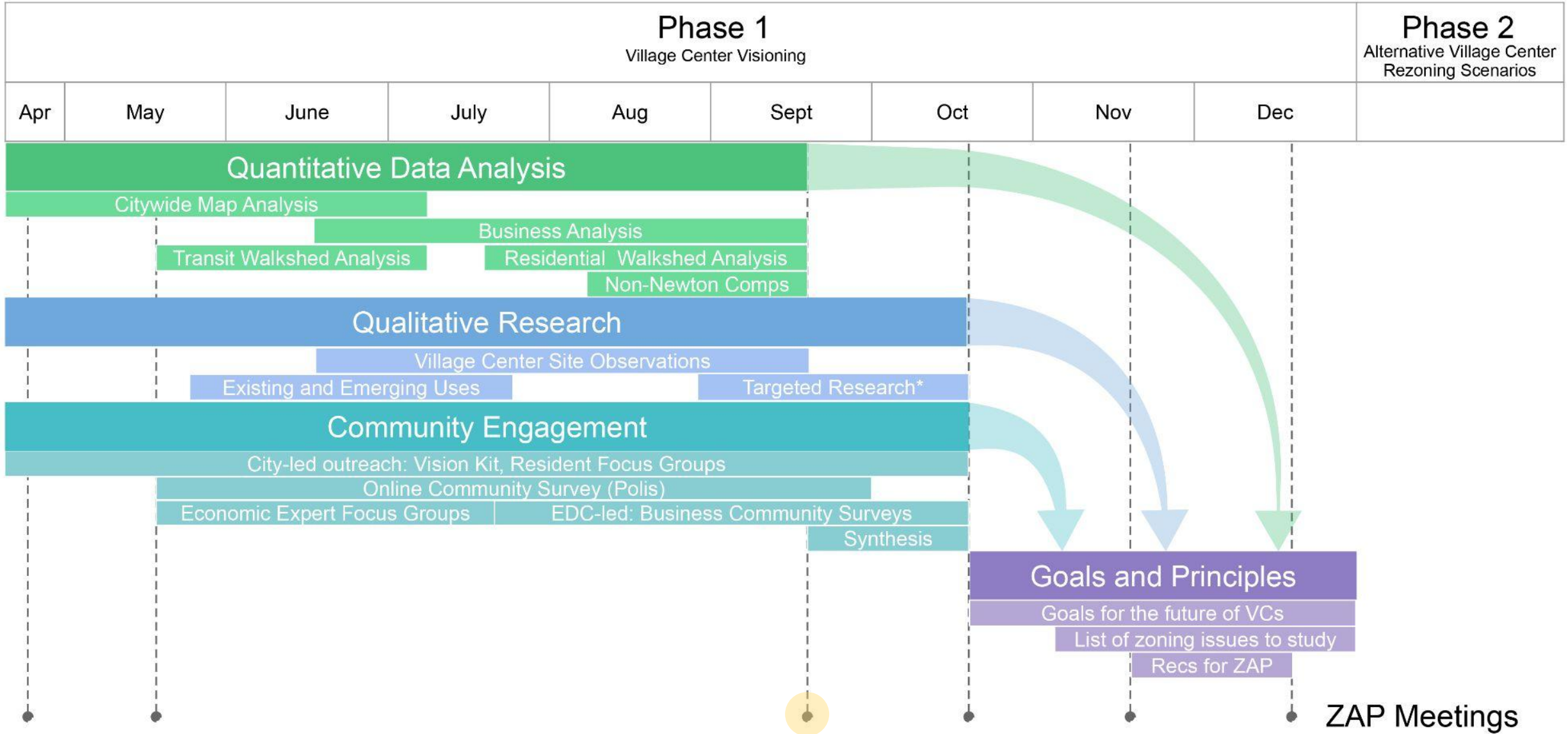
# Agenda

1. Introduction
2. Review Analysis
  - a. Transit Ridership
  - b. Population Walksheds
  - c. Business Bubbles
3. Discussion

# Village Center Zoning Redesign



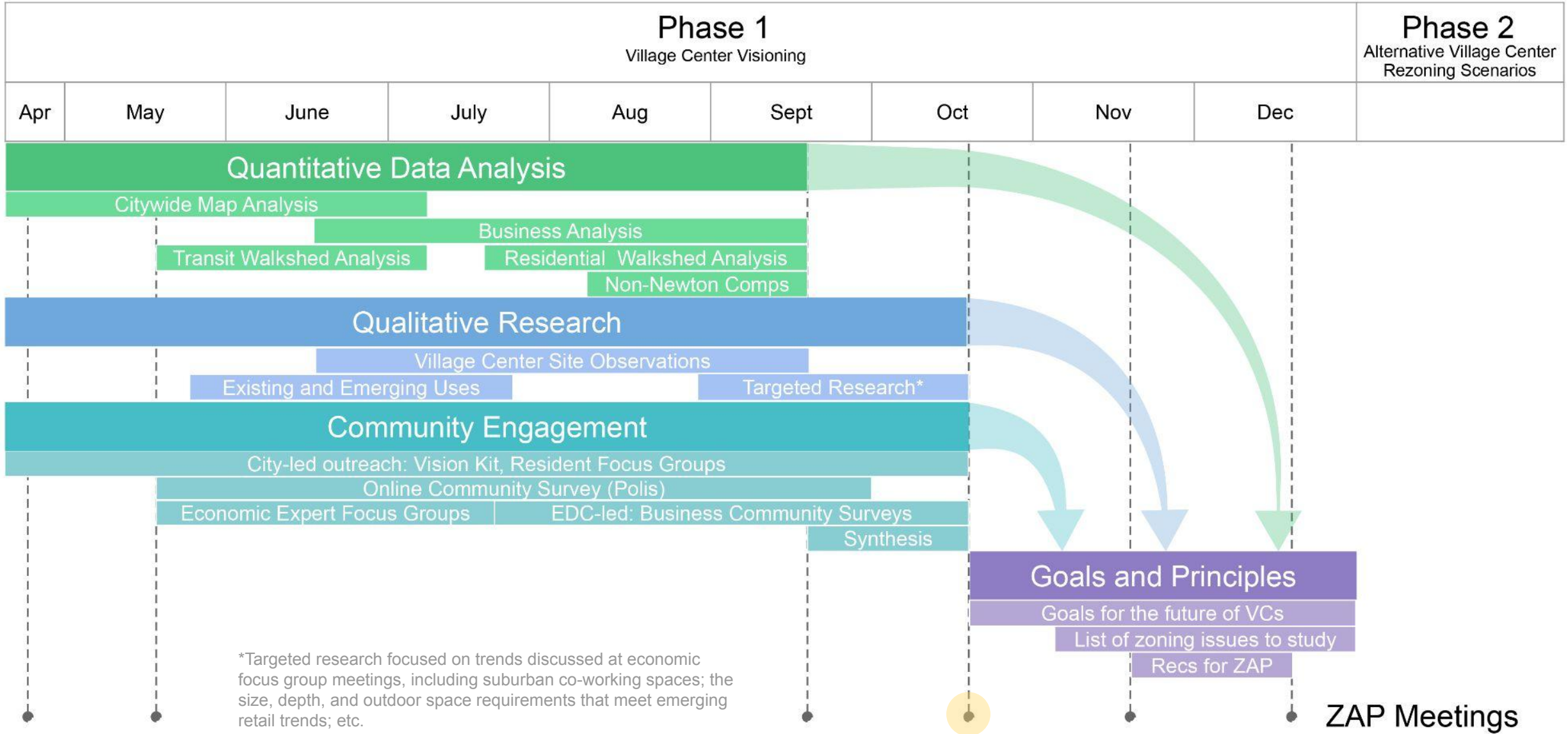
**Today**  
Present analysis of transit, walksheds, and businesses in Village Centers and comparable commercial areas.



# Village Center Zoning Redesign

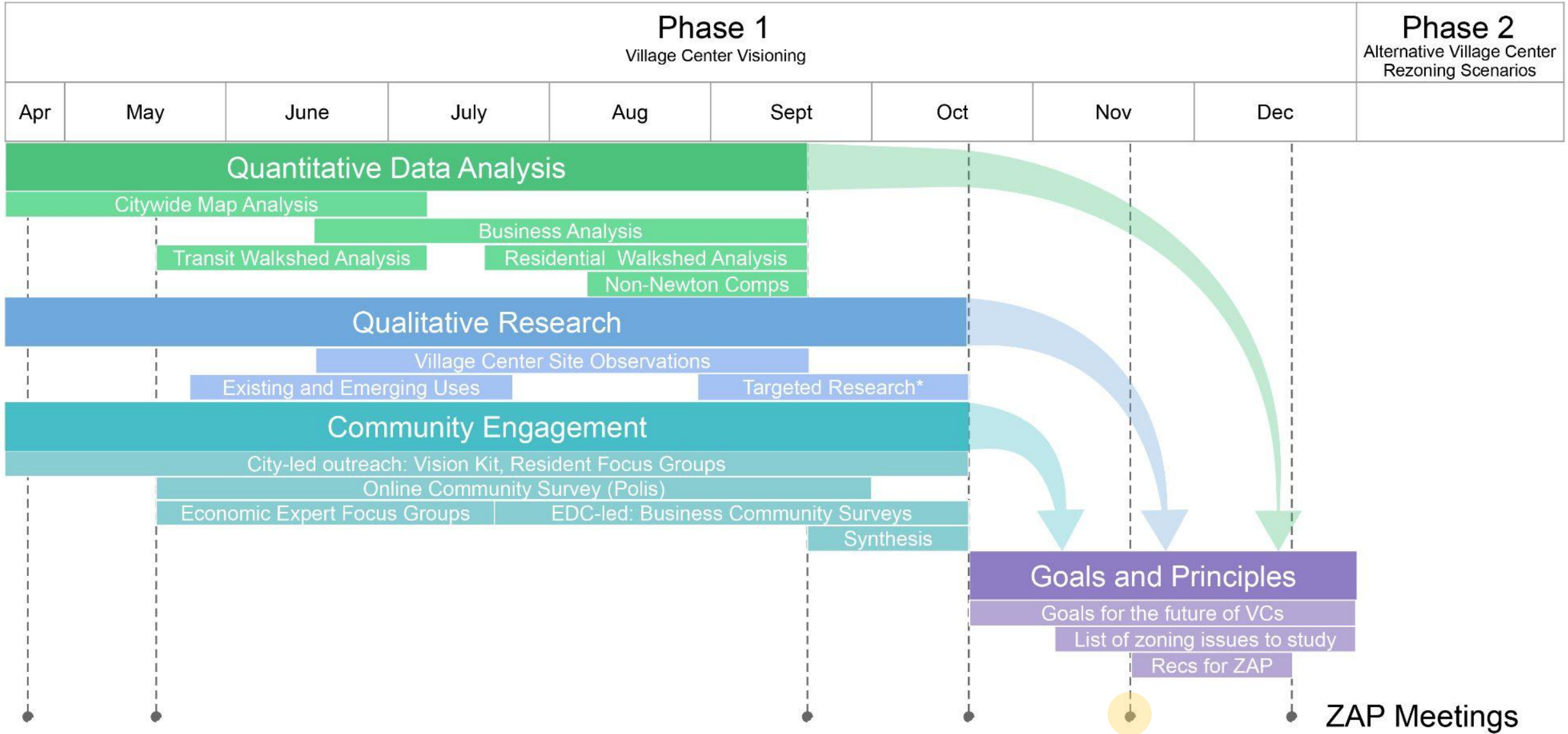


October ZAP Meeting  
Present engagement results.



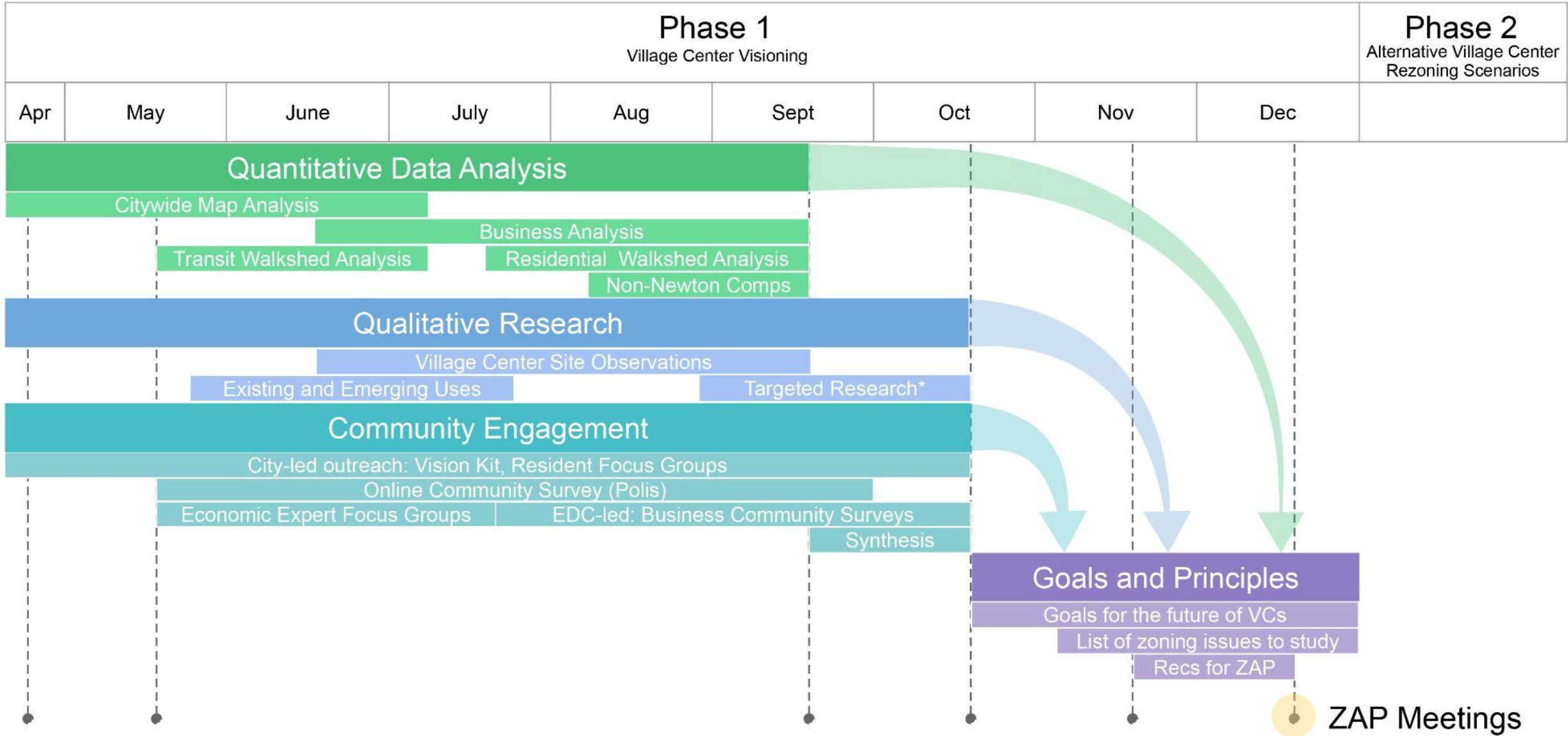
# Village Center Zoning Redesign

November ZAP Meeting  
 Present draft goals and principles for the future of Village Centers based on engagement and analysis.



# Village Center Zoning Redesign

December ZAP Meeting  
Present zoning issues to study in the next phase based on goals and principles.



# What we heard at the June ZAP meeting

- General agreement that Village Centers fulfill local needs and are defined by a mix of uses and access to transit.
- Consider the roles of temporal activity and mobility options.
- Do more quantitative analysis to support your hypothesis of what makes a successful Village Center.

# Questions guiding the analysis

**Question 1:** Does the presence of a T or commuter rail stop affect the vitality of Village Centers and the diversity (and success) of the retail found there?

**Transit Ridership**

**Question 2:** Does the number of people living within convenient walking distance of a Village Center affect the vitality of Village Centers and the diversity (and success) of the retail found there?

**Population Walksheds**

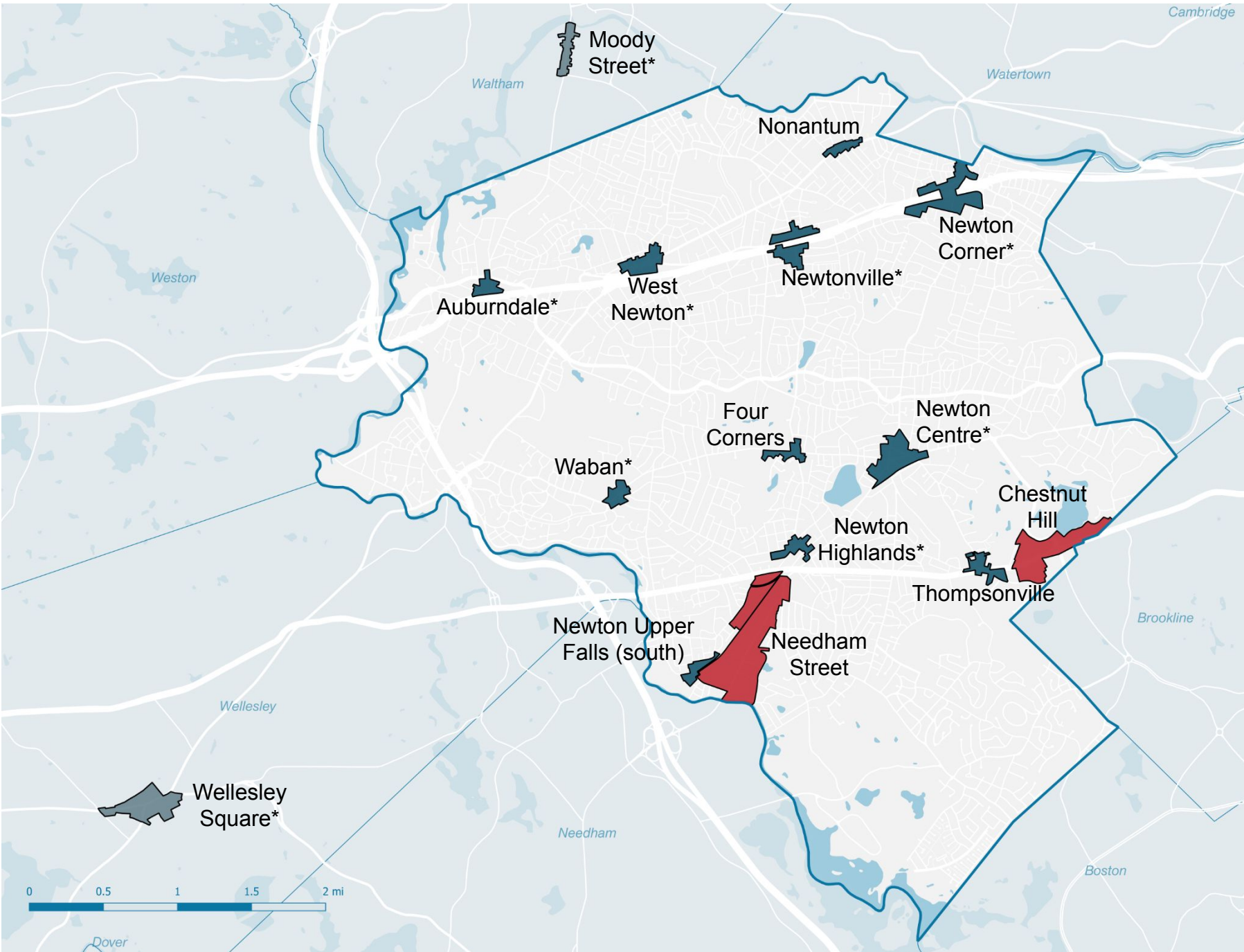
**Question 3:** Does the number of people who work in a Village Center affect the vitality of Village Centers and the diversity (and success) of the retail found there? Additionally, how does this relate to the mix of uses and activity?

**Business Bubbles**



# Areas for analysis

- Eleven Village Centers in Newton
- Two Commercial Clusters in Newton
- Two Villages outside of Newton

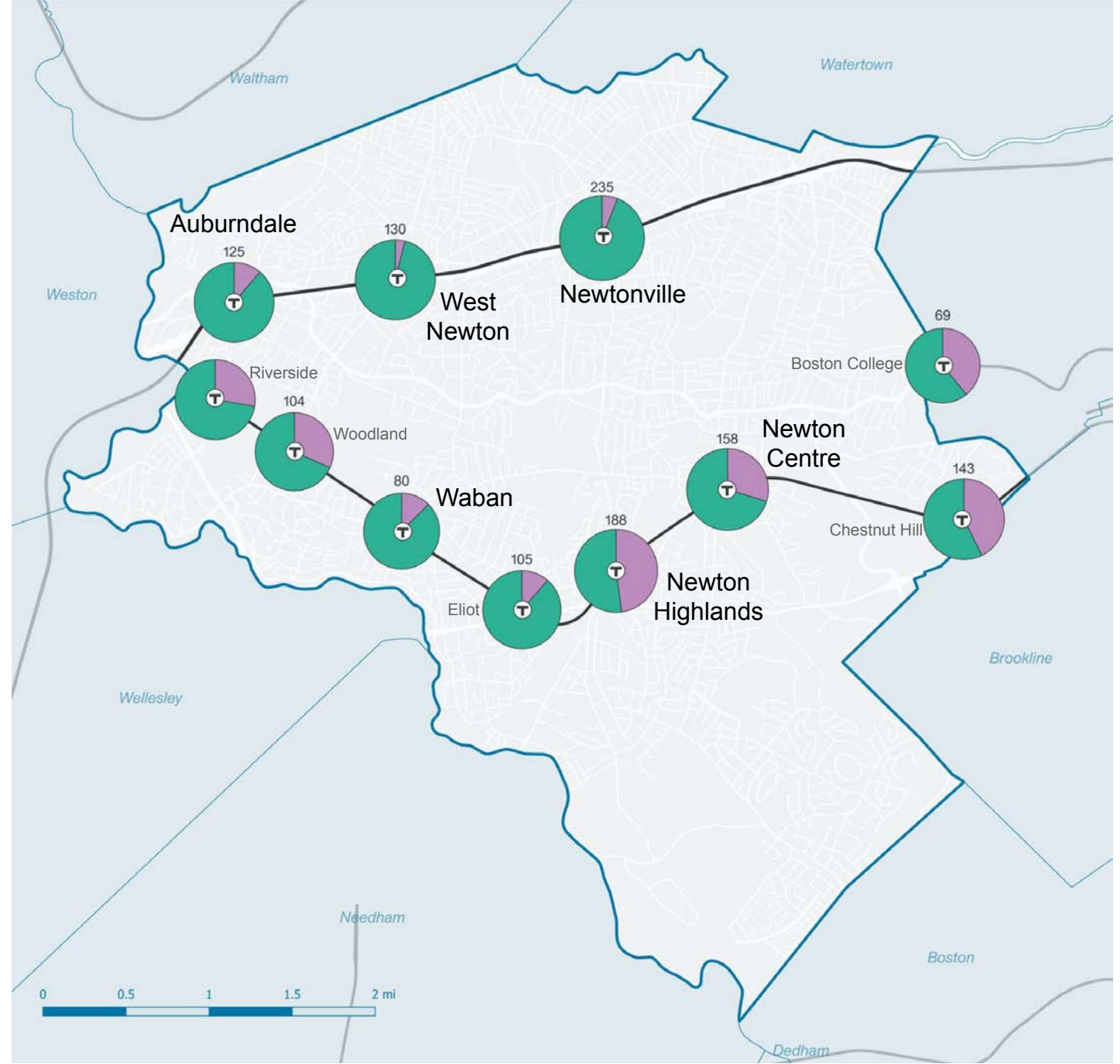
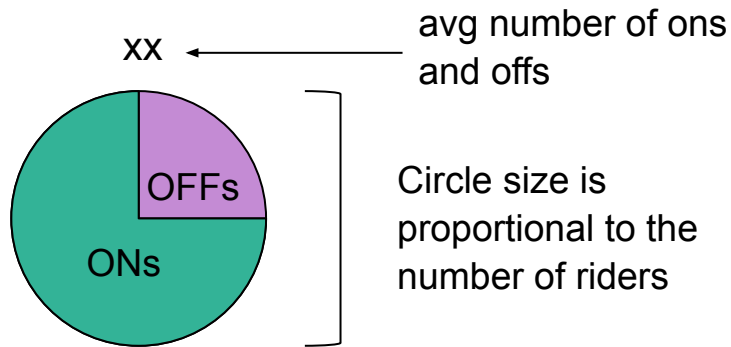


*NOTE: Starred Village Centers contain a train stop. Village Center boundaries are based on the extents in the Pattern Book Study from 2018.*

# Question 1:

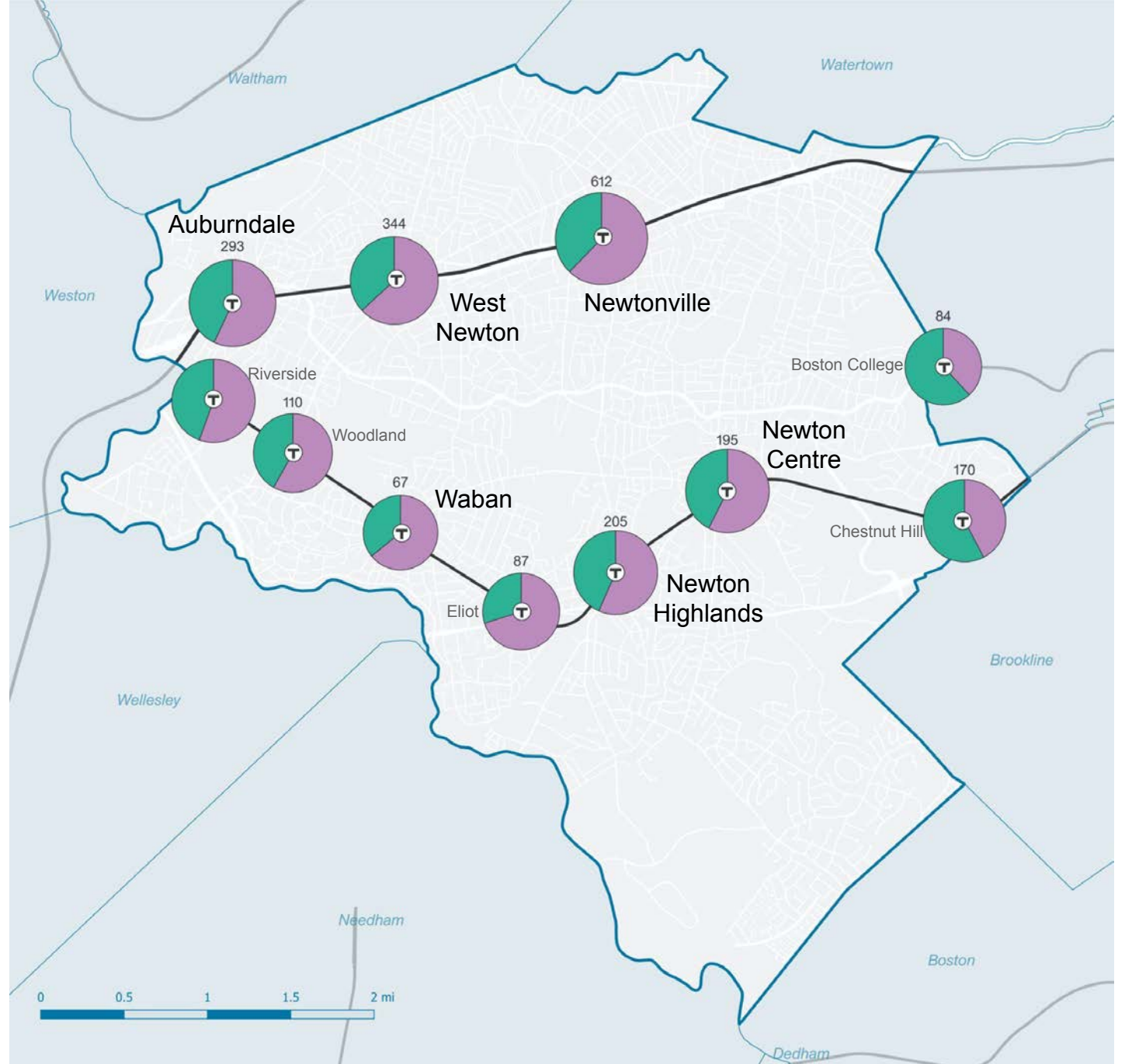
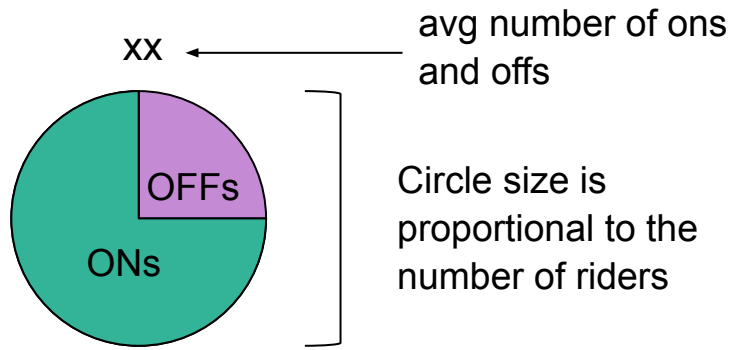
Does the presence of a T or commuter rail stop affect the vitality of Village Centers and the diversity (and success) of the retail found there?

# AM Weekday Ridership



Commuter Rail: PM (MBTA, Jan 1, 2018)  
 Green Line: PM Peak (MBTA, Fall 2019, Sept-Dec, 7-8:59am)

# PM Weekday Ridership



Commuter Rail: PM (MBTA, Jan 1, 2018)

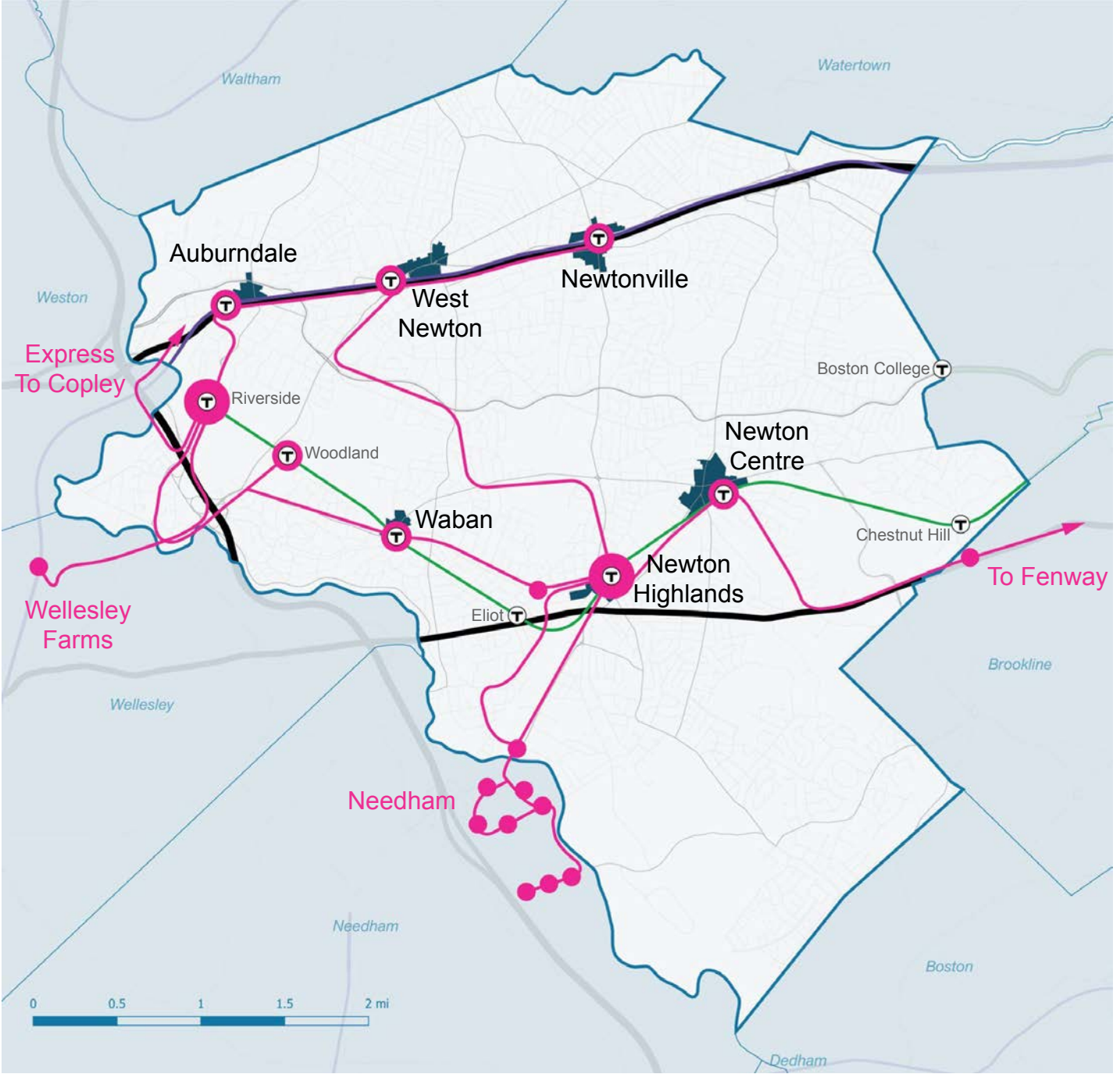
Green Line: PM Peak (MBTA, Fall 2019, Sept-Dec, 4-6:29pm)

# Commuter Rail and T Stops

- Village Centers
- Green Line (MBTA)
- Commuter Rail (MBTA)
- Shuttles

**Village Centers with a train stop:**

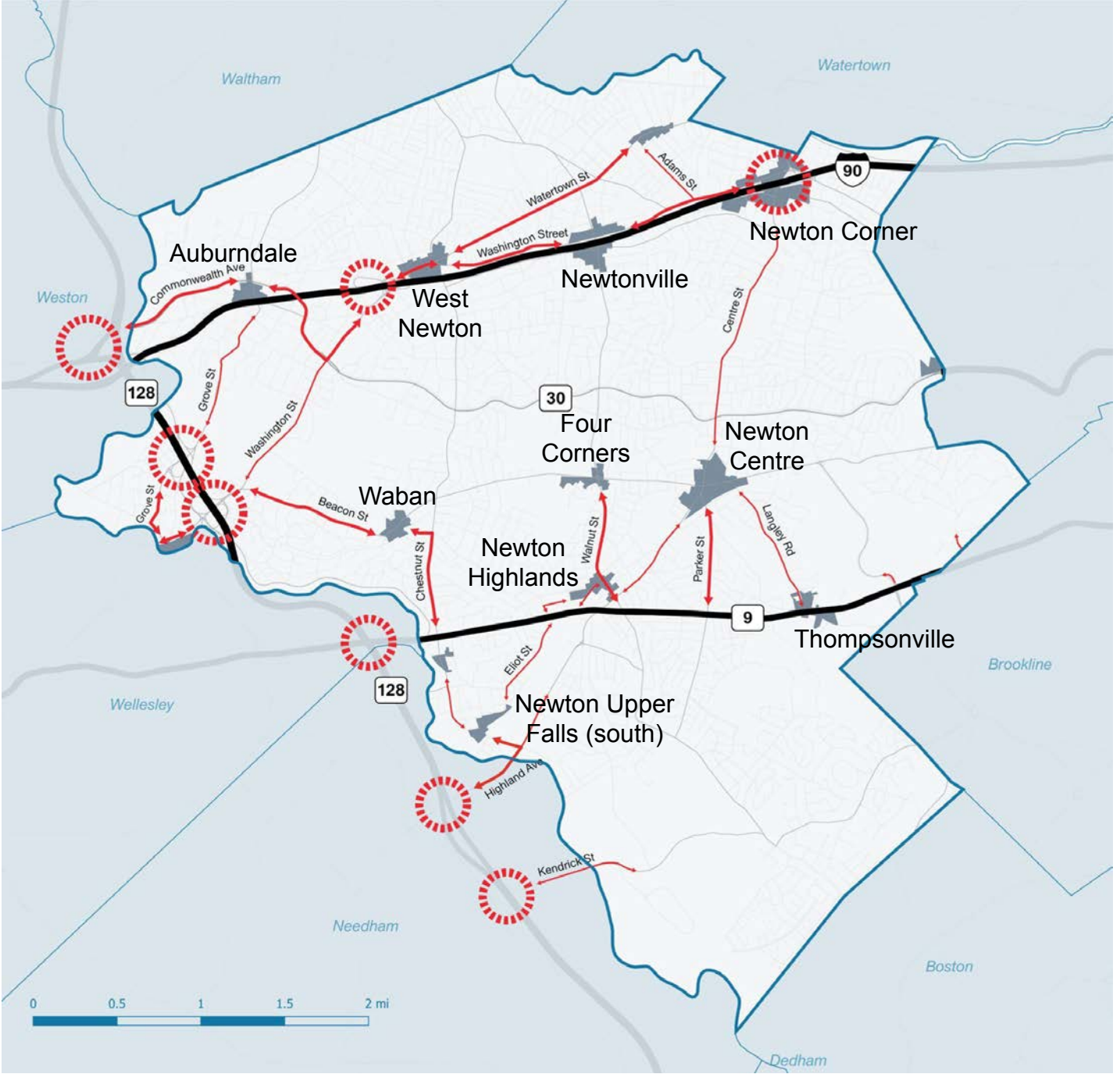
1. Auburndale
2. West Newton
3. Newtonville
4. Waban
5. Newton Highlands
6. Newton Centre



*NOTE: Village Center boundaries are based on the extents in the Pattern Book Study from 2018.*







# Highway Access

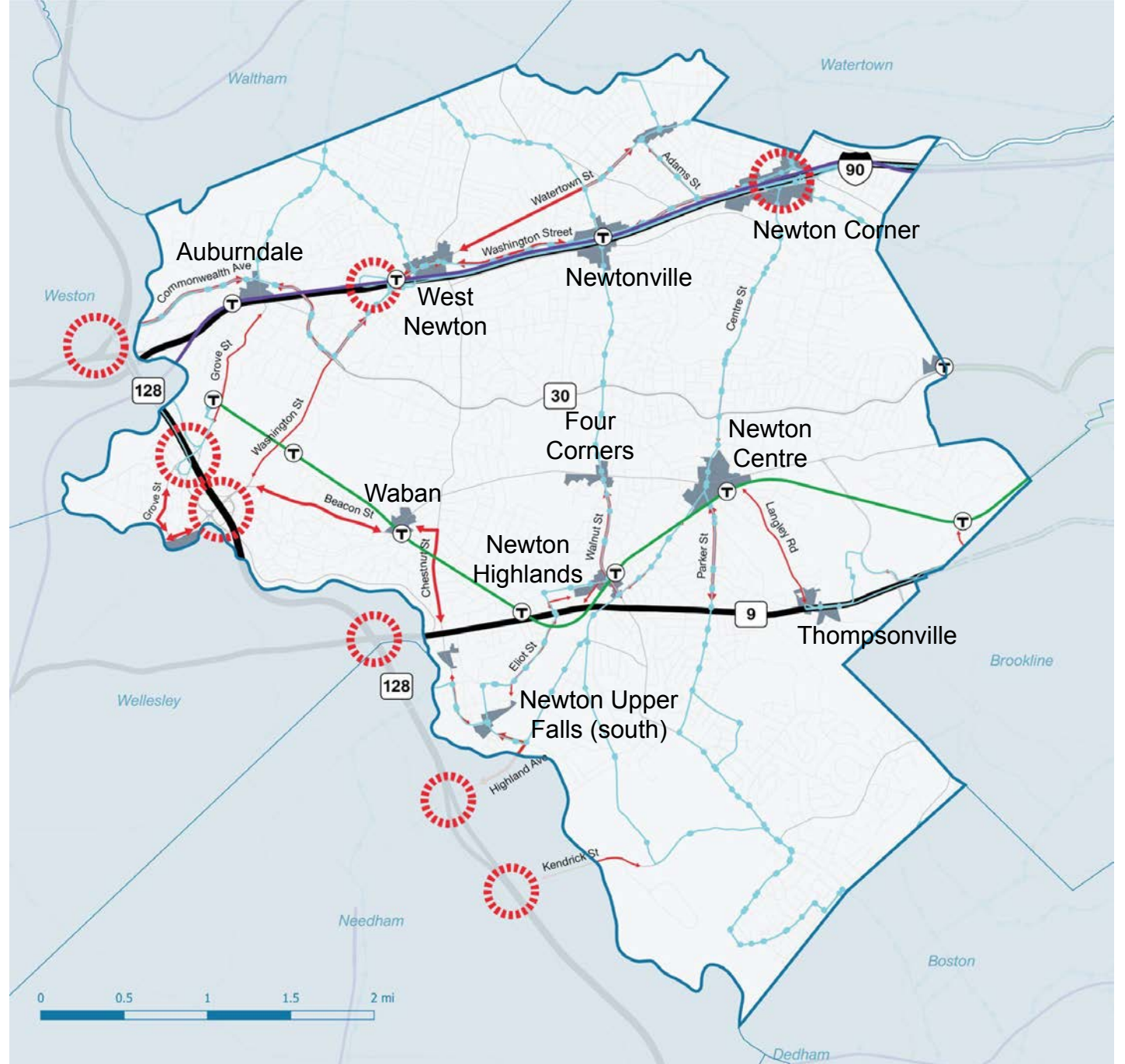
- Village Centers
- Vehicular Access
- Highway onramp / offramp



NOTE: Village Center boundaries are based on the extents in the Pattern Book Study from 2018.

# Highway & Transit Access

-  Village Centers
-  Vehicular Access
-  Highway onramp / offramp
-  Green Line (MBTA)
-  Commuter Rail (MBTA)
-  Bus Routes (MBTA)



NOTE: Village Center boundaries are based on the extents in the Pattern Book Study from 2018.

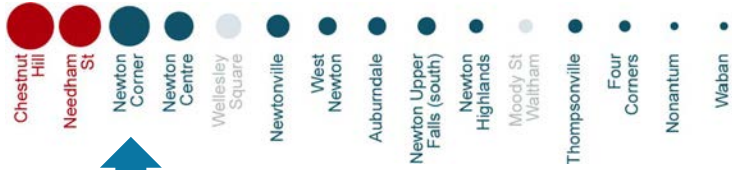
## Question 2:

Does the number of people living within convenient walking distance of a Village Center affect the vitality of Village Centers and the diversity (and success) of the retail found there?

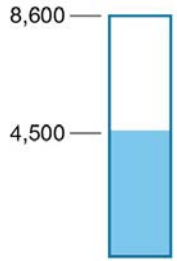


# Newton Corner

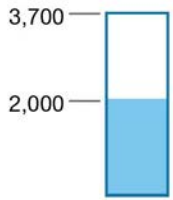
Total Jobs



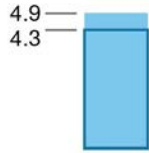
2,500



Population

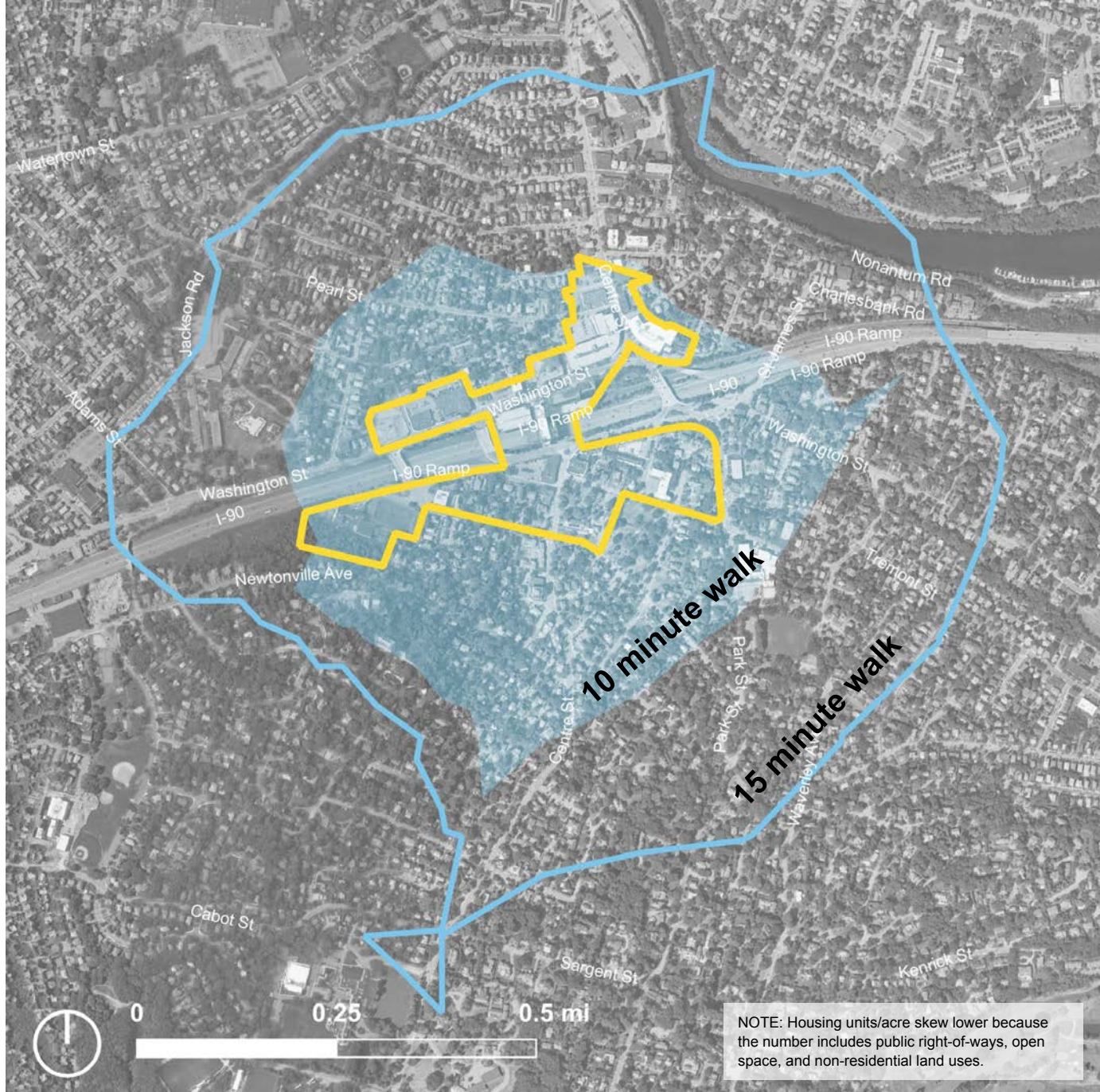


Housing units



Housing units per acre

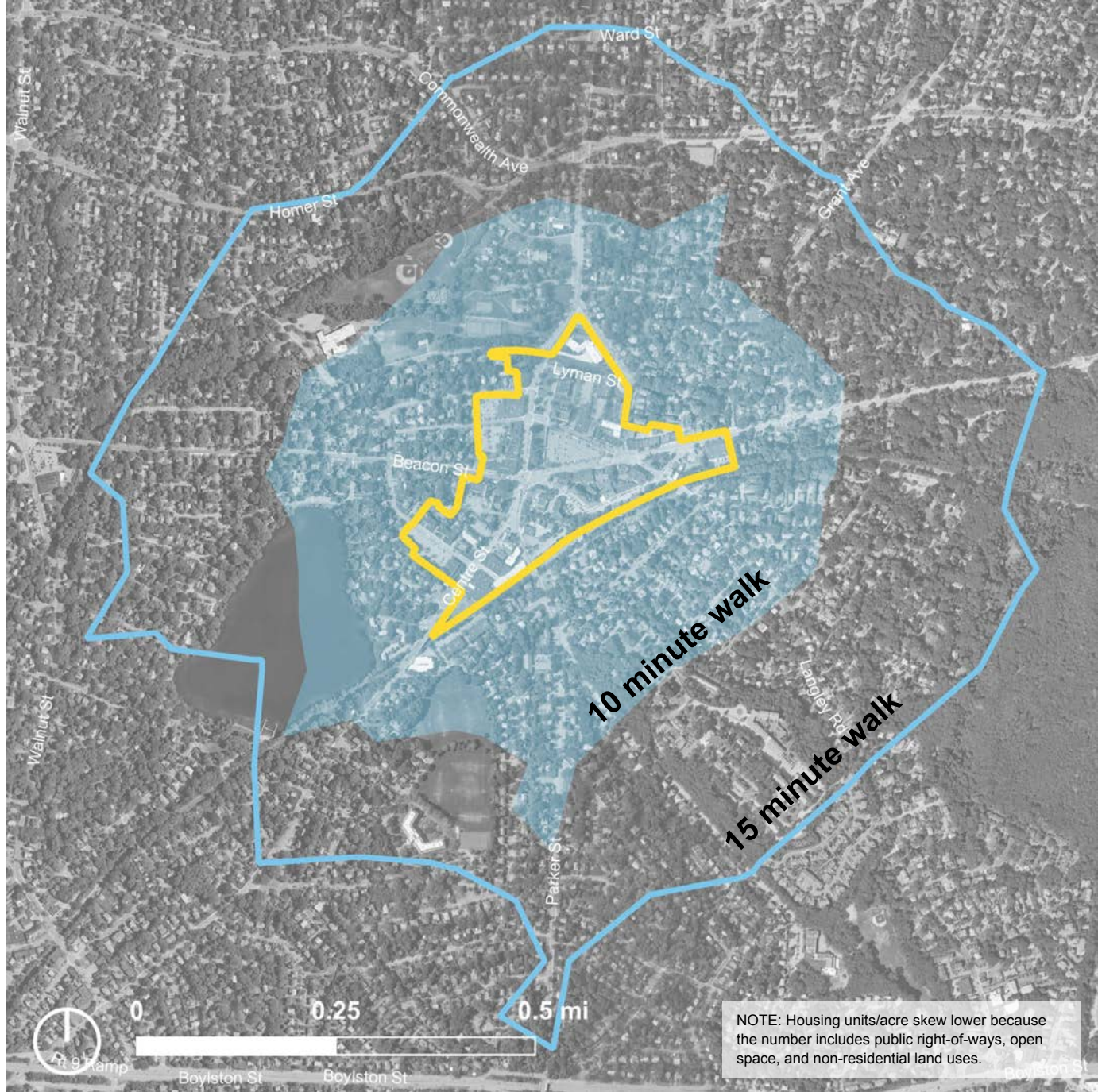
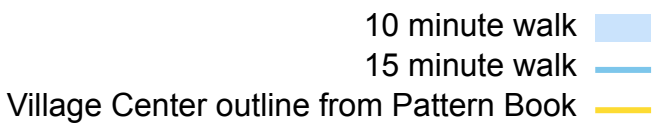
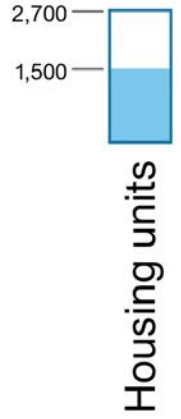
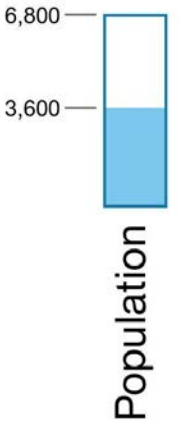
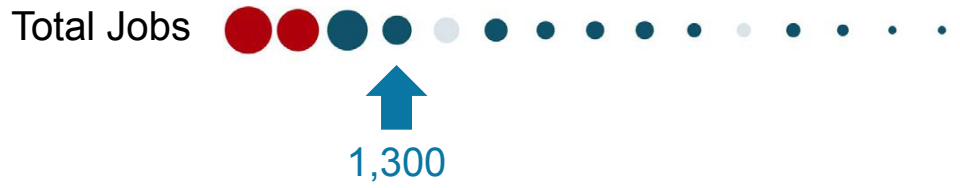
10 minute walk   
 15 minute walk   
 Village Center outline from Pattern Book



NOTE: Housing units/acre skew lower because the number includes public right-of-ways, open space, and non-residential land uses.

Data Source of population and housing units: US Census Bureau P.L. 94-171 Redistricting Data Summary Files, 2020

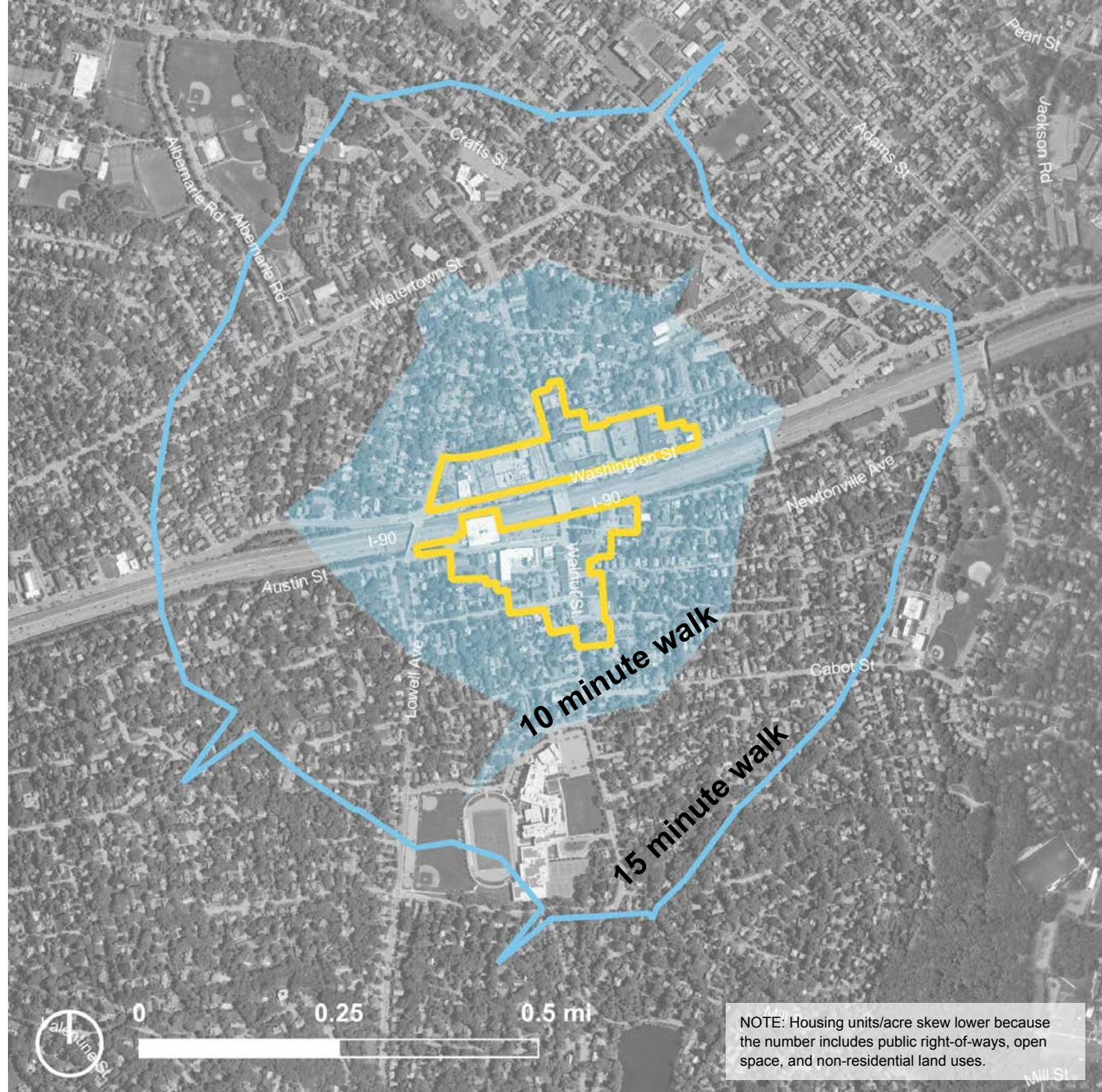
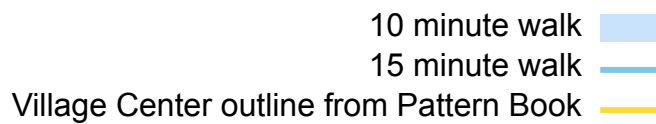
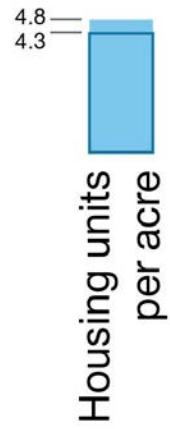
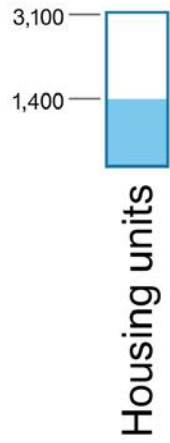
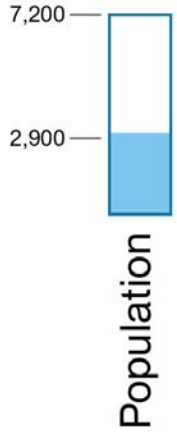
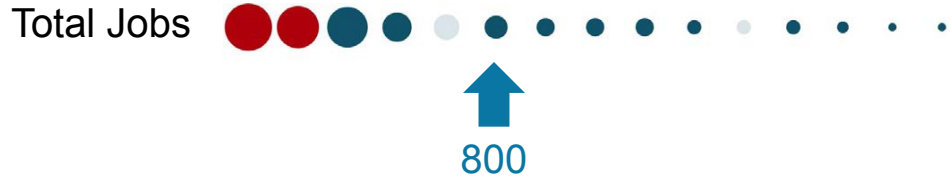
# Newton Centre\*



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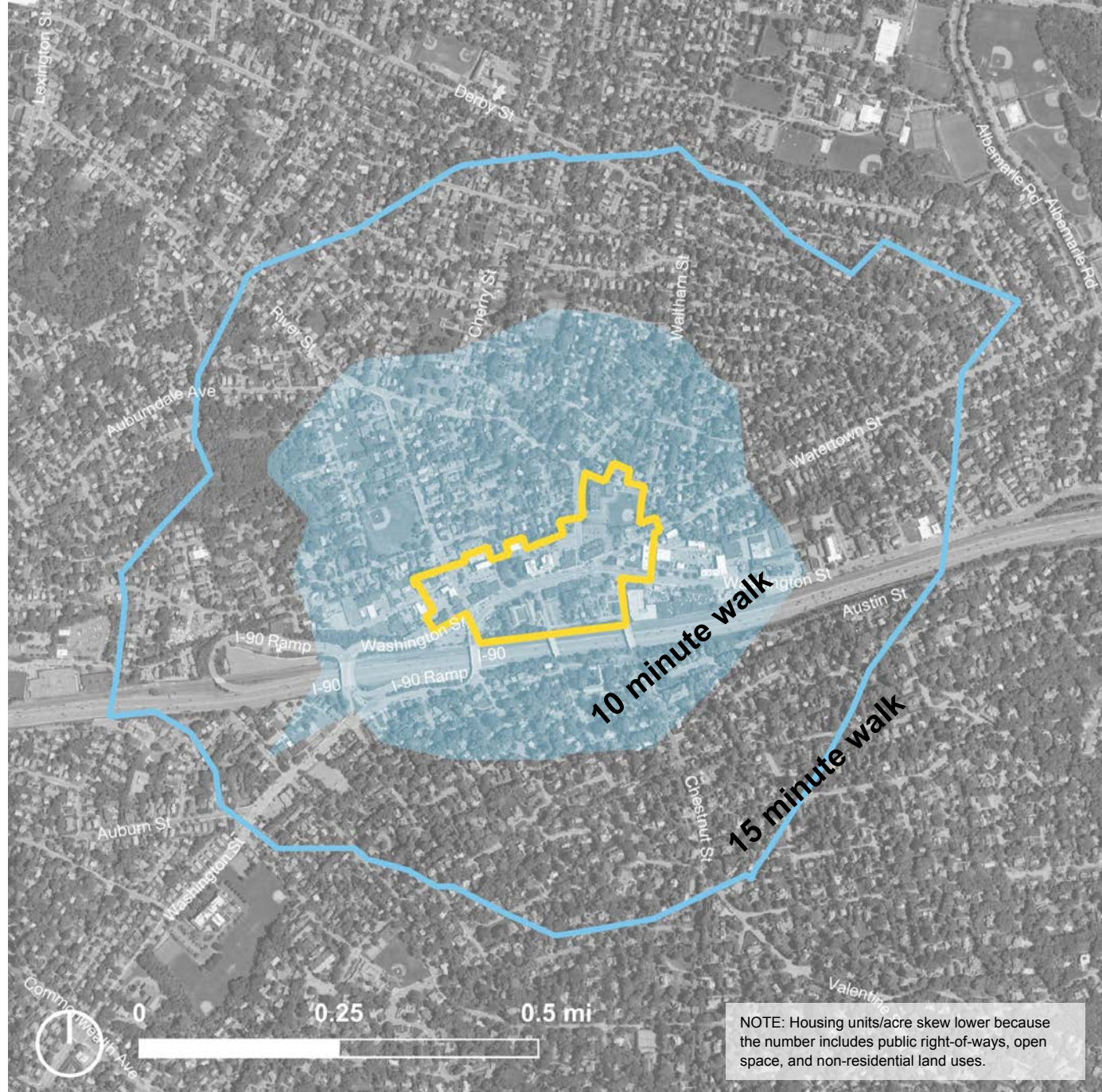
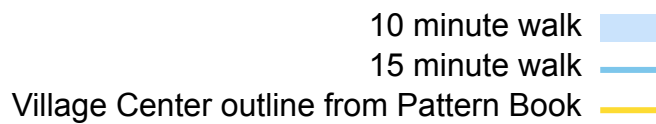
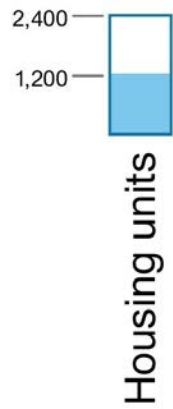
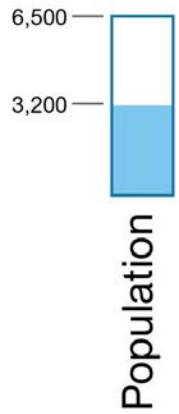
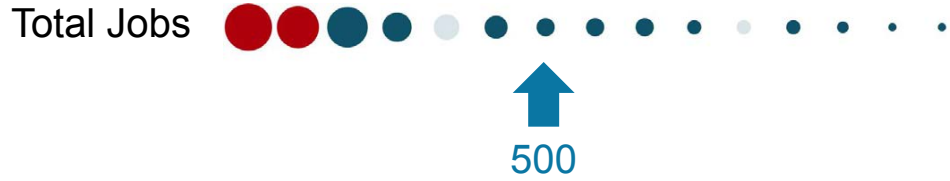
# Newtonville\*



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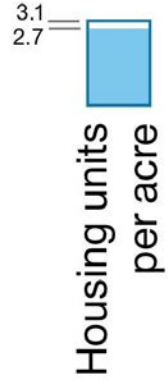
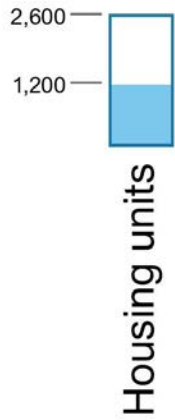
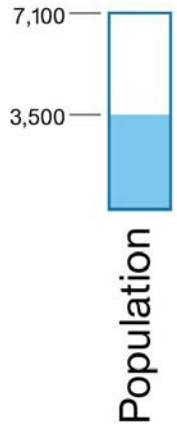
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



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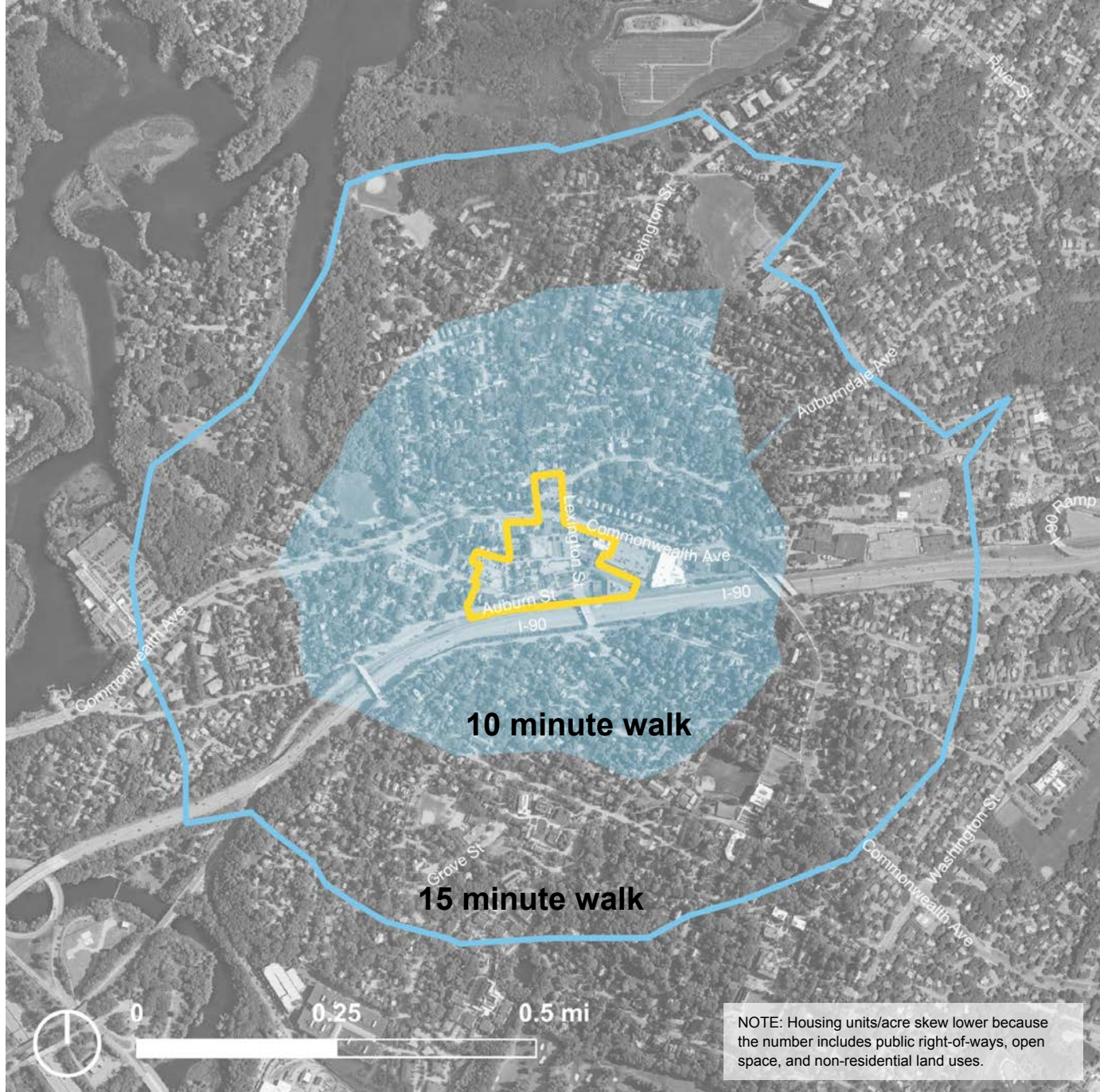
Data Source of population and housing units: US Census Bureau P.L. 94-171 Redistricting Data Summary Files, 2020

# Auburndale\*



10 minute walk   
 15 minute walk 

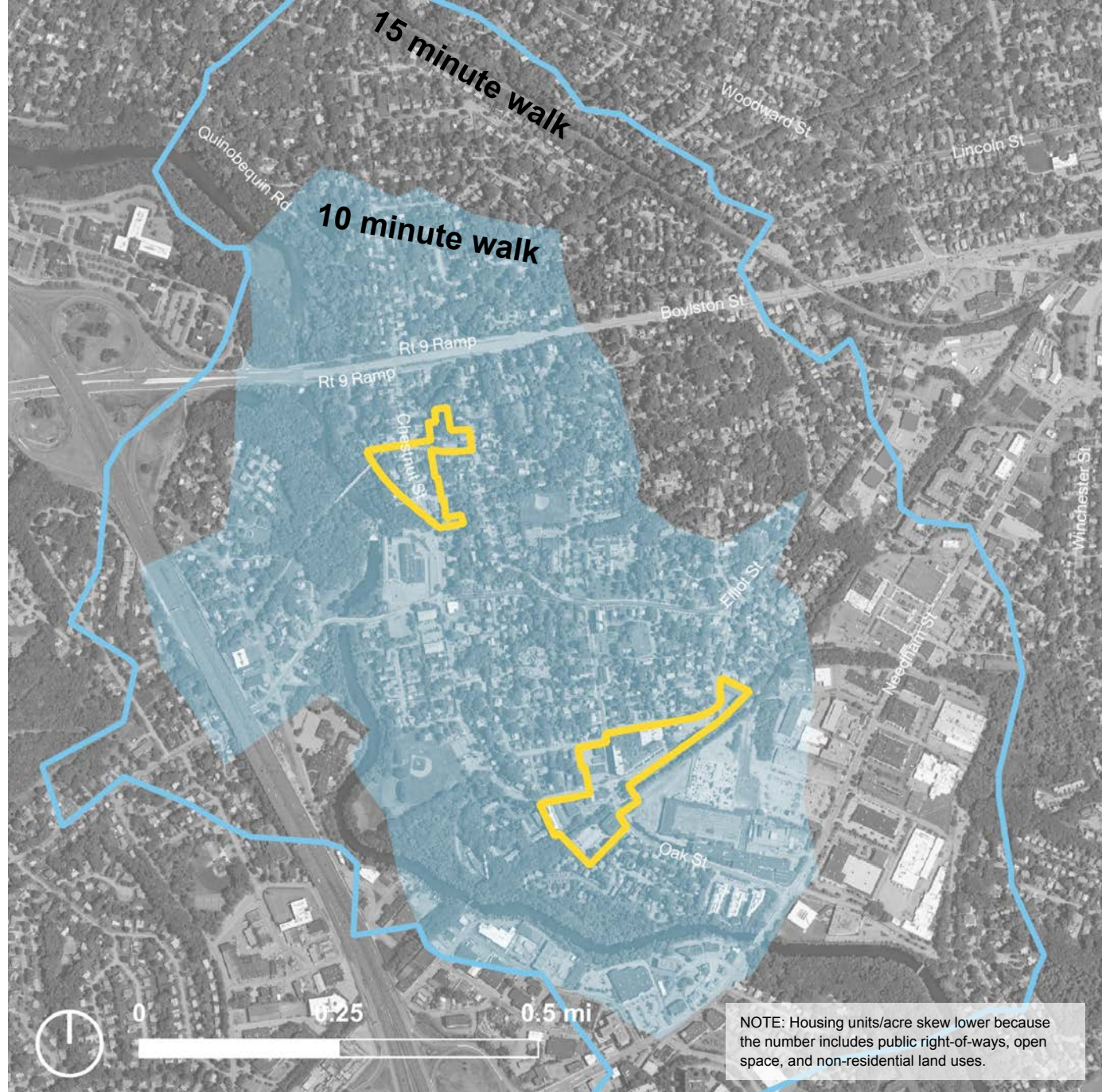
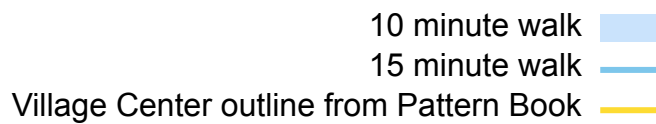
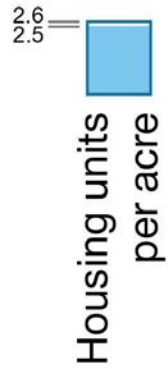
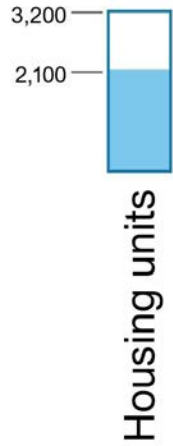
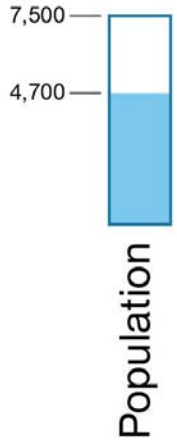
Village Center outline from Pattern Book 



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Data Source of population and housing units: US Census Bureau P.L. 94-171 Redistricting Data Summary Files, 2020

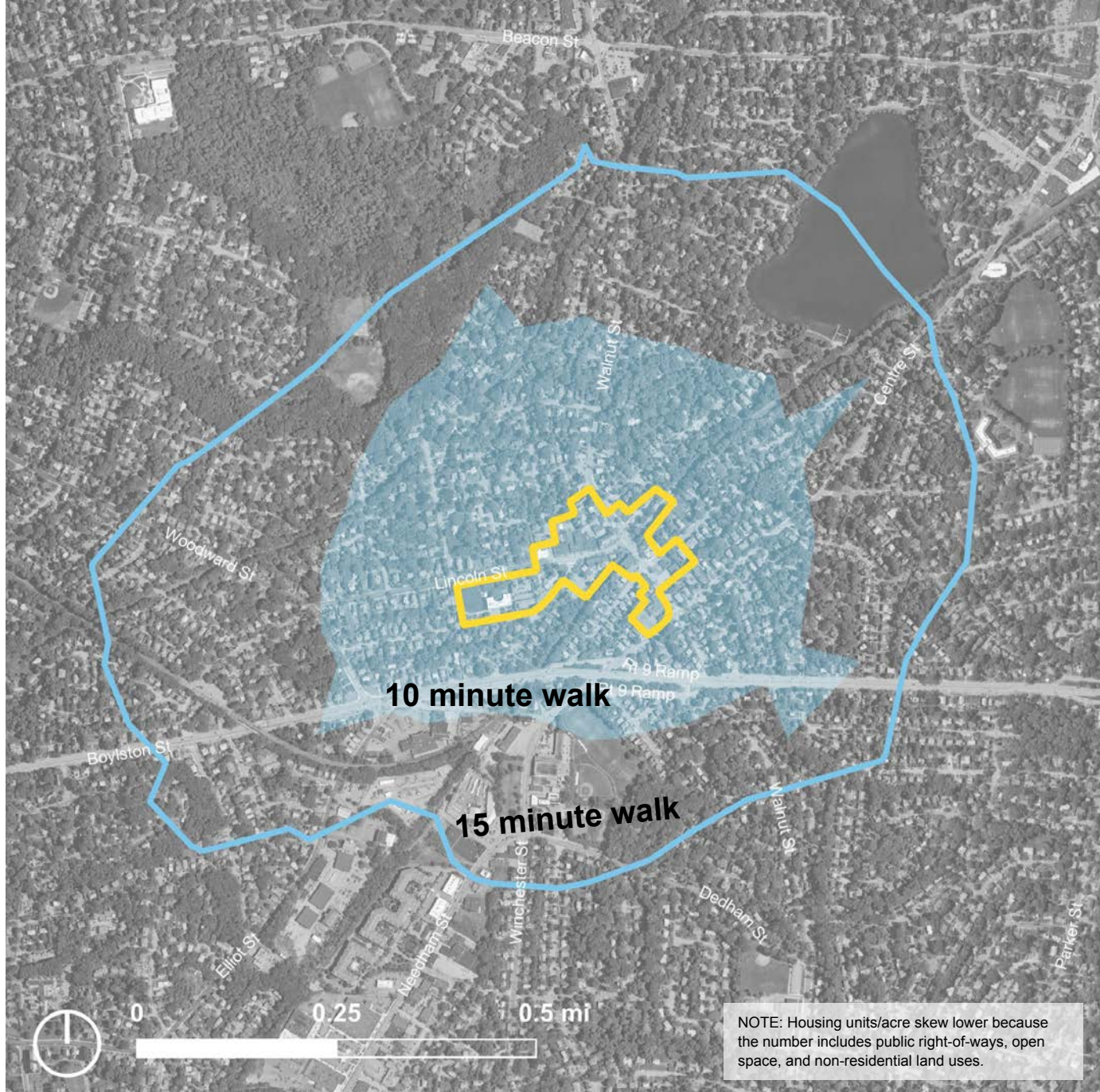
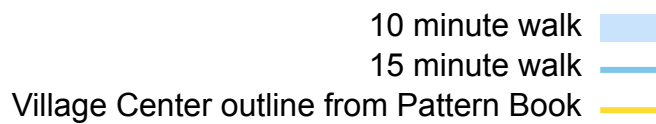
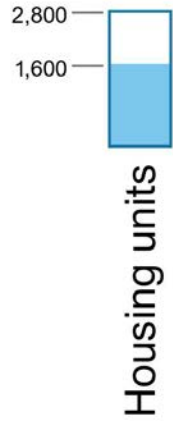
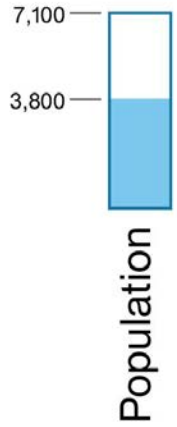
# Newton Upper Falls



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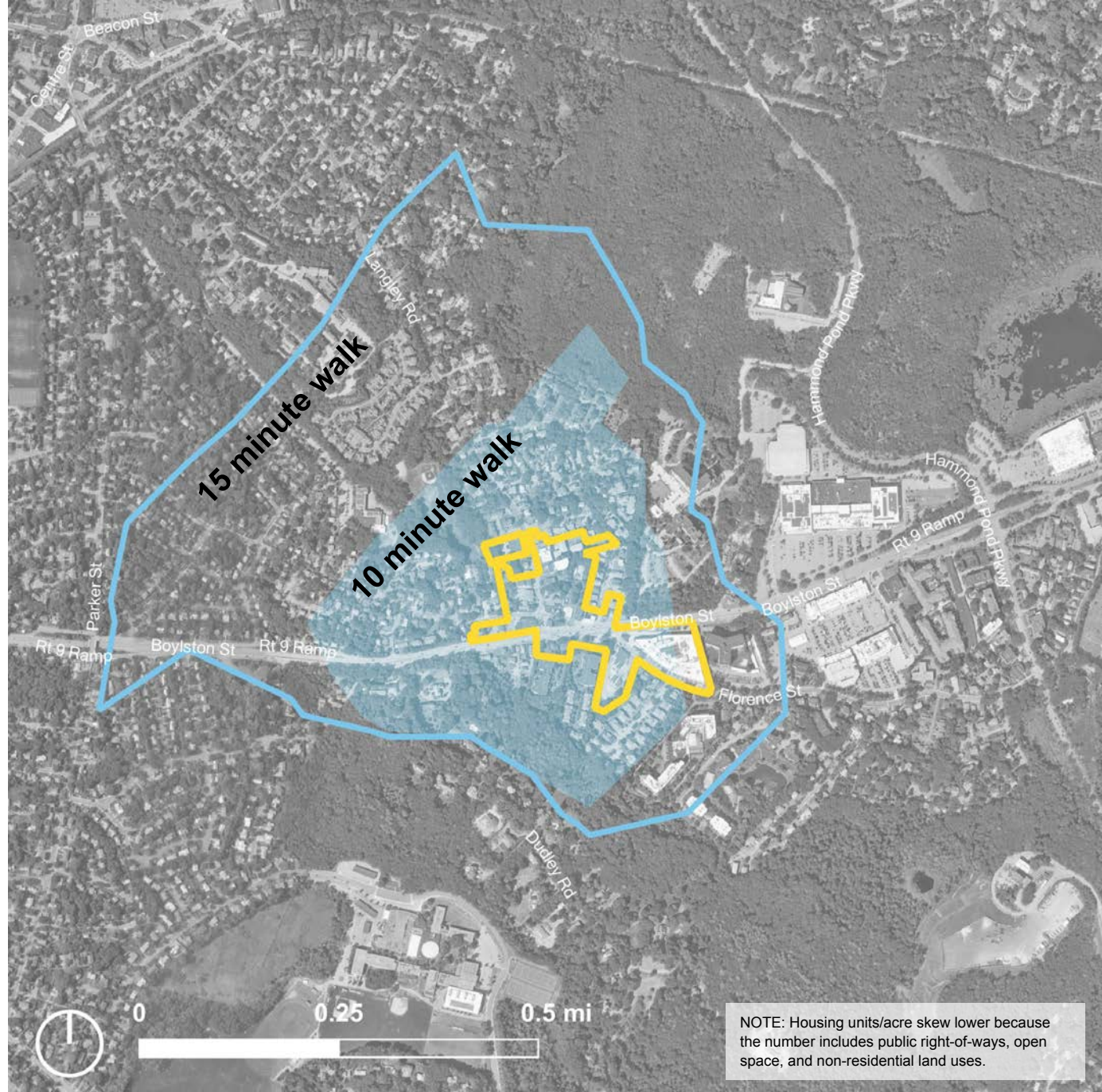
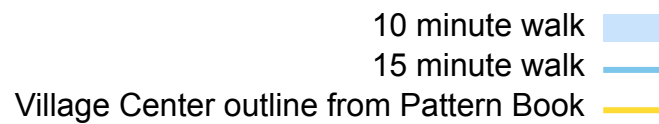
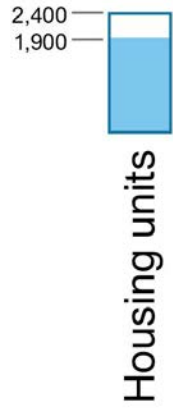
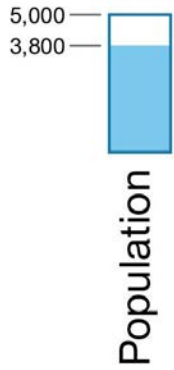
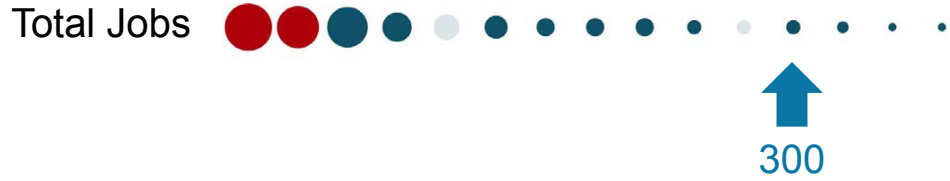
# Newton Highlands\*



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# Thompsonville

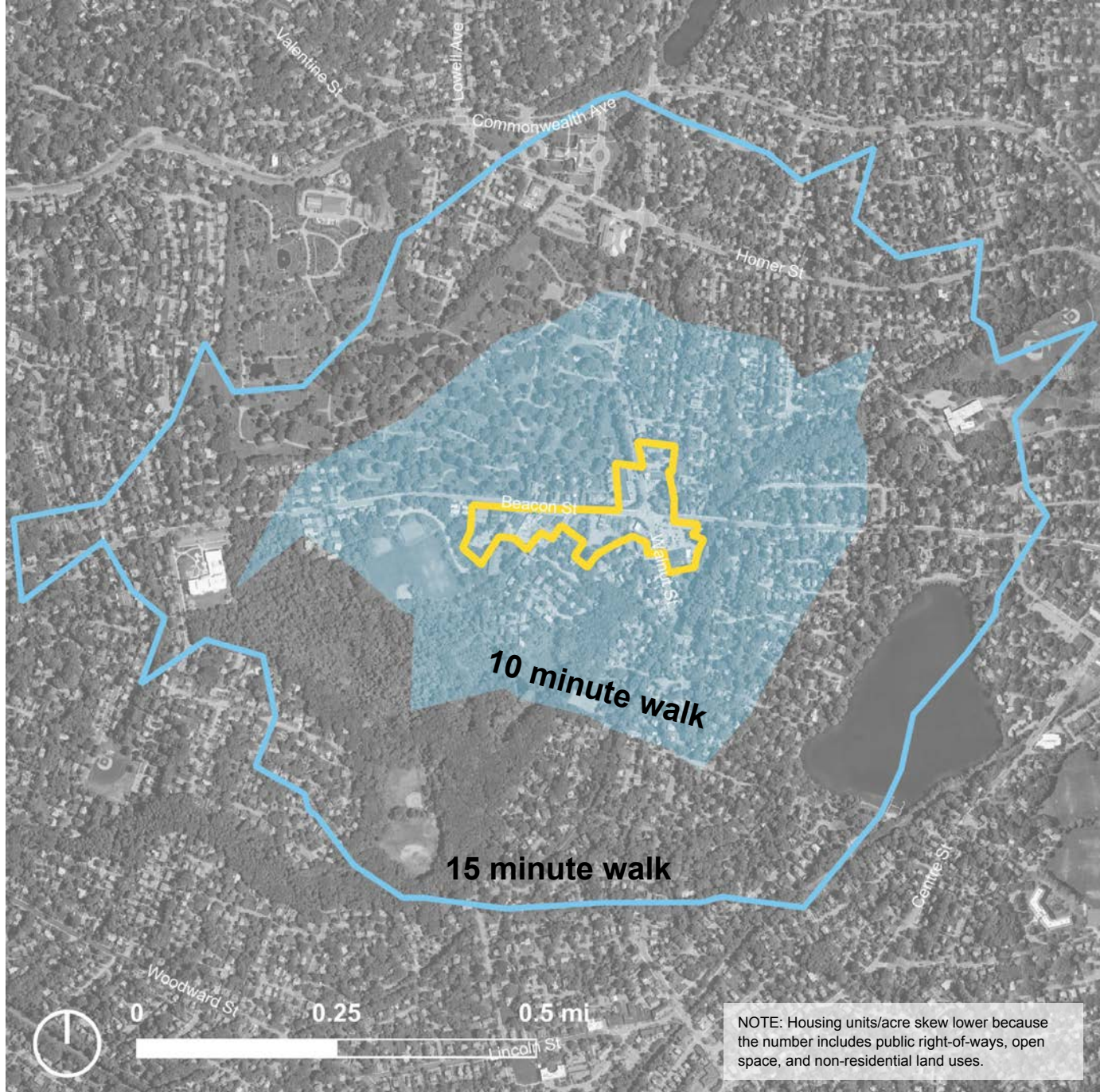
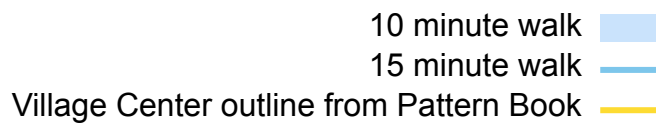
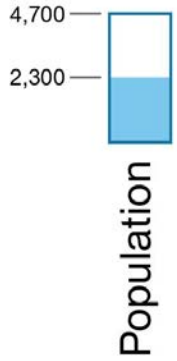
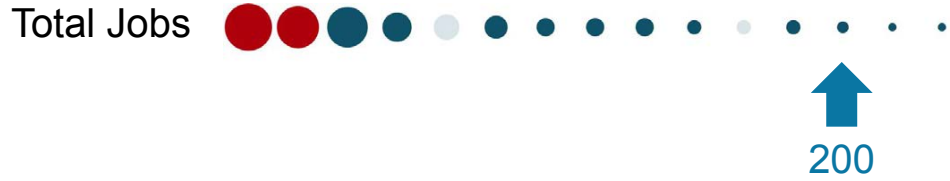


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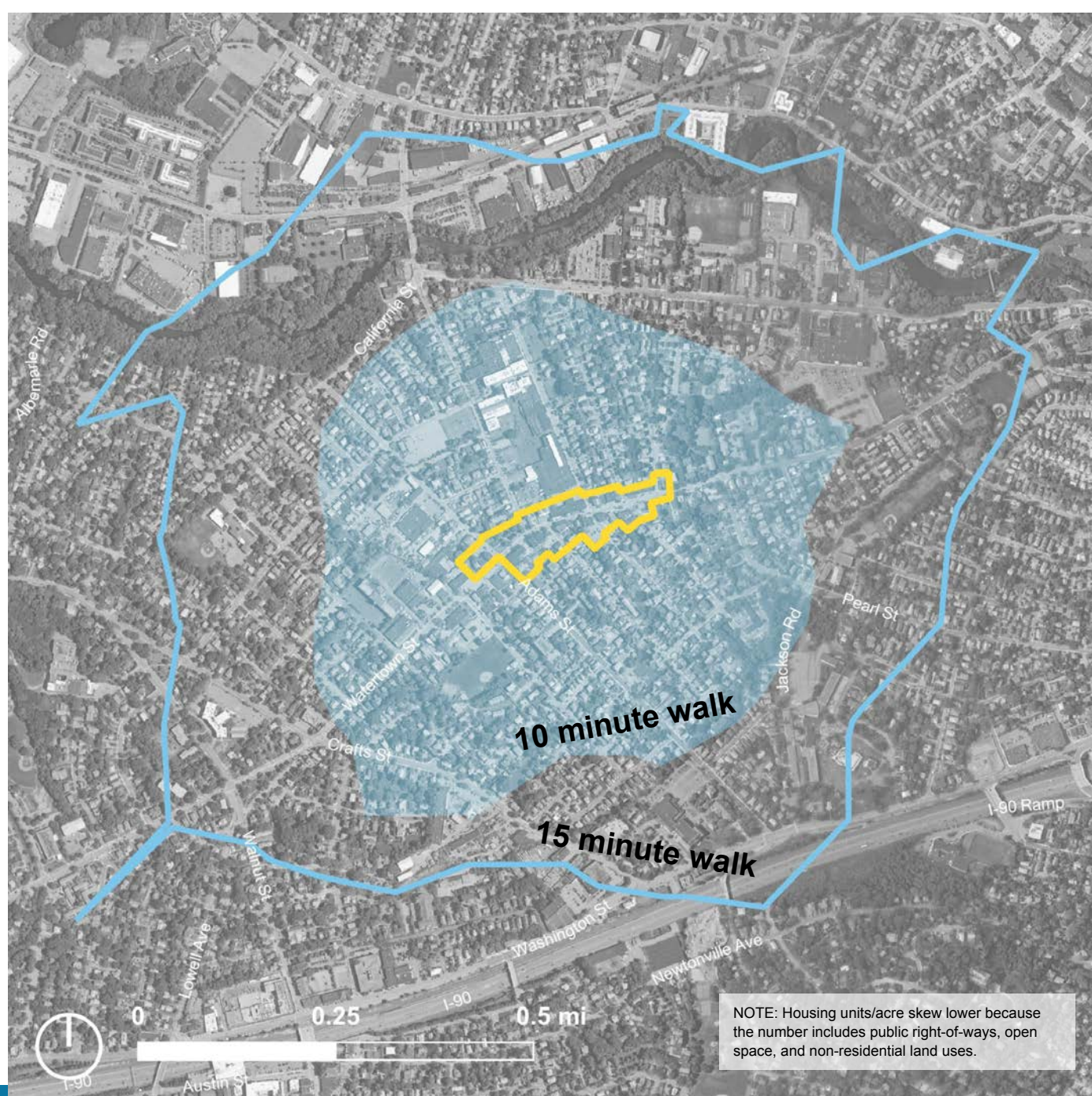
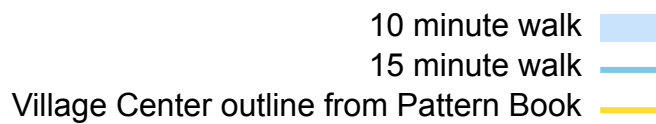
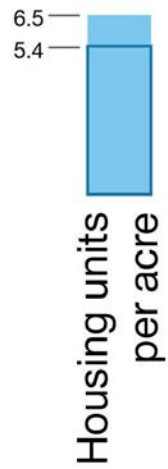
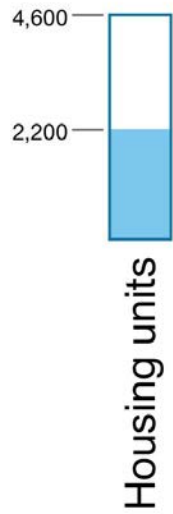
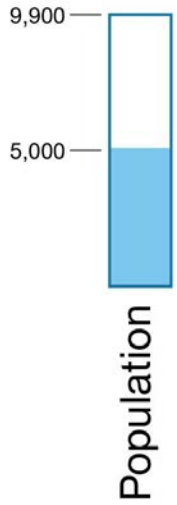
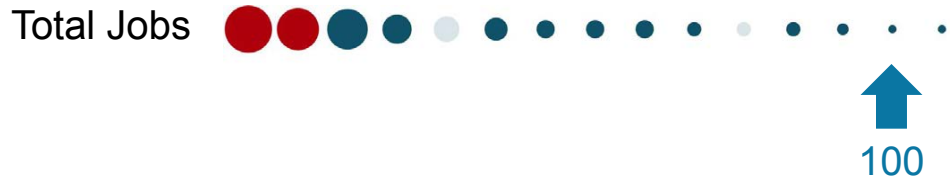
# Four Corners



NOTE: Housing units/acre skew lower because the number includes public right-of-ways, open space, and non-residential land uses.

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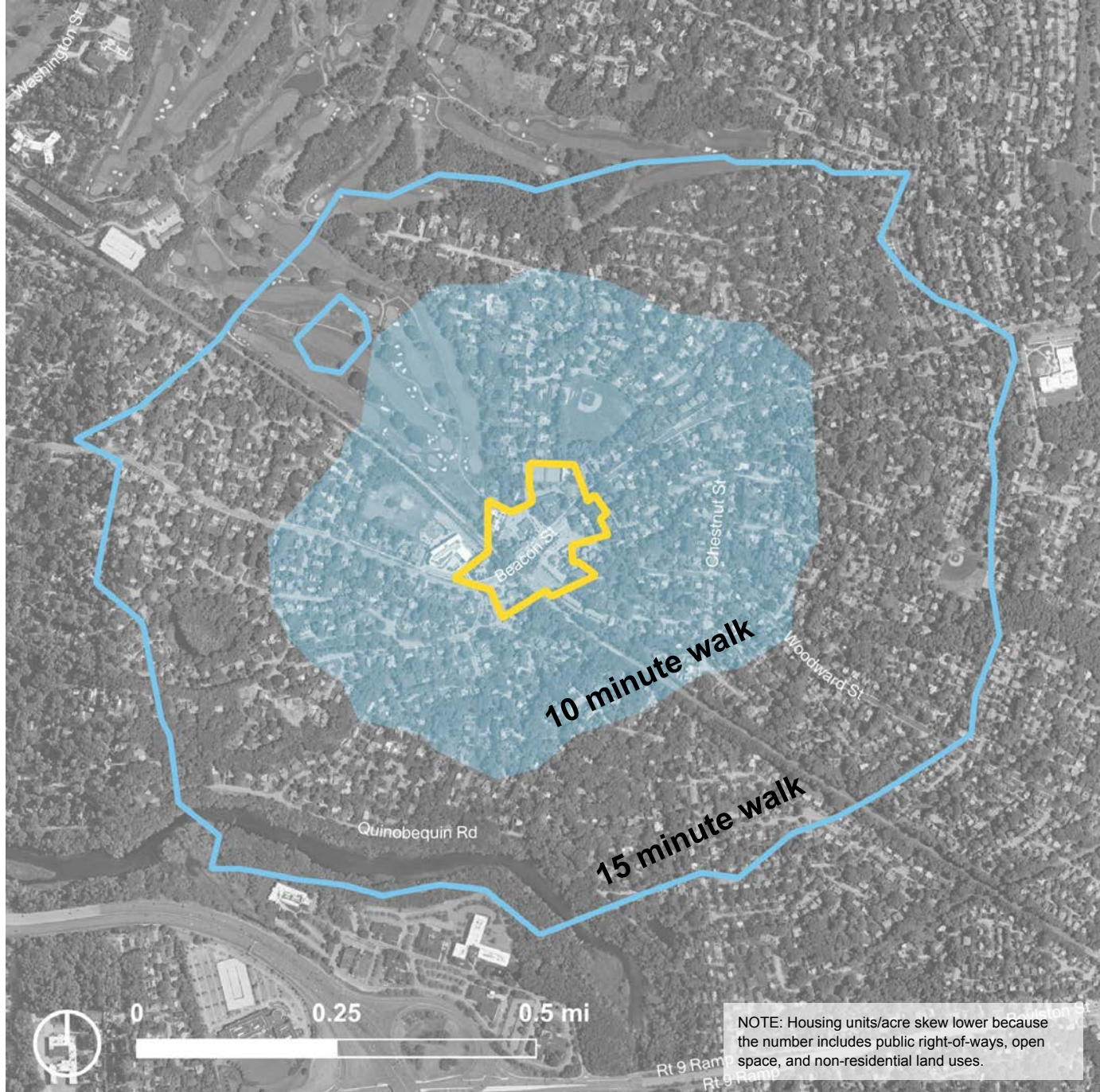
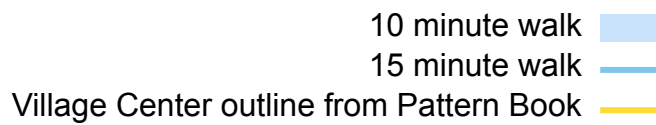
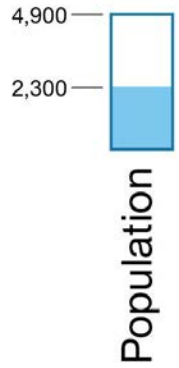
# Nonantum



NOTE: Housing units/acre skew lower because the number includes public right-of-ways, open space, and non-residential land uses.

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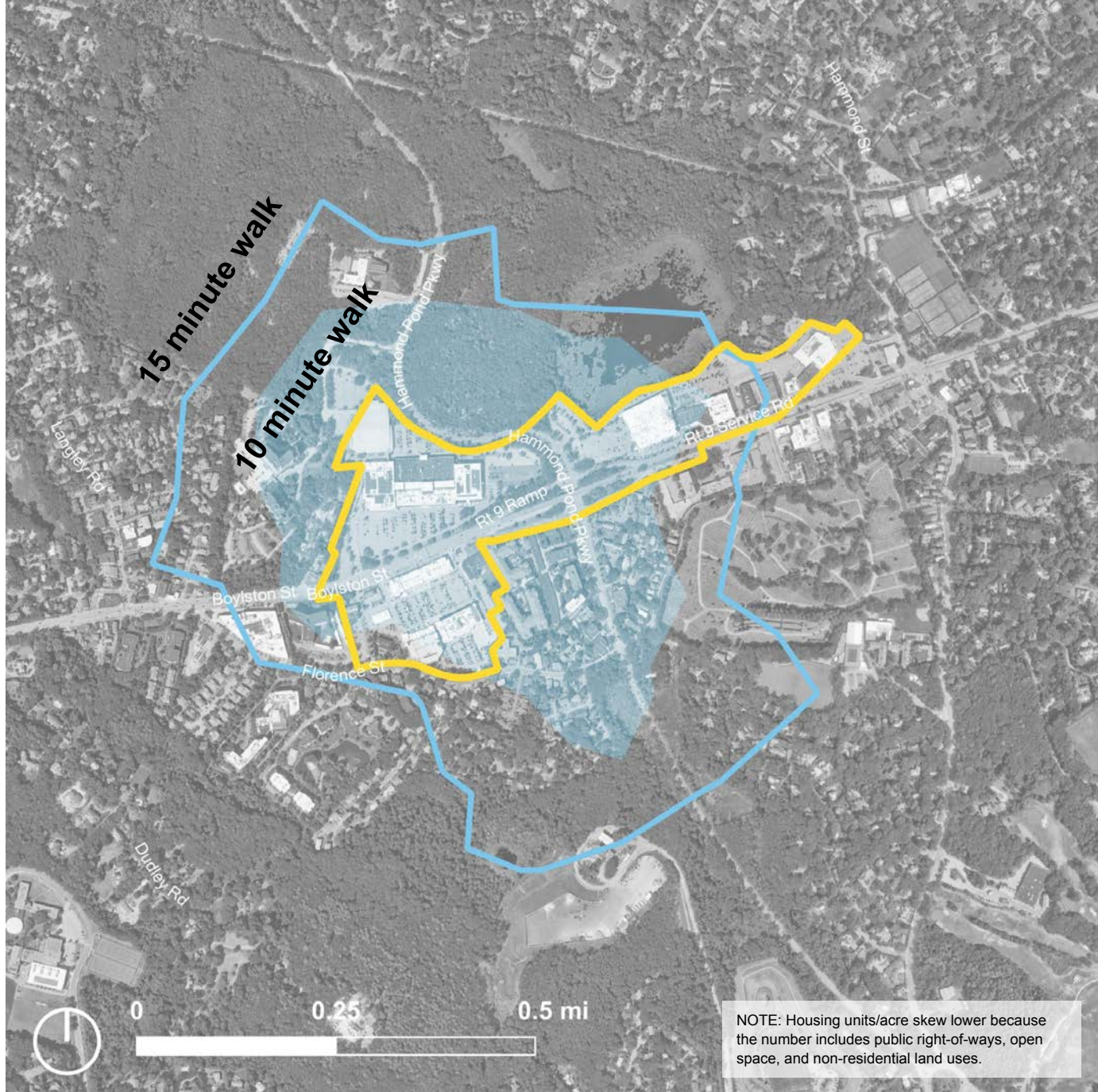
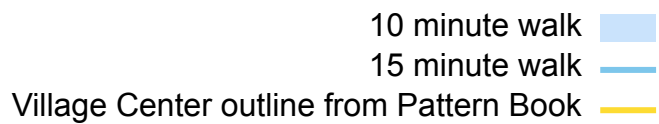
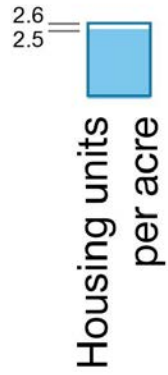
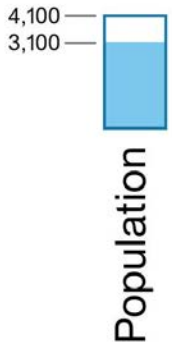
# Waban\*



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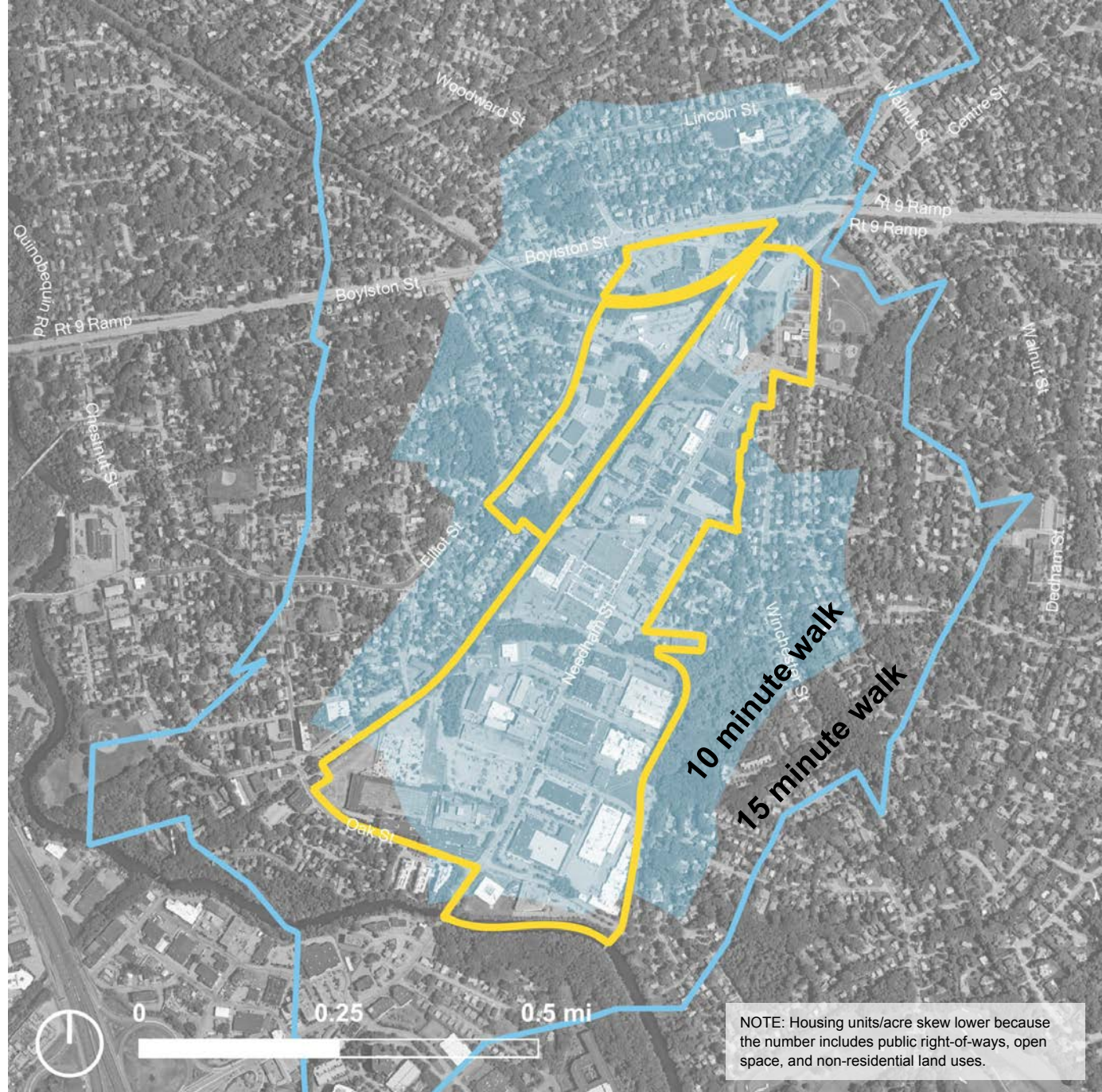
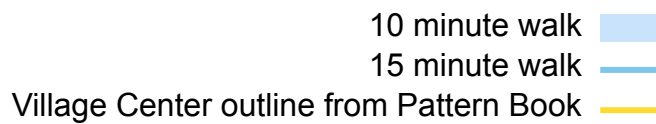
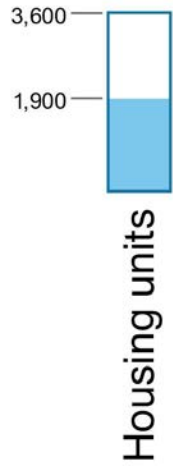
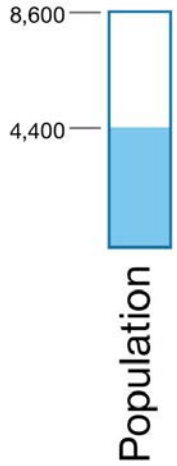
# Chestnut Hill



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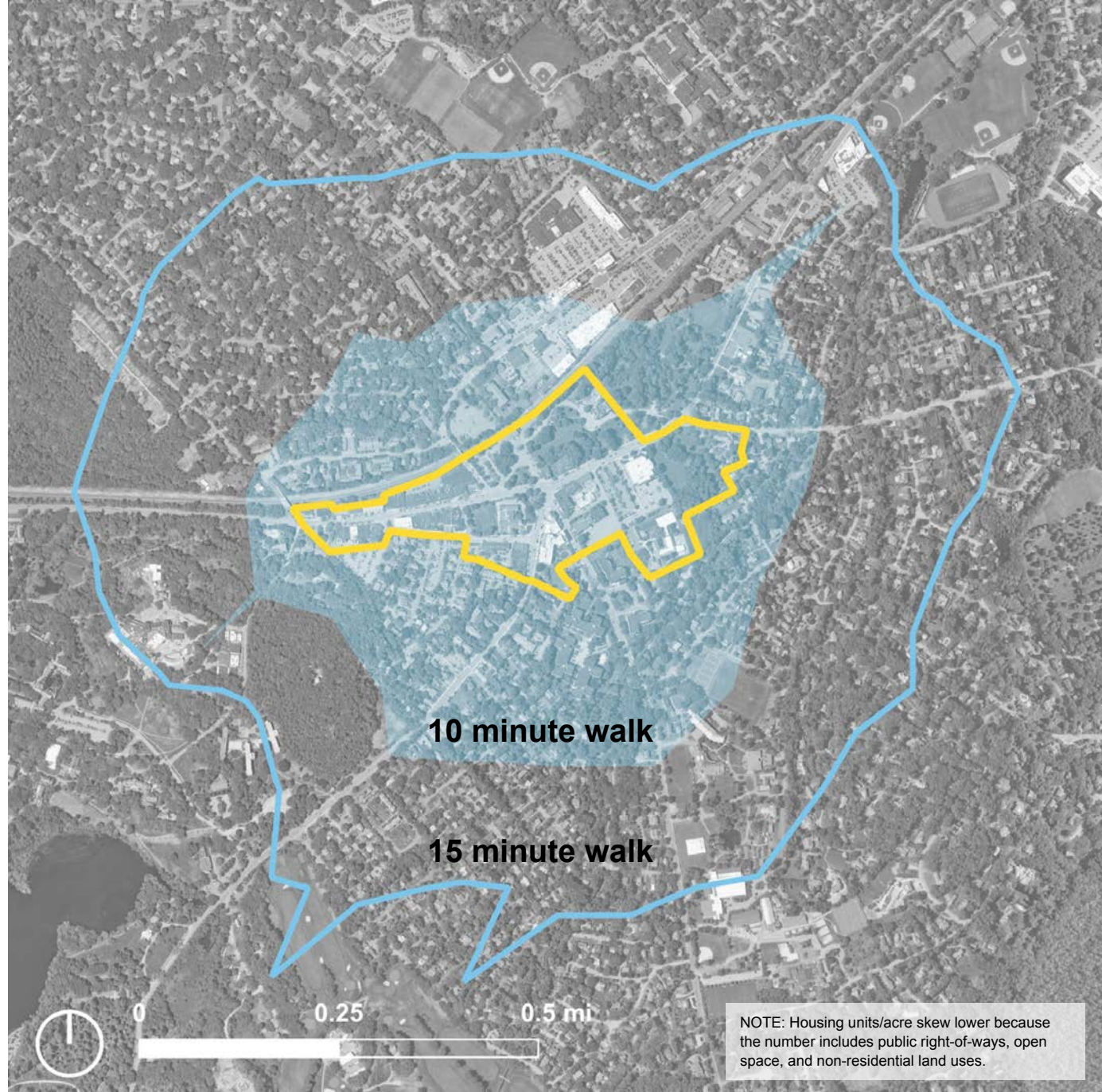
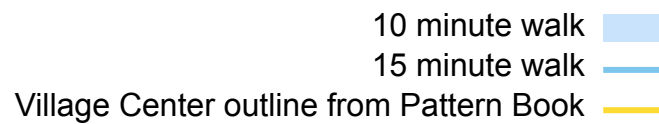
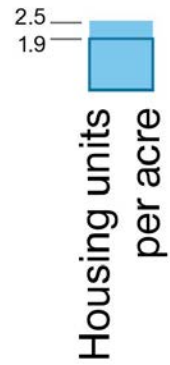
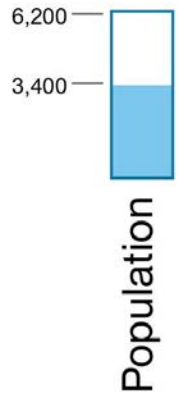
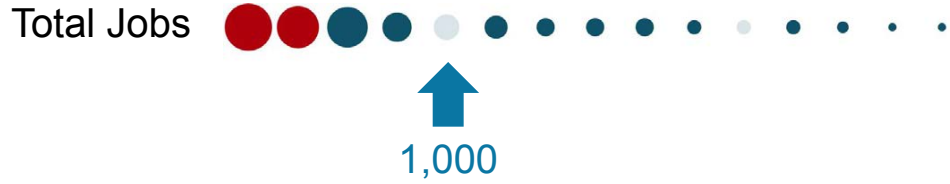
# Needham Street



NOTE: Housing units/acre skew lower because the number includes public right-of-ways, open space, and non-residential land uses.

Data Source of population and housing units: US Census Bureau P.L. 94-171 Redistricting Data Summary Files, 2020

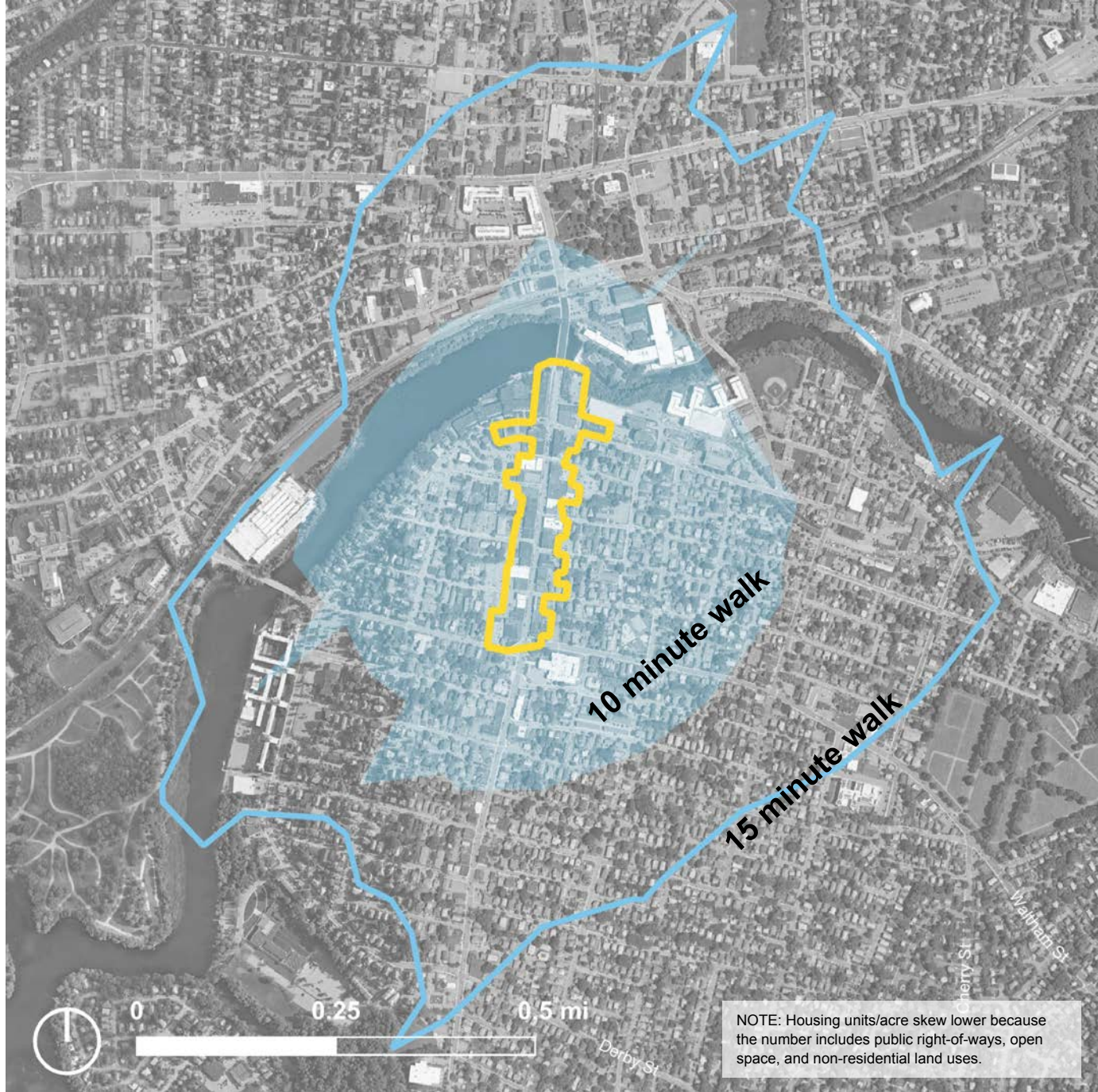
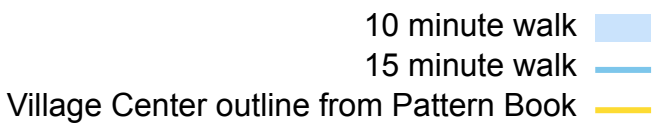
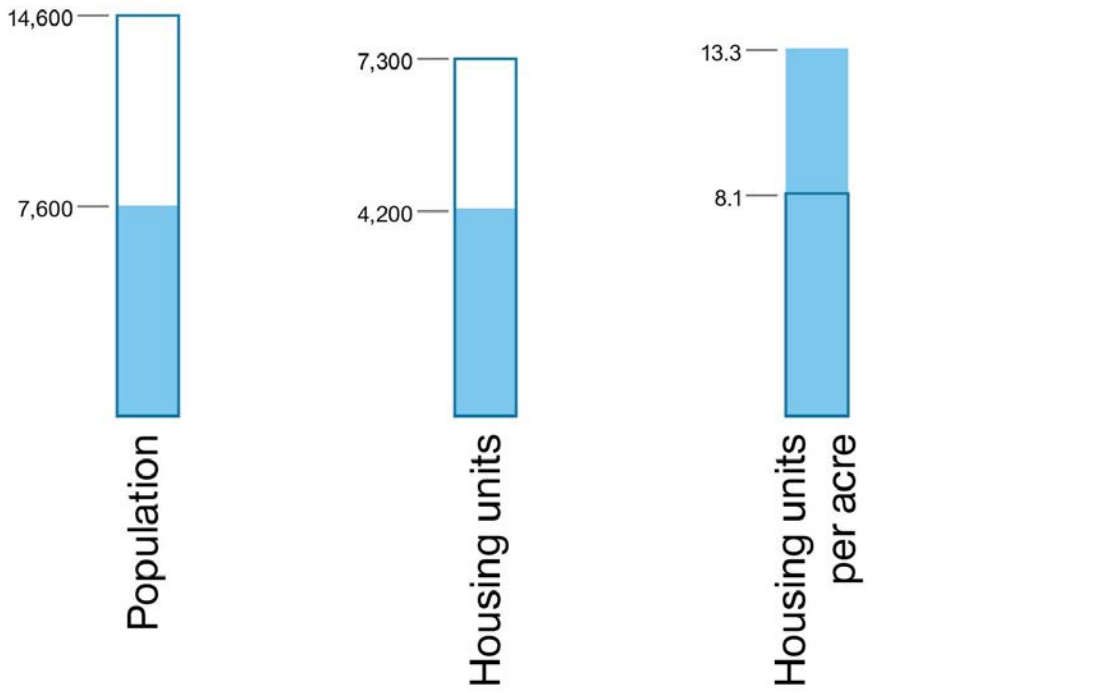
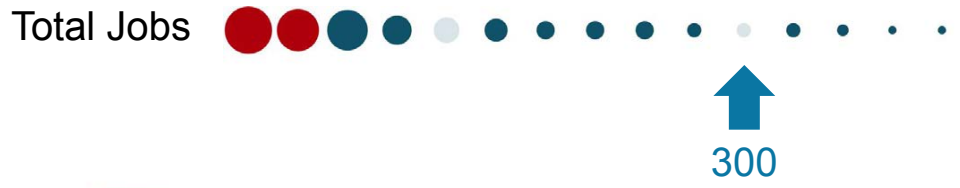
# Wellesley Square\*



NOTE: Housing units/acre skew lower because the number includes public right-of-ways, open space, and non-residential land uses.

Data Source of population and housing units: US Census Bureau P.L. 94-171 Redistricting Data Summary Files, 2020

# Moody Street, Waltham\*



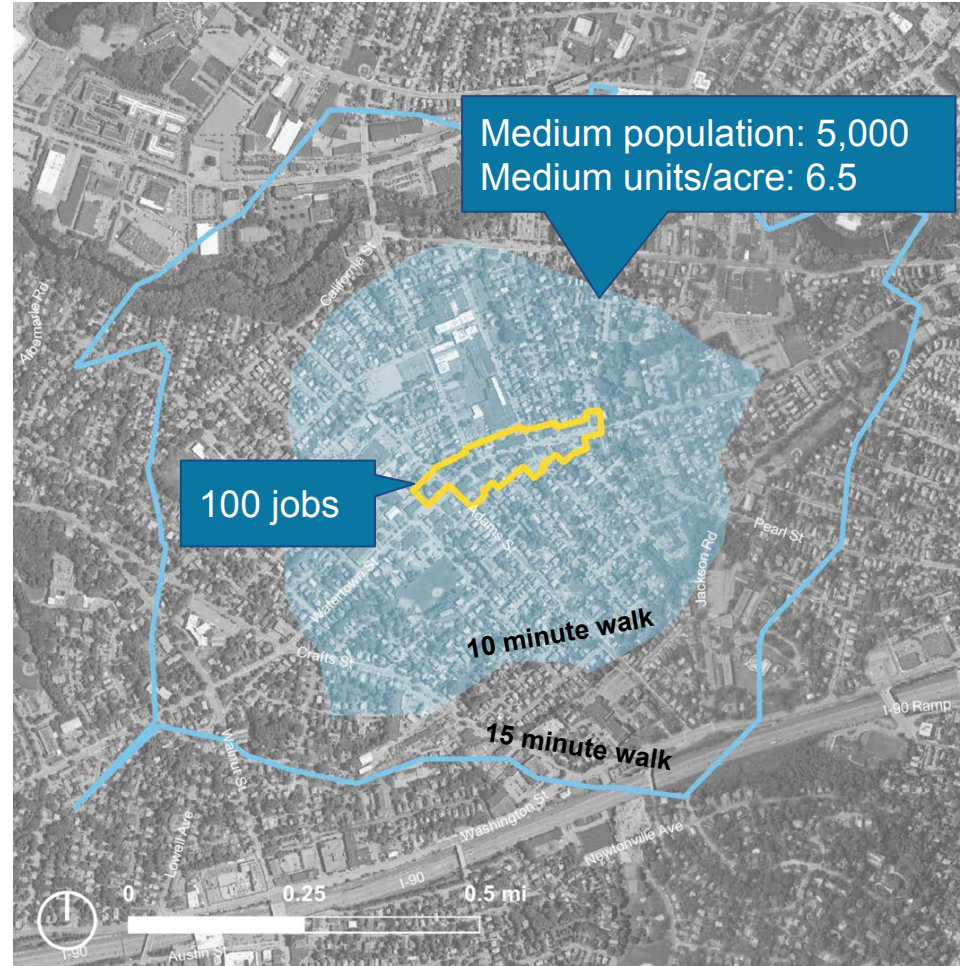
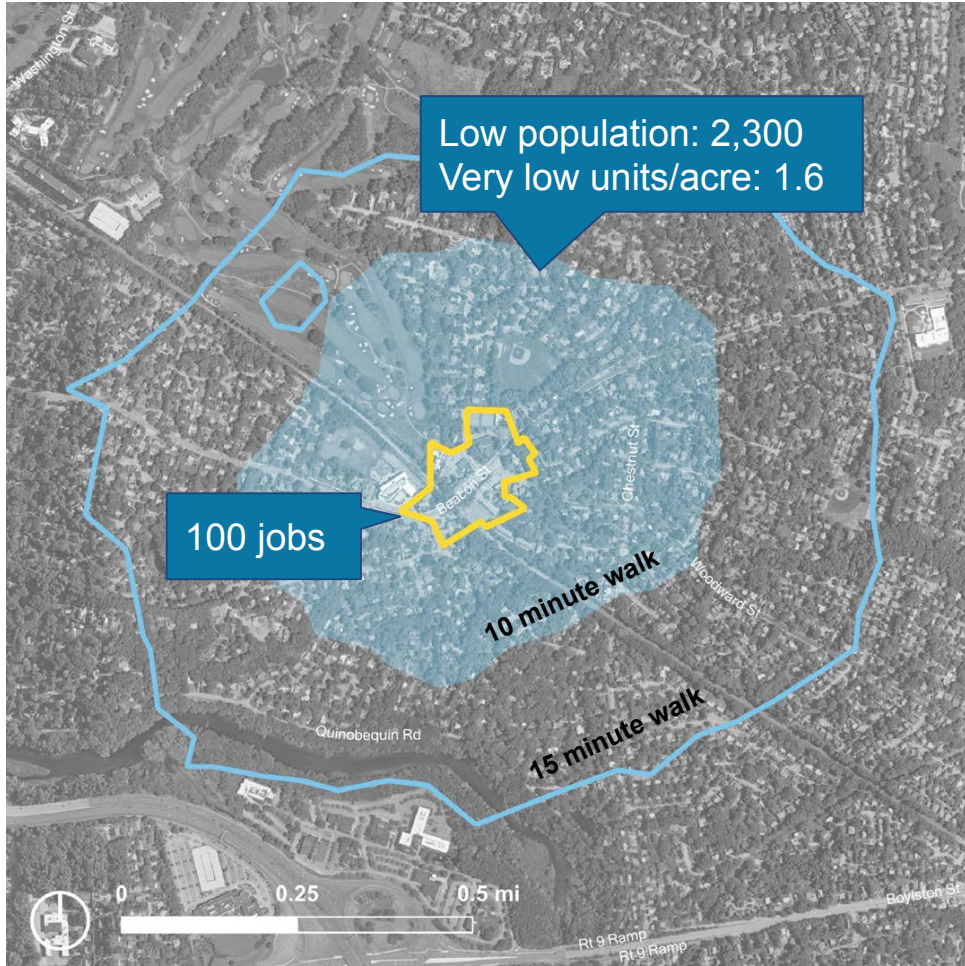
NOTE: Housing units/acre skew lower because the number includes public right-of-ways, open space, and non-residential land uses.

Data Source of population and housing units: US Census Bureau P.L. 94-171 Redistricting Data Summary Files, 2020

# Waban\*

vs

# Nonantum



Population category	Population within a 10 minute walk
High*	$\geq 6,000$
Medium*	$6,000 < x \leq 4,000$
Low*	$< 4,000$

Housing units/acre category	Housing units per acre within a 10 minute walk
High*	$\geq 10$
Medium*	$10 < x \leq 5$
Low*	$5 < x \leq 3$
Very Low*	$< 3$

*\*as compared to the other eleven village centers.*

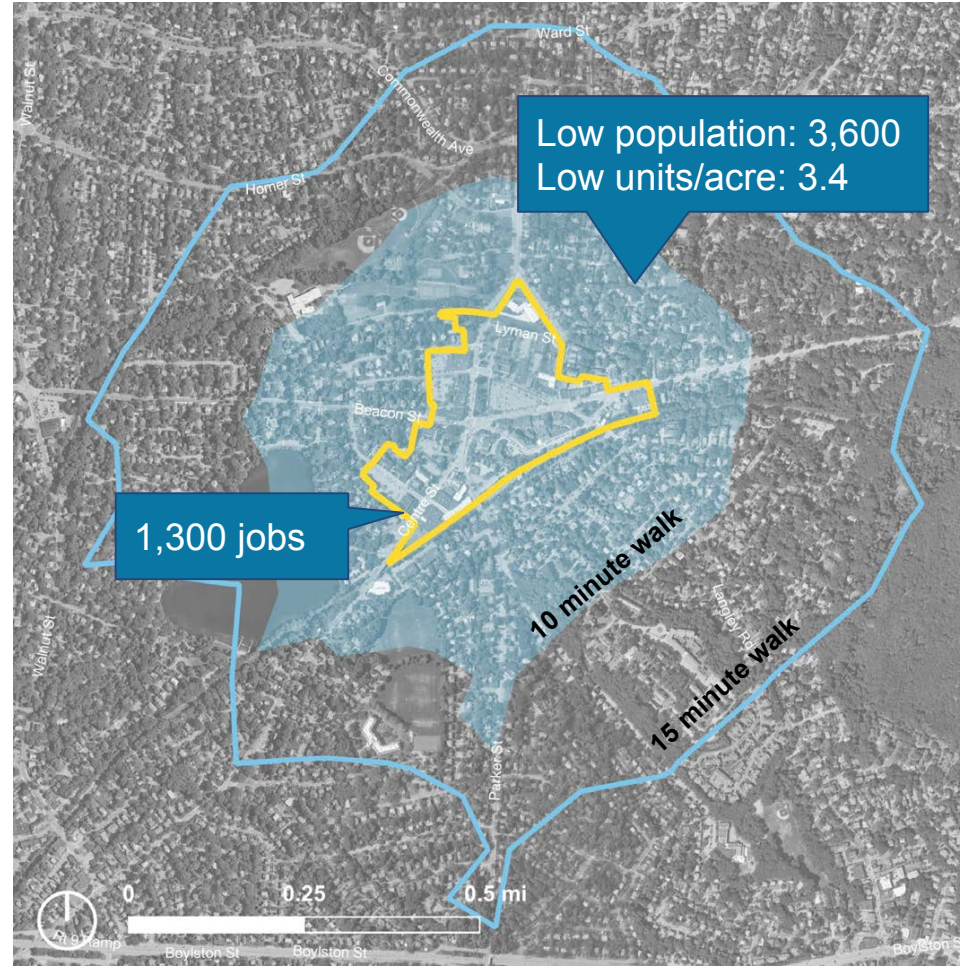
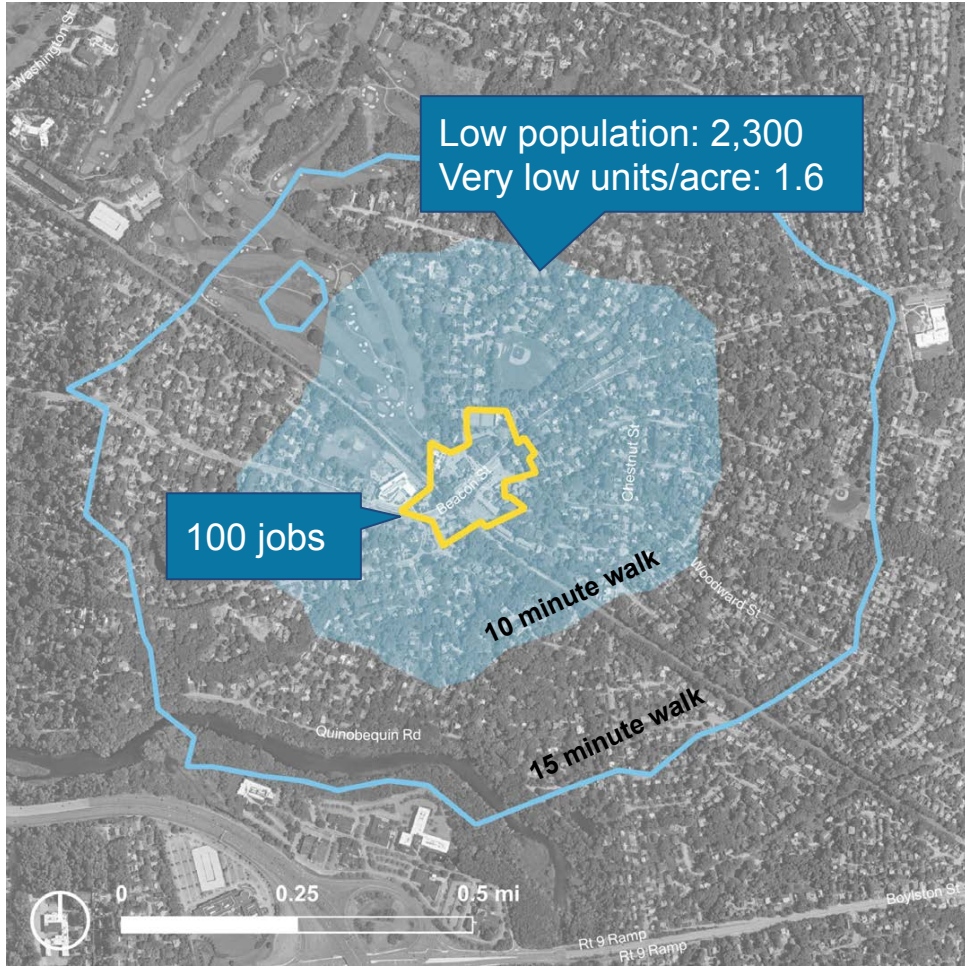
NOTE: Starred Village Centers contain a train stop.



# Waban\*

vs

# Newton Centre\*



Population category	Population within a 10 minute walk
High*	$\geq 6,000$
Medium*	$6,000 < x \leq 4,000$
Low*	$< 4,000$

Housing units/acre category	Housing units per acre within a 10 minute walk
High*	$\geq 10$
Medium*	$10 < x \leq 5$
Low*	$5 < x \leq 3$
Very Low*	$< 3$

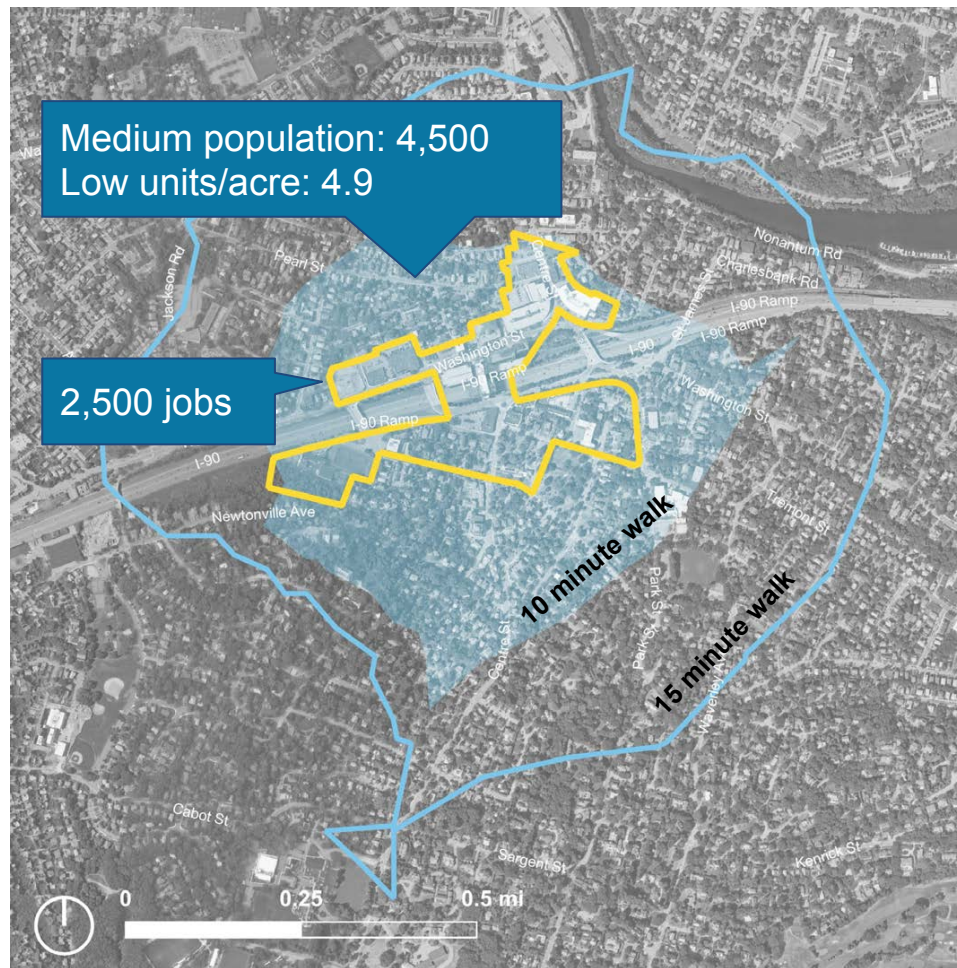
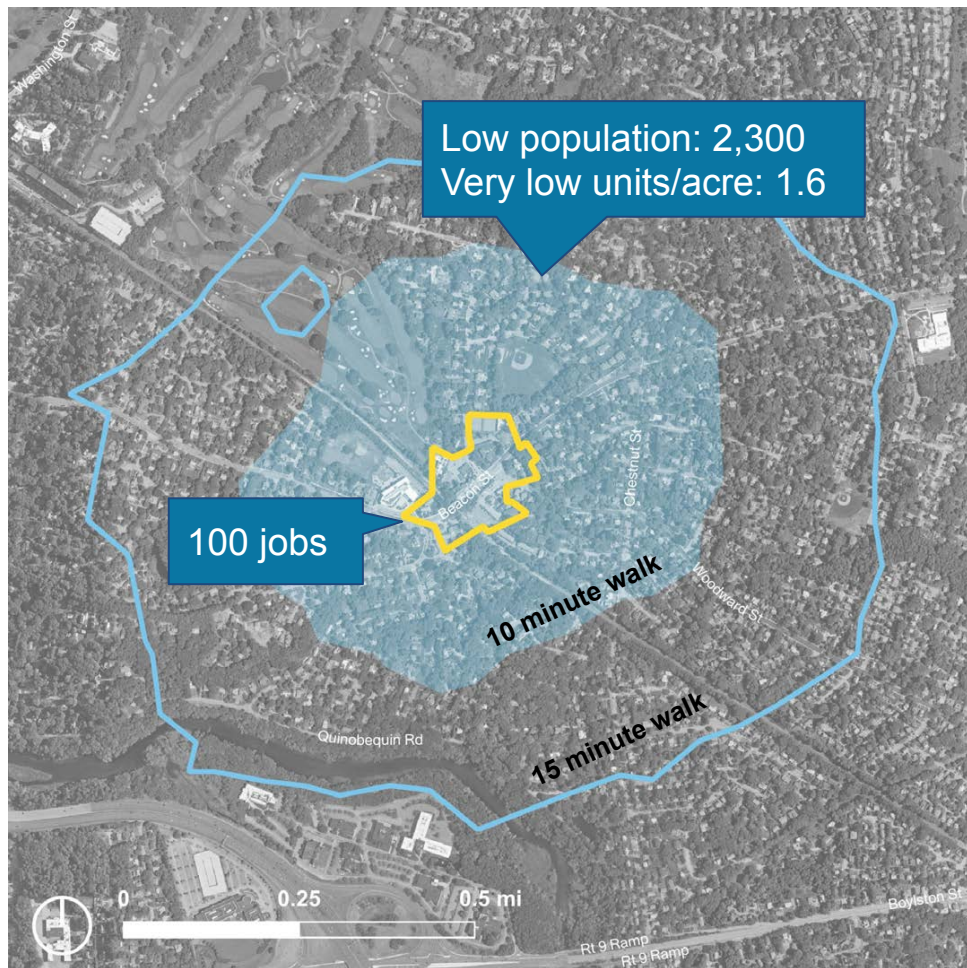
\*as compared to the other eleven village centers.

NOTE: Starred Village Centers contain a train stop.

# Waban\*

vs

# Newton Corner



Population category	Population within a 10 minute walk
High*	$\geq 6,000$
Medium*	$6,000 < x \leq 4,000$
Low*	$< 4,000$

Housing units/acre category	Housing units per acre within a 10 minute walk
High*	$\geq 10$
Medium*	$10 < x \leq 5$
Low*	$5 < x \leq 3$
Very Low*	$< 3$

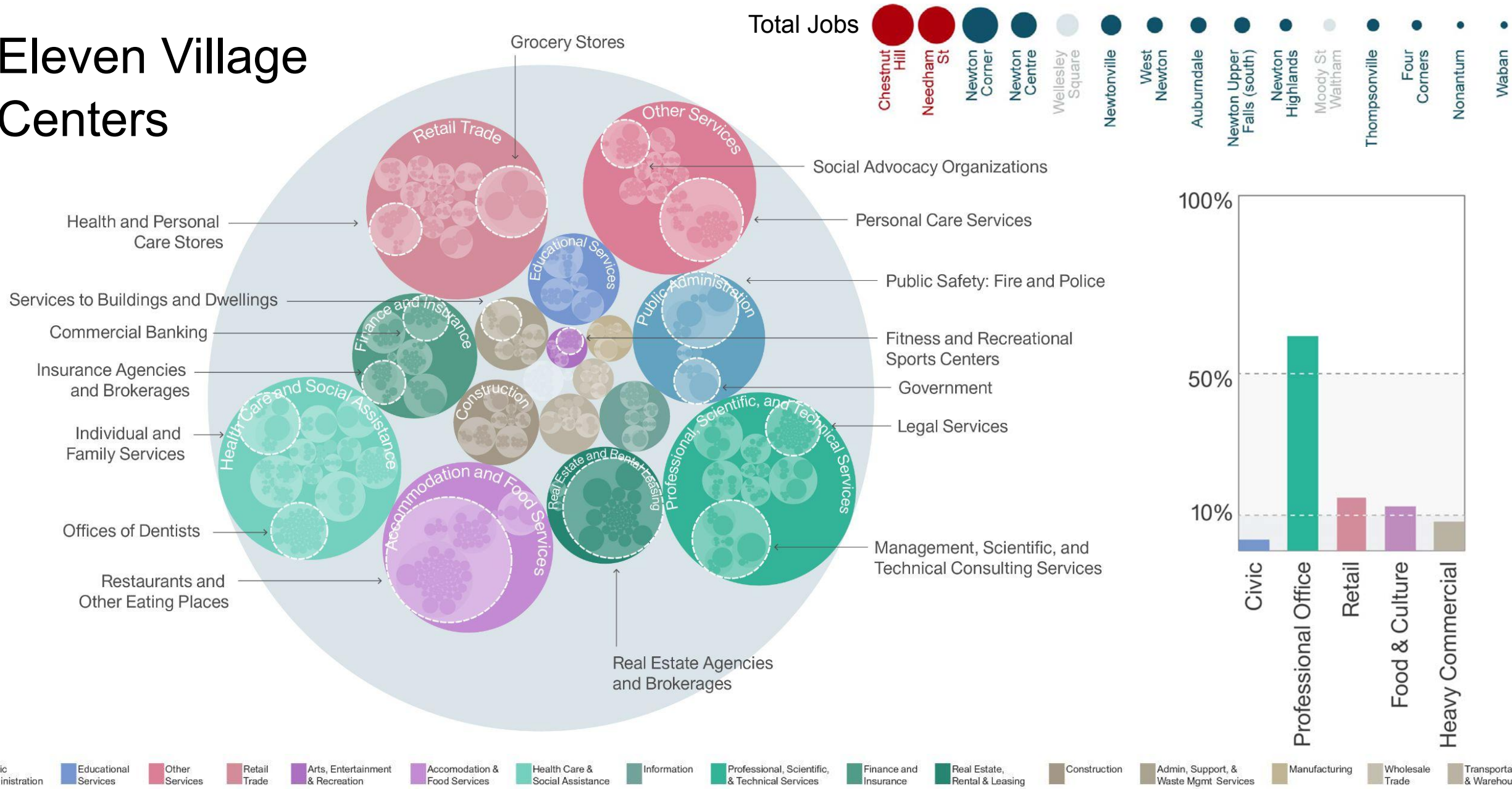
\*as compared to the other eleven village centers.

NOTE: Starred Village Centers contain a train stop.

## Question 3:

Does the number of people who work in a Village Center during the work day affect the vitality of Village Centers and the diversity (and success) of the retail found there? Additionally, how does this relate to the mix of uses and activity?

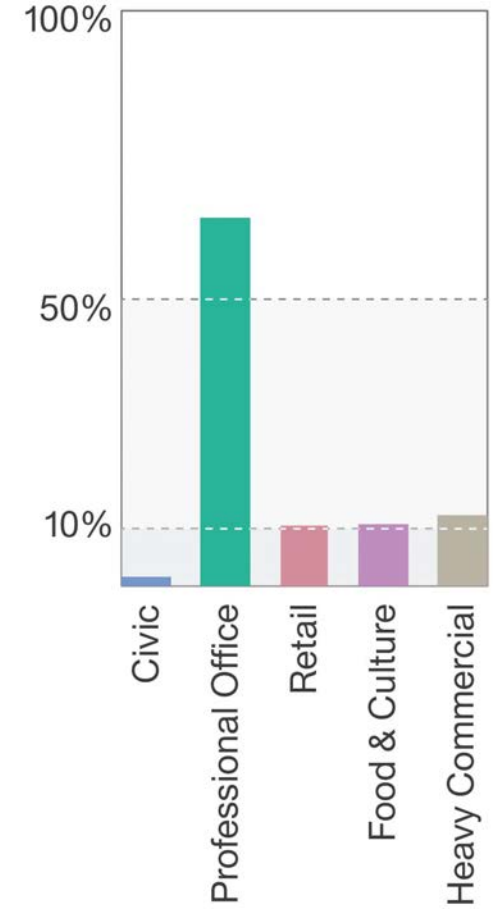
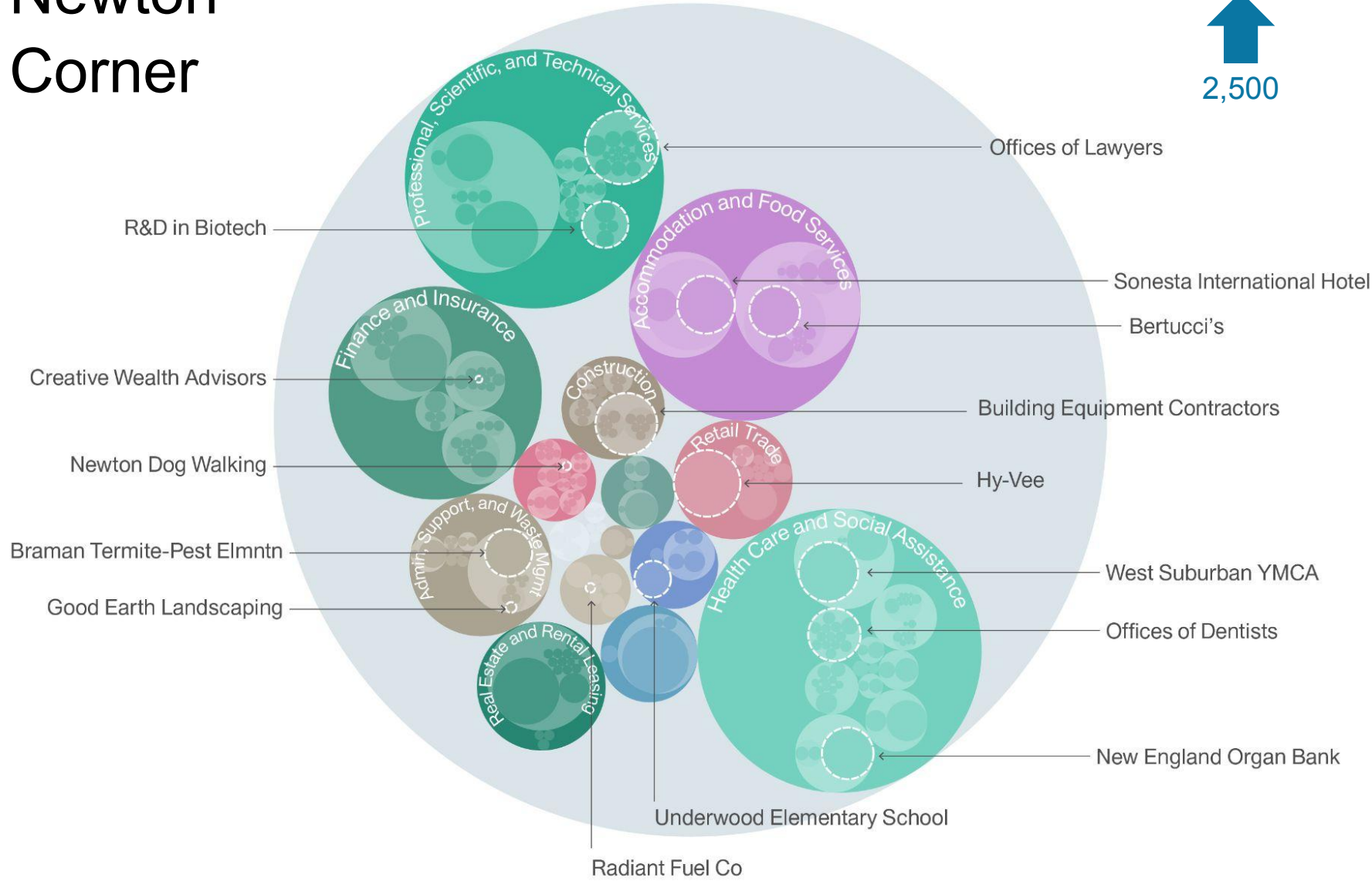
# Eleven Village Centers



Data Source of Business Bubble Diagram: Data Axle (Reference USA), 2021

Data Source of Job Sector Bar Graph and Total Jobs Diagram: US Census Bureau LEHD Workplace Area Characteristics, 2018

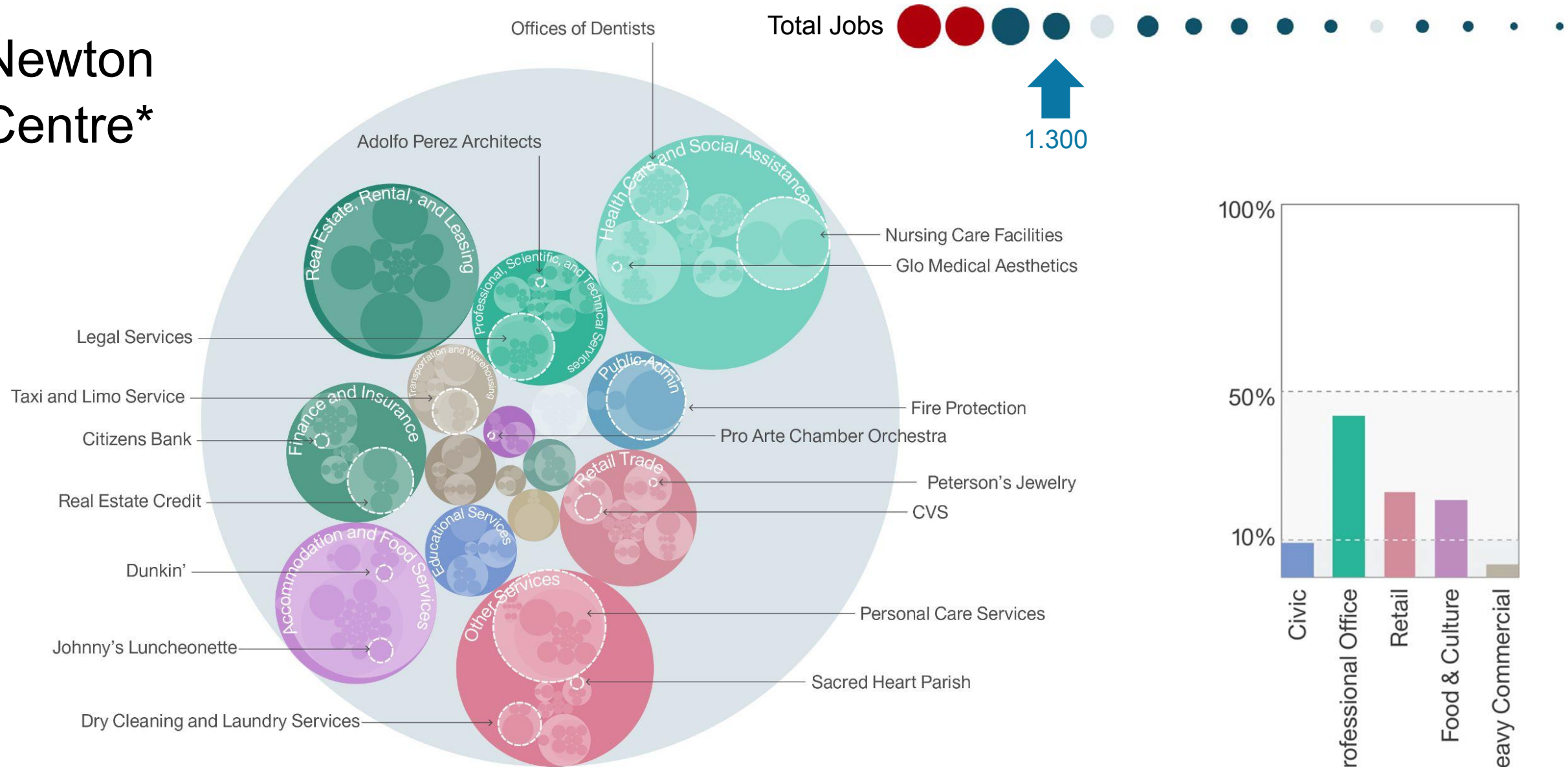
# Newton Corner



Data Source of Business Bubble Diagram: Data Axle (Reference USA), 2021

Data Source of Job Sector Bar Graph and Total Jobs Diagram: US Census Bureau LEHD Workplace Area Characteristics, 2018

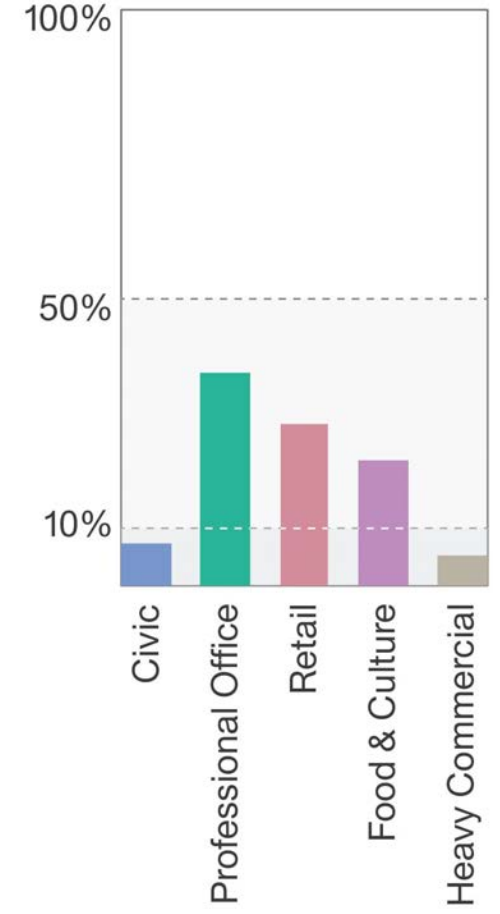
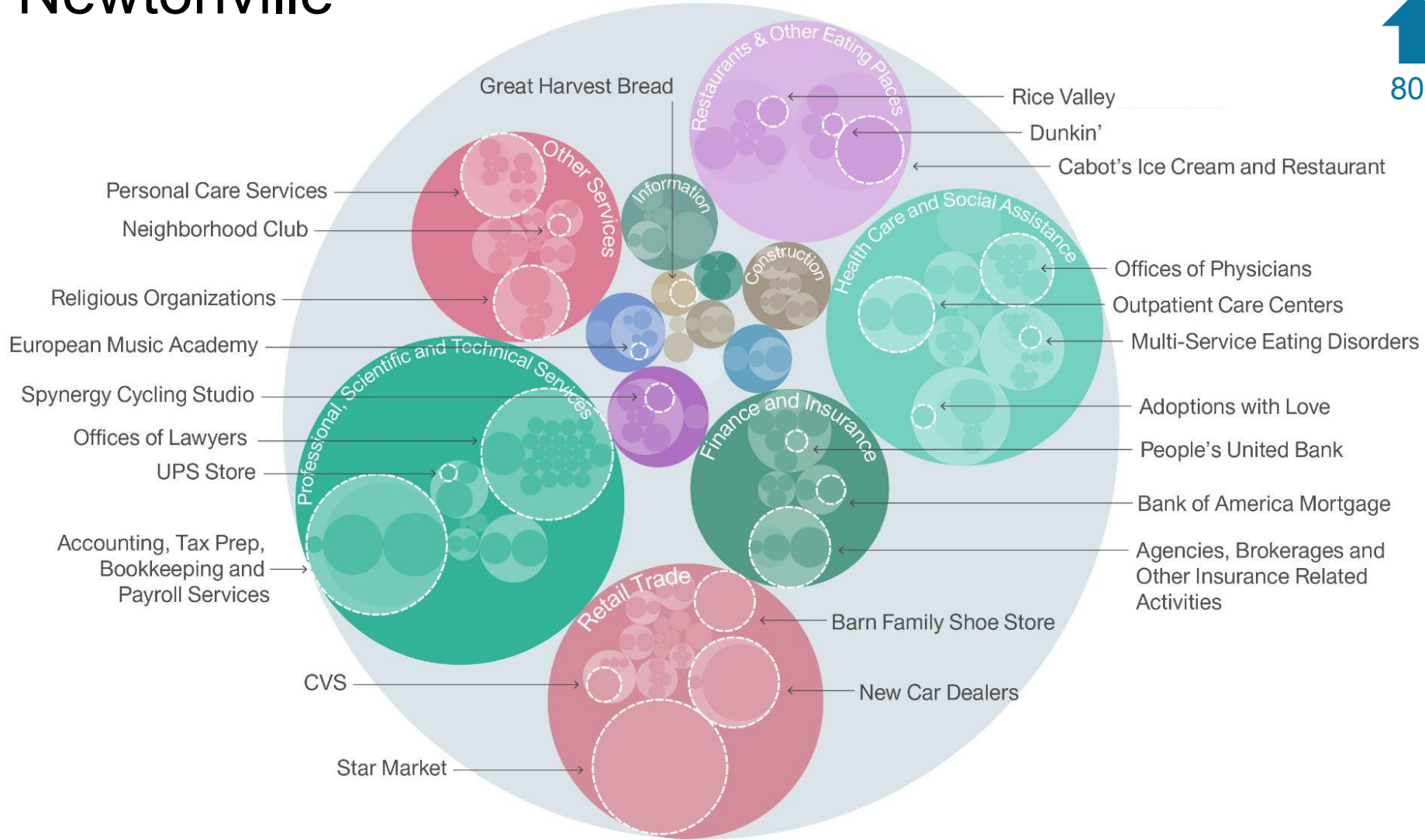
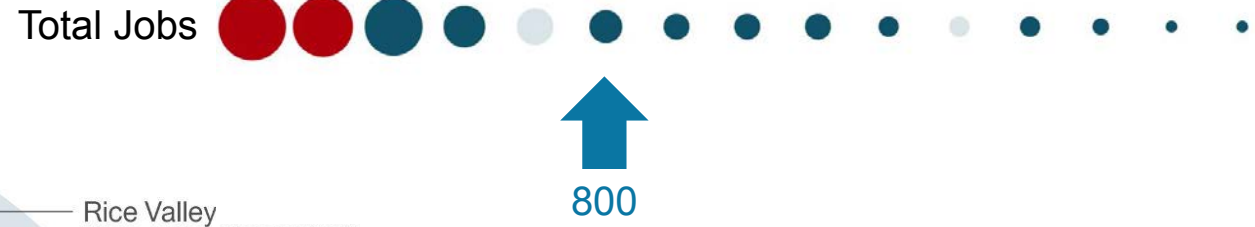
# Newton Centre\*



Data Source of Business Bubble Diagram: Data Axle (Reference USA), 2021

Data Source of Job Sector Bar Graph and Total Jobs Diagram: US Census Bureau LEHD Workplace Area Characteristics, 2018

# Newtonville\*

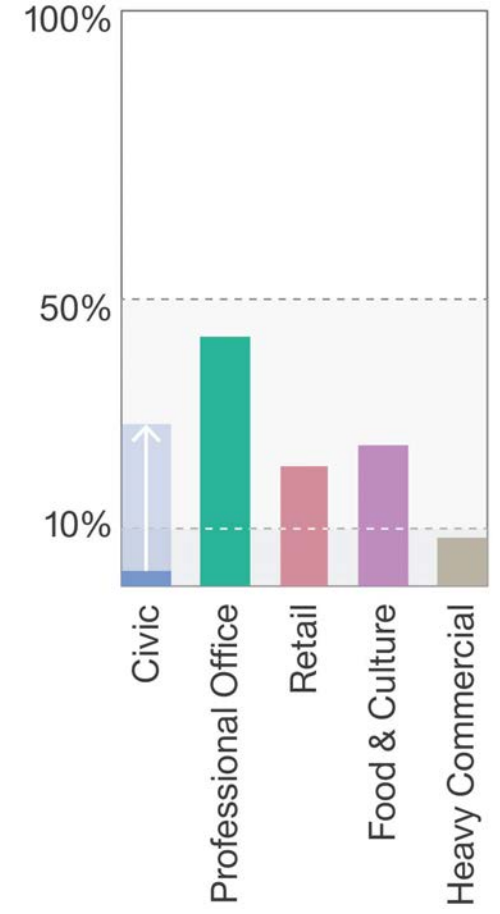
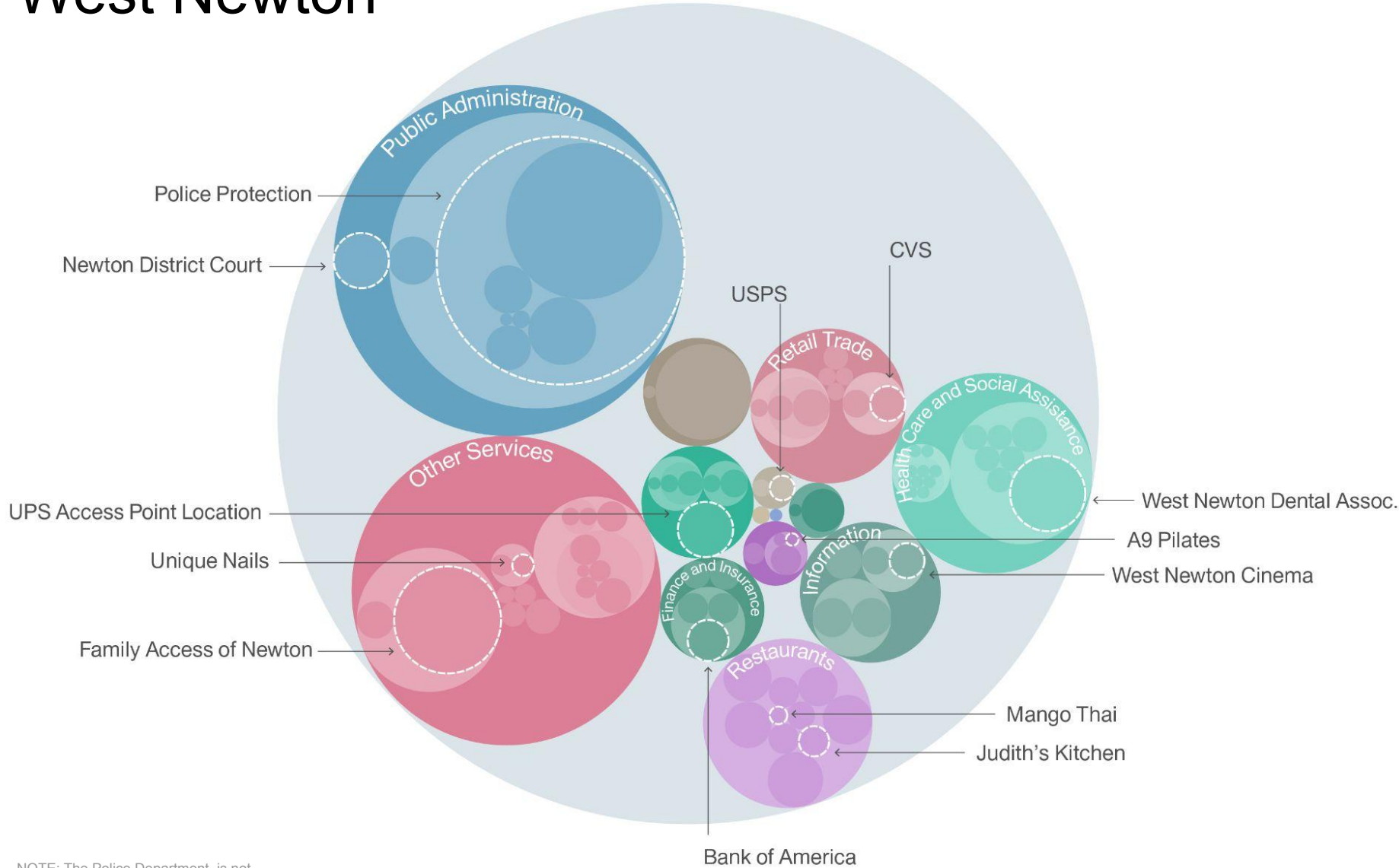
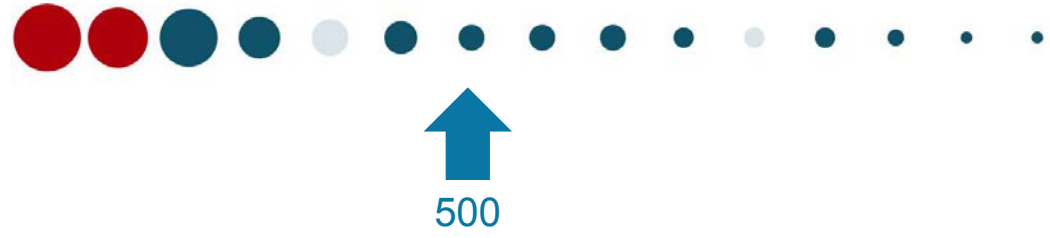


Data Source of Business Bubble Diagram: Data Axle (Reference USA), 2021

Data Source of Job Sector Bar Graph and Total Jobs Diagram: US Census Bureau LEHD Workplace Area Characteristics, 2018

# West Newton\*

Total Jobs



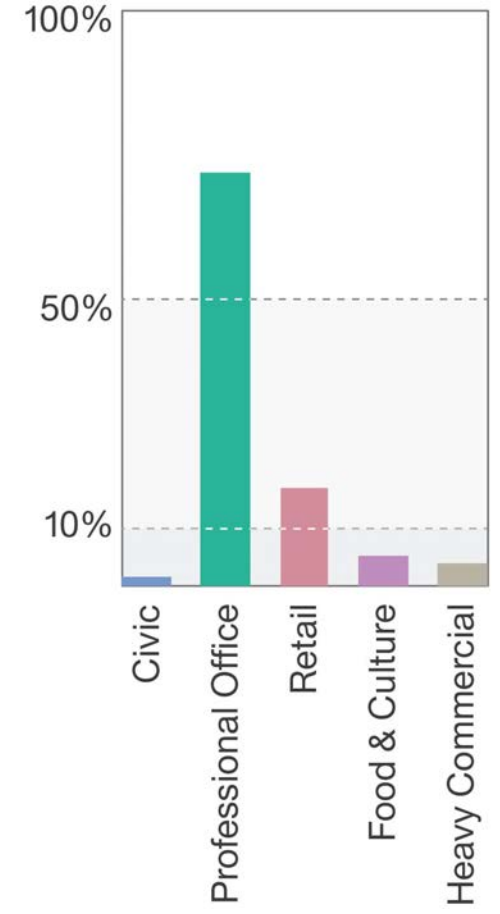
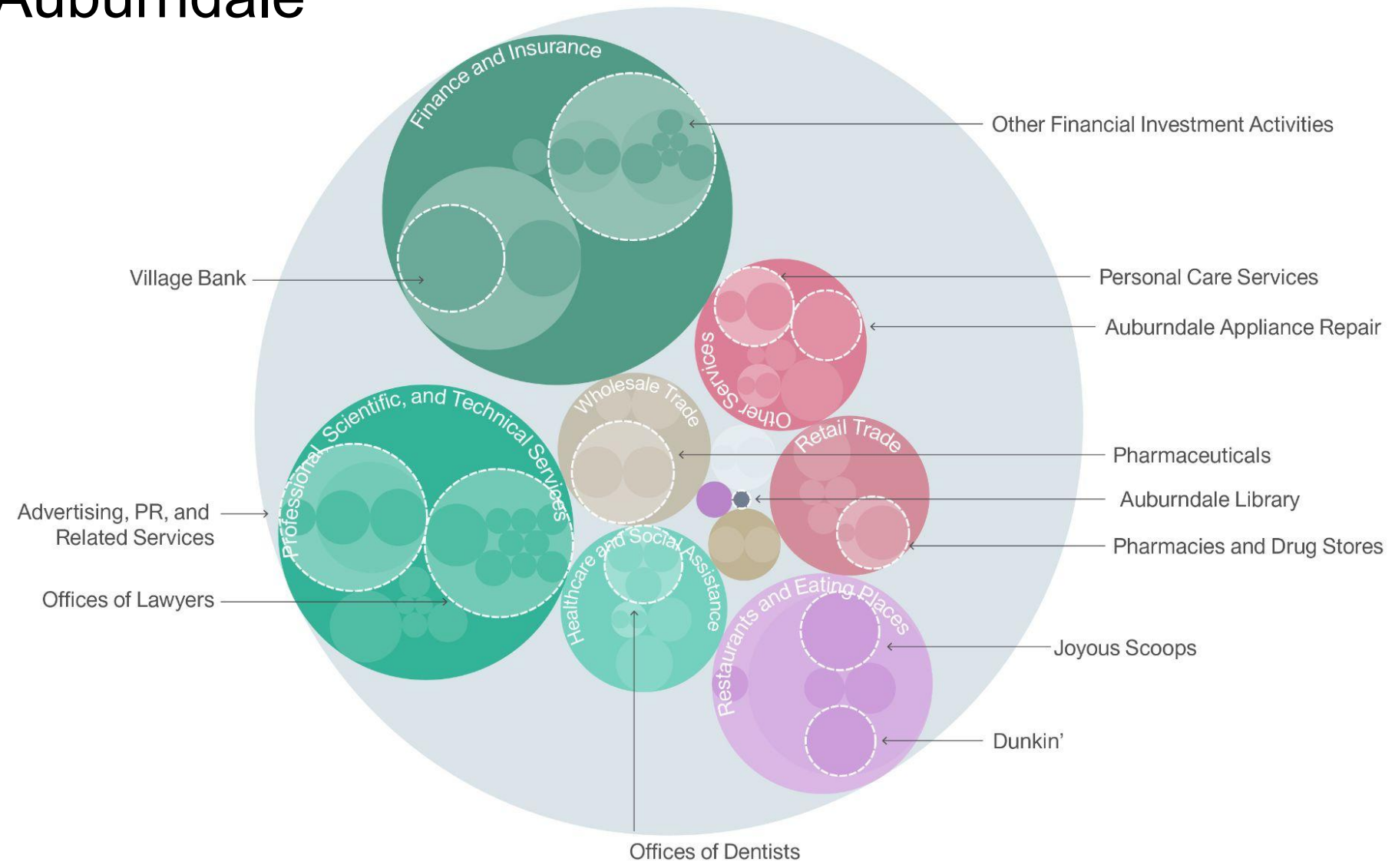
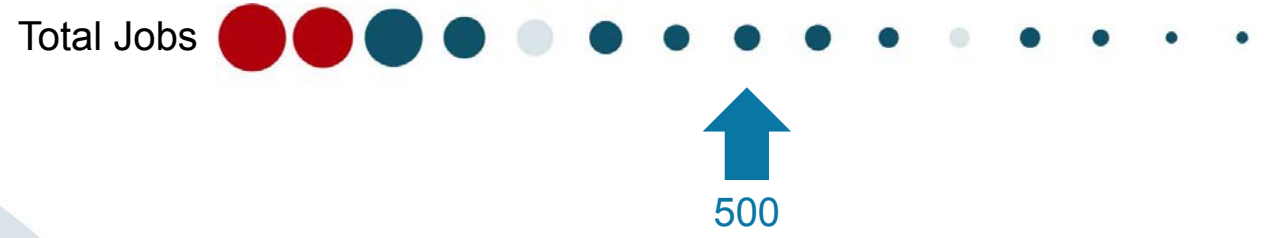
NOTE: The Police Department, is not represented in the data on the right, because the employer location is considered different.

Data Source of Business Bubble Diagram: Data Axle (Reference USA), 2021

Data Source of Job Sector Bar Graph and Total Jobs Diagram: US Census Bureau LEHD Workplace Area Characteristics, 2018



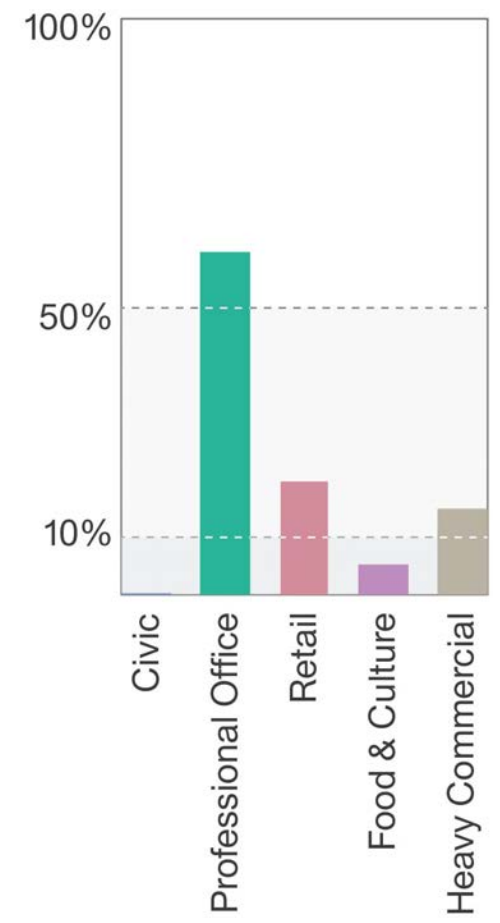
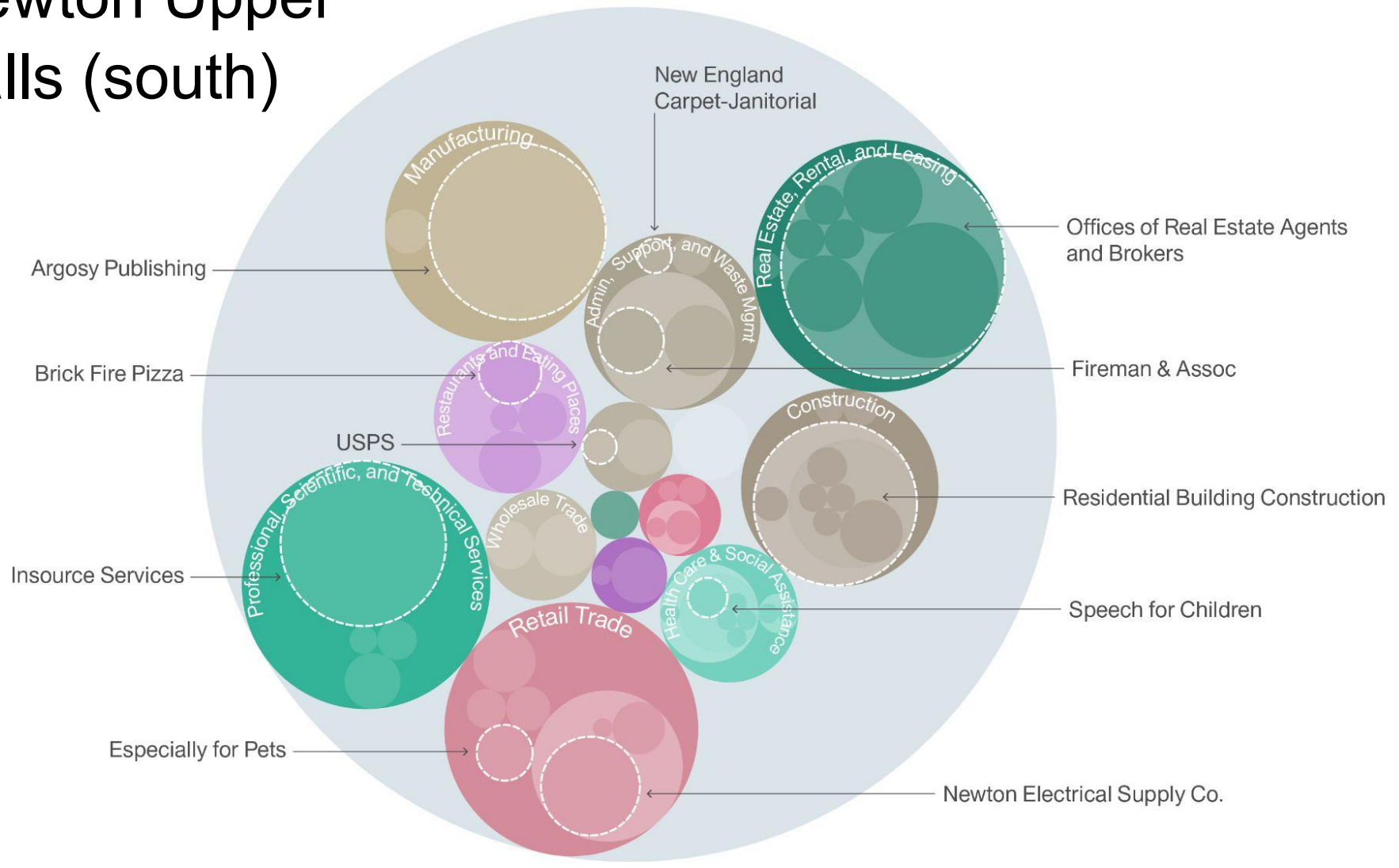
# Auburndale\*



Data Source of Business Bubble Diagram: Data Axle (Reference USA), 2021

Data Source of Job Sector Bar Graph and Total Jobs Diagram: US Census Bureau LEHD Workplace Area Characteristics, 2018

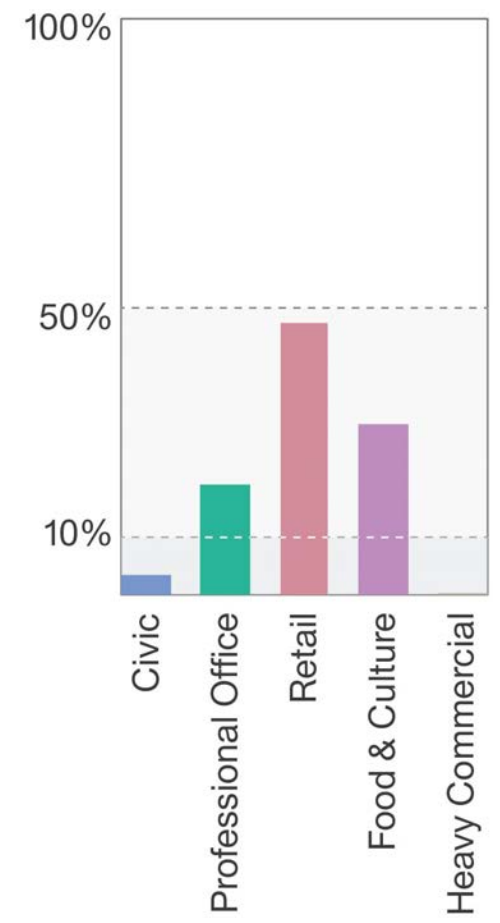
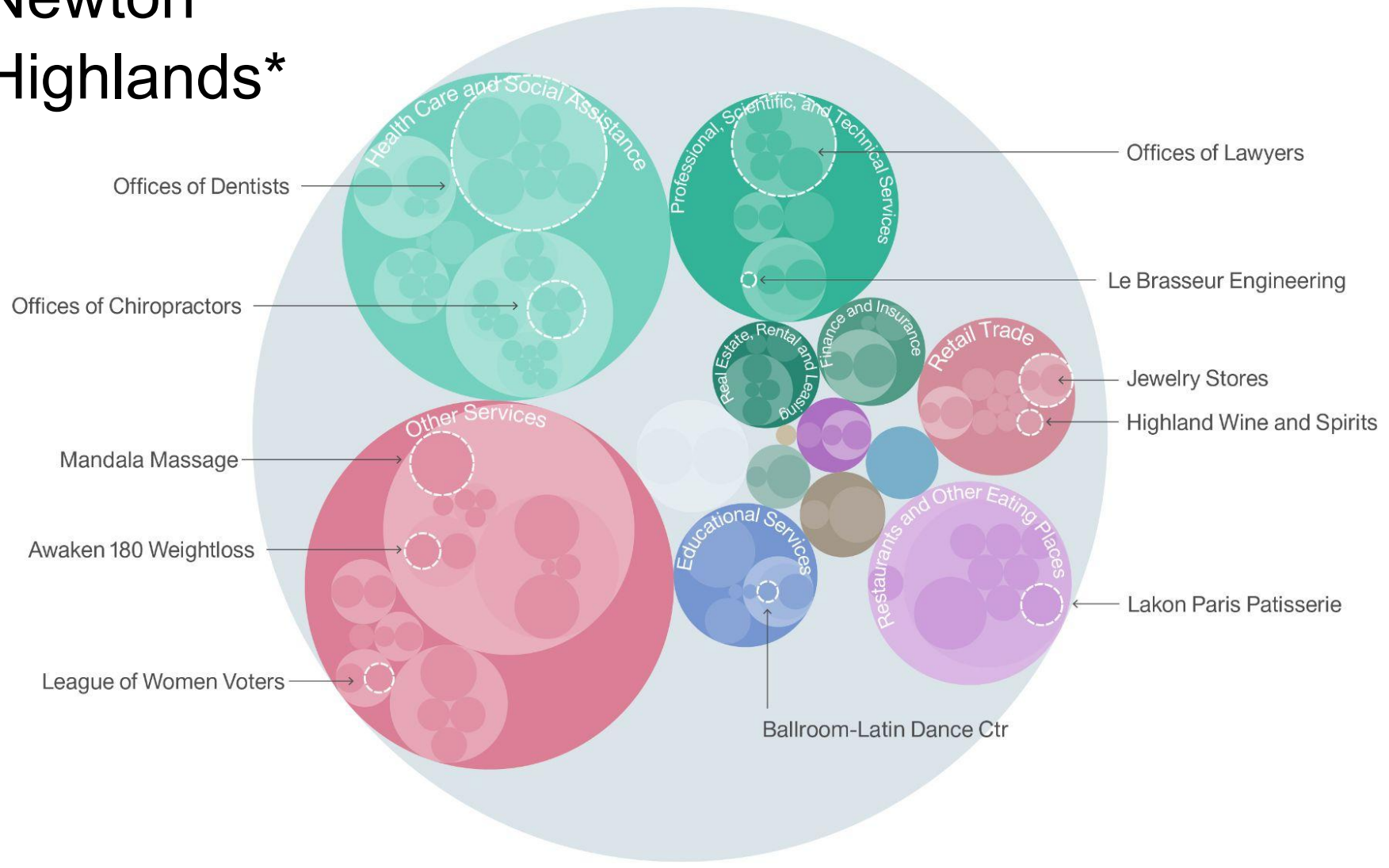
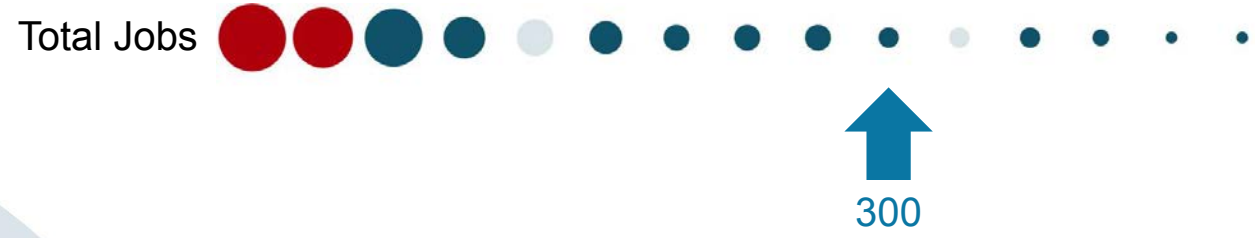
# Newton Upper Falls (south)



Data Source of Business Bubble Diagram: Data Axle (Reference USA), 2021

Data Source of Job Sector Bar Graph and Total Jobs Diagram: US Census Bureau LEHD Workplace Area Characteristics, 2018

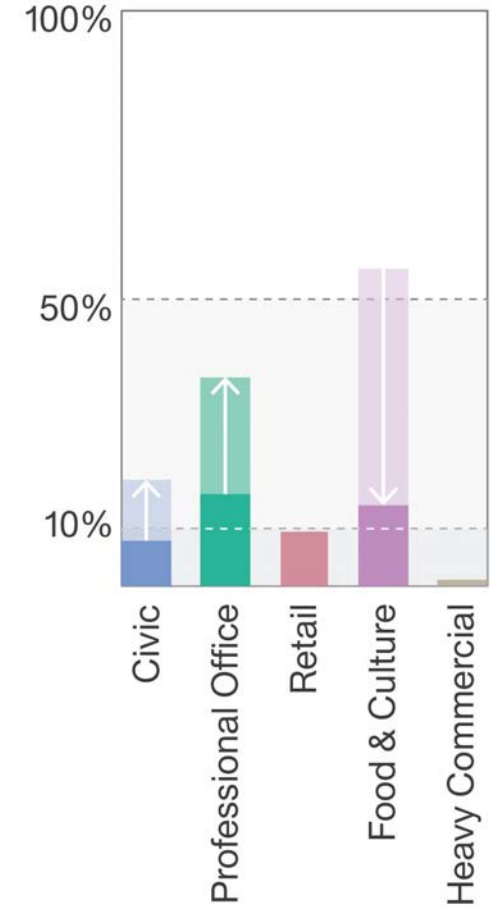
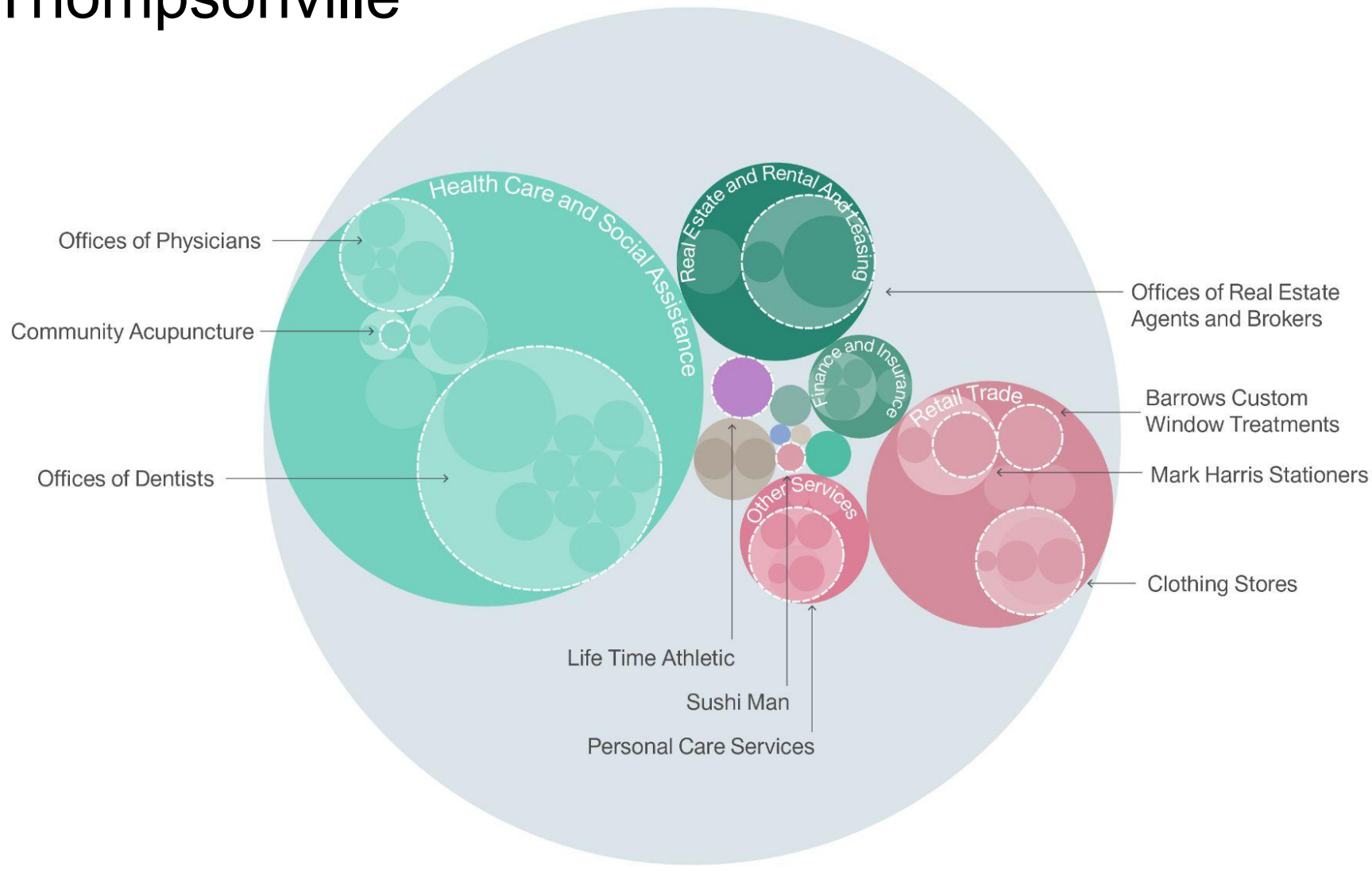
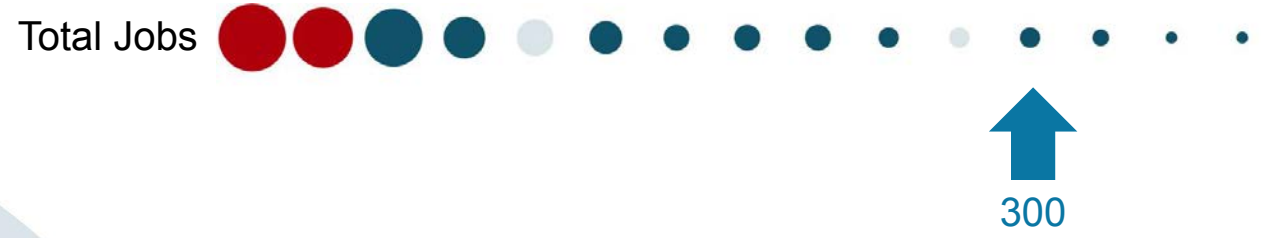
# Newton Highlands\*



Data Source of Business Bubble Diagram: Data Axle (Reference USA), 2021

Data Source of Job Sector Bar Graph and Total Jobs Diagram: US Census Bureau LEHD Workplace Area Characteristics, 2018

# Thompsonville

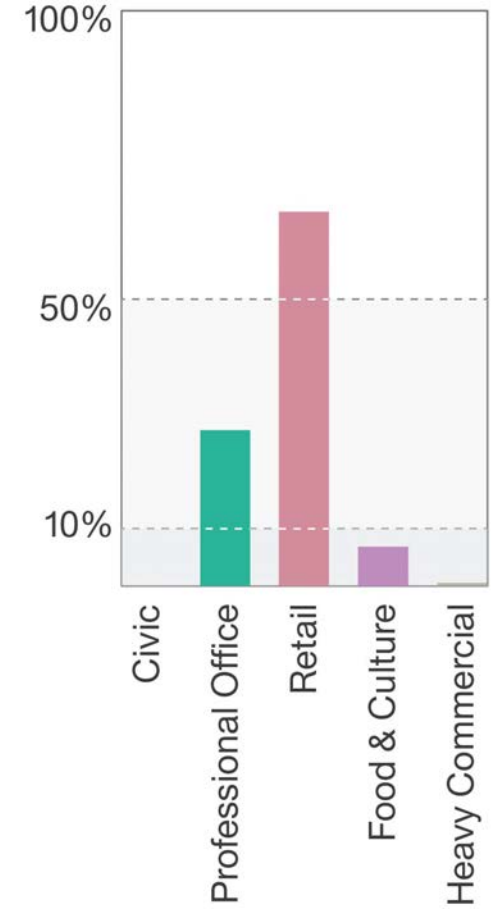
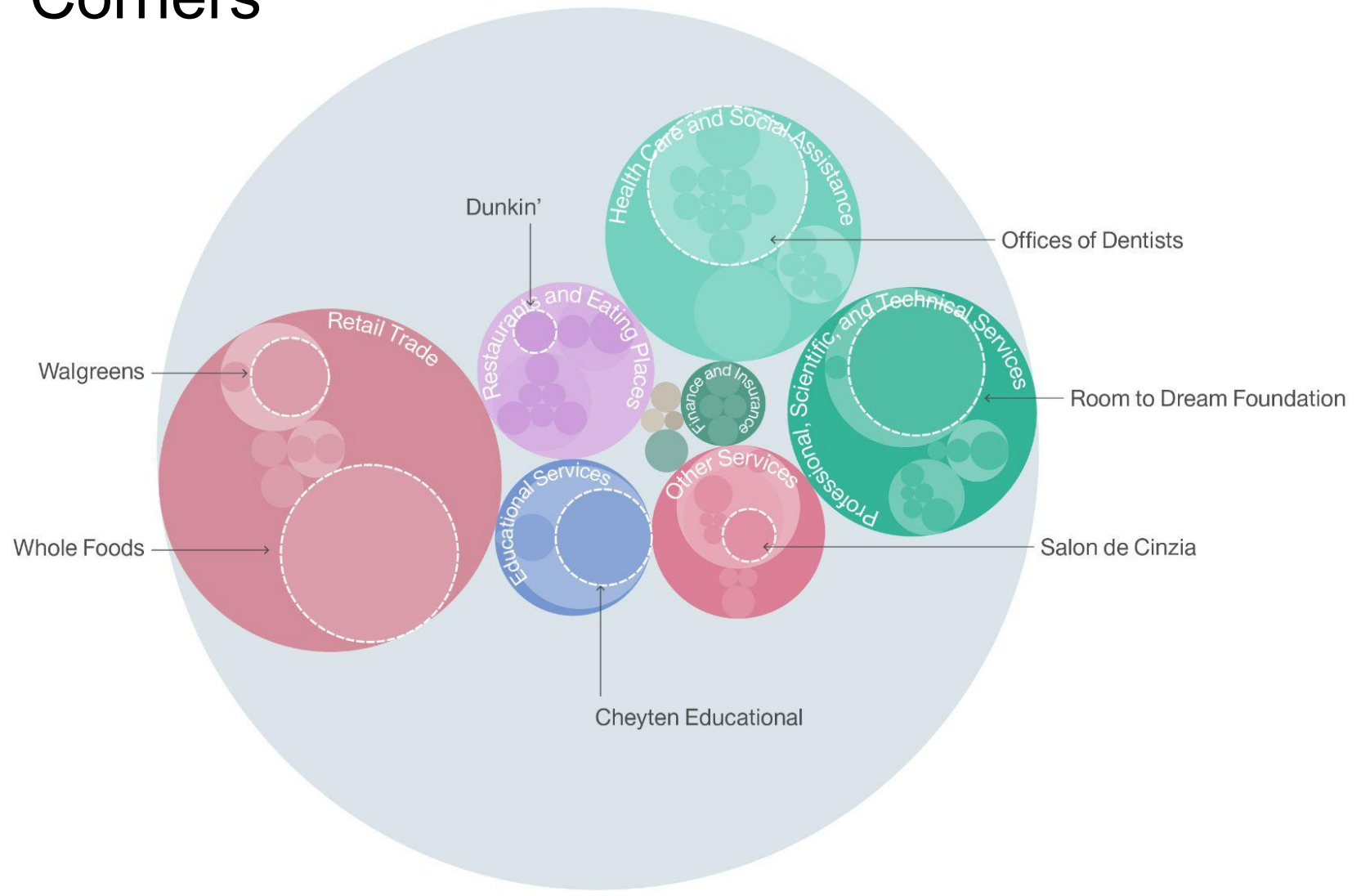


NOTE: Data in the chart on the right is skewed because it includes a census block that contains some of the southern part of the Chestnut Hill Mall.

Data Source of Business Bubble Diagram: Data Axle (Reference USA), 2021

Data Source of Job Sector Bar Graph and Total Jobs Diagram: US Census Bureau LEHD Workplace Area Characteristics, 2018

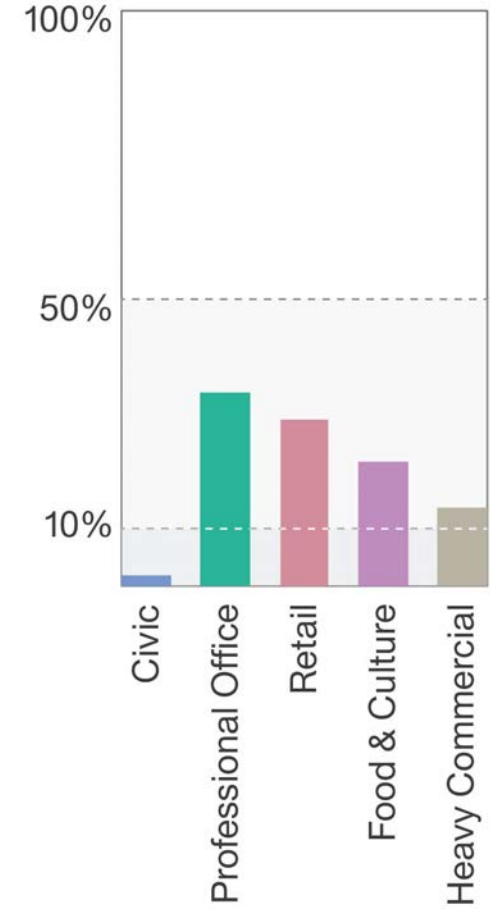
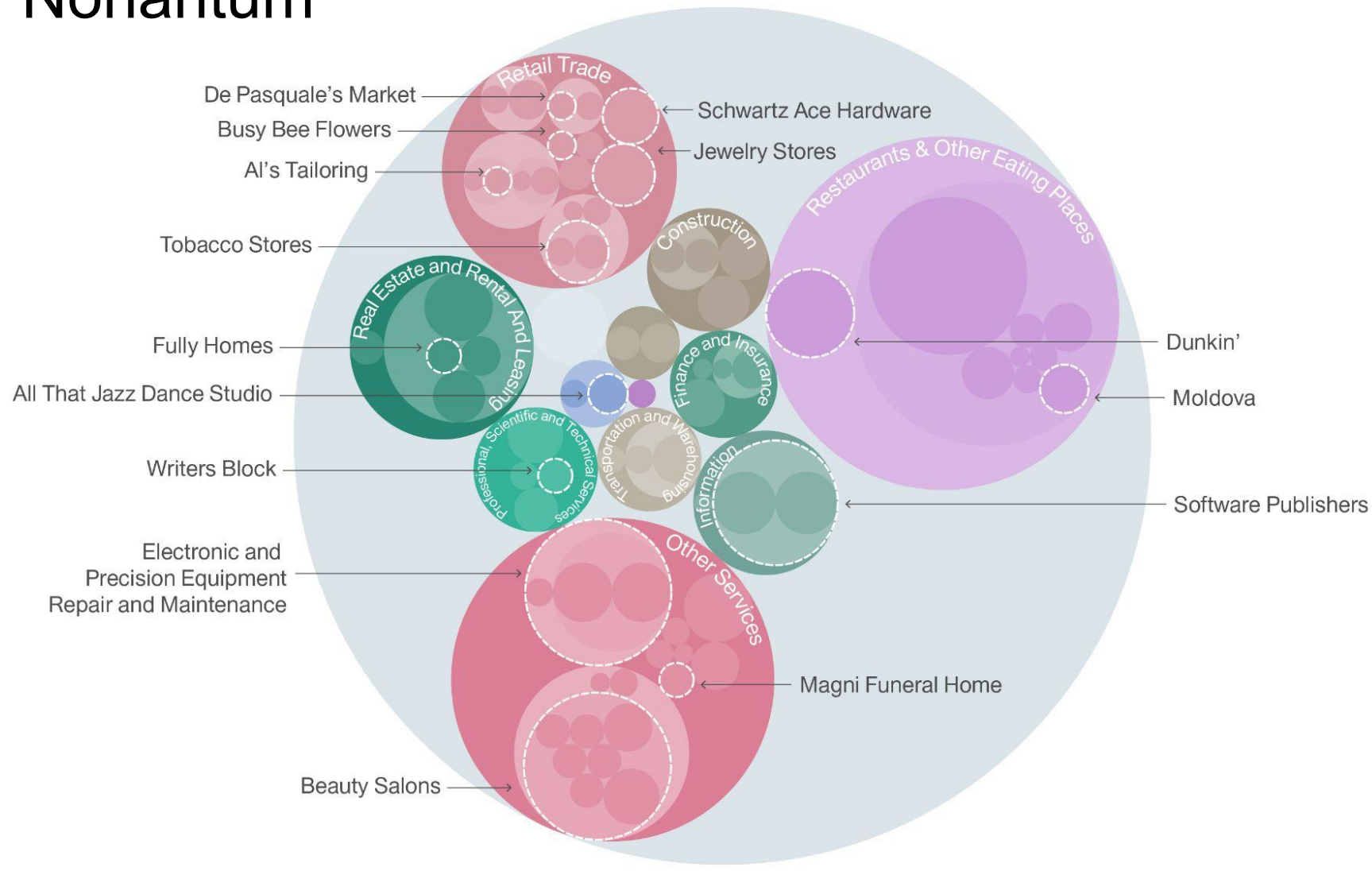
# Four Corners



Data Source of Business Bubble Diagram: Data Axle (Reference USA), 2021

Data Source of Job Sector Bar Graph and Total Jobs Diagram: US Census Bureau LEHD Workplace Area Characteristics, 2018

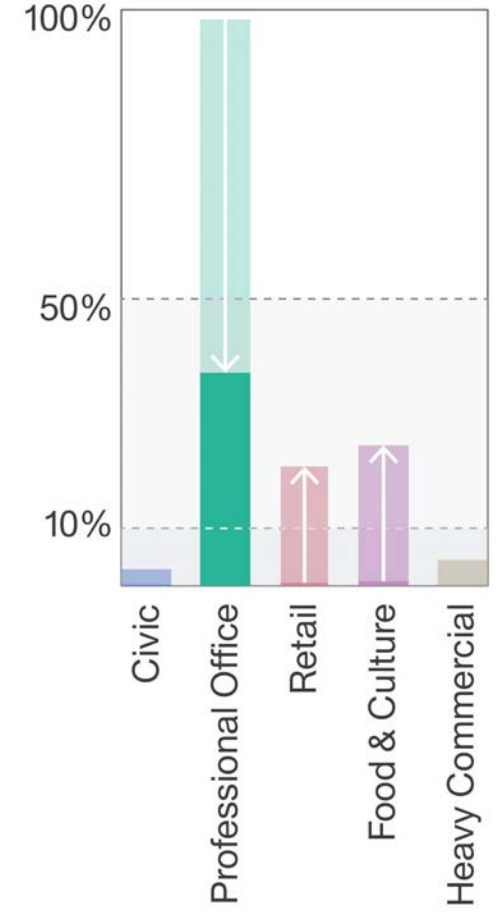
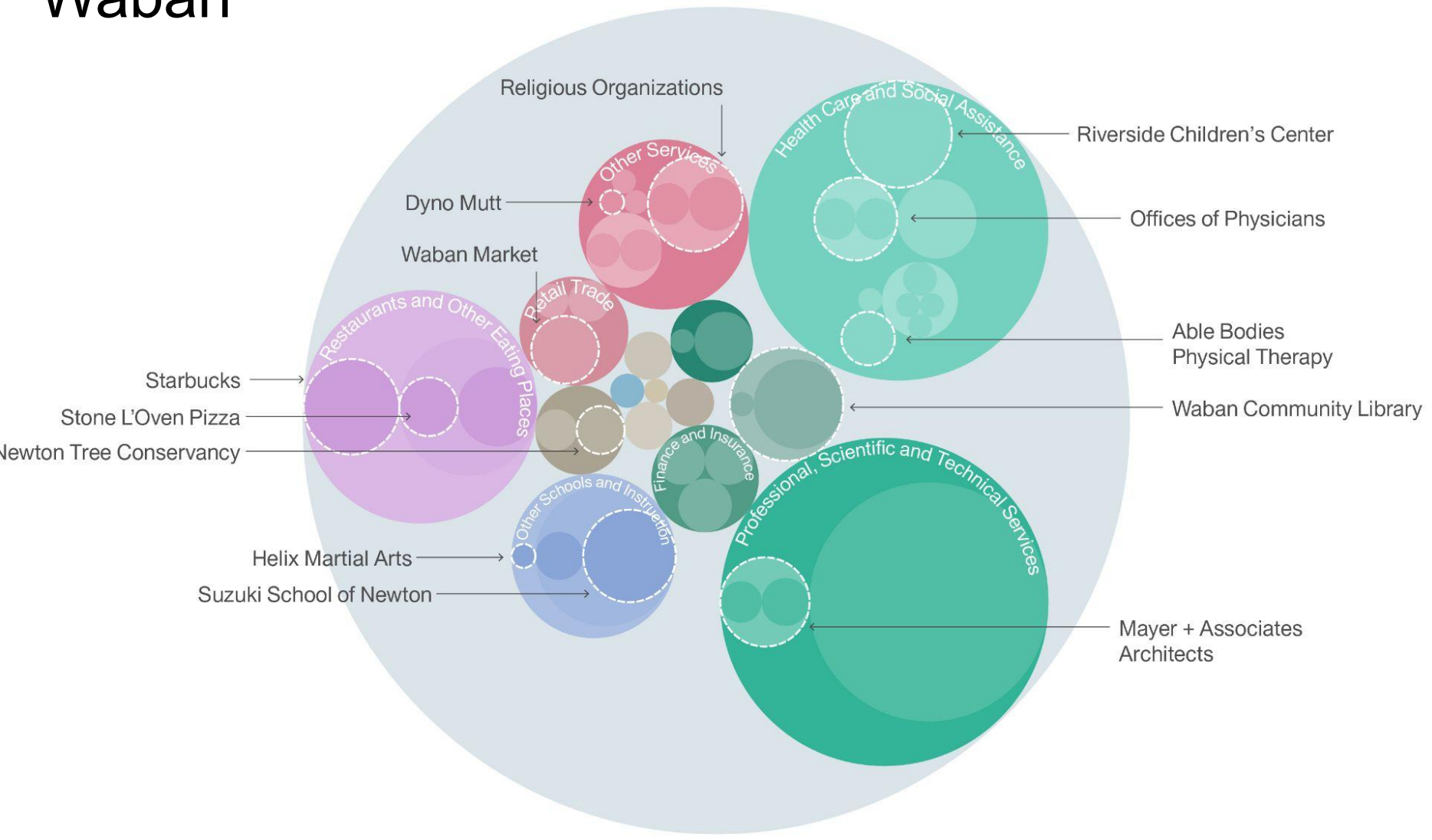
# Nonantum



Data Source of Business Bubble Diagram: Data Axle (Reference USA), 2021

Data Source of Job Sector Bar Graph and Total Jobs Diagram: US Census Bureau LEHD Workplace Area Characteristics, 2018

# Waban\*

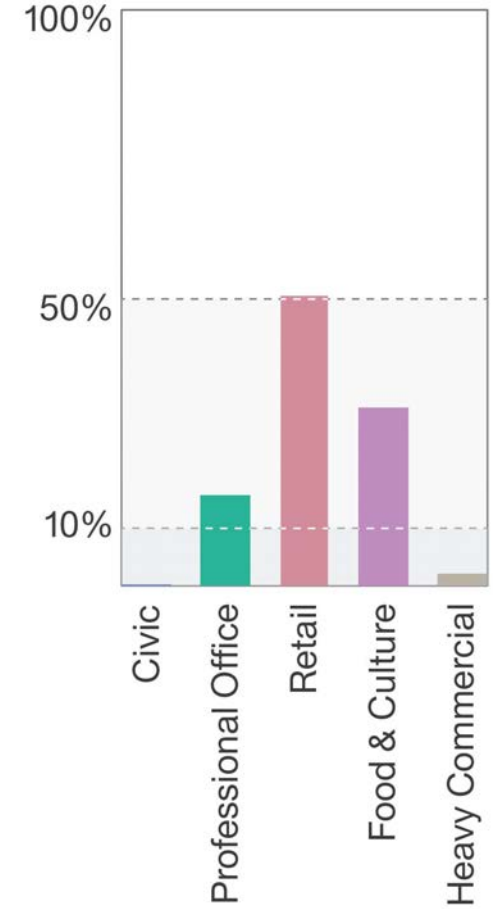
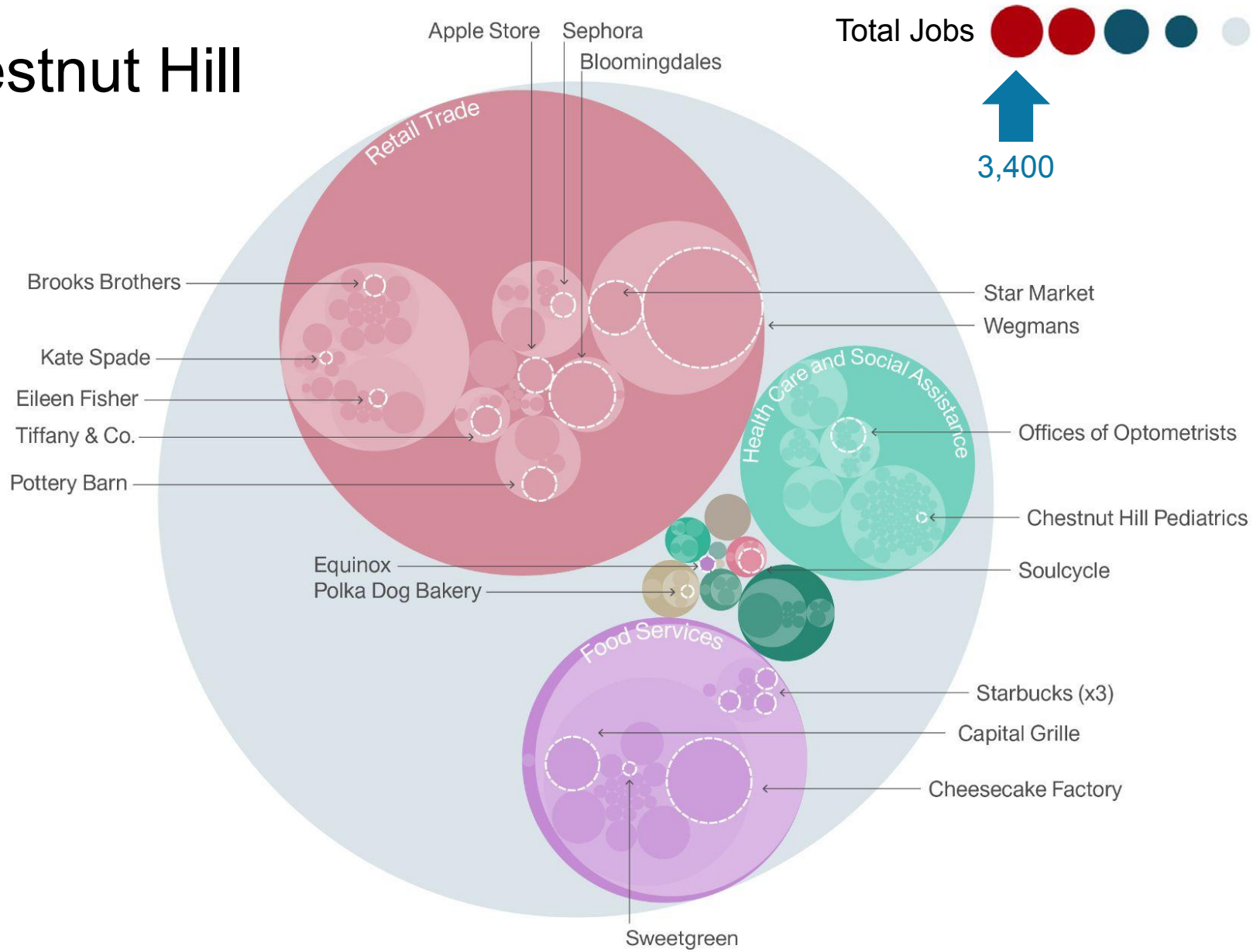


NOTE: Professional Office will be significantly lower due to the overrepresentation of Grahall Partners which does not appear to have in-person employees.

Data Source of Business Bubble Diagram: Data Axle (Reference USA), 2021

Data Source of Job Sector Bar Graph and Total Jobs Diagram: US Census Bureau LEHD Workplace Area Characteristics, 2018

# Chestnut Hill

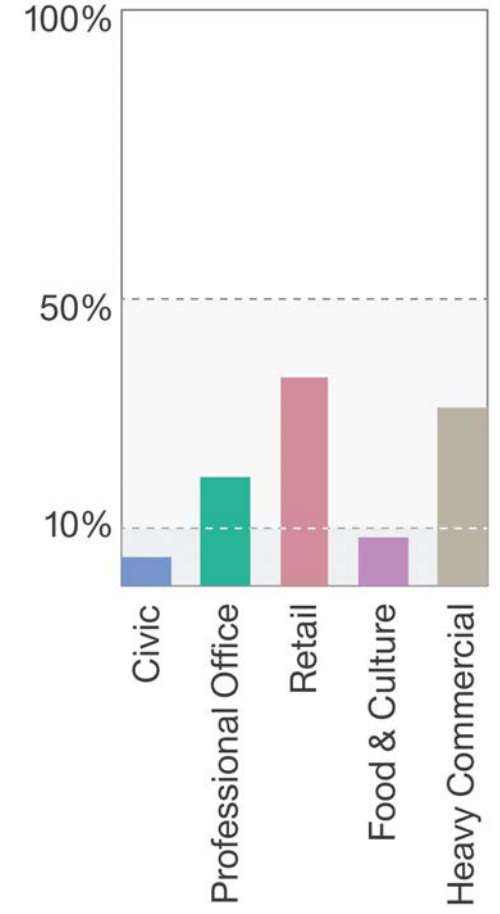
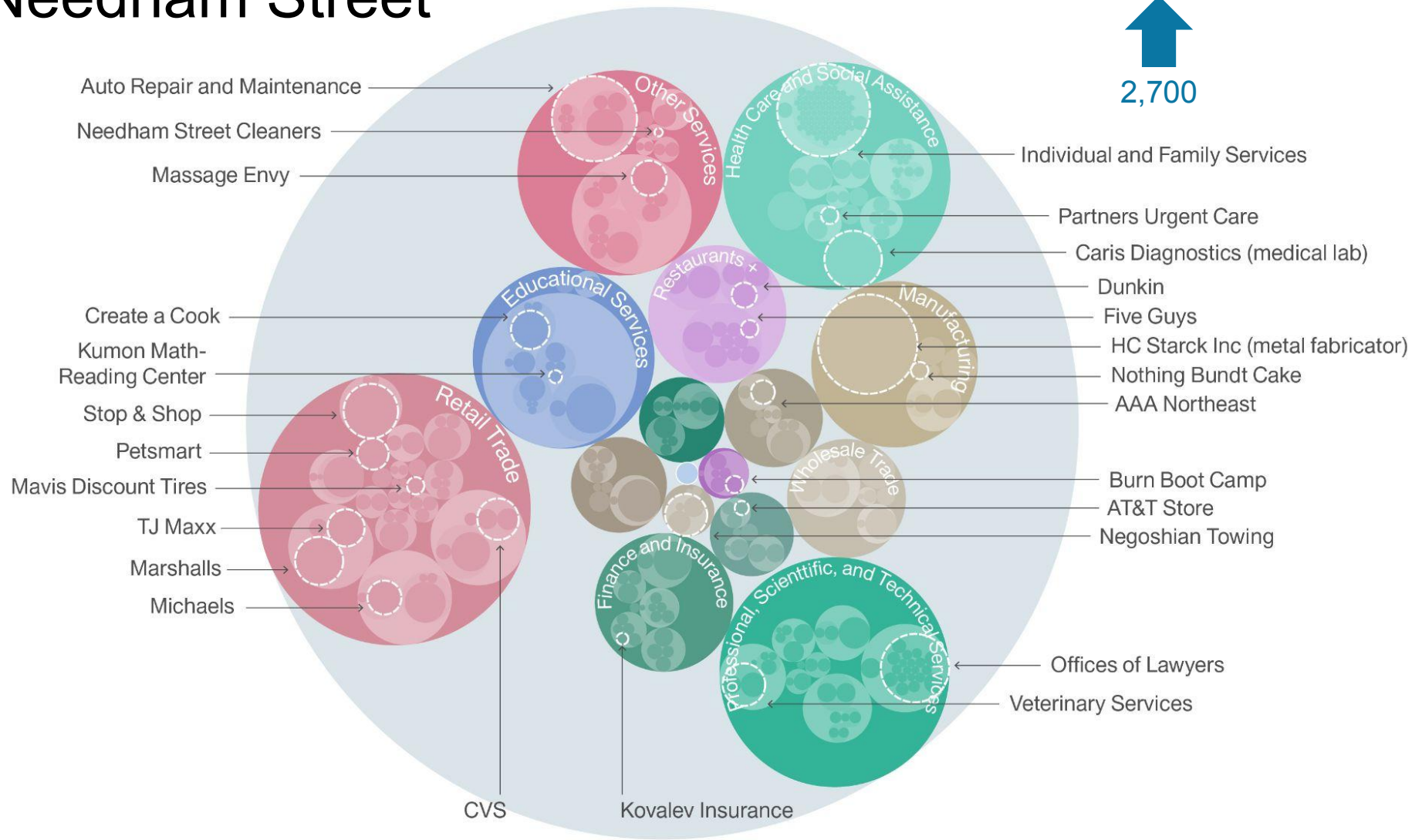


Data Source of Business Bubble Diagram: Data Axle (Reference USA), 2021

Data Source of Job Sector Bar Graph and Total Jobs Diagram: US Census Bureau LEHD Workplace Area Characteristics, 2018



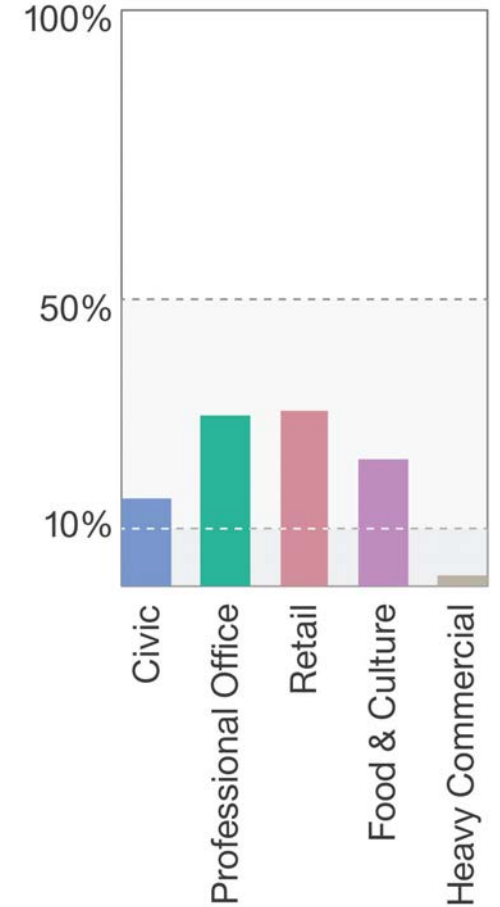
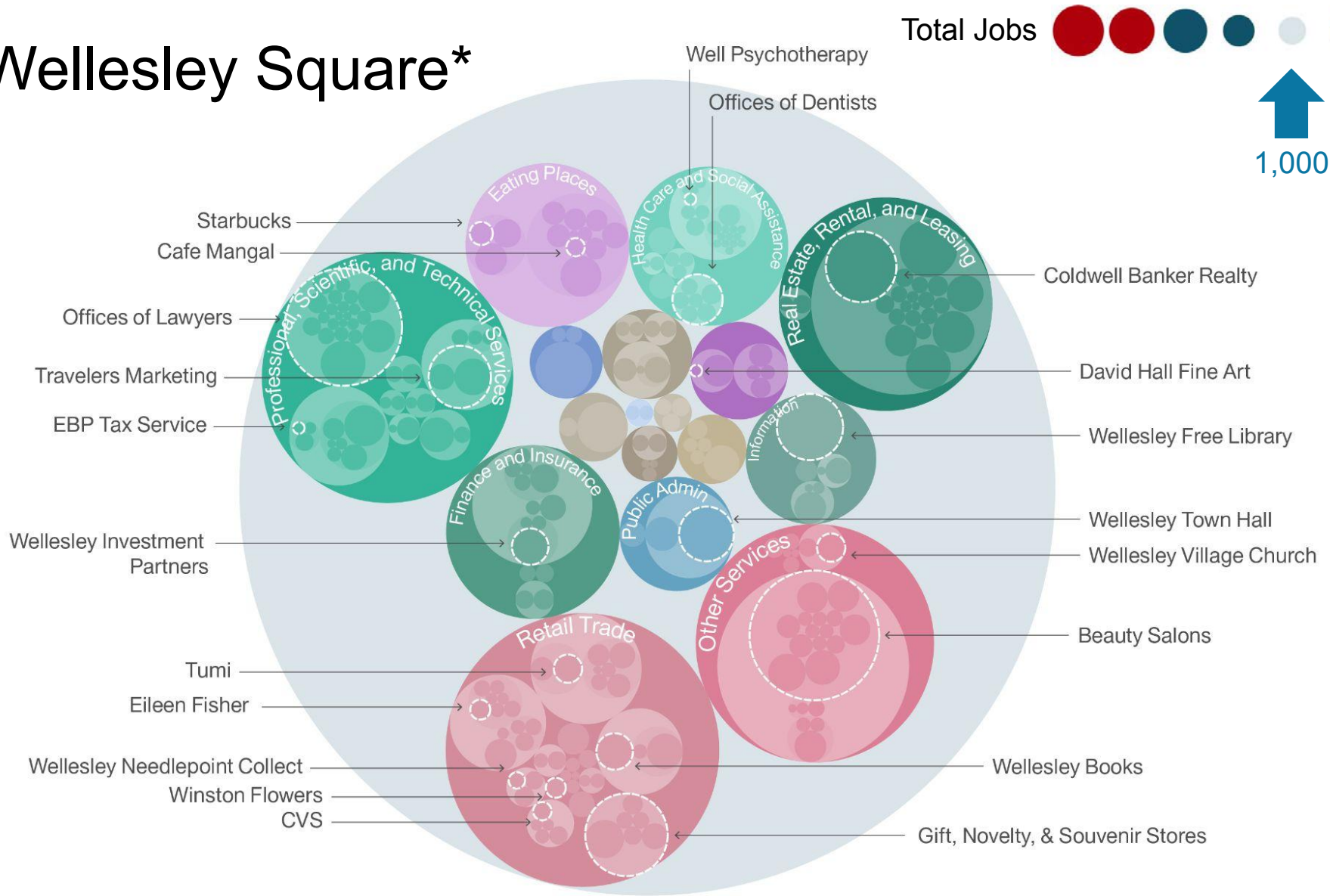
# Needham Street



Data Source of Business Bubble Diagram: Data Axle (Reference USA), 2021

Data Source of Job Sector Bar Graph and Total Jobs Diagram: US Census Bureau LEHD Workplace Area Characteristics, 2018

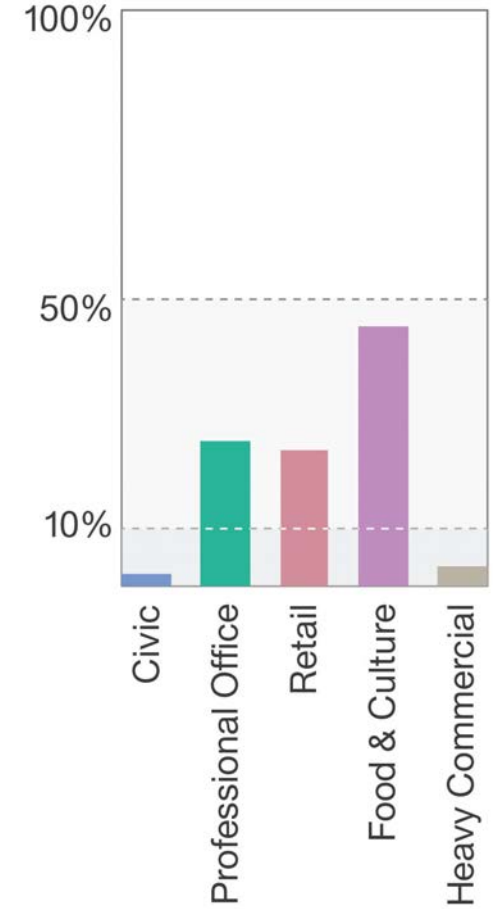
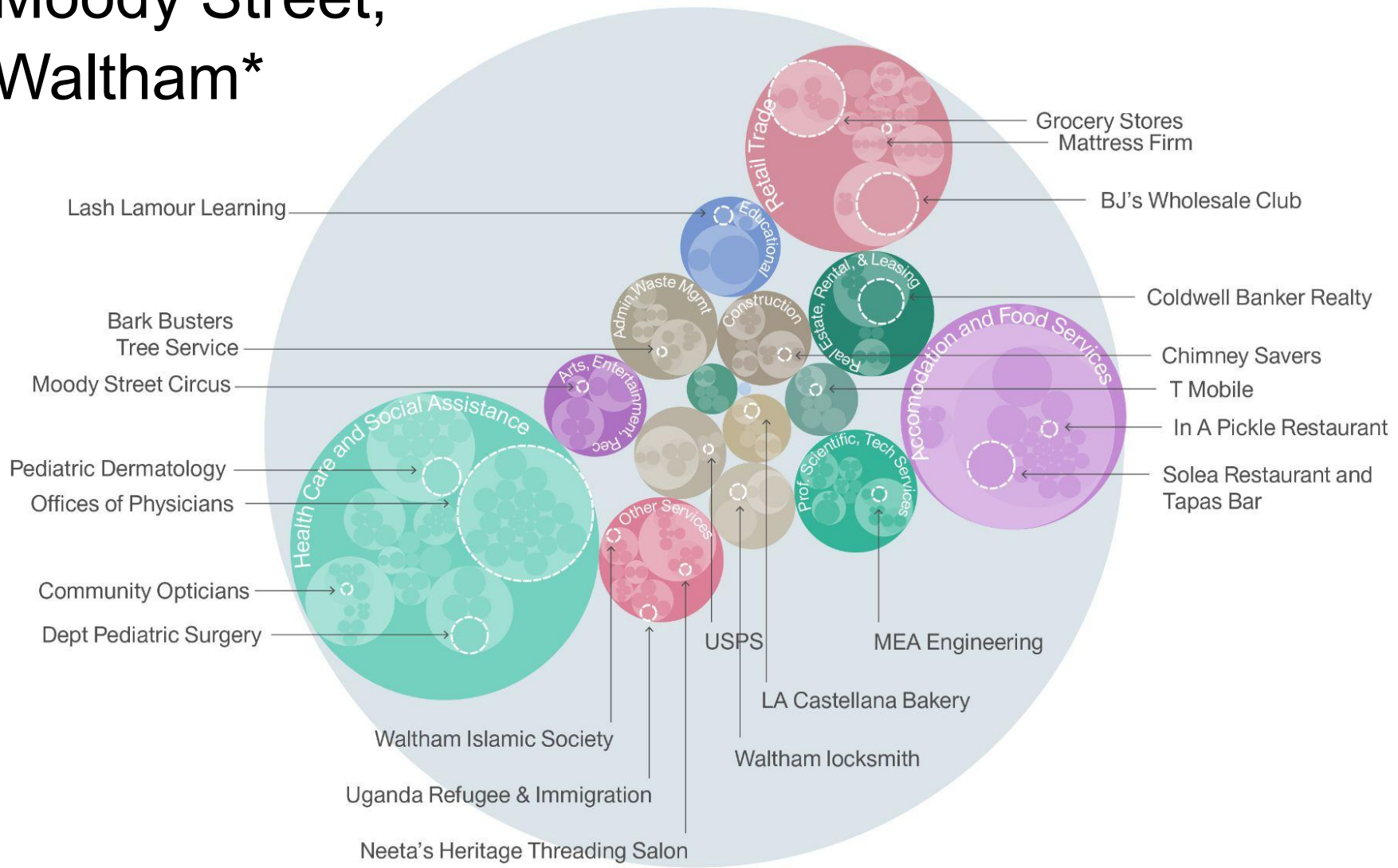
# Wellesley Square\*



Data Source of Business Bubble Diagram: Data Axle (Reference USA), 2021

Data Source of Job Sector Bar Graph and Total Jobs Diagram: US Census Bureau LEHD Workplace Area Characteristics, 2018

# Moody Street, Waltham\*



Data Source of Business Bubble Diagram: Data Axle (Reference USA), 2021

Data Source of Job Sector Bar Graph and Total Jobs Diagram: US Census Bureau LEHD Workplace Area Characteristics, 2018

# Metrics of Success

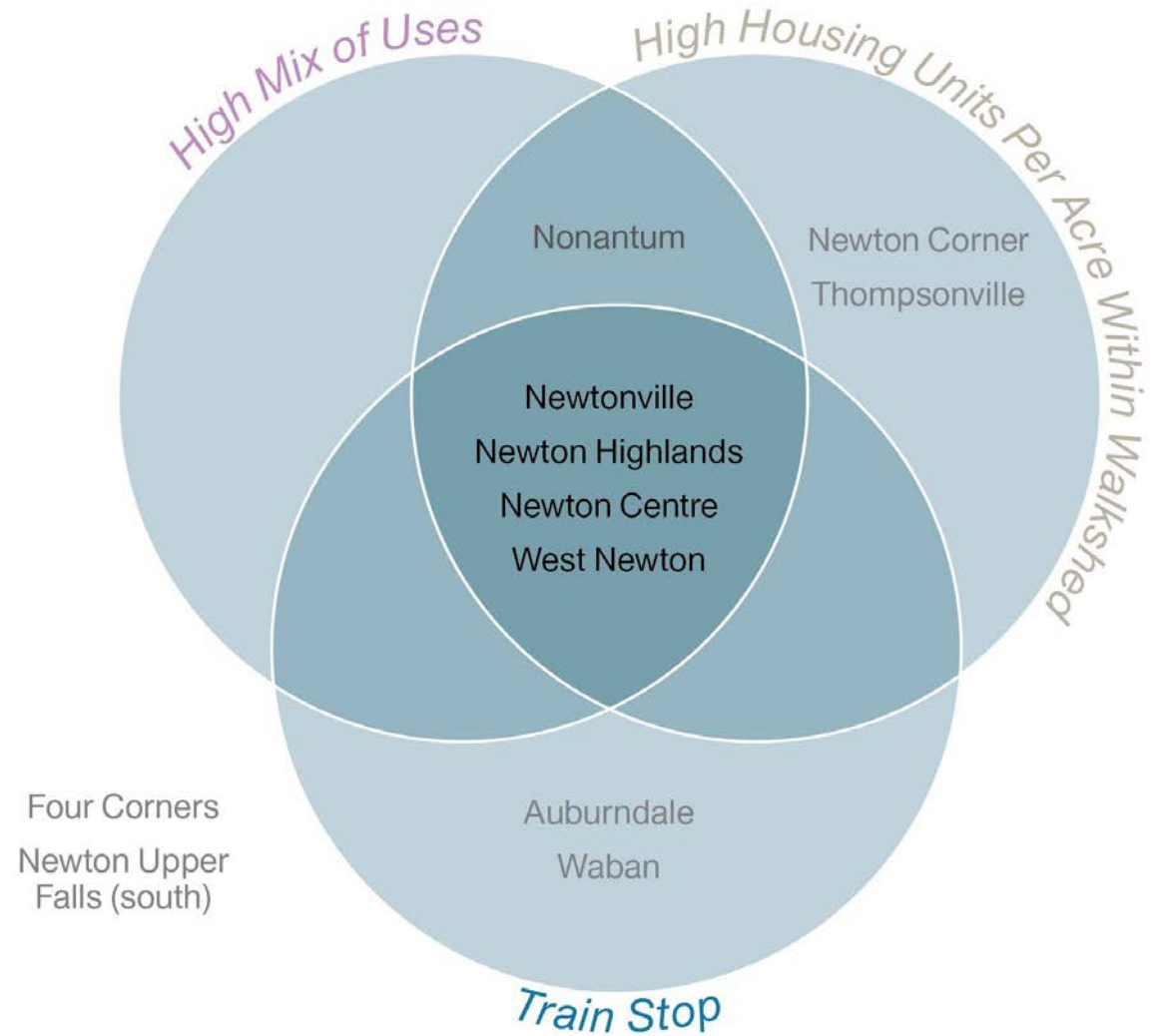


**NOTE:**

“High Mix of Uses” means no one sector (Civic, Professional Office, Retail, Food & Culture) in the Village Center comprises more than 50% of the total uses.

“High Housing Units Per Acre Within Walkshed” means Villages with 3.0 or more housing units per acre within a 10 minute walking distance of the center. The number is considered “high” as compared to the other eleven Village Centers in Newton.

“Train Stop” means Villages with a commuter rail stop or T stop.



# Questions guiding the analysis

**Question 1:** Does the presence of a T or commuter rail stop affect the vitality of Village Centers and the diversity (and success) of the retail found there?

**Transit Ridership**

**Question 2:** Does the number of people living within convenient walking distance of a Village Center affect the vitality of Village Centers and the diversity (and success) of the retail found there?

**Population Walksheds**

**Question 3:** Does the number of people who work in a Village Center affect the vitality of Village Centers and the diversity (and success) of the retail found there? Additionally, how does this relate to the mix of uses and activity?

**Business Bubbles**

# Takeaways from the analysis

**Question 1:** Does the presence of a T or commuter rail stop affect the vitality of Village Centers and the diversity (and success) of the retail found there?

Yes, it helps but it isn't necessary.

**Question 2:** Does the number of people living within convenient walking distance of a Village Center affect the vitality of Village Centers and the diversity (and success) of the retail found there?

Yes, especially when no T or commuter rail stop is present.

**Question 3:** Does the number of people who work in a Village Center affect the vitality of Village Centers and the diversity (and success) of the retail found there? Additionally, how does this relate to the mix of uses and activity?

Yes, generally the more jobs in a Village Center, the easier it is to achieve a diversity of business types and activity throughout the day. A tailored balance between the uses of civic, professional office, food and culture, and retail seems like a useful metric.

## Transit Ridership

## Population Walksheds

## Business Bubbles

# Village Center Zoning Redesign



October ZAP Meeting  
Present engagement results.

