

5/24/2021

#88-20

# City of Newton Zoning & Planning Committee

## Village Center Rezoning: Phase 1 Initial Citywide Analysis

# Agenda

1. Where and what are Village Centers?
2. What are the mix of uses in Village Centers?
3. How are Village Centers accessed?
4. Next Steps & Discussion
5. Engagement Update (Department of Planning & Development)

# Village Center Characteristics: A Mix of Uses



**served by public transit**



**community gathering spaces**

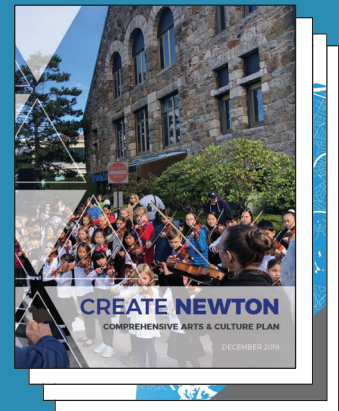
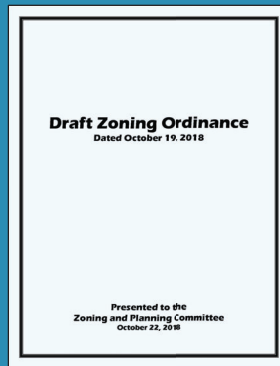
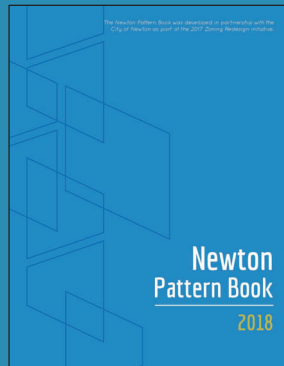
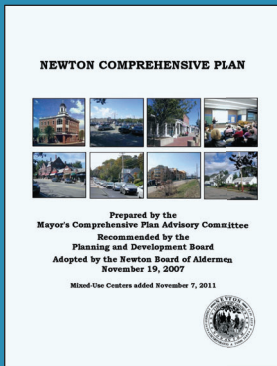


**smaller / local retail and office**



**pedestrian friendly**

# Where and what are Village Centers?





# Comprehensive Plan Land Use Working Group, 2004


**Legend**

**Village Centers**




**TYPE**

-  Neighborhood
-  Regional





**Corridors**

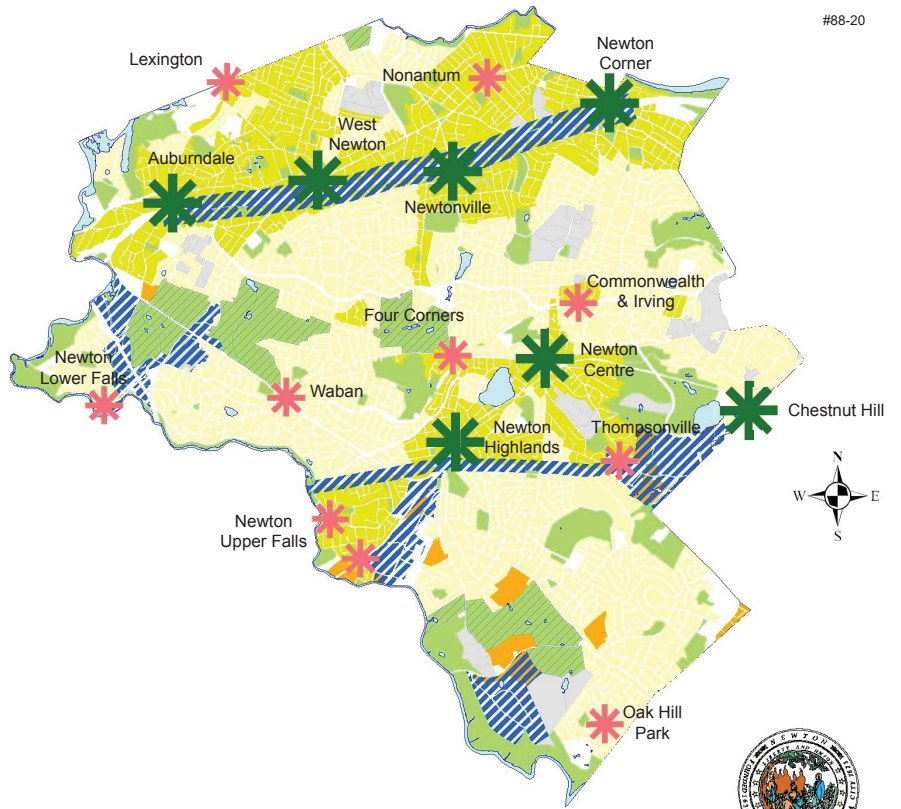
-  Corridors

**Open Space**

-  Public
-  Private; Golf Courses
-  Ponds/Rivers

**Land Use**

-  Predominantly single family
-  Mixed two-family and single family
-  Multi-family
-  Institutional



Comprehensive Planning Advisory Committee



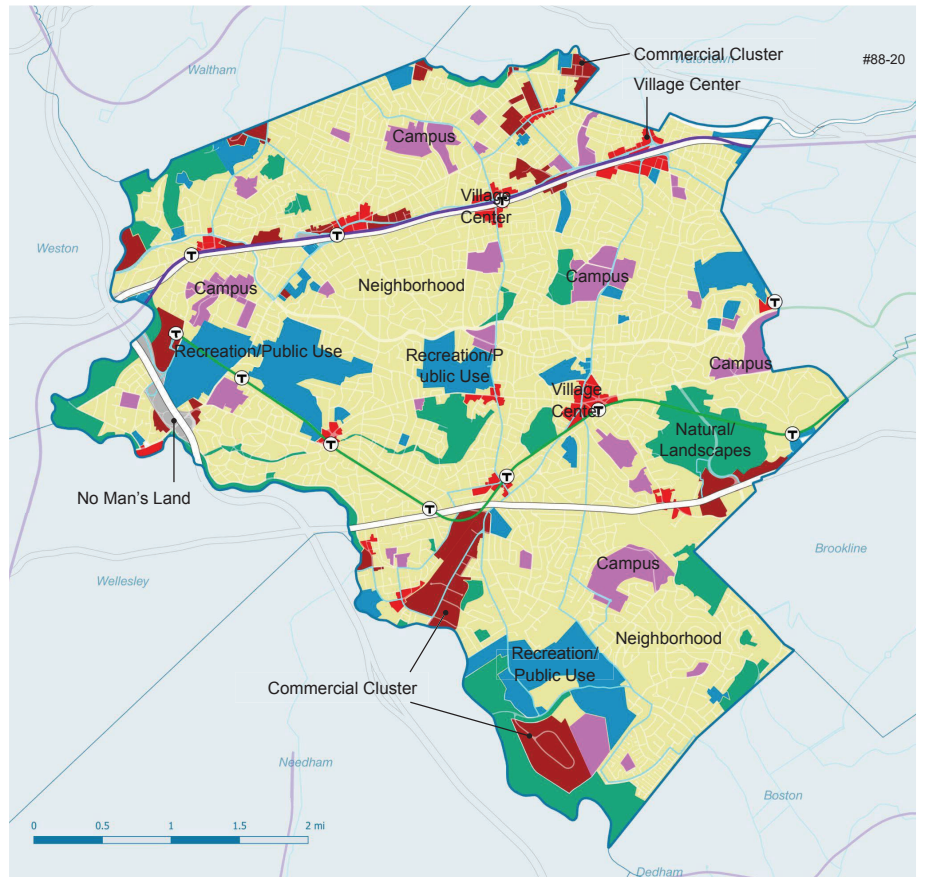
# Pattern Book, 2018

## 6 Character Patterns

- Village Center
- Commercial Cluster
- Campus
- No Man's Land
- Natural / Landscapes
- Recreation / Public Use
- Neighborhood

Village Centers are Newton's primary mixed-use areas serving commercial and retail hearts of the city. Characteristics:

- smaller retail owned by local and regional operators
- pedestrian-oriented
- places for community to gather, socialize, and shop
- many are accessible by at least one form of public transit

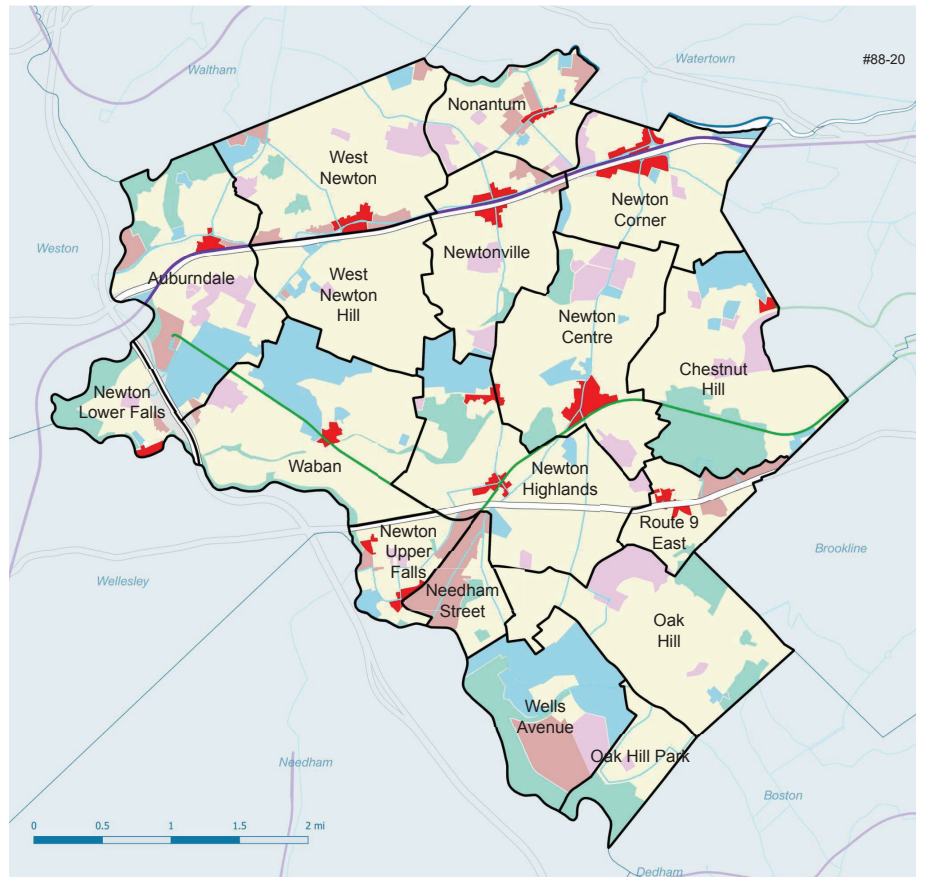


Where and what are Village Centers?: Previous Studies

# Pattern Book, 2018

17 Context-Based Areas serve as a unit of geographic analysis.

CBA's are based on villages, which are often defined by one village center that gives identity to the surrounding residential neighborhood.

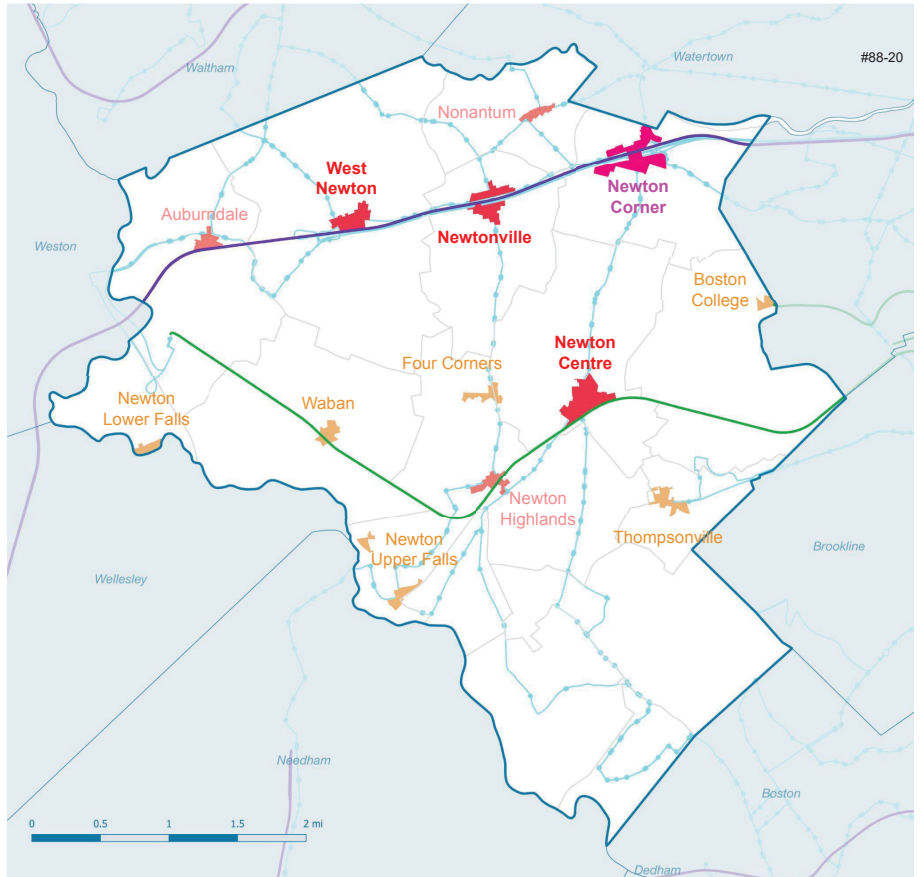


Where and what are Village Centers?: Previous Studies

# Pattern Book, 2018

13 Village Centers, 4 Subsets:

- Convenience Center
- Neighborhood Center
- Town Center
- Gateway Center



#88-20



Where and what are Village Centers?: Previous Studies

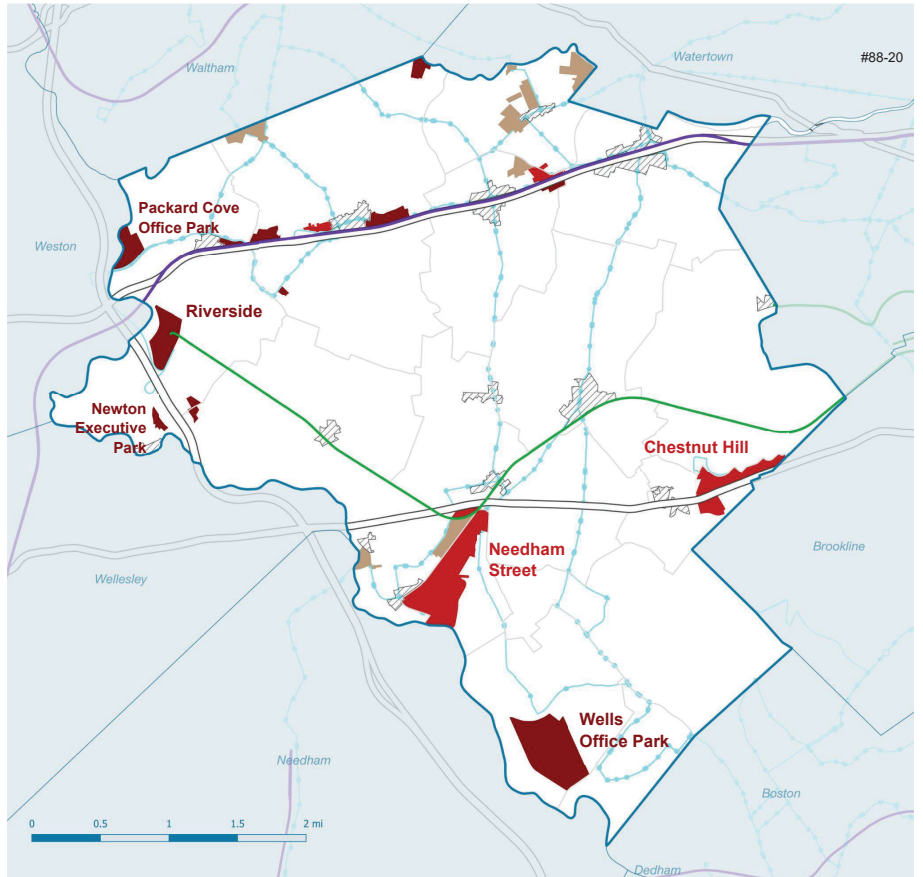
# Pattern Book, 2018

24 Commercial Clusters, 3 Subsets:

- Employment Cluster
- Retail Cluster
- Legacy Industrial Cluster
- Village Centers

Commercial Clusters are areas dominated by one primary commercial use, typically serving a regional population. Characteristics:

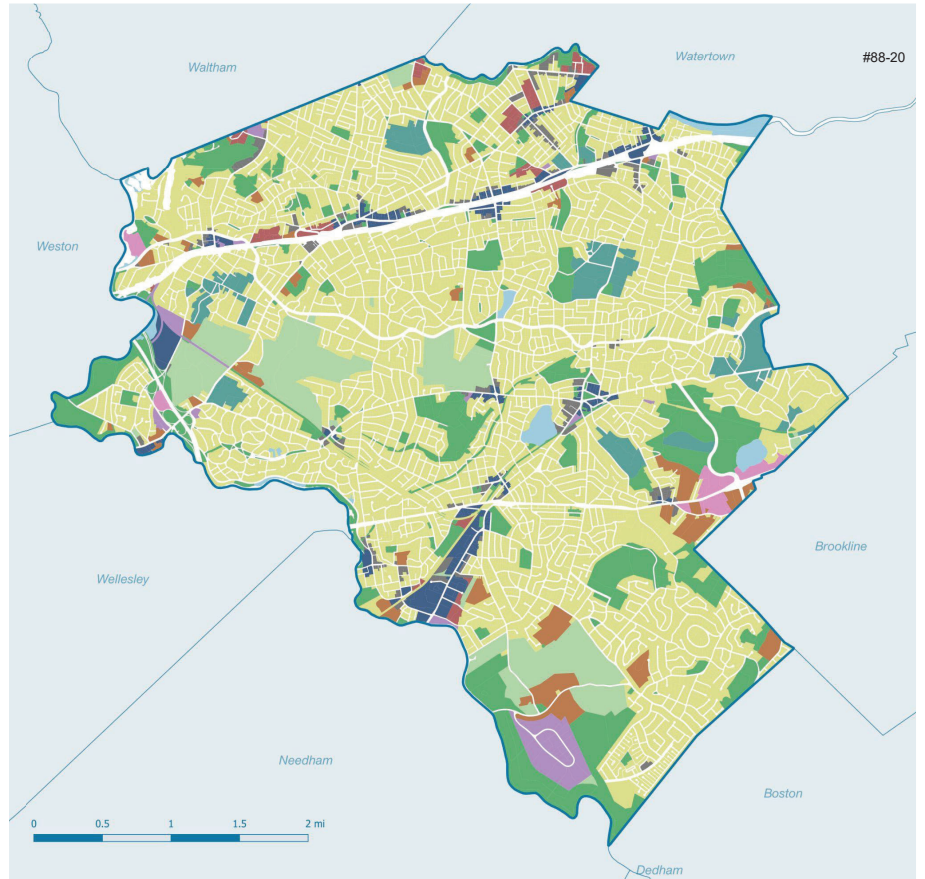
- large employers
- large retailers
- auto-oriented



Where and what are Village Centers?: Previous Studies

# Draft Zoning Proposal, 2018

- Campus / Institutional
- Fabrication
- Neighborhood General
- Non-Contextual Multi-Unit Resi
- Office
- Public Use
- Residence Districts
- Recreation
- Regional Retail
- Village Districts



Where and what are Village Centers?: Previous Studies

# Draft Zoning Proposal, 2018

- Village District 1
- Village District 2
- Village District 3



Where and what are Village Centers?: Previous Studies

# Draft Zoning Proposal, 2018

- Village District 1
- Village District 2
- Village District 3
- Neighborhood General



# Summary of Previous Studies

Comp. Plan LU Working Group, 2004		Pattern Book, 2018		Draft Zoning Proposal, 2018	
Regional	Newton Corner Newtonville West Newton Newton Centre <b>Newton Highlands</b> Auburndale Chestnut Hill	Gateway	Newton Corner	Village Center 3 (and includes VC2 and VC1 and NG)	Newton Corner Riverside Needham Street (south)
		Town	Newtonville West Newton Newton Centre	Village Center 2 (and includes VC1 and NG)	Newtonville West Newton Newton Centre <b>Newton Highlands</b> Nonantum Needham Street (north) Eliot & Woodward East of Nonantum
Neighborhood	Nonantum Thompsonville Waban Four Corners Newton Upper Falls Newton Lower Falls Oak Hill Park Lexington Commonwealth & Irving	Neighborhood	Nonantum Auburndale Newton Highlands	Village Center 1 (and included NG)	Auburndale Thompsonville Waban Four Corners Newton Upper Falls Newton Lower Falls Waltham & Cherry East of West Newton East of Newtonville
		Convenience	Thompsonville Waban Four Corners Newton Upper Falls Newton Lower Falls Boston College	Neighborhood General	Boston College Oak Hill Park Commonwealth & Irving Lexington Nonantum & Charles West of West Newton

**Black** = consistent 3 out of 3 previous studies

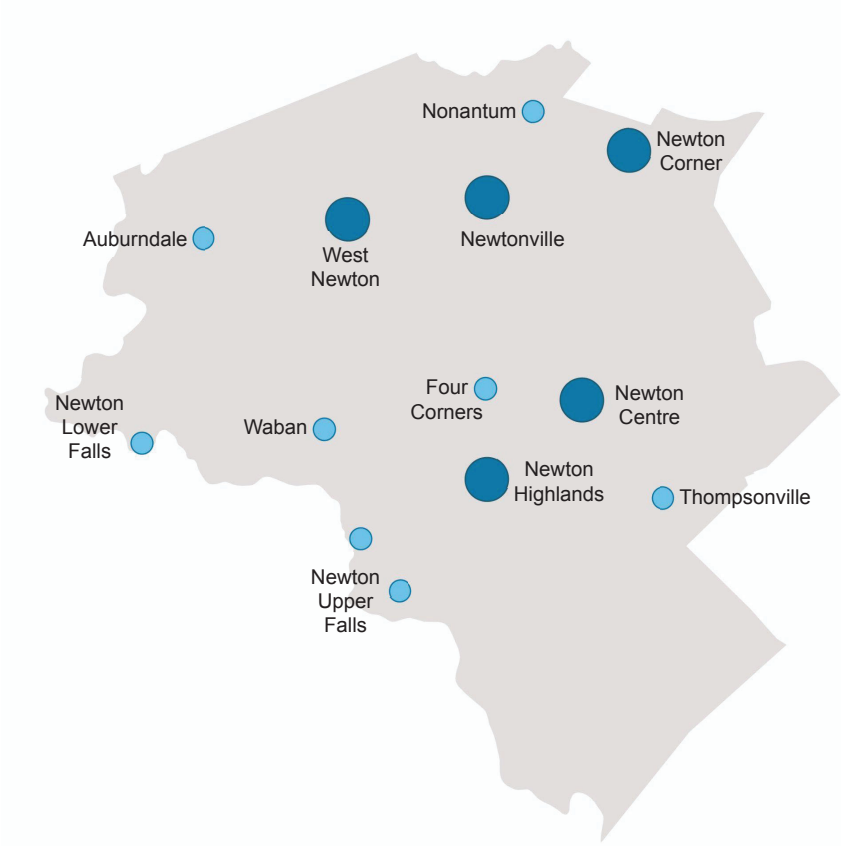
**Dark blue** = consistent in 2 out of 3 previous studies

**Light blue** = consistent in 1 out of 3 previous studies

# Summary of Previous Studies

Village Centers in all previous studies:

1. Auburndale
2. West Newton
3. Newtonville
4. Nonantum
5. Newton Corner
6. Newton Lower Falls
7. Waban
8. Four Corners
9. Newton Centre
10. Newton Highlands
11. Newton Upper Falls
12. Thompsonville



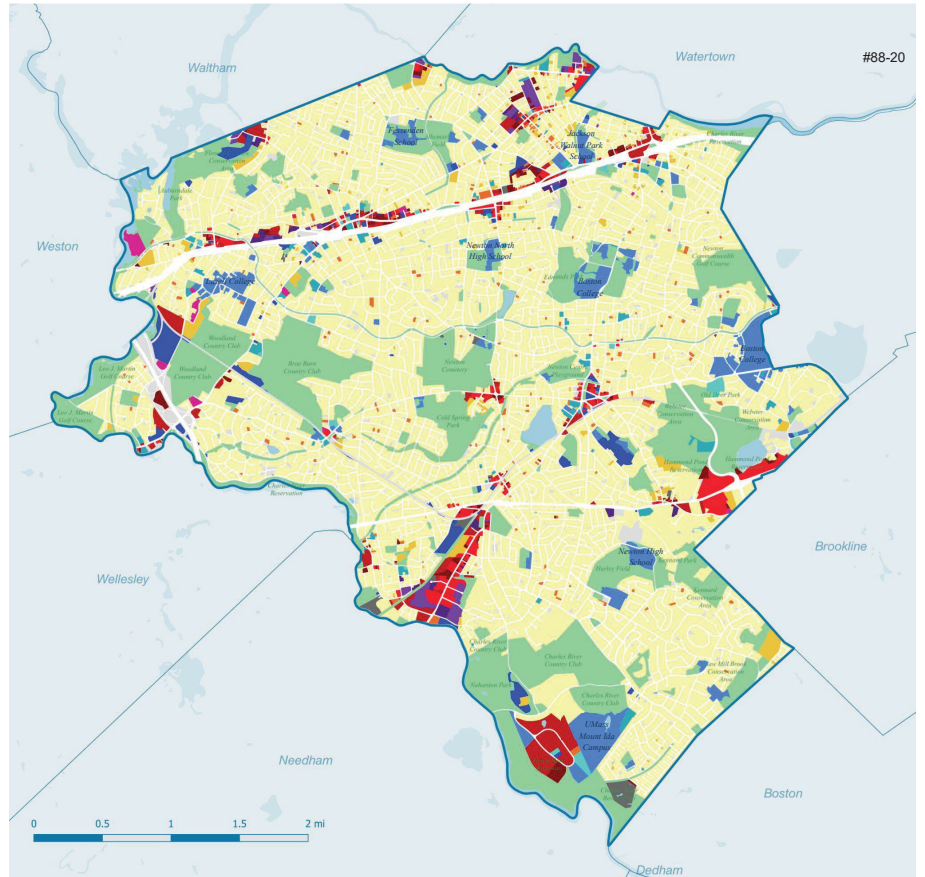
A blue-tinted photograph of a street scene. In the background, a building has a large sign that reads "WEST NEWTON CINEMA". Below the sign, movie posters for "ROCKETMAN", "ALADDIN", and "HAMPSTEAD" are visible. To the left, a storefront for "elements massage" is partially visible. To the right, a storefront for "BIOLOGY" is visible. In the foreground, there is a crosswalk with white stripes on the pavement. A few people and a dog are walking across the crosswalk. Two cars are parked on the street, one on the left and one on the right.

# What are the mix of uses in Village Centers?

What are the mix of uses in Village Centers?

# Land Uses

- Residences
- Apartments
- Multiple Use
- Transient Group Quarters
- Retail
- Retail - auto, marine
- Office
- Warehouses + Distribution
- Manufacturing
- Exempt Property
- Education
- Cultural/Entertainment/Recreation
- Civic/Community
- Open Space
- Utilities
- Vacant

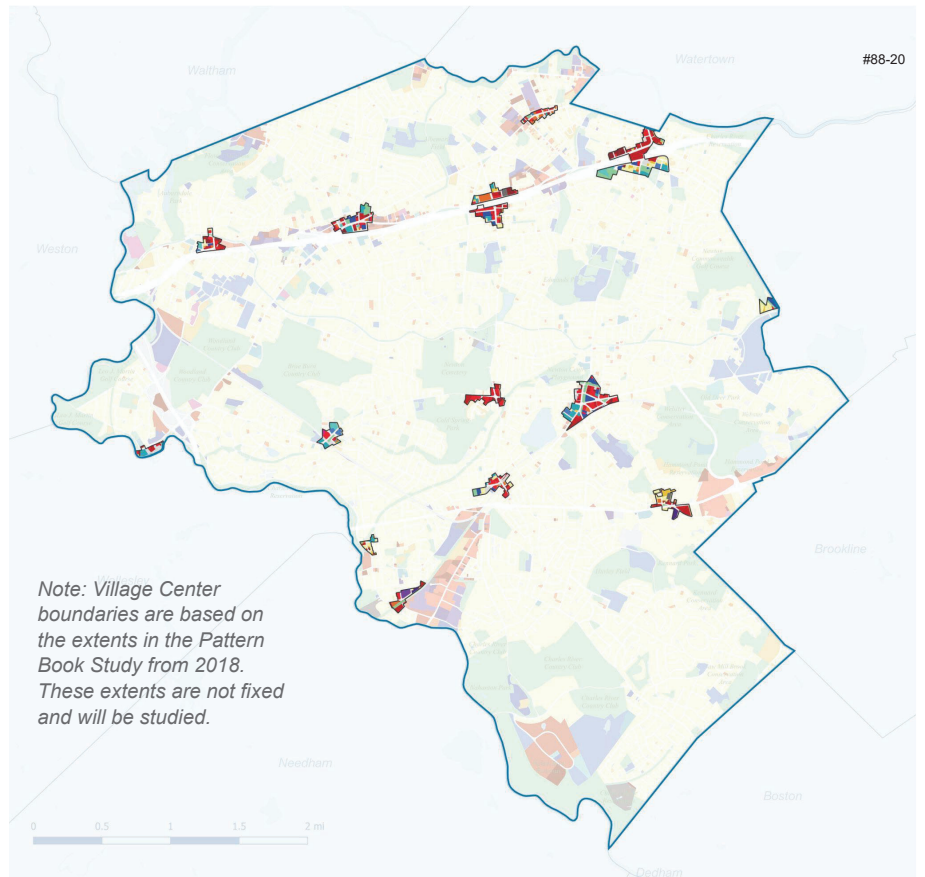




What are the mix of uses in Village Centers?

# Land Uses: Village Centers

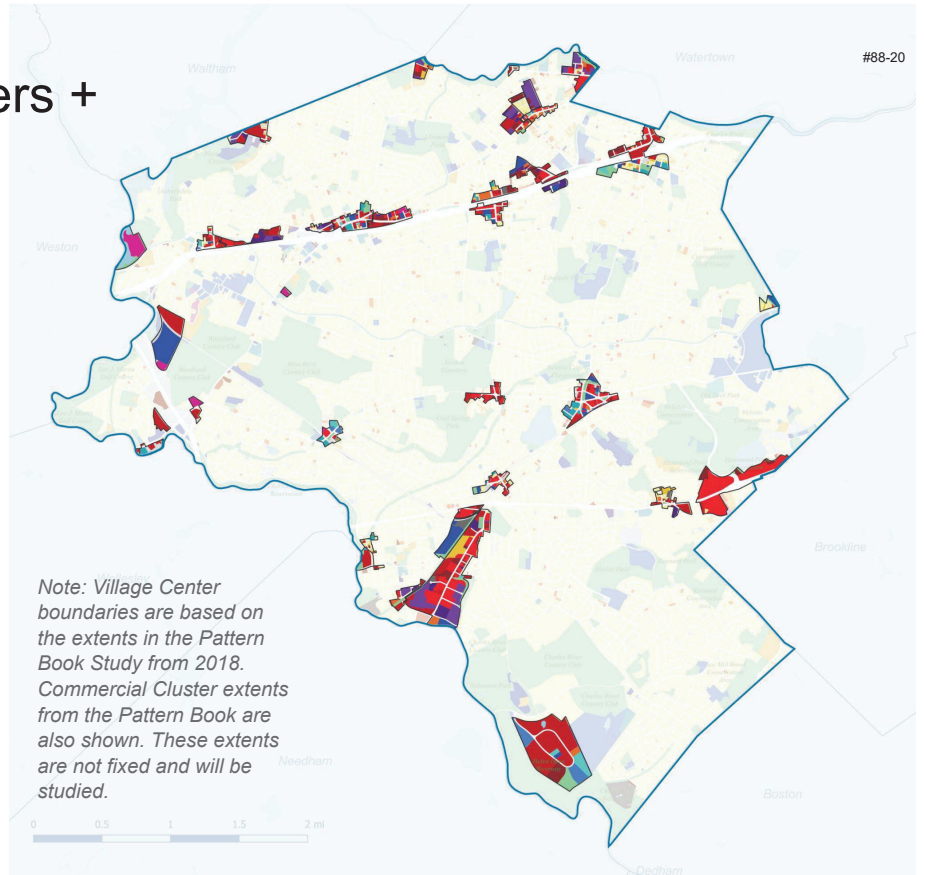
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What are the mix of uses in Village Centers?

# Land Uses: Village Centers + Commercial Clusters

- Residences
- Apartments
- Multiple Use
- Transient Group Quarters
- Retail
- Retail - auto, marine
- Office
- Warehouses + Distribution
- Manufacturing
- Exempt Property
- Education
- Cultural/Entertainment/Recreation
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- Vacant



#88-20

What are the mix of uses in Village Centers?

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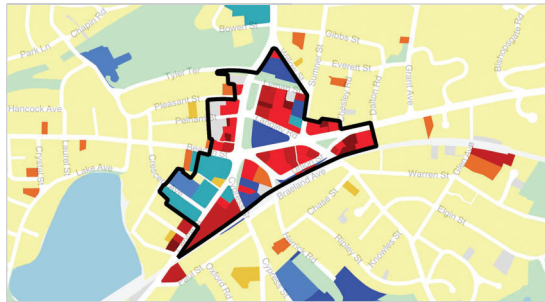
# Land Uses

## Village Centers & Commercial Clusters

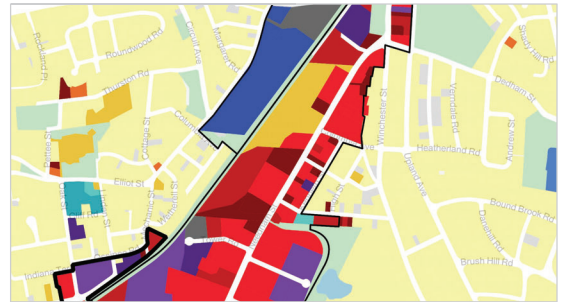
- Residences
- Apartments
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- Retail - auto, marine
- Office
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- Education
- Cultural/Entertainment/Rec
- Civic/Community
- Open Space
- Utilities
- Vacant

- Village Centers\*
- Commercial Clusters\*

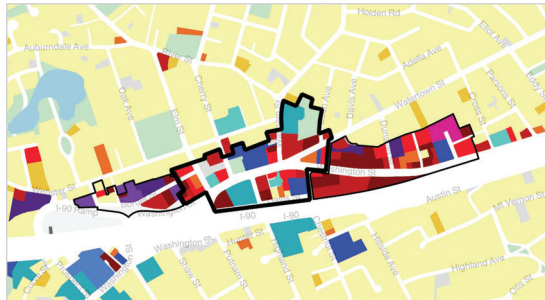
*Newton Centre*



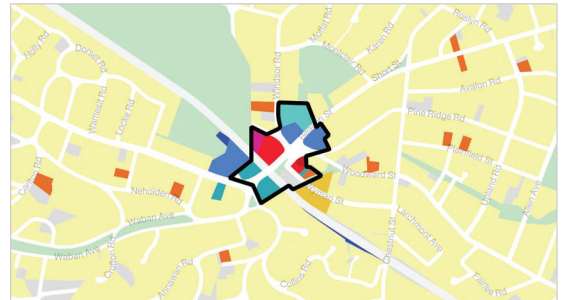
*Needham Street*



*West Newton*



*Waban*



*\*Village Center boundaries are based on the extents in the Pattern Book Study from 2018. Commercial Cluster extents from the Pattern Book are also shown. These extents are not fixed and will be studied.*

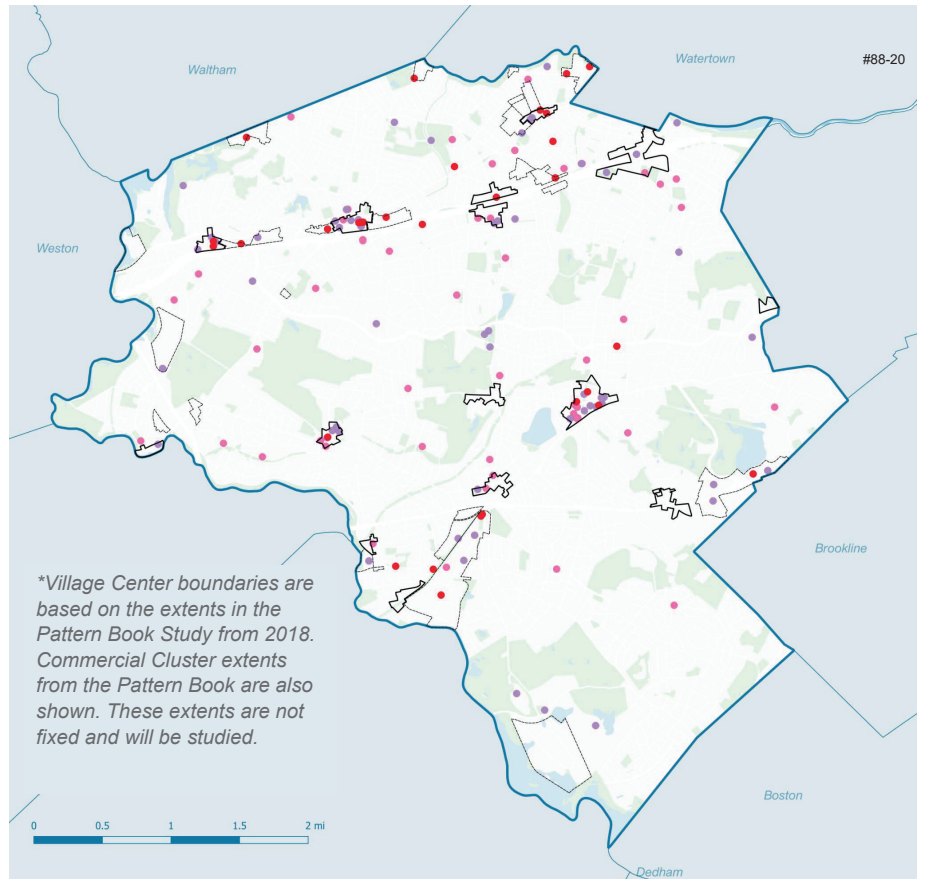
What are the mix of uses in Village Centers?

# Arts & Culture

## Arts & Culture

- Venues
- Arts Organizations
- Creative Businesses

- Village Centers\*
- Commercial Clusters\*



What are the mix of uses in Village Centers?

# Arts, Civic, and Community Uses

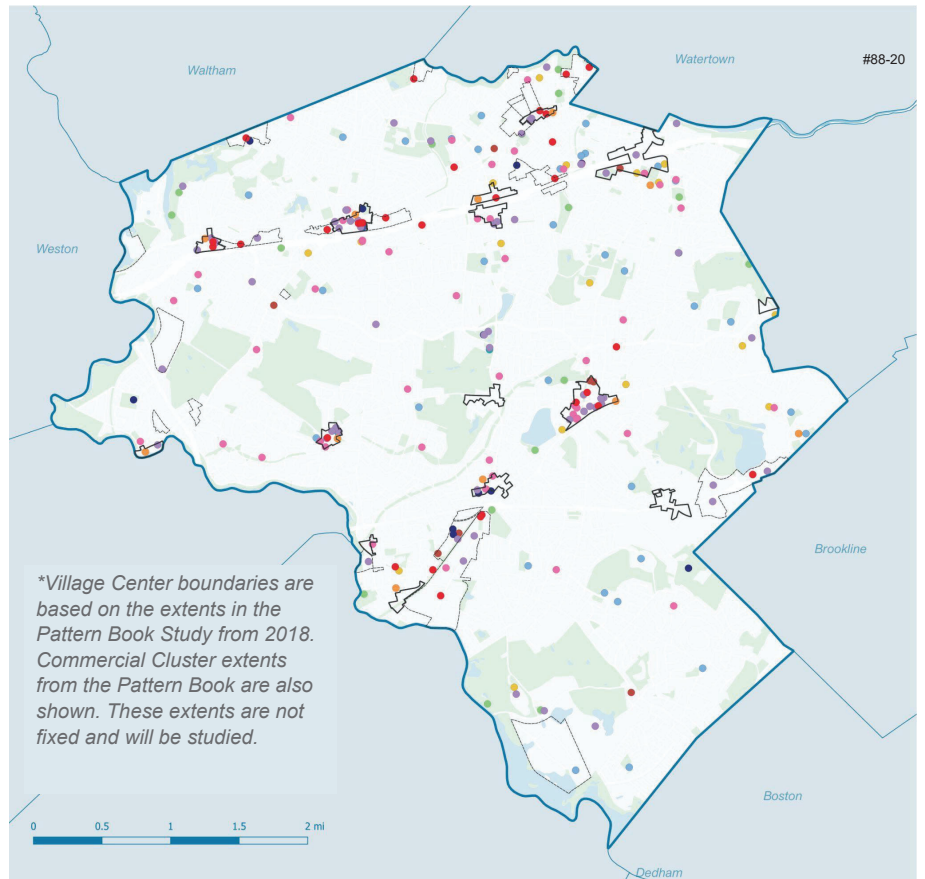
## Arts & Culture

- Venues
- Arts Organizations
- Creative Businesses

## Civic & Community

- Municipal
- Library
- Recreation
- Police
- Fire Station
- Schools
- Post Office
- Religious Institutions

- Village Centers\*
- Commercial Clusters\*



What are the mix of uses in Village Centers?

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# Arts, Civic, and Community Uses

## Arts & Culture

- Venues
- Arts Organizations
- Creative Businesses

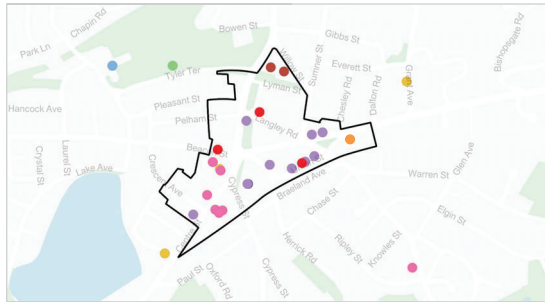
## Civic & Community

- Municipal
- Library
- Recreation
- Police
- Fire Station
- Schools
- Post Office
- Religious Institutions

- Village Centers\*
- Commercial Clusters\*

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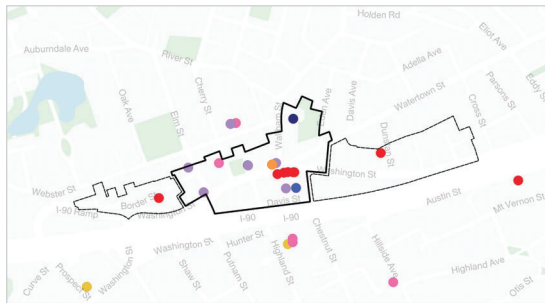
**Newton Centre**



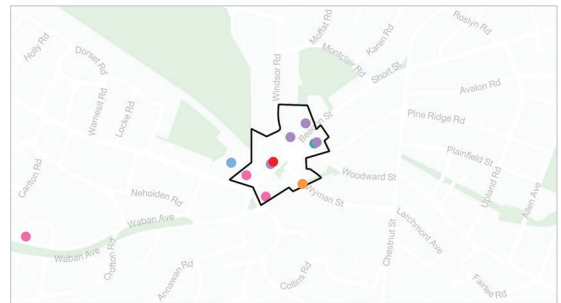
**Needham Street**



**West Newton**



**Waban**



What are the mix of uses in Village Centers?

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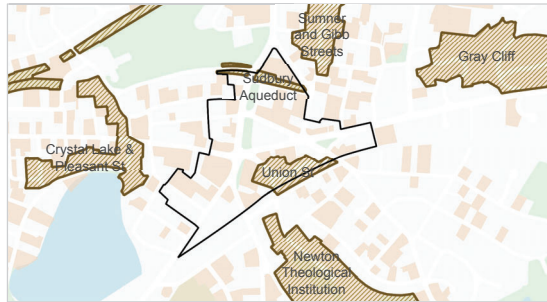
# Historic

-  Historic Districts
-  Historic Properties
-  Village Centers\*
-  Commercial Clusters\*

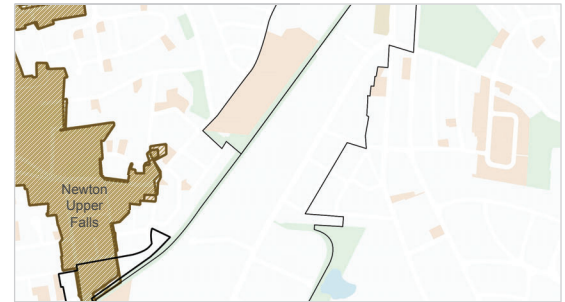


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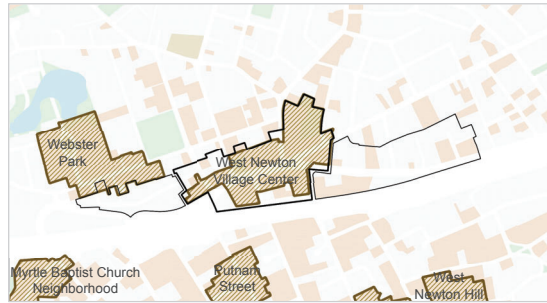
Newton Centre



Needham Street



West Newton



Waban



What are the mix of uses in Village Centers?

#88-20

## At a glance: Existing uses in village centers

Convenience / Amenity Retail	Social and Professional Services	Civic / Community	Food, Beverage, Entertainment	Commercial Office	Residential	Boutique Manufacturing
Small-scale grocery store Convenience store Pharmacy Bank/ATM Fast Food Hardware store Florist Local specialty store Chain retail store Auto service	Language and test prep schools Tax preparation Realtor Insurance company Professional offices (dentist, insurance etc) Barber and hairdresser Nail salons Gym	Branch library Post office Religious institution Fire station Police station Schools Community centers Parks / plazas Open space	Local eateries Chain restaurant Cafe Ice cream store Cinema	Office space	Multifamily residential Single-family residential	Small-batch manufacturing



What are the mix of uses in Village Centers?

#88-20

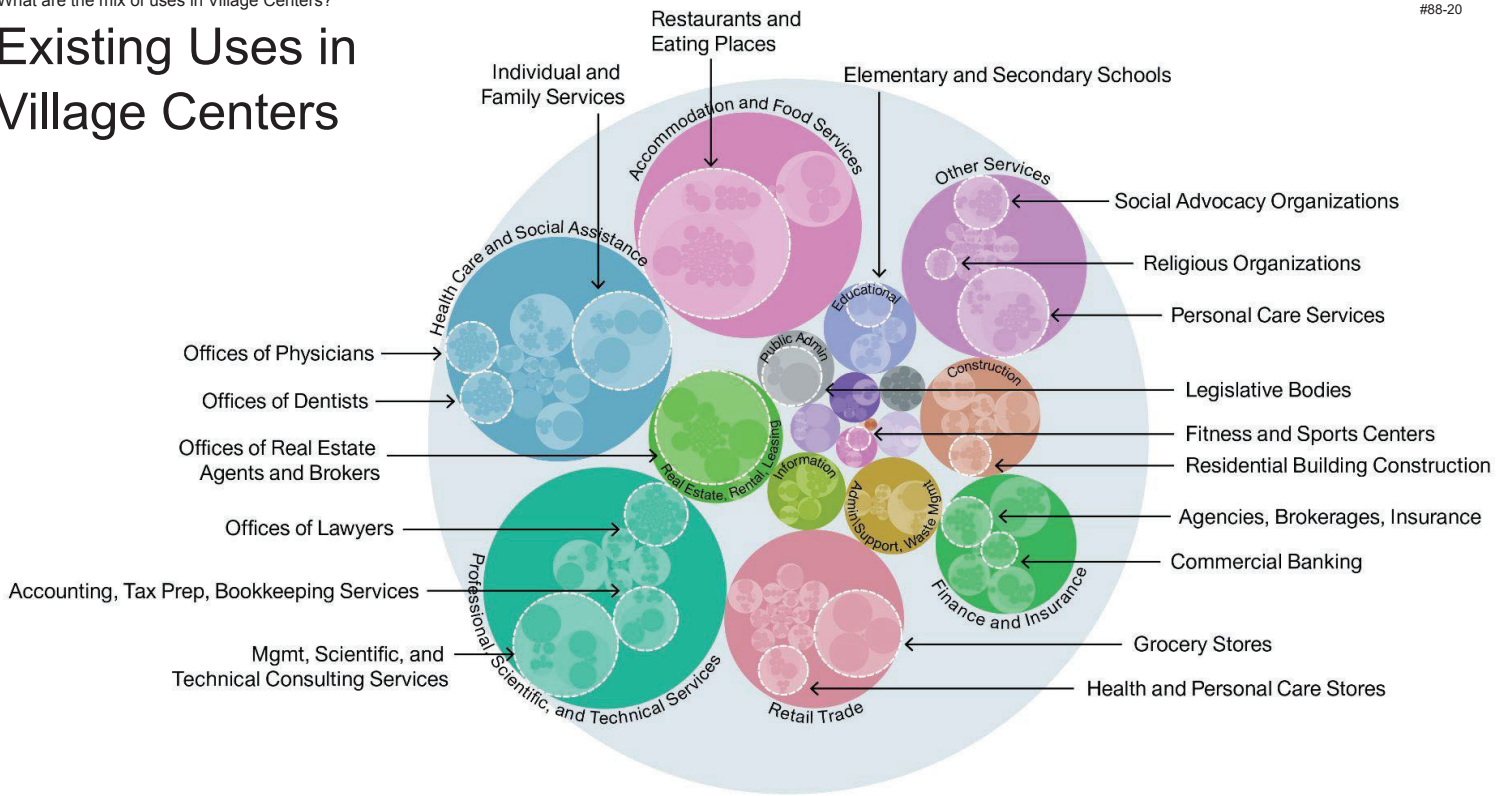
## At a glance: Emerging 21st century uses in village centers

Convenience / Amenity Retail	Social and Professional Services	Civic / Community	Food, Beverage, Entertainment	Commercial Office	Residential	Boutique Manufacturing
Small-scale grocery store Convenience store Pharmacy Bank/ATM Fast Food Hardware store Florist Local specialty store Chain retail store Auto service <a href="#">Plant shop</a>	Language and test prep schools Tax preparation Realtor Insurance company Professional offices (dentist, insurance etc) Barber and hairdresser Nail salons Gym <a href="#">Yoga Studio</a> <a href="#">Dance and Music Studios</a> <a href="#">Bicycle repair/shop</a>	Branch library Post office Religious institution Fire station Police station Schools Community centers Parks / plazas Open space <a href="#">Community kitchen</a> <a href="#">Event space / bookstore</a> <a href="#">Outdoor space for markets and small festivals</a> <a href="#">Bike and car share facilities</a> <a href="#">Daycare/Playground</a>	Local eateries Chain restaurant Cafe Ice cream store Cinema <a href="#">Local pop-up market/retail incubator</a>	Office space <a href="#">Co-working space</a>	Multifamily residential Single-family residential	Small-batch manufacturing <a href="#">Maker space / after school programs</a> <a href="#">Ceramics studio</a> <a href="#">Small-batch food &amp; beverage production and catering</a>

What are the mix of uses in Village Centers?

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# Existing Uses in Village Centers



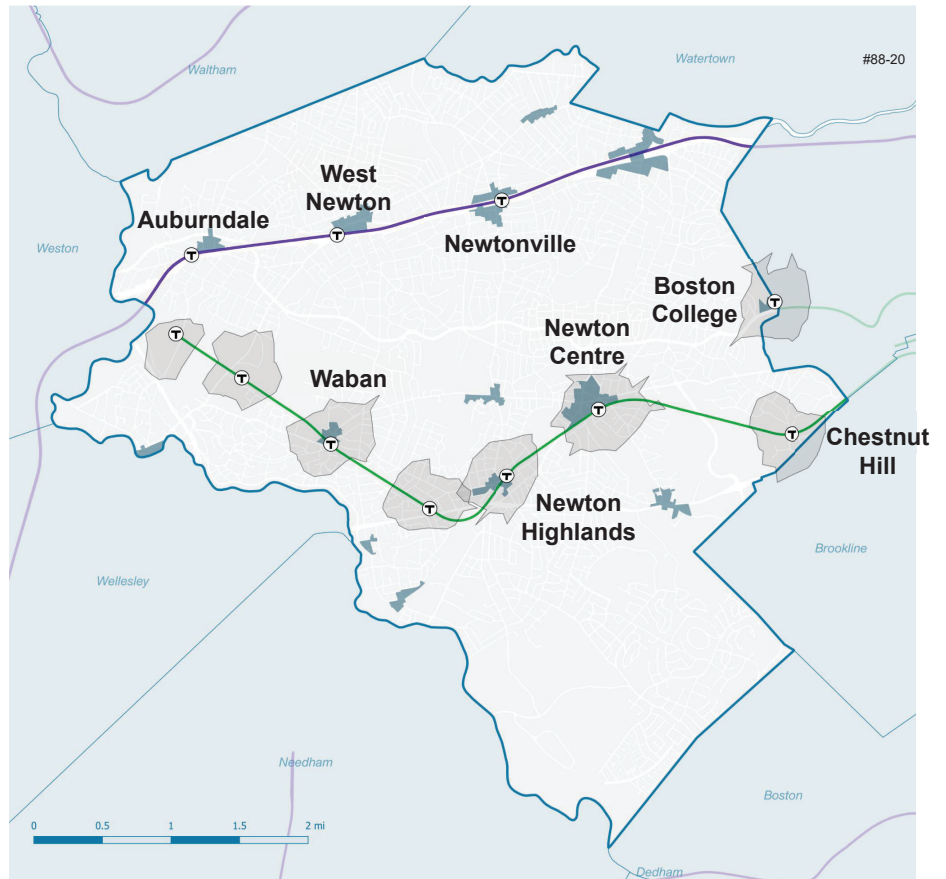
# How are Village Centers Accessed?

How are Village Centers Accessed?

# Green Line: Transit Walksheds

10 minute walk from  
the T stop

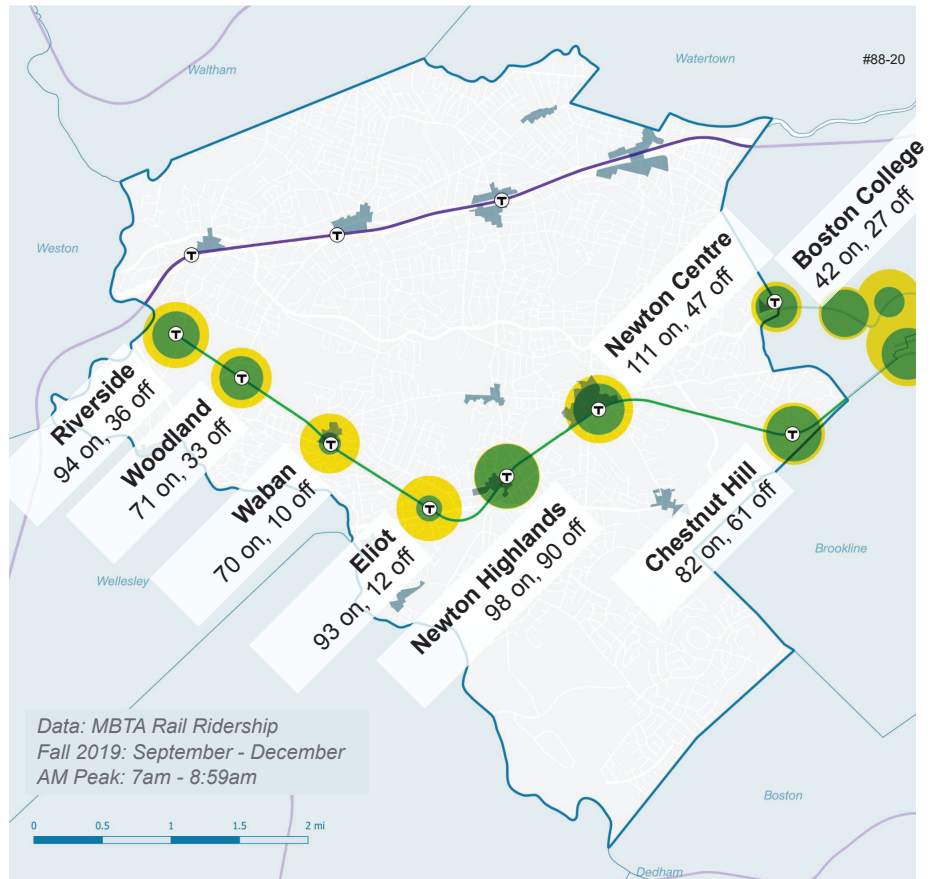
*Note: Village Center boundaries are based on the extents in the Pattern Book Study from 2018. These extents are not fixed and will be studied.*



How are Village Centers Accessed?

# Green Line: Weekday AM Peak Ridership

- Average ons
- Average offs
- Overlap between average ons and average offs

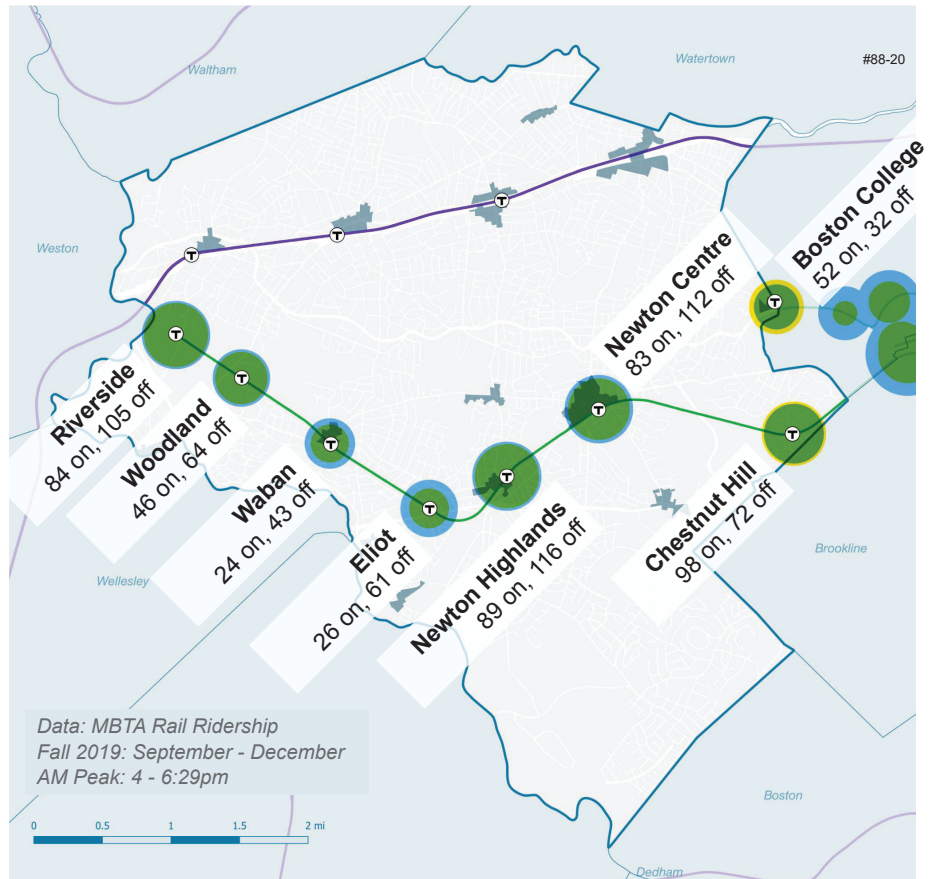


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How are Village Centers Accessed?

# Green Line: Weekday PM Peak Ridership




- Average ons
- Average offs
- Overlap between average ons and average offs

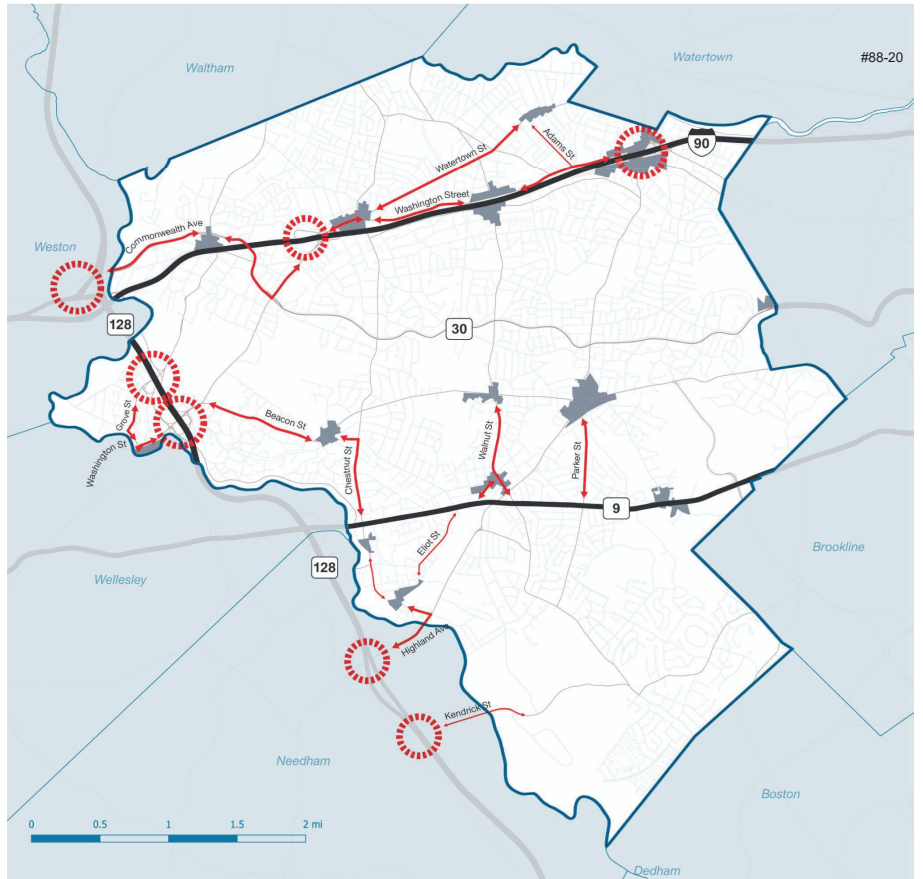


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How are Village Centers Accessed?

# Highway Access




-  Village Centers\*
-  Vehicular Access
-  Highway onramp / offramp

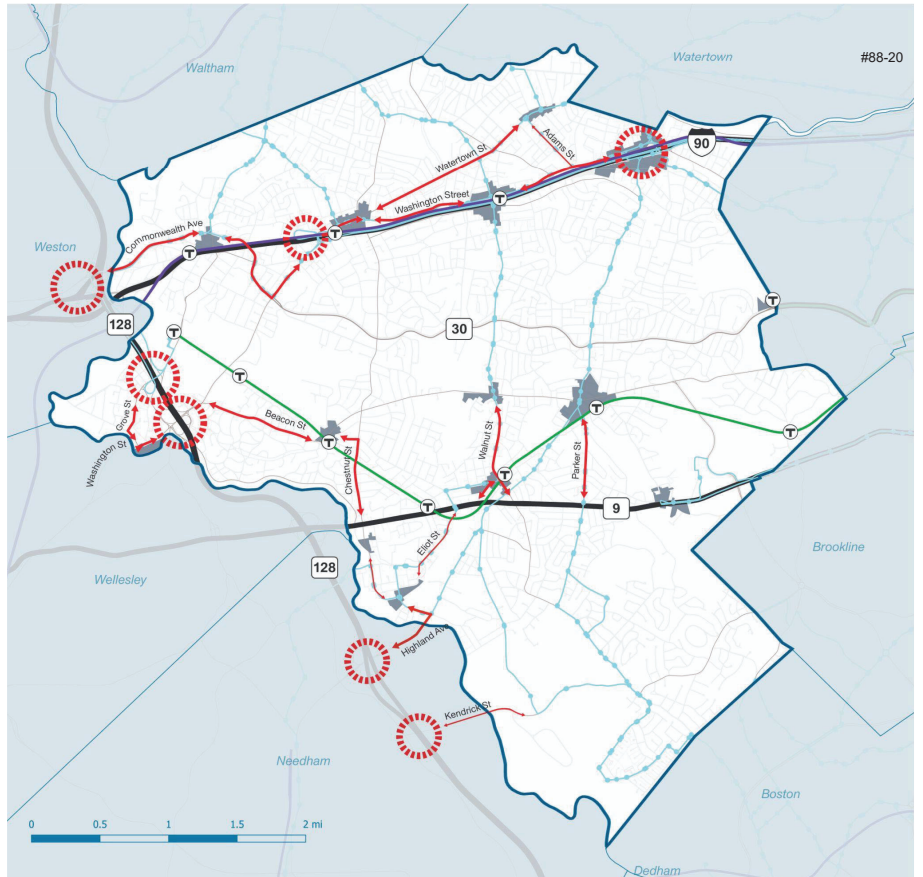


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How are Village Centers Accessed?

# Highway & Transit Access

-  Village Centers\*
-  Vehicular Access
-  Highway onramp / offramp



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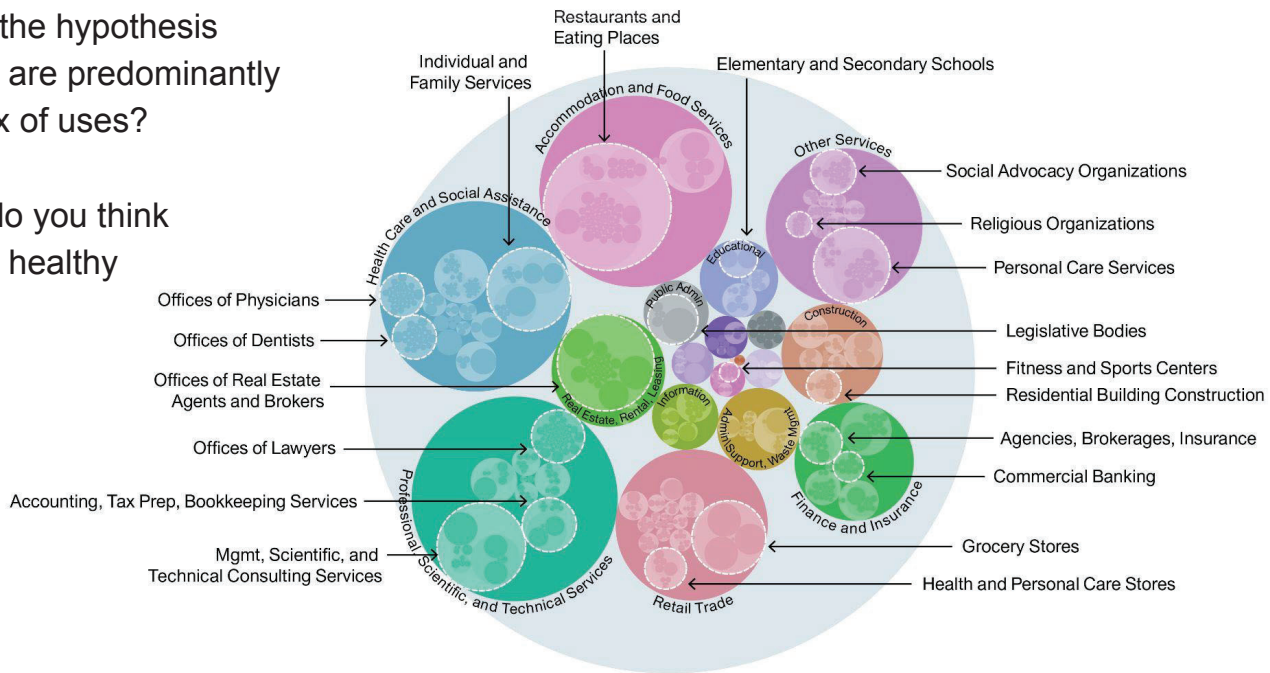


# Next Steps & Discussion

# Discussion Topic #1

Do you agree with the hypothesis that village centers are predominantly defined by their mix of uses?

What mix of uses do you think support and create healthy village centers?

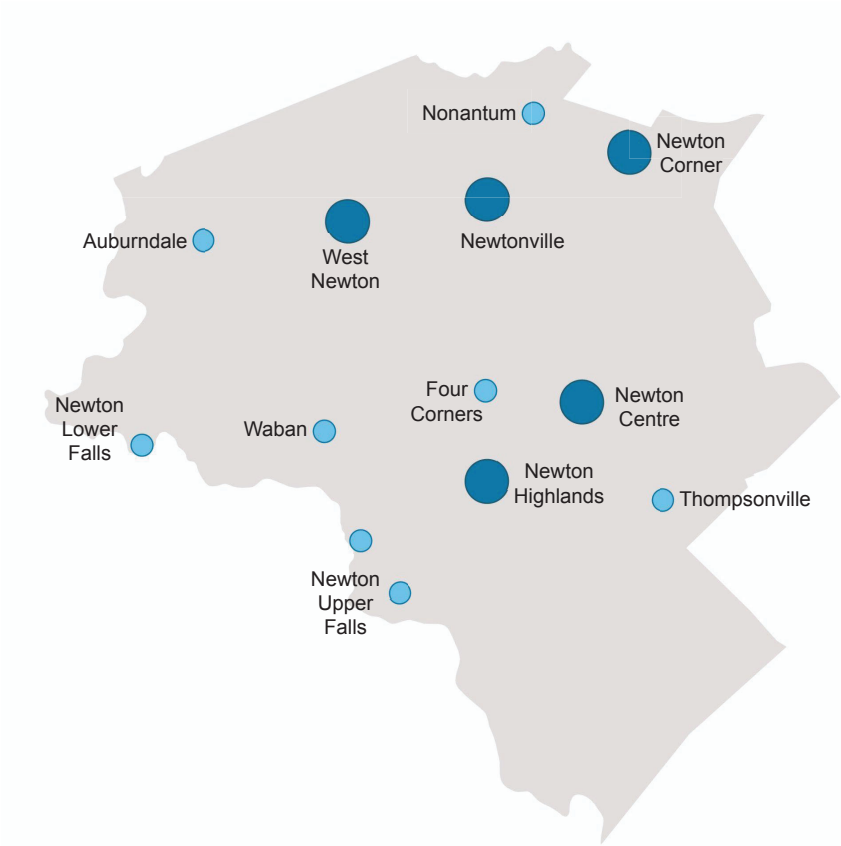


## Discussion Topic #2

What do you think about using the twelve village centers identified in all previous studies as a starting point for analysis?

Village Centers in all previous studies:

1. Auburndale
2. West Newton
3. Newtonville
4. Nonantum
5. Newton Corner
6. Newton Lower Falls
7. Waban
8. Four Corners
9. Newton Centre
10. Newton Highlands
11. Newton Upper Falls
12. Thompsonville



# Where we are in the process

↓ We are here

