A G E N D A

Introductions
Background
Virtual Tour
Break-out Groups
Process Going Forward
INTRODUCTIONS

- Candace Havens, Planning Director
- Jen Molinsky, Long-Range Planning
- Eve Tapper, Current Planning
- David Koses, Transportation
- Derek Valentine, Land Use
- Alexandra Ananth, Land Use
- Amanda Stout, Economic Development
- Seth Zeren, Zoning
• 1972: Area-wide topics
• 1980: Reconnaissance report
• 1982: Mass DPW plan drawings for four lanes
• 1984: Lorenzo White plan
• 1987: CTPS traffic study for four lanes and bridge widening
• 1994: Needham St. consensus group formed
• 1997: Stop and Shop project spurs roadway design
• 1997: Citizens Organized for Responsible Development (CORD) recommends three-lane road
• 2000: Needham Street Task Force favors 3-lane road
• 2005: BOA approves 25% design plans for 3-lane design
• 2007: *Comprehensive Plan* adopted
  
  “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. “
REGIONAL BUSINESS CENTERS

One of 4 Regional Business Areas

They contain almost half the City’s existing commercial floor area

2.5 million sq. ft. existing commercial property with potential to double

Significant portion of the City’s employment base and annual revenue: FY2011 $6.2 million property tax revenue
Recent Updates

- 2008: $17 million earmarked for construction in bond bill
- 2010: MassDOT agreed to pay for 100% design for Newton
- 2010: Mayor’s Mixed-Use Task Force completed work
- 2010: Transportation Advisory Committee formed
- 2011: Functional Road Design study in progress
- 2012: 25% design plans expected in January
- 2012: Add-a-Lane project on Route 128 approaching Newton
• Change is inevitable
• Directed change will encourage a community asset
  ○ More capacity for growth exists
  ○ Economic benefits are needed
  ○ Benefits of well-designed corridor
  ○ Roadway must complement desired land uses and existing conditions
• Part of a regional economy
  ○ Coordination with Needham
MIT Community Presentations

2nd year grad students from Department of Urban Studies and Planning

Research

Stakeholders meetings

Graphics

2 public meetings in fall

“Needham Street Corridor Plan”
Gateway to Newton

Student vision to:

- improve pedestrian experience
- improve aesthetics
- foster connectivity
- respect ecological system
- create vibrant, livable, mixed-use gateway
Ecology and Open Space
Land Use
North and South

Northern half is fine grained – smaller parcels and smaller blocks

Southern half is more coarsely grained – larger parcels and larger blocks
Village Connections

Opportunities to connect to surrounding neighborhoods
The Virtual Tour
Historic Bridge over Charles River to Needham
Pettee Mill Building (aka Old Piano Factory)
Oak and Needham Streets

Historic Buildings National Register
Oak Street Condominiums

Multi-family Residential
300 Needham Street
Retail/Storage
H.C. Starck Manufacturing
Northland site
Retail
Future mixed use?
Southern Part of Corridor

Office/Retail
Middle Part of Corridor
Office/Retail
Avalon Bay
Newton Highlands
Multifamily Residential
Northern Half of Corridor
Retail
Northern Half of Corridor
Retail
Winchester and Needham Streets Intersection
Route 9
Underpass
Abandoned Rail Right-of-Way Parallel to Needham Street
Abandoned Rail Right-of-Way Bisects Needham Street
Newton Upper Falls

Mixed-Use Village Center
Newton Highlands
Winchester Street
Newton Upper Falls neighborhoods
Residential
WHAT IS YOUR VISION FOR NEEDHAM STREET?
Focus on INTERESTS *not* solutions

<table>
<thead>
<tr>
<th>INTERESTS</th>
<th>TOPICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• What do you most like about Needham Street and want to maintain?</td>
<td>• Transportation</td>
</tr>
<tr>
<td>• What do you least like about Needham Street and would like to change?</td>
<td>• Streetscape</td>
</tr>
<tr>
<td>• Why?</td>
<td>• Land Uses</td>
</tr>
<tr>
<td></td>
<td>• Building form and Design</td>
</tr>
<tr>
<td></td>
<td>• Environment</td>
</tr>
<tr>
<td></td>
<td>• Historic Preservation</td>
</tr>
<tr>
<td></td>
<td>• Recreation &amp; Open Space</td>
</tr>
<tr>
<td></td>
<td>• Economic Development</td>
</tr>
<tr>
<td></td>
<td>• Others?</td>
</tr>
</tbody>
</table>
## Interests vs. Solutions

<table>
<thead>
<tr>
<th>INTERESTS</th>
<th>SOLUTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walkability</td>
<td>Better sidewalks, lighting</td>
</tr>
<tr>
<td>Less congestion</td>
<td>Traffic control devices</td>
</tr>
<tr>
<td>Safer streets</td>
<td>No potholes</td>
</tr>
<tr>
<td>Historic character</td>
<td>Decorative lamp posts</td>
</tr>
</tbody>
</table>
Worksheet

Who is at your table?

What do you most like about Needham Street and want to conserve?

What do you like least about Needham Street and want to change?

The Parking Lot: other ideas, topics, concerns, and specific solutions raised at your table.

Envisioning Needham Street
| community visioning workshop | April 14, 2011
Breakout Groups

- Go to table with your number
- Staff facilitator
- Discuss questions - 20 minutes
- Complete group vision statement and put on big sheet - 10 minutes
- Select a reporter to report out
- Red-dot voting
Focus on INTERESTS *not* solutions

<table>
<thead>
<tr>
<th>INTERESTS</th>
<th>TOPICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• What do you most like about Needham Street and want to maintain?</td>
<td></td>
</tr>
<tr>
<td>• What do you least like about Needham Street and would like to change?</td>
<td></td>
</tr>
<tr>
<td>• <em>Why?</em></td>
<td></td>
</tr>
<tr>
<td>• Transportation</td>
<td></td>
</tr>
<tr>
<td>• Streetscape</td>
<td></td>
</tr>
<tr>
<td>• Land Uses</td>
<td></td>
</tr>
<tr>
<td>• Building form and Design</td>
<td></td>
</tr>
<tr>
<td>• Environment</td>
<td></td>
</tr>
<tr>
<td>• Historic Preservation</td>
<td></td>
</tr>
<tr>
<td>• Recreation &amp; Open Space</td>
<td></td>
</tr>
<tr>
<td>• Economic Development</td>
<td></td>
</tr>
<tr>
<td>• Others?</td>
<td></td>
</tr>
</tbody>
</table>
## Community Meetings

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 14th</td>
<td>Harvesting Interests</td>
</tr>
<tr>
<td>June 1st</td>
<td>Public presentations</td>
</tr>
<tr>
<td>Summer 2011</td>
<td>Draft Master Plan</td>
</tr>
<tr>
<td>Fall 2011</td>
<td>Finalize Master Plan</td>
</tr>
<tr>
<td>Spring 2012</td>
<td>Zoning</td>
</tr>
</tbody>
</table>
OPPORTUNITIES for PUBLIC PARTICIPATION

- **PUBLIC PRESENTATIONS** – June 1st
  - All ideas are welcome
  - Should build on expressed community interests – to be posted on web
  - 7 minute maximum + Q&A = 10 minutes per presentation

- **FOCUS GROUP**
  - Residents/Neighbors
  - Property Owners
  - Business Owners
  - Citizens-at-Large
  - Design Professionals
  - Needham representatives

- **PROFESSIONAL SKILLS**
  - Drawing, 3D imagery, GIS, fiscal analysis
<table>
<thead>
<tr>
<th><a href="http://www.newtonma.gov/needhamstreet">www.newtonma.gov/needhamstreet</a></th>
<th><a href="mailto:needhamstreet@newtonma.gov">needhamstreet@newtonma.gov</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Red-dot voting results</td>
<td>• Questions</td>
</tr>
<tr>
<td>• Visioning summaries</td>
<td>• Comments</td>
</tr>
<tr>
<td>• Upcoming meetings</td>
<td></td>
</tr>
<tr>
<td>• Meeting notes</td>
<td></td>
</tr>
<tr>
<td>• Draft plans</td>
<td></td>
</tr>
<tr>
<td>• Other announcements</td>
<td></td>
</tr>
</tbody>
</table>

617.796.1120