Newton Zoning Redesign

Tapping the Creative Economy: Zoning, Arts, and Artisans

02.15.18
Guest Performance

Julianna Walsh

Y Center for the Creative Arts

West Suburban YMCA
Welcome!

6:35 | Zoning 101
6:45 | Tapping the Creative Economy
7:20 | Q&A
7:30 | Table-top Sessions
Zoning 101
Zoning shapes our city. It ensures that buildings and uses of land promote positive outcomes for the community and are consistent with the neighborhood context.

Zoning is the regulation of our built environment: types of buildings, their locations, and their uses.
Central Elements of Zoning

• The Zoning Map
• The Zoning Ordinance
• Dimensional Requirements
• Development and Use Standards
• Decision Making Processes

The Zoning Map divides the city into districts, each of which represents a different set of land uses and scales of building types.
Central Elements of Zoning

- The Zoning Map
- The Zoning Ordinance
- Dimensional Requirements
- Development and Use Standards
- Decision Making Processes

The Zoning Ordinance is the book of rules and regulations for how private property lots are divided, how buildings are constructed on those lots, and how those buildings are used.
Central Elements of Zoning

- The Zoning Map
- The Zoning Ordinance
- Dimensional Requirements
- Development and Use Standards
- Decision Making Processes

Dimensional Requirements control the dimensions of private property lots and the buildings constructed on them, including: width and depth of properties, height and overall scale or mass of buildings, as well as how far buildings are from the street and from neighboring property lines.
Central Elements of Zoning

• The Zoning Map
• The Zoning Ordinance
• Dimensional Requirements
• Development and Use Standards
• Decision Making Processes

Dimensional Requirements control the dimensions of private property lots and the buildings constructed on them, including: width and depth of properties, height and overall scale or mass of buildings, as well as how far buildings are from the street and from neighboring property lines.
Central Elements of Zoning

- The Zoning Map
- The Zoning Ordinance
- Dimensional Requirements
- Development and Use Standards
- Decision Making Processes

For each use

- Define it. State Intent.
- Set standards - Specific application materials, specific site layout standards, specific operations standards
Central Elements of Zoning

- The Zoning Map
- The Zoning Ordinance
- Dimensional Requirements
- Development and Use Standards
- Decision Making Processes

Who approves? What standards for approval are applied?

City Council
  e.g. Special Permit
  Zoning Amendments

Zoning Board of Appeals
  e.g. Variance

Inspectional Services Department
  e.g. Building Permit

Decision Making Processes for applying the zoning rules are outlined in the ordinance as well.
30-Second History of Zoning in Newton

1922 – First zoning code in Newton
1941 – Introduce lot sizes & setbacks
1953 – Increase required lot sizes
1987 – Major reorganization, and update to commercial zones
2011 – Zoning Reform Group
2015 – Phase One completed
2017 – Phase Two – TODAY!

Current efforts
The Zoning Redesign initiative aims to create a zoning code that is more flexible, predictable, and context-based in order to encourage development/redevelopment within Newton that is in keeping with the city’s celebrated character while directing growth and economic development to the most appropriate areas.
The Pattern Book

The Pattern Book represents several months of effort collecting first-hand data and analysis. Final version forthcoming spring 2018.

Complete draft online at:
www.courbanize.com/newtonzoning
Zoning Redesign Timeline

Pattern Book

Analysis & Ideas Gathering

Zoning Event Series
Sept 2017-May 2018

Drafting the Ordinance

A New Newton Zoning Ordinance
Zoning is our opportunity to shape the future of Newton
Tapping the Creative Economy: Zoning, Arts, and Artisans
TAPPING THE CREATIVE ECONOMY: ZONING, ARTS AND ARTISANS

Thursday, February 15, 2018
6:30 - 8:00 p.m.
Newton Free Library, 330 Homer Street

Newton is a vibrant cultural community with over 60 arts organizations and 30 community performance spaces and galleries. Residents of the city include professional artists, makers, cultural sector leaders, as well as students and emerging artists.

Vibrant cultural uses are engines of economic development. Every $1 spent by an arts and cultural organization generates $2.30 in sales for nearby businesses.

In 2017 the Newton Festival of the Arts showcased 100 performances and events, drawing over 1,000 attendees to the city.

Zoning Redesign is an opportunity to establish a strong connection between creative uses and Newton's built environment, with zoning serving as a tool to facilitate expansion of arts related uses.

On February 15 we will explore how Newton's new Zoning Ordinance could:

• Include a purpose statement of supporting a vibrant cultural sector
• Define cultural uses, including newer use types like makerspaces
• Allow greater flexibility for cultural activities in zones
• Create a pathway for creating murals on private property
• Encourage new development to allocate 1% for the arts
• Allow live/work studios and create more affordable housing that could benefit artists
• Reduce barriers to cultural uses including parking requirements and encourage transportation options
• Consider an Arts & Culture District that could enhance economic development and deepen local cultural capacity

www.courbanize.com/newtonzoning

Wheelchair accessible location. For ADA accommodations, contact Jimi Fairley at least two business days in advance: fairley@newtonmass.gov or 617-796-5653. For City of Newton: 617-796-5069. For T-ra: dial 711.
Zoning can...

...help establish a strong connection between creative uses and Newton’s built environment.

...serve as a tool to facilitate expansion of arts related uses.
Current Zoning Ordinance

“culture” = Agriculture, Horticulture, Floriculture, Viticulture, Silviculture

Created by Francisco Garcia Gallegos from Noun Project
Current Zoning Ordinance

“art” = Article

Created by Francisco Garcia Gallegos from Noun Project
“Attract people into the village centers at off hours by developing cultural facilities focused on the local community—small theaters, art galleries, etc.—and maintaining local parks with improved facilities such as public gardens, outdoor cafes, band stands, tennis courts etc.” [Pg. 6-7]
City & Community Partnerships

NEWTON FESTIVAL of the ARTS

SPRING 2017
City & Community Partnerships
City & Community Partnerships

ABANDONED CLAFLIN SCHOOL

Claflin Elementary, abandoned. Considered for artist live/work space in...
City & Community Partnerships

Wendy Sellers
Claflin Studios Newton
The Names of Creeks

— for James Still

Today the rounds of hay sit quietly in their fields. A light frost melts from their tops, steams the air like loaves of fresh bread on someone’s porch. The hills, like the heads of children sleeping, are scuffed with hardwoods. They tangle with huckleberry, like my morning heart,

not easy to sort through, pathless and rum. Accept whatever comes, a great poet said. I want to invent that thought: come to whatever accepts, but the words don’t make the right sense exactly. Today sense rests in the names of creeks:

city Park, Crippled, Troublesome, New Hope.

— Bill Brown

Salvatore A. Balsamo Millennium Park
Newton, MA
Completion: 2004
City & Community Partnerships

Mayor Elect Ruthanne Fuller
Transition Committee Report

Community Voices:
Thoughts, Findings, Strategies and Ideas for the Future of Newton

December 28, 2017
“A universal sense that **through** work in the arts the community is served...

**Newton is a vibrant cultural community already** with a vast number of creative people in every discipline and on every level of personal development...

Challenges lie in proper support for this eclectic mix as **we seek to establish a much stronger connection amongst the creative community itself as well as with the constituency at large.**”
“Goal
Make Newton a cultural destination – inherent economic impact:

• World-class facilities
• Transportation
• Parking
• Artist opportunities”
City & Community Partnerships

“Space
Visual arts
• Studios
• Live/work space for artists
• Exhibit spaces
• Public art

Performing arts
(music, dance, theater)
• Rehearsal
• Teaching
• Performance”
Zoning, Arts, and Artisans

Bring Art & Culture into Zoning:
Reflect Newton’s cultural sector in zoning ordinance
Bring Arts & Culture into Newton’s Zoning Ordinance

Purpose statement

Allow more flexibility among uses and districts
# Current Zoning

## Mixed Use 1 Zone

<table>
<thead>
<tr>
<th>Allowed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
</tr>
<tr>
<td>Cemetery</td>
</tr>
<tr>
<td>Schools</td>
</tr>
<tr>
<td>Animal Boarding</td>
</tr>
<tr>
<td>Bank</td>
</tr>
<tr>
<td>Dry Cleaner</td>
</tr>
<tr>
<td>Health Club</td>
</tr>
<tr>
<td>Office</td>
</tr>
<tr>
<td>Retail &gt;5k sq. ft.</td>
</tr>
<tr>
<td>Restaurant</td>
</tr>
<tr>
<td>Storage</td>
</tr>
<tr>
<td>Agriculture</td>
</tr>
<tr>
<td>Adult business</td>
</tr>
<tr>
<td>Keno</td>
</tr>
<tr>
<td>Medical Marijuana</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Not Allowed:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single family homes</td>
</tr>
<tr>
<td><strong>Live/work</strong></td>
</tr>
<tr>
<td><strong>Community Space</strong></td>
</tr>
<tr>
<td>Library or Museum</td>
</tr>
<tr>
<td><strong>Theatre, hall</strong></td>
</tr>
<tr>
<td>Bowling Alley</td>
</tr>
<tr>
<td>Car share/rental</td>
</tr>
<tr>
<td>Bike rental</td>
</tr>
<tr>
<td>Fast food</td>
</tr>
<tr>
<td>Hotel</td>
</tr>
<tr>
<td><strong>Broadcasting Studio</strong></td>
</tr>
<tr>
<td>Retail &lt;5k sq. ft.</td>
</tr>
<tr>
<td>Building Material</td>
</tr>
<tr>
<td>Sale &amp; Storage</td>
</tr>
</tbody>
</table>
Thinking Differently about “Manufacturing District”

Manufacturing District:

- Opportunity to encourage arts-related uses (makerspaces, fabrication, etc.)
Proposed Policy: Bring Arts & Culture into Zoning

Goal: Explicitly connect art and culture to Newton’s built environment through zoning

1. Include purpose statement in zoning that explicitly connects arts and culture to Newton’s built environment.
2. Allow more flexibility among uses and districts
3. Revise manufacturing district to support arts-related uses (makerspaces, light industry).
Zoning, Arts, and Artisans

Bring Art & Culture into Zoning:
Reflect Newton’s cultural sector in zoning ordinance

Art in the Built Form:
Encourage art in the public realm through zoning
Art in the Built Form

Define publicly accessible art:
- Ordinance definition of “art” may include consultation by Mayor’s Office of Cultural Affairs, Urban Design Commission, etc.
Art in the Built Form

Allow Murals and Make Permitting Easy:
- Make explicit pathway for mural permitting
- Clearly define signs vs. murals in ordinance
1% for Art in New Development
1% for Art in New Development
1% for Art in New Development

Viewland/Hoffman Electrical Substation, Seattle
Photos: Jerry Allen, Cultural Planning Group
1% for Art in New Development

Photo: http://www.communityartsla.com
Ralph Helmick, *SCHWERPUNKT*
McGovern Institute for Brain Research at MIT
Light Matrix by Leo Villareal
3601 Market, Philadelphia
1% for Art in New Development

28 Austin Street
- Developer contribution up to $20,000 of unspent contingency fund for “programming of social or cultural activities to occur either on or adjacent to the public plaza”
- Design competition for the public garden area, $25,000 for implementation, manage ongoing maintenance

Washington Place
- Artist Community Space “dedicated time for the community to use the space for academic or public presentations, discussion groups, community meetings, etc.” (2,000+SF)
Encourage new publicly accessible art:
- 1% for art
- Larger commercial, mixed use and residential
- Exclusions: religious, historic renovations, affordable housing, repair from extreme weather damage, etc.
Encourage new publicly accessible art:
- City review of art plan
- Property owner responsible for maintenance
- Cash in lieu option
- Requirement could be met via community space with arts focus
Clarify allowances for private art on private residential property
Proposed Policy: Art in the Built Form

Goal: Encourage art in the public realm through zoning.

1. Allow murals and make permitting easy
3. Encourage creation of publicly accessible art through 1% for art in new development.
4. Clarify allowances for private art on private property.
<table>
<thead>
<tr>
<th>Zoning, Arts, and Artisans</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bring Art &amp; Culture into Zoning:</strong></td>
</tr>
<tr>
<td>Reflect Newton’s cultural sector in zoning ordinance</td>
</tr>
<tr>
<td><strong>Art in the Built Form:</strong></td>
</tr>
<tr>
<td>Encourage art in the public realm through zoning</td>
</tr>
<tr>
<td><strong>Tap into the Creative Economy:</strong></td>
</tr>
<tr>
<td>Support arts, artisans, and arts-driven economy</td>
</tr>
</tbody>
</table>
Tap into the Creative Economy

- Artists contribute to economy
- Every $1 spent by an arts and cultural organization generates $2.30 in sales for nearby businesses
- Create more housing, transportation options

<table>
<thead>
<tr>
<th></th>
<th>CITY OF BOSTON</th>
<th>METRO AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gross Regional Product</strong></td>
<td>$6.5 billion</td>
<td>$7.6 billion</td>
</tr>
<tr>
<td><strong>Total Jobs</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Direct</td>
<td>47,020 jobs</td>
<td>60,800 jobs</td>
</tr>
<tr>
<td>• Indirect</td>
<td>29,720 jobs</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>17,300 jobs</td>
<td>31,080 jobs</td>
</tr>
<tr>
<td><strong>Personal Income</strong></td>
<td>$1.1 billion</td>
<td>$2.6 billion</td>
</tr>
<tr>
<td><strong>Output</strong></td>
<td>$10.7 billion</td>
<td>$12.7 billion</td>
</tr>
</tbody>
</table>

Source: BRA/Research; REMI Simulation
Live-Work Housing

Norfolk, VA
Update home business:
- Allow more flexibility for home businesses
- Differentiate types to ensure zoning is a good fit
Loss of Low and Middle Income Households

Between 2000 and 2013 Newton gained 4,200 households earning $200,000 or more, while at the same time losing 4,700 households earning $125,000 or less.

Source: Housing Strategy Report, pg. 12
Reduce Barriers to Cultural Uses

- Eliminate/reduce parking minimums

Theaters, halls, clubs, auditoriums and other places of amusement or assembly, not in a hotel, motel:
- 1 per 3 seats, permanent or otherwise plus
- 1 per every 3 employees plus
- 1 per 45 sf used for meeting functions

- Allow shared parking
- Transportation Demand Management (TDM) for larger new development
Arts & Culture Districts

- Identity making
- Attract visitors
- Zoning Overlay District
Arts & Culture Districts

Are there places in Newton that should be designated?
Proposed Policy: Tap into the Creative Economy

Goal: Support arts, artisans, and creative economy

1. Encourage housing that may benefit creative economy: live-work
2. Update rules for home businesses
3. Create more affordable and middle-income units
4. Eliminate parking minimums & increase transportation options
5. Consider an arts & culture district
What do you think?