



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 Is...

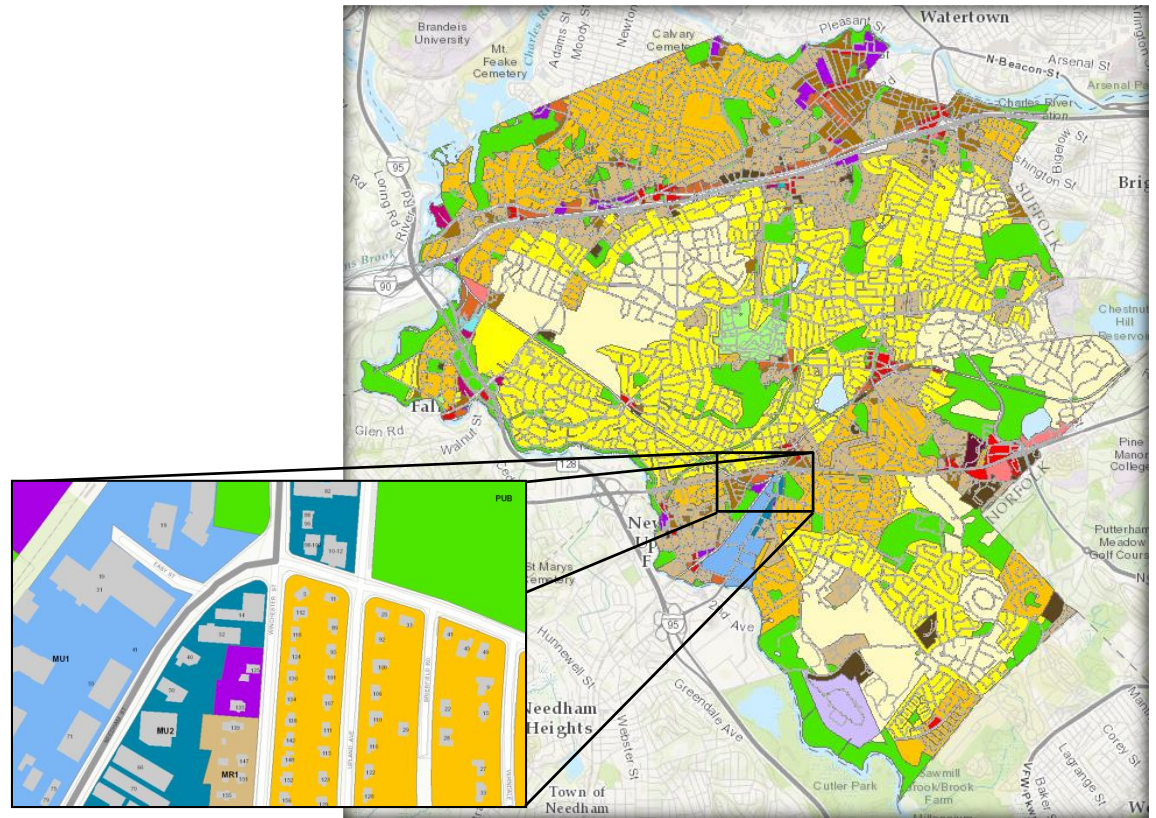
Zoning shapes our city. It ensures that buildings and uses of land promote positive outcomes for the community and are consistent with the neighborhood context.

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



Central Elements of Zoning

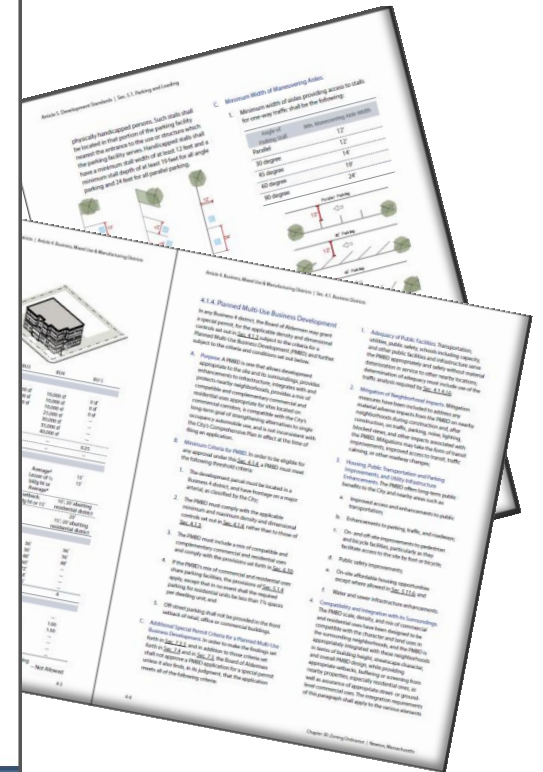
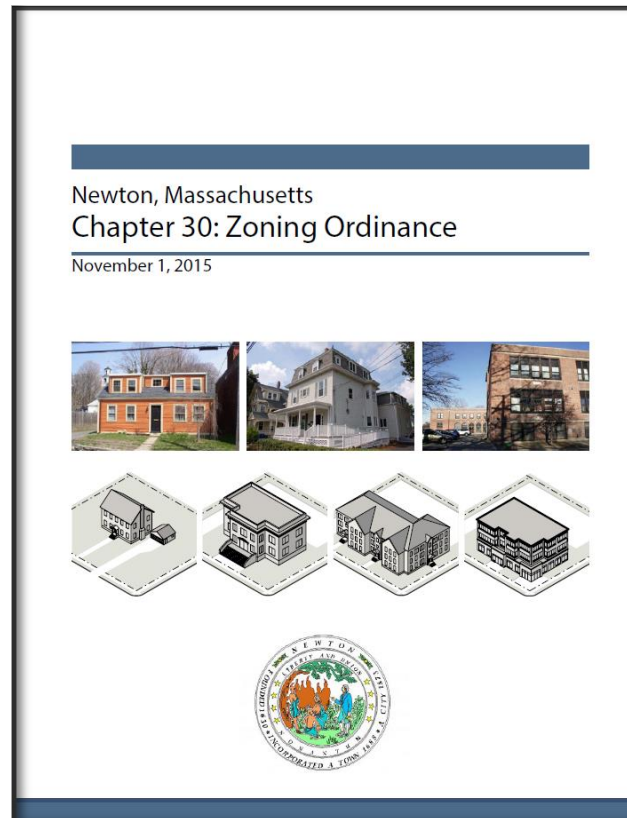
- The Zoning Map
- The Zoning Ordinance
- Dimensional Requirements
- Development and Use Standards
- Decision Making Processes



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

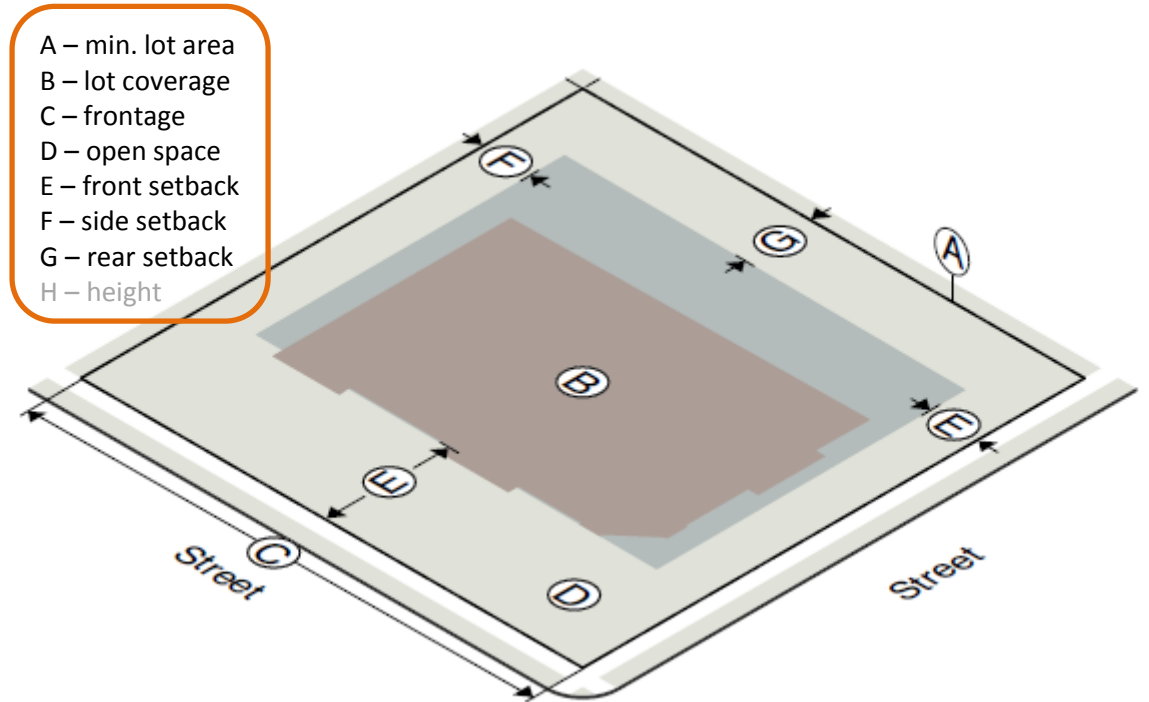
- The Zoning Map
- The Zoning Ordinance
- Dimensional Requirements
- Development and Use Standards
- Decision Making Processes



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

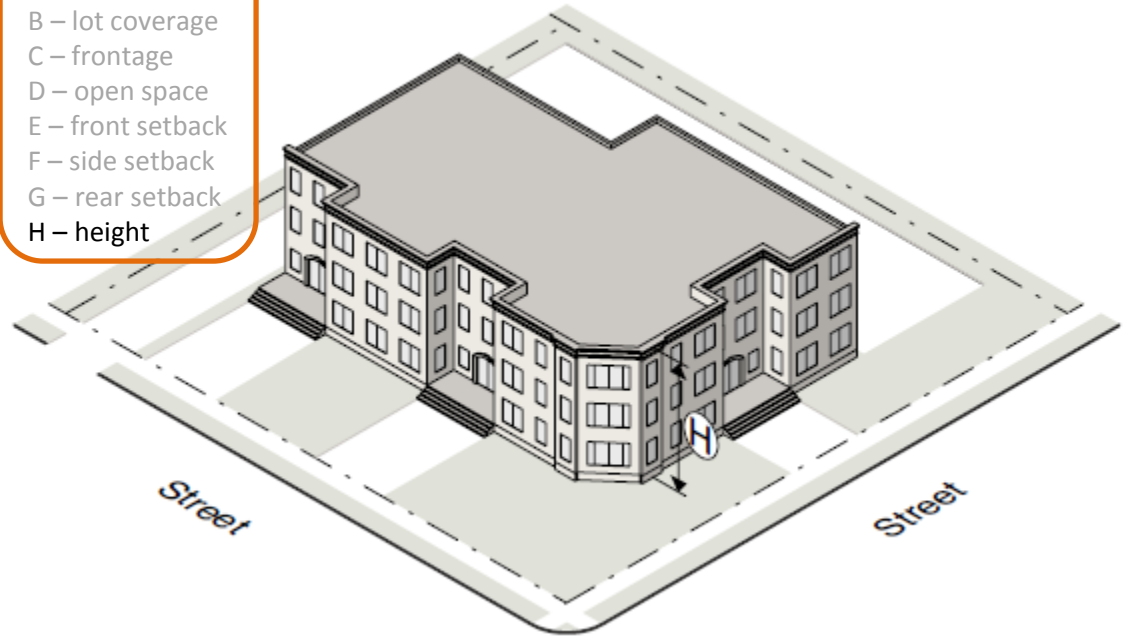


Dimensional Requirements control the dimensions of private property lots and the buildings constructed on them, including: width and depth of properties, height and overall scale or mass of buildings, as well as how far buildings are from the street and from neighboring property lines.

Central Elements of Zoning

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

A – min. lot area
B – lot coverage
C – frontage
D – open space
E – front setback
F – side setback
G – rear setback
H – height



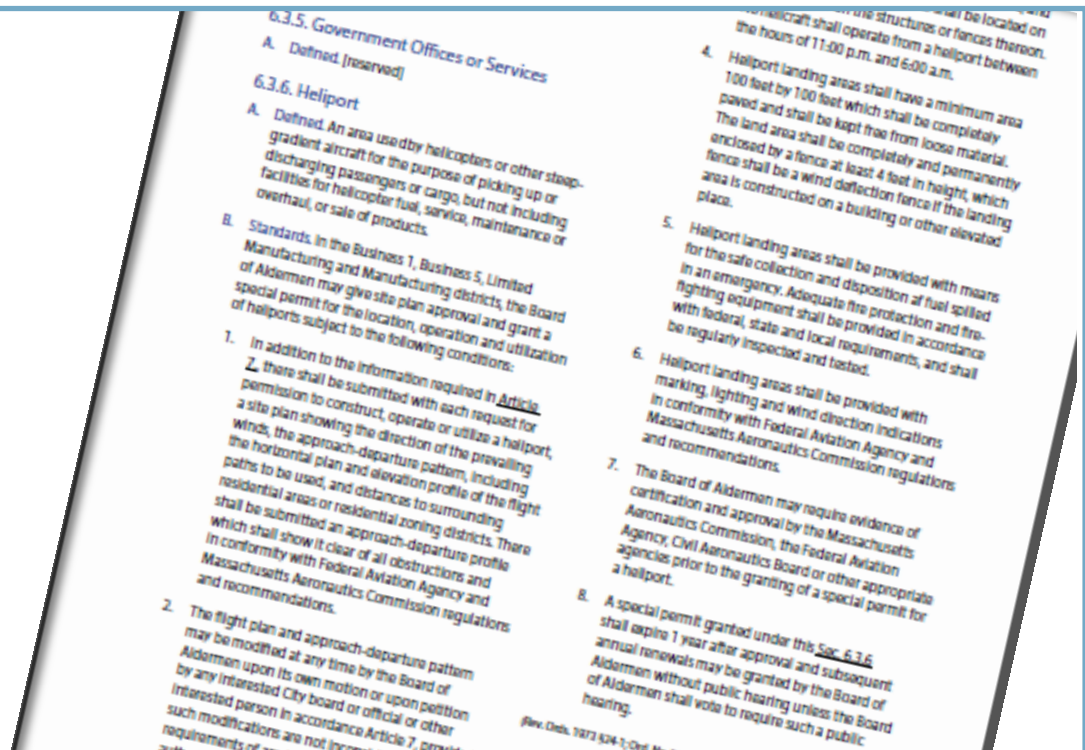
Dimensional Requirements control the dimensions of private property lots and the buildings constructed on them, including: width and depth of properties, height and overall scale or mass of buildings, as well as how far buildings are from the street and from neighboring property lines.

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

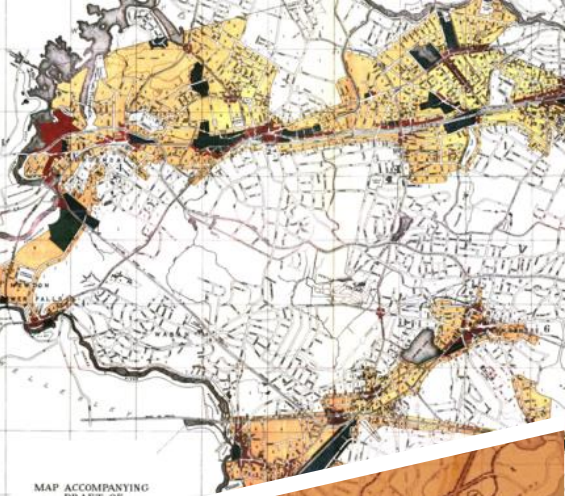
Inspectional Services Department

e.g. Building Permit



Created by Creative Stall
from Noun Project

Decision Making Processes for applying the zoning rules are outlined in the ordinance as well.

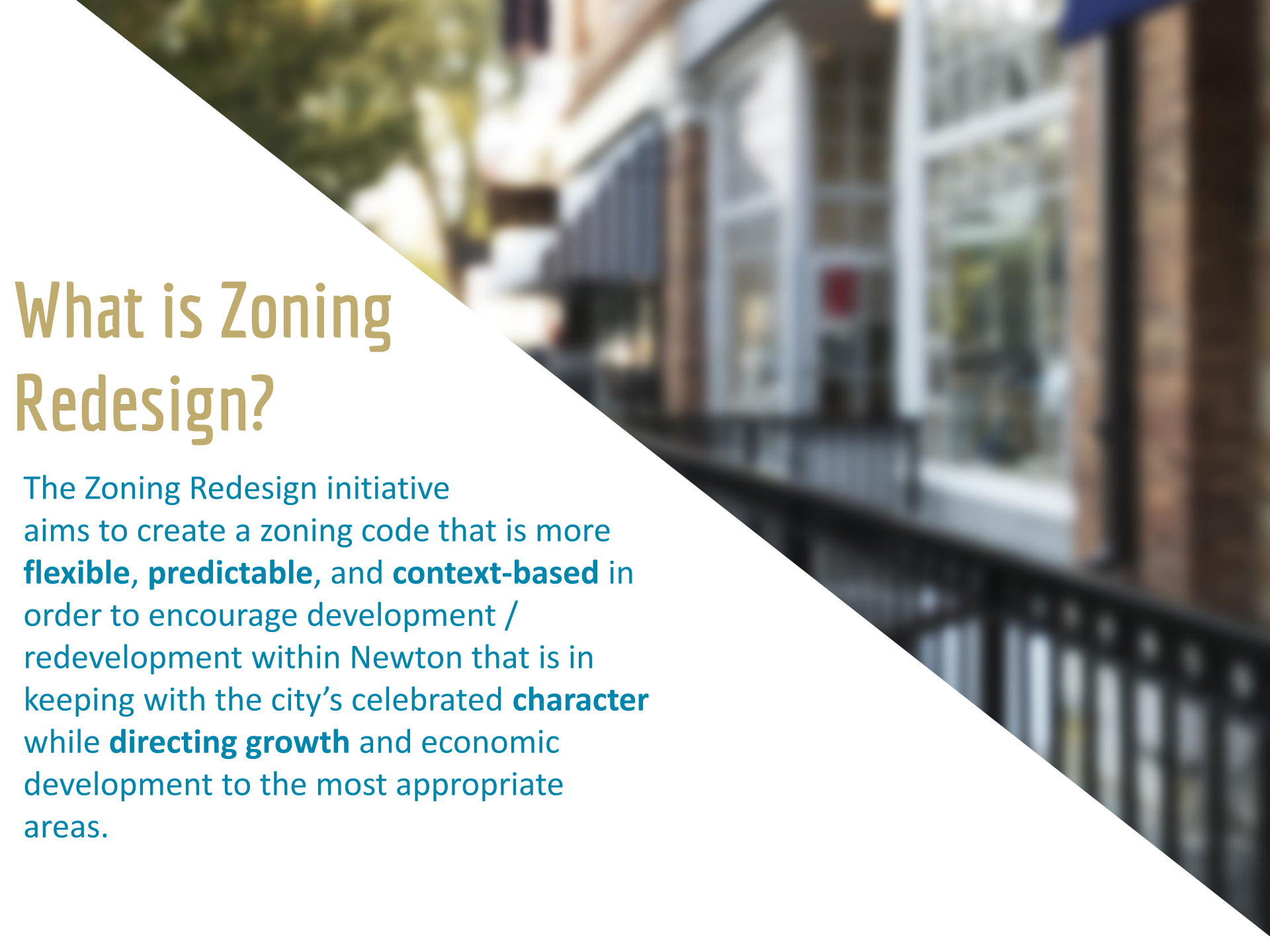


30-Second History of Zoning in Newton

- 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





What is Zoning Redesign?

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 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



www.courbanize.com/newtonzoning

Wheelchair accessible location. For ADA accommodations, contact Jini Fairley at least two business days in advance: jfairley@newtonma.gov or 617-796-1253. For City's TTY/TDD: 617-796-1069. For TRS, dial 711.

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

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



Created by Francisco Garcia Gallegos
from Noun Project

“culture”

=

Agriculture
Horticulture
Floriculture
Viticulture
Silviculture

Current Zoning Ordinance



“art”

=

Article
...

Created by Francisco Garcia Gallegos
from Noun Project

Comprehensive Plan



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]*

Performance Spaces

City of Newton, Massachusetts



Art Organizations:

- All Newton Music School
- All That Jazz
- American Chinese Art Society
- Asian American Leadership Network
- Boston Artists Ensemble
- Boston Association of Cabaret Artists
- Boston Ballroom Dance Center
- Boston Rhythmic
- Cappella Claustra
- Chinese American Association of Newton
- Clafin School Artist Studios
- Commonwealth Lyric Theater
- Commonwealth Chorale
- Creation Dance
- Creative Dance Steps
- Dances Currents, Inc.
- Friends of the Newton Free Library
- Grace Church Choir
- Greater Boston Chinese Cultural Association
- Highland Glee Club
- Highland Jazz
- Hyde Community Center
- Jewish Arts Collaborative
- Jewish Community Center
- Historic Newton
- Jewish Musical Theatre Fiddich
- Joanne Langlois Dance Centre
- Lasell College
- Lasell Village
- Low Tones
- Lucky 10 Young Talent Studio
- Mayor's Office for Cultural Affairs
- Music for Food
- New Art Center
- New England Jazz Productions
- New Philharmonia Orchestra
- Newton Art Association
- Newton At Home
- Newton Baroque
- Newton Chinese Language School
- Newton Community Chorus
- Newton Community Pride
- Newton Cultural Alliance
- Newton Free Library
- Newton Nomadic Theater
- Newton Open Studios
- Newton Senior Center
- Newton Theatre Company
- NewTV
- Nigun Chamber Ensemble
- Paulette's Dance Studio
- Piso Arts Chamber Orchestra
- Roman Totenberg Young String Competition
- Scandinavian Cultural Center
- Selmadanse
- Sigal Productions
- Suzuki School of Newton
- The Newton Family Singers
- The Nomadic Theatre
- The Pans Bar
- The Paper Mouse
- The Street at Chestnut Hill
- Waban Improvement Association
- Walden Chamber Players
- West Suburban YMCA Center for the Creative Arts
- Zamir Chorale of Boston

Performance Spaces

- 1 All Newton Music School
- 2 Allen House
- 3 American Legion Post 440
- 4 Auburndale Library
- 5 Durant-Kenrick House
- 6 Eliot Church
- 7 First Baptist Church
- 8 Gregorian Rugs
- 9 Historic Newton-Jackson Homestead
- 10 Hyde Community Center
- 11 Jewish Community Center
- 12 John's Luncheonette
- 13 Lasell College
- 14 Lutheran Church of the Newtons
- 15 New Art Center
- 16 Newton Cultural Center at City Hall
- 17 Newton Free Library
- 18 Newton Senior Center
- 19 Auditoriums-Newton North High School
- 20 Auditoriums-Newton South High School
- 21 Scandinavian Cultural Center
- 22 Second Church in Newton
- 23 Showcase SuperLux at The Street
- 24 Temple Rejim
- 25 Temple Shalom of Newton
- 26 The Paper Mouse
- 27 United Parish of Auburndale
- 28 Wedeman Gallery
- 29 West Suburban YMCA Center for the Creative Arts
- 30 Wilson Chapel at Andover-Newton Theological School



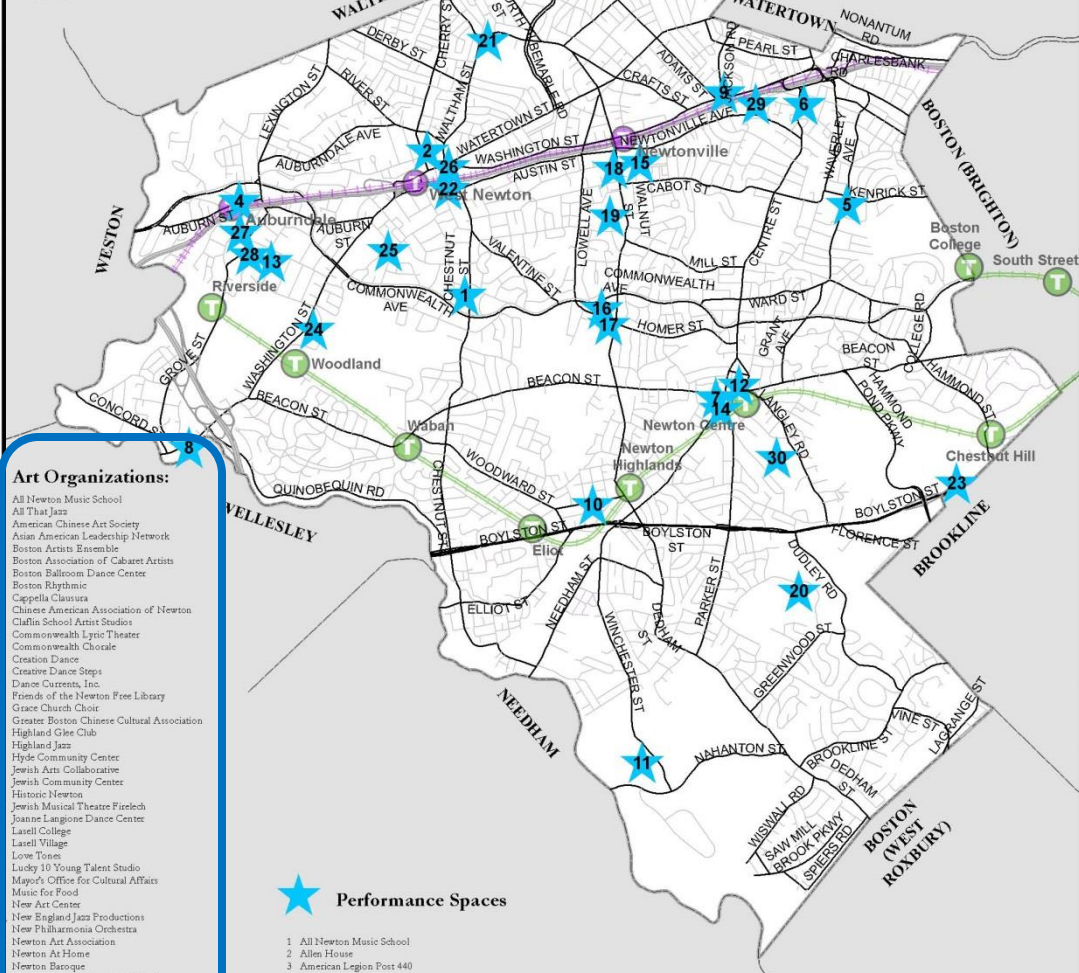
Map Date: September 23, 2016



CITY OF NEWTON, MASSACHUSETTS
Mayor - Seth D. Warren

Performance Spaces

City of Newton, Massachusetts



Art Organizations:

- All Newton Music School
- All That Jazz
- American Chinese Art Society
- Asian American Leadership Network
- Boston Artists Ensemble
- Boston Association of Cabaret Artists
- Boston Ballroom Dance Center
- Boston Rhythmic
- Cappella Clavusa
- Chinese American Association of Newton
- Clafin School Artist Studios
- Commonwealth Lyric Theater
- Commonwealth Chorale
- Creation Dance
- Creative Dance Steps
- Dances Currents, Inc.
- Friends of the Newton Free Library
- Grace Church Choir
- Greater Boston Chinese Cultural Association
- Highland Glee Club
- Highland Jazz
- Hyde Community Center
- Jewish Arts Collaborative
- Jewish Community Center
- Historic Newton
- Jewish Musical Theatre Fiddish
- Joanne Langone Dance Centre
- Lasell College
- Lasell Village
- Low Tones
- Lucky 10 Young Talent Studio
- Mayor's Office for Cultural Affairs
- Music for Food
- New Art Center
- New England Jazz Productions
- New Philharmonia Orchestra
- Newton Art Association
- Newton At Home
- Newton Baroque
- Newton Chinese Language School
- Newton Community Chorus
- Newton Community Pride
- Newton Cultural Alliance
- Newton Free Library
- Newton Nomadic Theater
- Newton Open Studios
- Newton Senior Center
- Newton Theatre Company
- NewTV
- Nigun Chamber Ensemble
- Paulette's Dance Studio
- Piso Arts Chamber Orchestra
- Roman Totenberg Young String Competition
- Scandinavian Cultural Center
- Selmadans
- Sigal Productions
- Suzuki School of Newton
- The Newton Family Singers
- The Nomadic Theatre
- The Paper Mouse
- The Paper Mouse
- The Street at Chestnut Hill
- Waban Improvement Association
- Walden Chamber Players
- West Suburban YMCA Center for the Creative Arts
- Wemic Chorale of Boston

★ Performance Spaces

- 1 All Newton Music School
- 2 Allen House
- 3 American Legion Post 440
- 4 Auburndale Library
- 5 Durant-Kenrick House
- 6 Eliot Church
- 7 First Baptist Church
- 8 Gregorian Rugs
- 9 Historic Newton-Jackson Homestead
- 10 Jewish Community Center
- 11 Hyde Community Center
- 12 John's Luncheonette
- 13 Lasell College
- 14 Lutheran Church of the Newtons
- 15 New Art Center
- 16 Newton Cultural Center at City Hall
- 17 Newton Free Library
- 18 Newton Senior Center
- 19 Auditoriums-Newton North High School
- 20 Auditoriums-Newton South High School
- 21 Scandinavian Cultural Center
- 22 Second Church in Newton
- 23 Showcase SuperLux at The Street
- 24 Temple Rejim
- 25 Temple Shalom of Newton
- 26 The Paper Mouse
- 27 United Parish of Auburndale
- 28 Wedeman Gallery
- 29 West Suburban YMCA Center for the Creative Arts
- 30 Wilson Chapel at Andover-Newton Theological School



Map Date: September 23, 2016



CITY OF NEWTON, MASSACHUSETTS
Mayor - Seth D. Warren



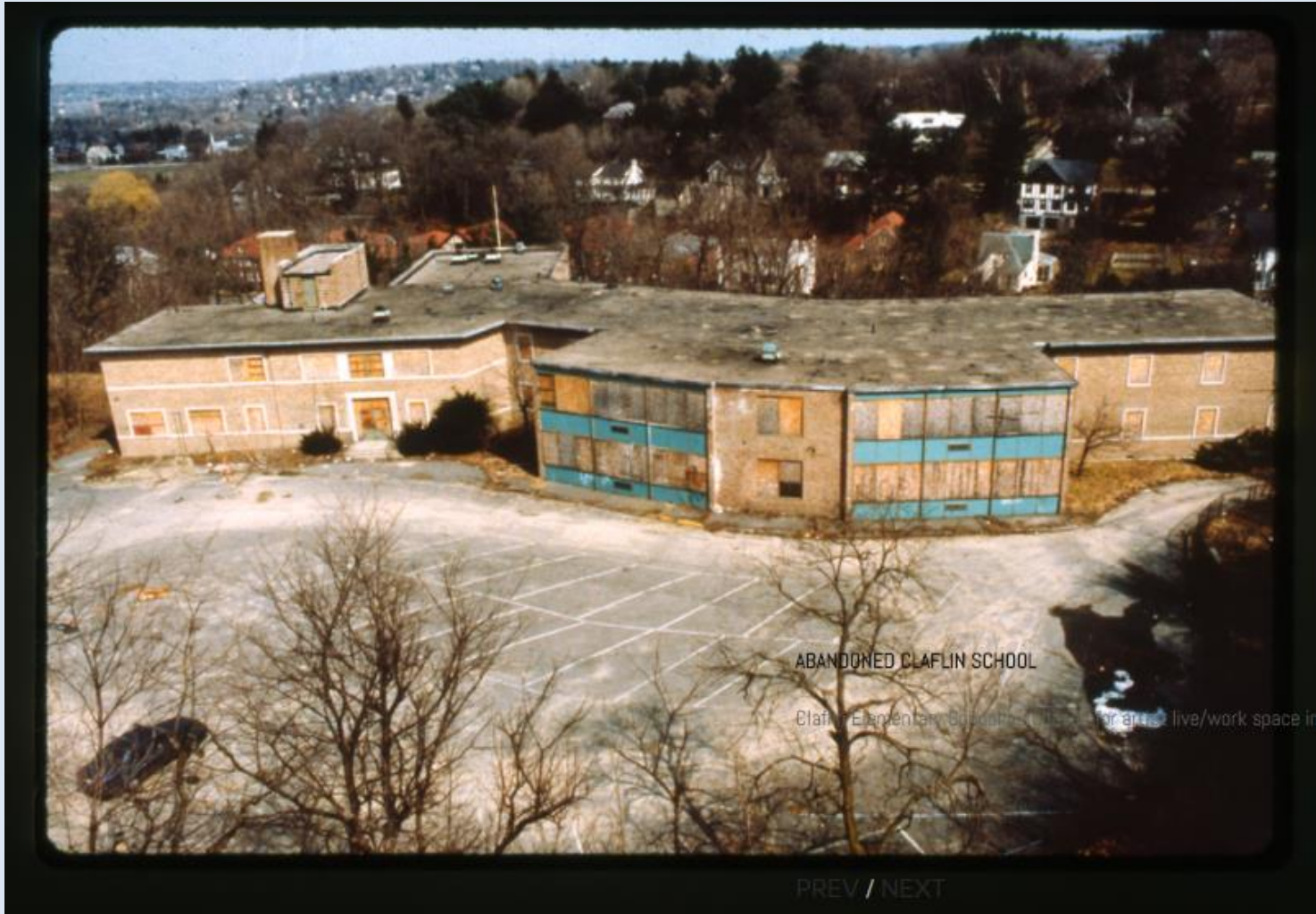
City & Community Partnerships



City & Community Partnerships



City & Community Partnerships

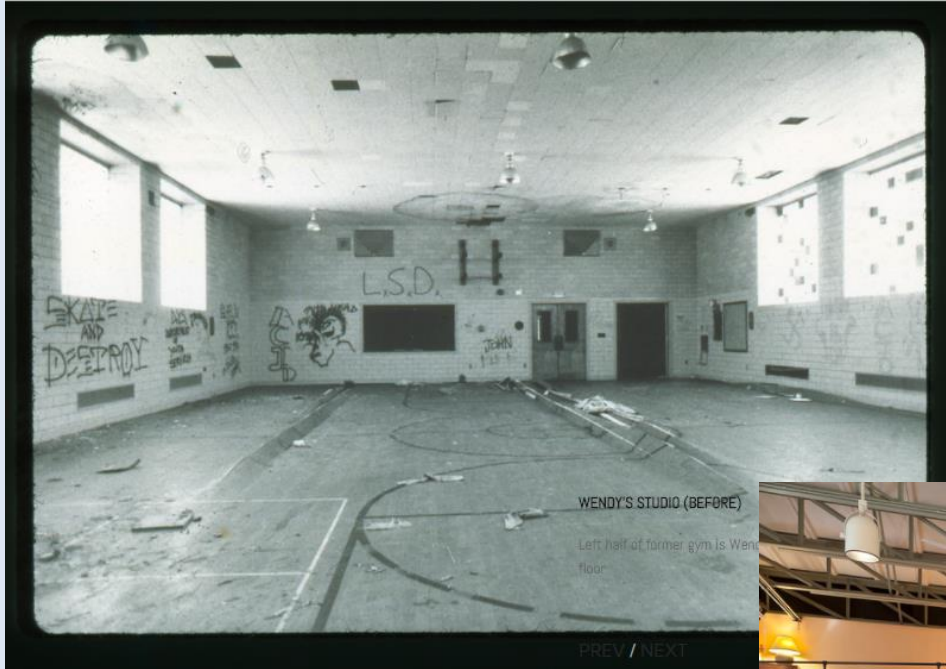


ABANDONED CLAFLIN SCHOOL

Clafin Elementary School is being repurposed for arts, live/work space in

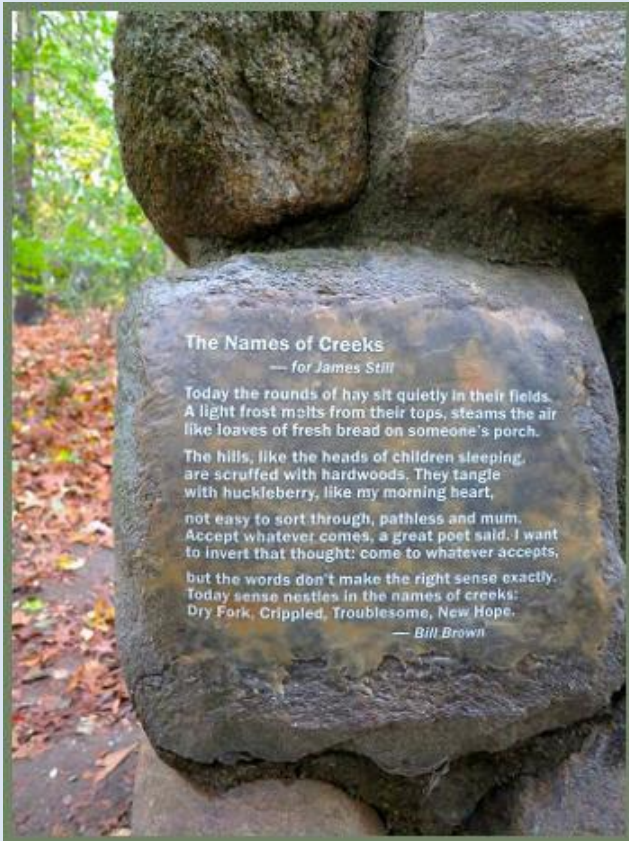
PREV / NEXT

City & Community Partnerships



Wendy Sellers
Clafin Studios Newton

City & Community Partnerships



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



City & Community Partnerships

“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.**”



City & Community Partnerships

“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

Allowed:

Residential
Cemetery
Schools
Animal Boarding
Bank
Dry Cleaner
Health Club
Office
Retail >5k sq. ft.
Restaurant
Storage
Agriculture
Adult business
Keno
Medical Marijuana

Not Allowed:

Single family homes

Live/work

Community Space

Library or Museum

Theatre, hall

Bowling Alley

Car share/rental

Bike rental

Fast food

Hotel

Broadcasting Studio

Retail <5k sq. ft.

Building Material

Sale & Storage

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





4

3

2

1

DUK



@DETOUR303



2810



burns
@JayJayJay
2016

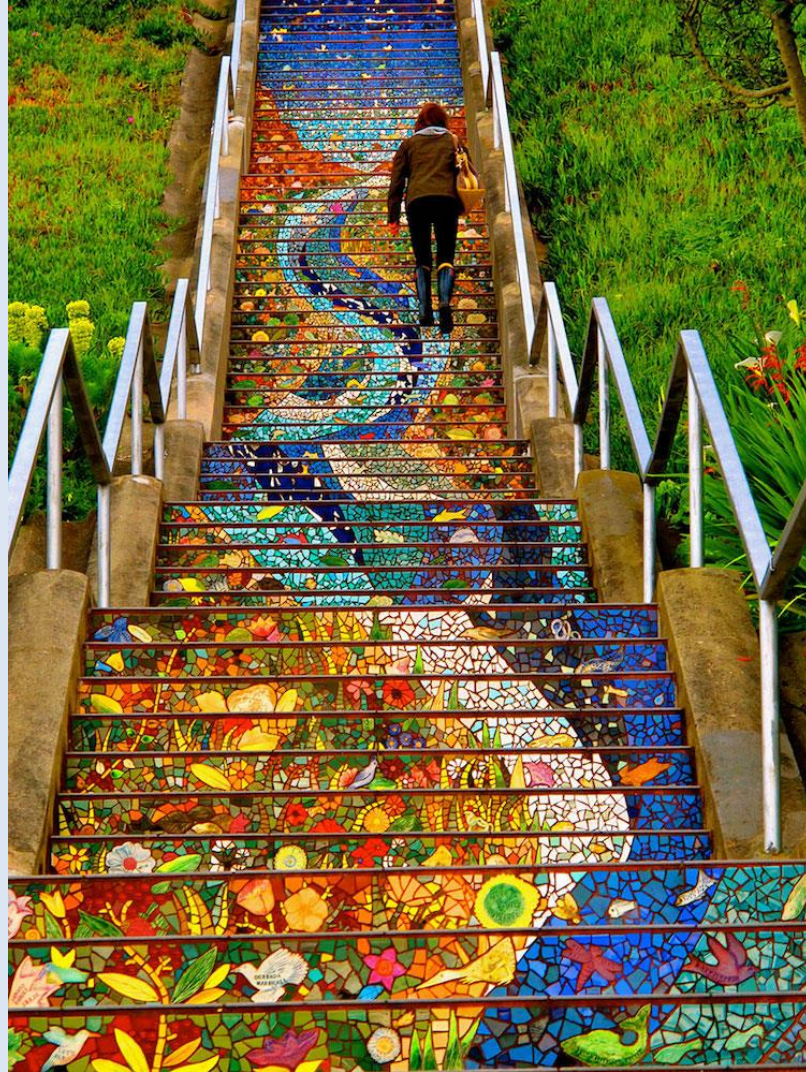


DAVID ZAYAS '17

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>

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)

1% for Art in New Development

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.



1% for Art in New Development (cont.)

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



Private Art on Private Property

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
2. Define public art in ordinance and review by Mayor's Office of Arts & Culture, Urban Design Commission.
3. Encourage creation of publicly accessible art through 1% for art in new development.
4. Clarify allowances for private art on private property.



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

Tap into the Creative Economy:

Support arts, artisans, and arts-driven economy

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

Economic Impact of Boston's Creative Economy (2002)

	CITY OF BOSTON	METRO AREA
Gross Regional Product	\$6.5 billion	\$7.6 billion
Total Jobs	47,020 jobs	60,800 jobs
• Direct	29,720 jobs	-
• Indirect	17,300 jobs	31,080 jobs
Personal Income	\$1.1 billion	\$2.6 billion
Output	\$10.7 billion	\$12.7 billion

Source: BRA/Research; REMI Simulation

Live-Work Housing



Norfolk, VA

Home Businesses & Studios

Update home business:

- Allow more flexibility for home businesses
- Differentiate types to ensure zoning is a good fit



Housing Needs: Affordability

BETWEEN 2000-2013

+4,200

HOUSEHOLDS
MAKING \$200K
OR MORE

-4,700

HOUSEHOLDS
MAKING \$125K
OR LESS

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

