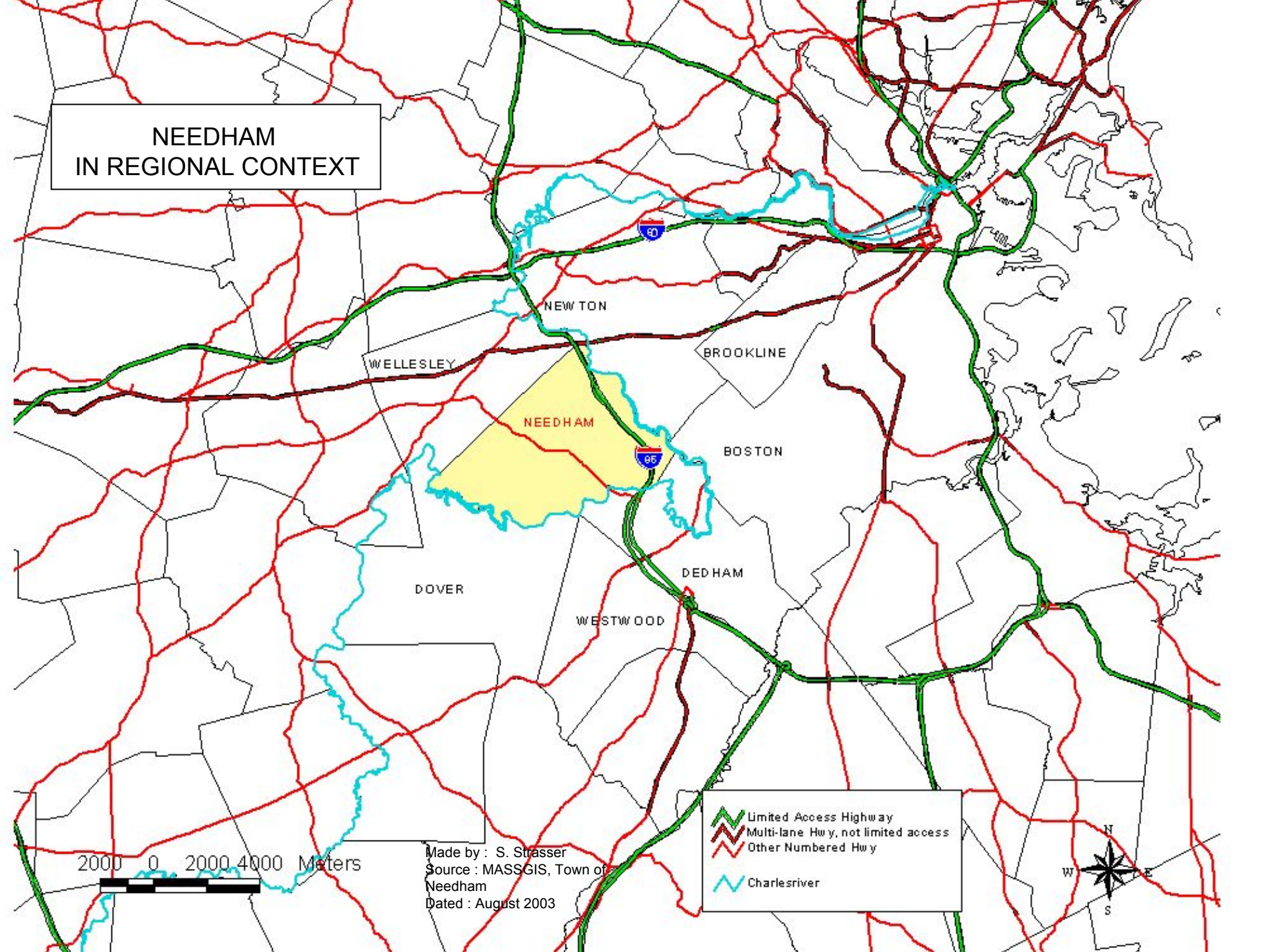


Summary

- Introduce the Town,
- Introduce the study area, projects goals and objectives,
- Confirm downtown issues, challenges and opportunities,
- Review study work products.

NEEDHAM IN REGIONAL CONTEXT



2000 0 2000 4000 Meters

Made by : S. Strasser
Source : MASSGIS, Town of
Needham
Dated : August 2003

- Limited Access Highway
- Multi-lane Hwy, not limited access
- Other Numbered Hwy
- Charlesriver



Demography

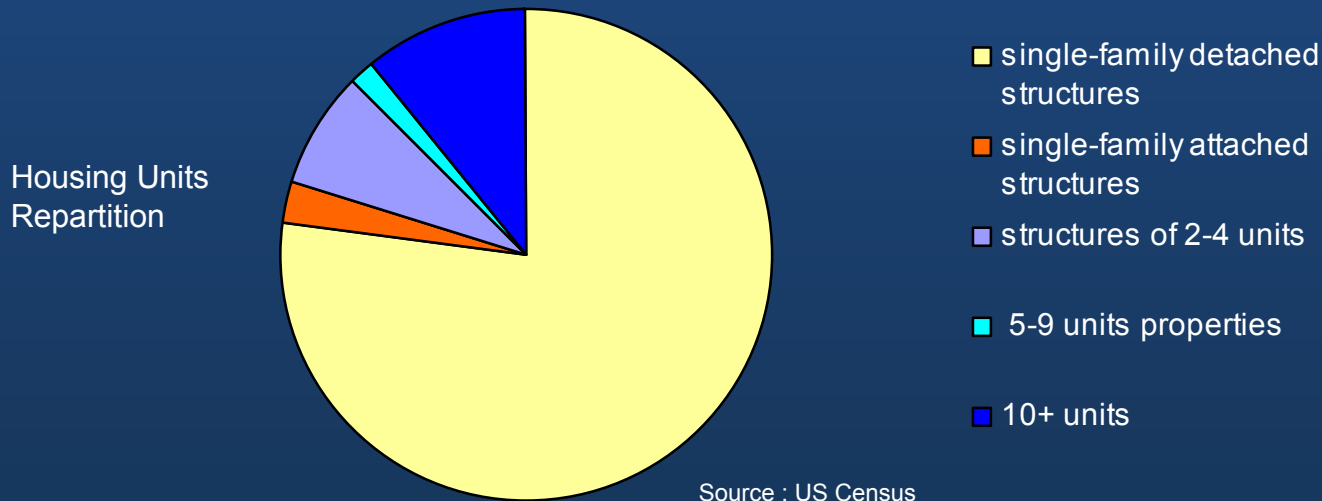
Population Characteristics

- Total population 28,911: **1990-2000 increased 5%**,
- 18% of the population 65 years or over,
- **9% 25-34 age group**,
- 25% 19 years or younger,
- **95% of the population is White**,
- Median Income \$ 88,079,
- 1990-2000 : Incomes up 48%.

Demography

Housing Characteristics

- 2000 : 10,846 housing units,
- **10,612 households (80.9% owner-occupied, 19.1% were rentals units),**



- **Median Housing Price \$ 495,000.**

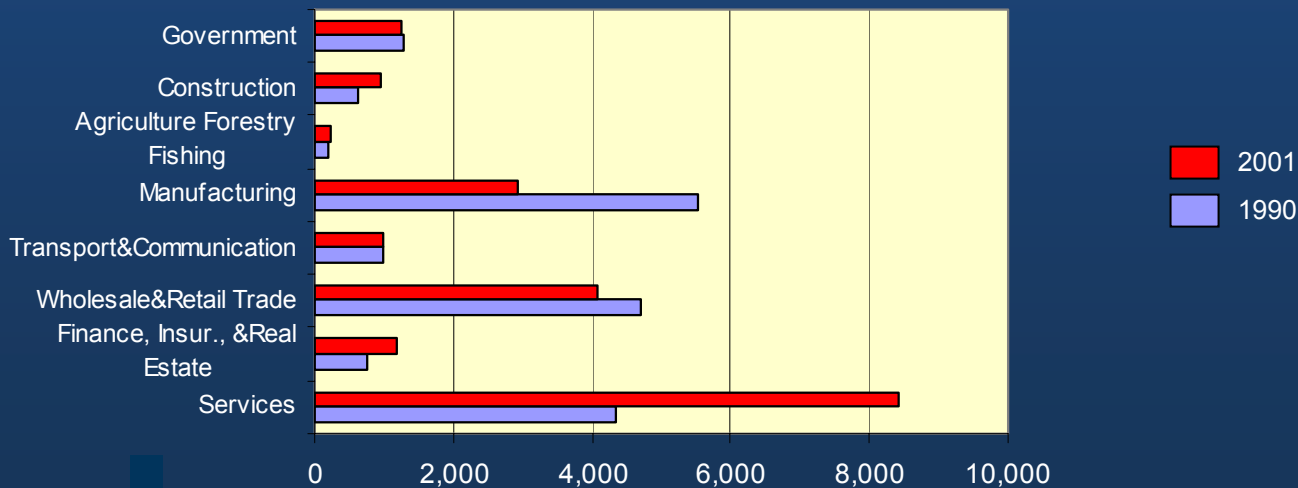
Economy

Jobs in the Community

| | 1990 | 1995 | 2000 | 2001 | 1990/2001 |
|------------------------------|--------|--------|--------|--------|-----------|
| Total Jobs | 18,449 | 15,924 | 18,310 | 20,020 | + 8% |
| Total Annual Payroll (\$Mil) | 622 | 664 | 944 | 1,117 | + 44% |
| Average Annual Wage (\$) | 33,711 | 41,693 | 51,581 | 55,794 | + 40% |
| Number of Establishments | 1,187 | 1,263 | 1,372 | 1,368 | +13% |

Source : Massachusetts Institute for Social and Economic Research

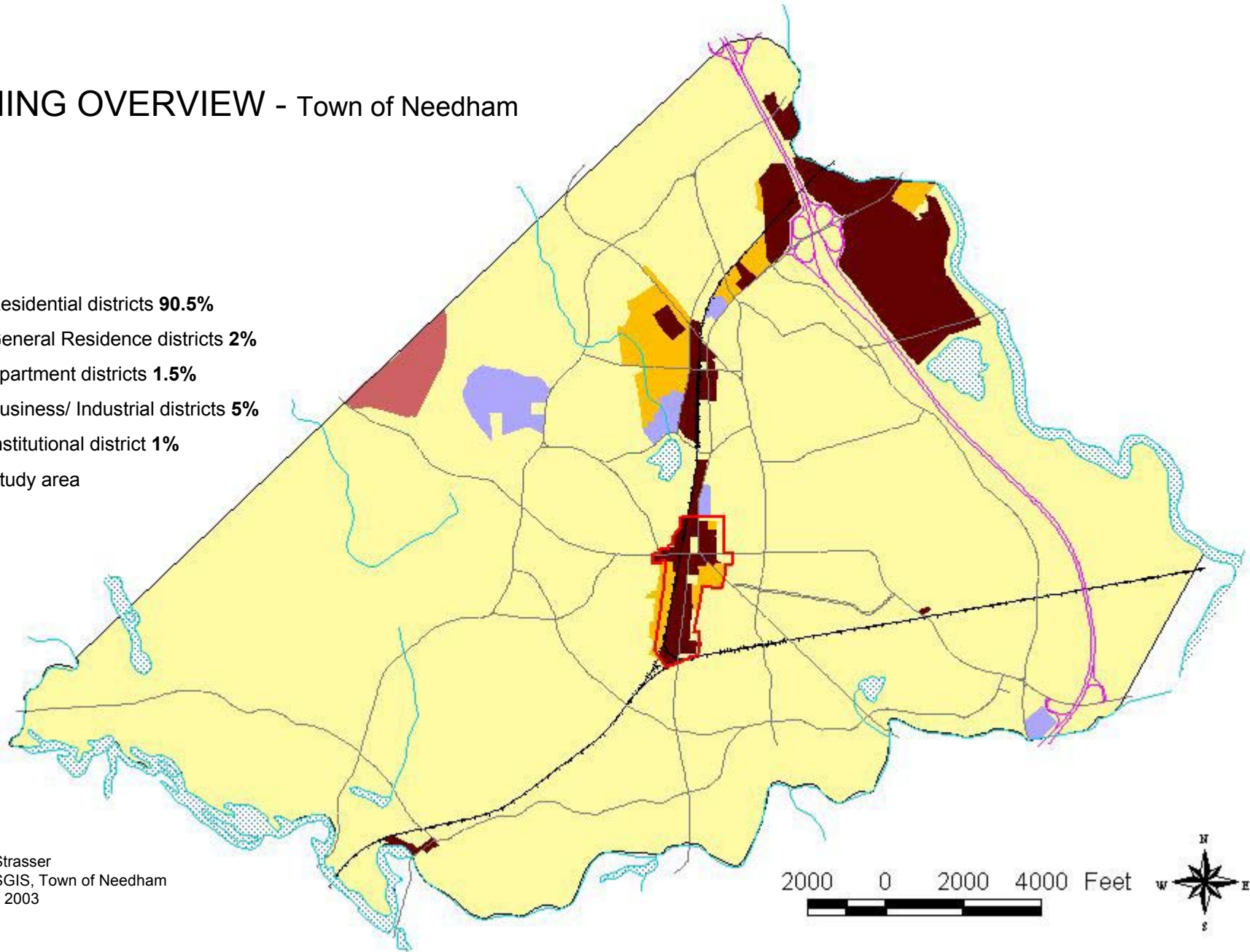
Jobs by Industry Sector



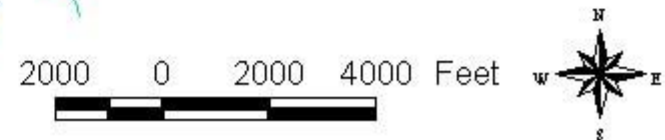
Source : Massachusetts Institute for Social and Economic Research

ZONING OVERVIEW - Town of Needham

- Residential districts **90.5%**
- General Residence districts **2%**
- Apartment districts **1.5%**
- Business/ Industrial districts **5%**
- Institutional district **1%**
- Study area



Made by : S. Strasser
Source : MASSGIS, Town of Needham
Dated : August 2003



STUDY AREA NEEDHAM CENTER

- Study area
- Industrial
- Apartment district A1
- Chestnut Street Business
- Business
- Center Business
- General Residence
- Medical Overlay District
- Single Residence B
- Parks
- Commuter Station
- Rail
- Shelters
- MBTA Bus Route
- Roads
- Parking
- Driveways
- Radius TOD 1/4 mile

0 200 400 Feet

Made by : S. Strasser
Source : MASSGIS, Town of Needham
Dated : August 2003



Project Goals

To identify strategies that will help foster appropriate development and revitalization of Needham Center.

Major Downtown Strengths

- Commercial district focused around a civic building and public space – the Town Hall and the Town Common,
- Downtown development that mixes commercial, retail, residential and government uses,
- A pedestrian scale streetscape,
- Variety of transportation options (walking, transit and driving),
- History of Town and business collaboration.

Major Downtown Goals

1- Extend the visual sphere of influence of the Common and the Town Hall,



Major Downtown Goals

2- Enhance the Downtown's pedestrian character and supplement its amenities,



Major Downtown Goals

3- Encourage greater diversity in the design of signs and storefronts, and in improvements to the back of buildings,



Major Downtown Goals

4- Increase downtown residential development.



POTENTIAL REDEVELOPMENT AREAS

- ★ Site to focus
- Area to improve
- Building to improve
- Buildings
- 🚏 Commuter Station
- Shelters
- 🚌 MBTA Bus Route
- 📏 Study area
- 🌳 Parks
- 🚊 Rail
- 🛣️ Roads
- 🅇 Parking
- 🚗 Driveways

1

2

3

4

300 0 300 600 Feet

Made by : S. Strasser
Source : MASSGIS, Town of Needham
Dated : August 2003



Old movie theater block



Map

Great Plain Avenue



Map

Chestnut Street Parking Lot



Map

Chestnut Street



Map

Work Products

- 1- Recommendations to enhance the entire area and specific properties to promote a “sense of place”,
- 2- Identification of conceptual pedestrian and vehicular access and circulation,
- 3- Reuse strategies for encouraging the inclusion of affordable housing,
- 4- Recommendations for increasing the availability of parking including provision of structured parking,
- 5- Conceptual design guidelines and incentives,
- 6- Suggested revisions to the zoning Bylaw.