Summary

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

Source: US Census
Economy

Jobs in the Community

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<tbody>
<tr>
<td>Total Jobs</td>
<td>18,449</td>
<td>15,924</td>
<td>18,310</td>
<td>20,020</td>
<td>+ 8%</td>
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<tr>
<td>Total Annual Payroll ($Mil)</td>
<td>622</td>
<td>664</td>
<td>944</td>
<td>1,117</td>
<td>+ 44%</td>
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<tr>
<td>Average Annual Wage ($)</td>
<td>33,711</td>
<td>41,693</td>
<td>51,581</td>
<td>55,794</td>
<td>+ 40%</td>
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<tr>
<td>Number of Establishments</td>
<td>1,187</td>
<td>1,263</td>
<td>1,372</td>
<td>1,368</td>
<td>+13%</td>
</tr>
</tbody>
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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
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
Old movie theater block
Great Plain Avenue
Chestnut Street
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.