



Economic Development Update:

New Approaches, New Foci, New Growth

Select Board Meeting

August 21, 2018



Economic Development Advisory Board Mission

1. Foster appropriate economic growth

Brookline Place
Boston Children's Hospital





Economic Development Advisory Board Mission

1. Foster appropriate economic growth
2. Promote the vitality of our commercial areas

Brookline businesses work to become senior-friendly



ARAM BOGHOSIAN FOR THE BOSTON GLOBE

Jackie Feldman, 68, bought a discounted senior ticket to a movie at Coolidge Corner Theatre in Brookline.





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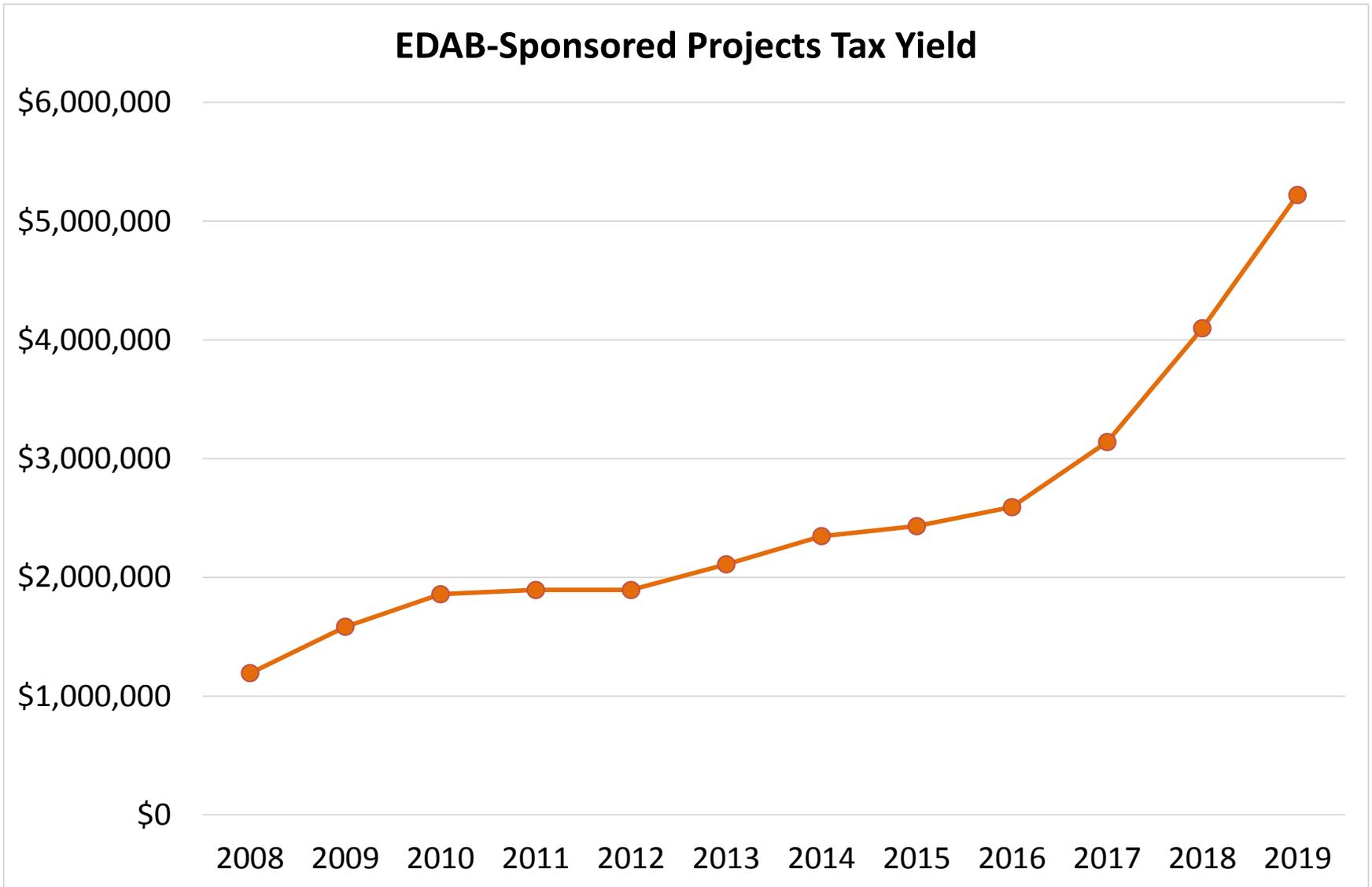
Economic Development Advisory Board Mission

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EDAB-Sponsored Projects Tax Yield





EDAB Sponsored Projects Tax Yield

Development Name	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Goddard House	122,705	128,912	139,498	144,873	147,153	151,465	164,055	162,368	159,378	153,751	148,209	155,620	158,732	161,907
Kendall Crescent 1010 Commonwealth	184,313	200,425	225,224	231,788	236,776	241,393	247,923	245,577	260,073	260,664	267,429	274,549	280,040	285,641
Marriott Courtyard ART @ OLS One- Time Project	712,615	774,291	732,195	753,138	730,690	748,957	878,548	879,685	1,000,847	1,031,373	1,088,248	1,142,660	1,165,513	1,188,823
10 Brookline Place Expansion (15%)			100,000			183,000	256,479	284,096	296,875	297,295	304,778	320,017	326,417	332,946
Red Cab (111 Boylston)										352,520	474,260	502,260	512,305	522,551
Circle Cinema											52,269	402,269	427,269	435,814
1,2 Brookline Place											547,701	922,962	1,732,000	1,972,300
25 Washington/ 700 Brookline Ave.												200,000	450,000	700,000
Waldo Durgin														
rooms tax	300,000	300,000	575,000	575,000	575,000	575,000	575,000	575,000	575,000	745,000	895,000	965,000	985,000	1,460,000
EDAB-Sponsored Projects Tax Yield	1,192,935	1,583,529	1,858,564	1,893,536	1,894,019	2,109,325	2,346,752	2,432,256	2,591,786	3,139,976	4,096,899	5,220,292	6,378,932	7,408,471

Legend

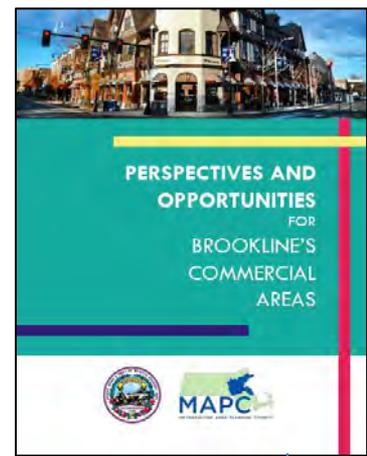
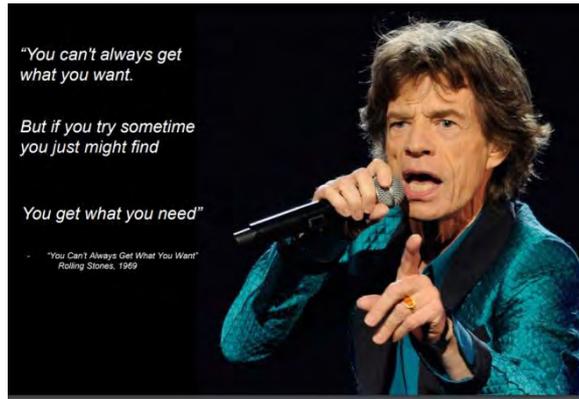
Pre-Permitting	Permitting	Construction
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Mar 2012 Five Year Economic Development Plan

Dec 2015 Panel Discussion 'How to Get What We Want From Developers'

Mar 2018 'Perspectives & Opportunities for Brookline's Commercial Areas'



2017 Community Engagement

Jun 2015 Multi-Board Workshop



Jun 2018 Economic Development & Long-Term Planning Staff Work Plan



Economic Development & Long-Term Planning Guiding Principles

the core values that underpin all of our work

Inclusiveness: We will intentionally seek and integrate the interests and views of a diverse range of people that live, visit, work, or own property in Brookline.

Pragmatic optimism: We will focus the energy and enthusiasm we have as professionals to be the most effective in our work.

Innovation: We will bring creative thinking to our work and strive to approach projects with an open mind and fresh perspective, while always seeking novel ways to achieve our goals





Economic Development & Long-Term Planning Focus Areas

the topics and areas where we will have a measurable impact over the next five years

Improve Strategic Messaging and Communications

Increase awareness among residents and property owners about the benefits and impacts of new commercial tax growth. Employ new mechanisms to deliver these messages through the use of news, social media, partner organizations, or other tools for communication.

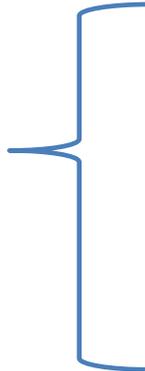


Economic Development & Long-Term Planning Focus Areas

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Improve Strategic Messaging and Communications

Encourage Commercial Development



Facilitate appropriate, market-driven commercial and mixed-use development where neighborhood character, infrastructure capacity, and site conditions are suitable.



Economic Development & Long-Term Planning

Focus Areas

the topics and areas where we will have a measurable impact over the next five years

Improve Strategic Messaging and Communications

Encourage Commercial Development

Promote Business Success

Create and identify resources and programs that support the business community. Encourage messaging and branding for the commercial areas that resonate with residents, visitors, and the business community.



Economic Development & Long-Term Planning Focus Areas

the topics and areas where we will have a measurable impact over the next five years

Improve Strategic Messaging and Communications

Encourage Commercial Development

Promote Business Success

Long-Term Planning/Regional Issues

Develop and implement a framework through which future growth might be managed and directed.



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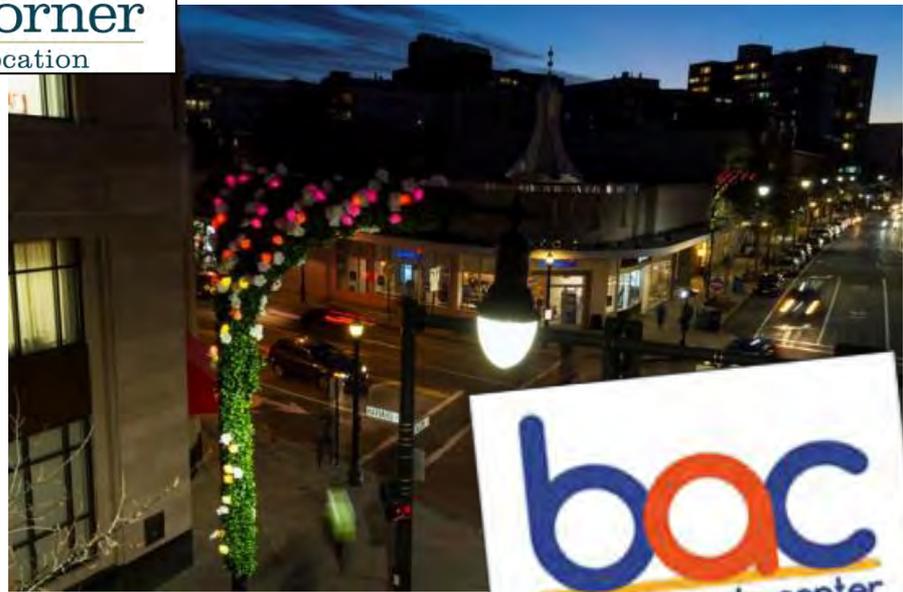
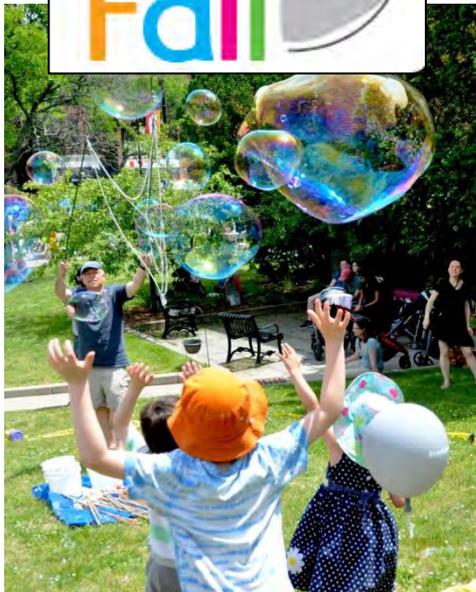
Focus Area: Promote Business Success

Recent Successes (*clockwise from top right*):
Coolidge Corner in Bloom Beautification Day,
Winter Blooms Public Art at 1st Light Festival,
Café Tables & Chairs Program,
Annual Village Fair





Focus Area: Promote Business Success





Focus Area: Promote Business Success

Partner with business groups to promote and market commercial areas and town as a whole as a destination





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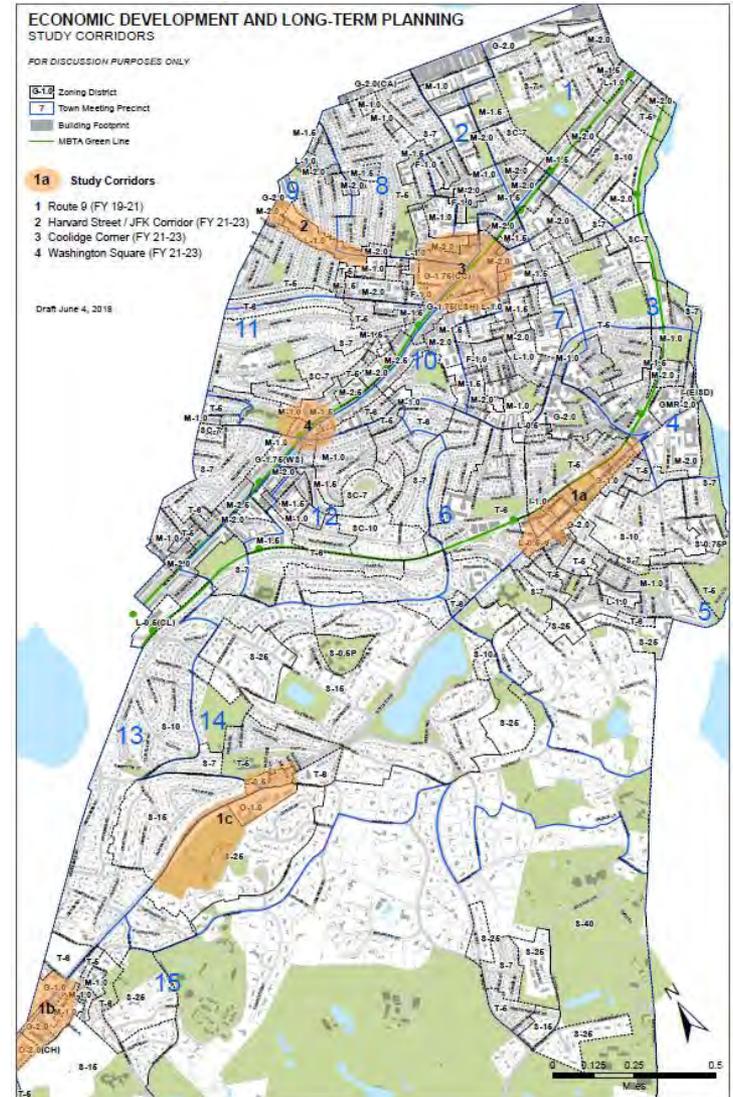
Long-Term
Planning/Regional Issues



Focus Area: Encourage Commercial Development

Plan for commercial and mixed-use development through corridor studies

- 1 Boylston Street Corridor (FY 19-21)
- 2 Harvard Street / JFK Corridor (FY 21-23)
- 3 Coolidge Corner (FY 21-23)
- 4 Washington Square (FY 21-23)



Note: study area boundaries are shown generally, to be refined through public process 21

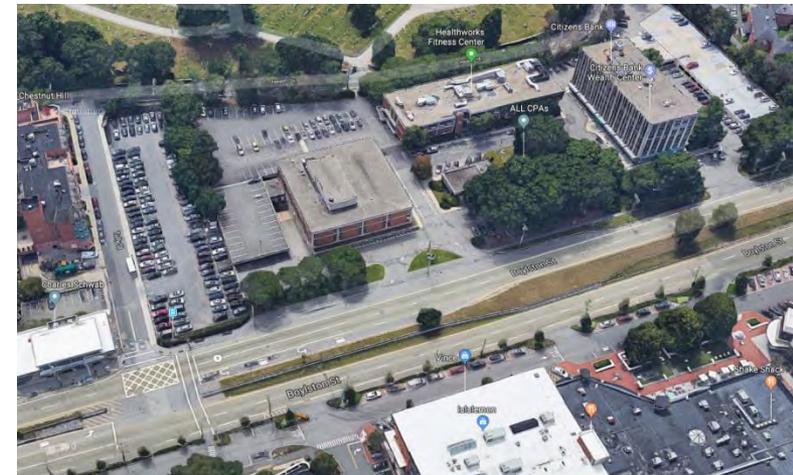
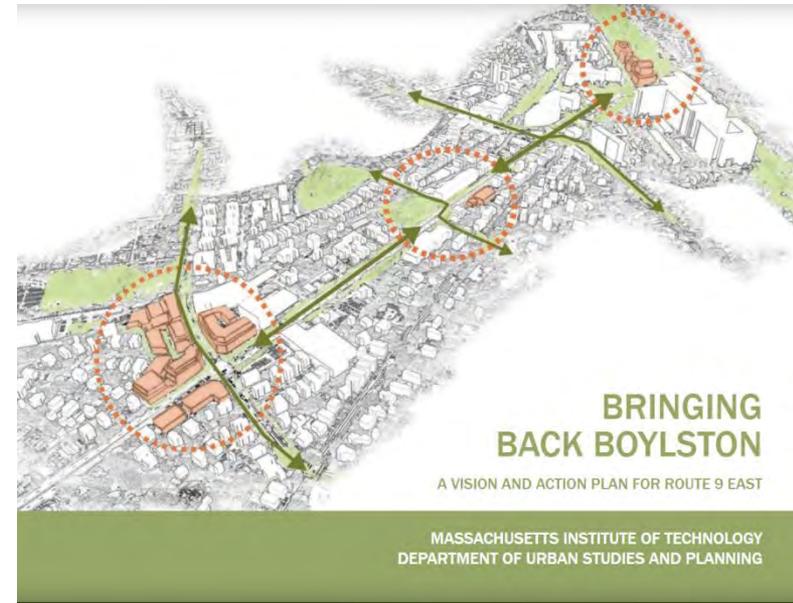


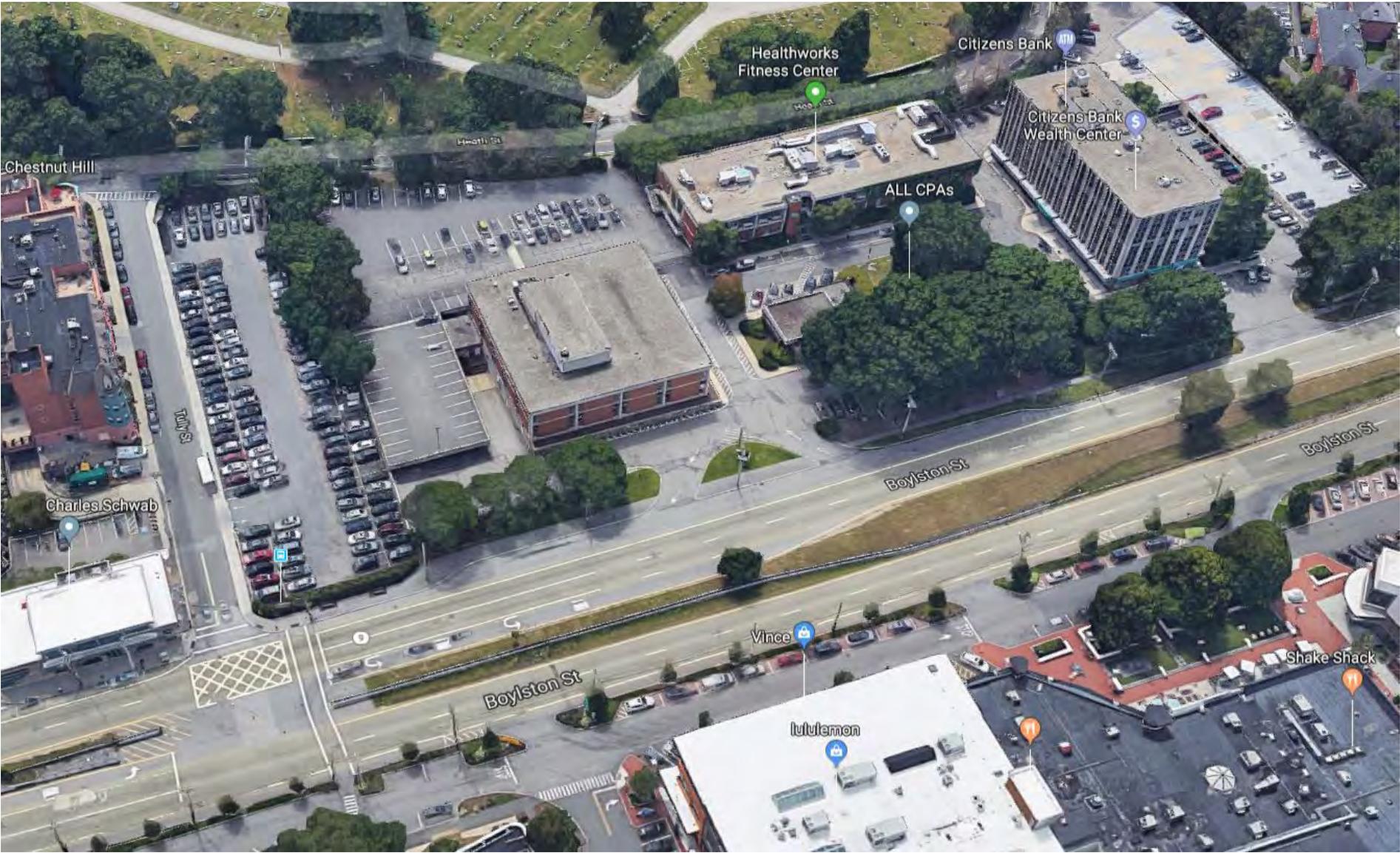
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Plan for commercial and mixed-use development through corridor studies

Why Boylston Street Corridor first?

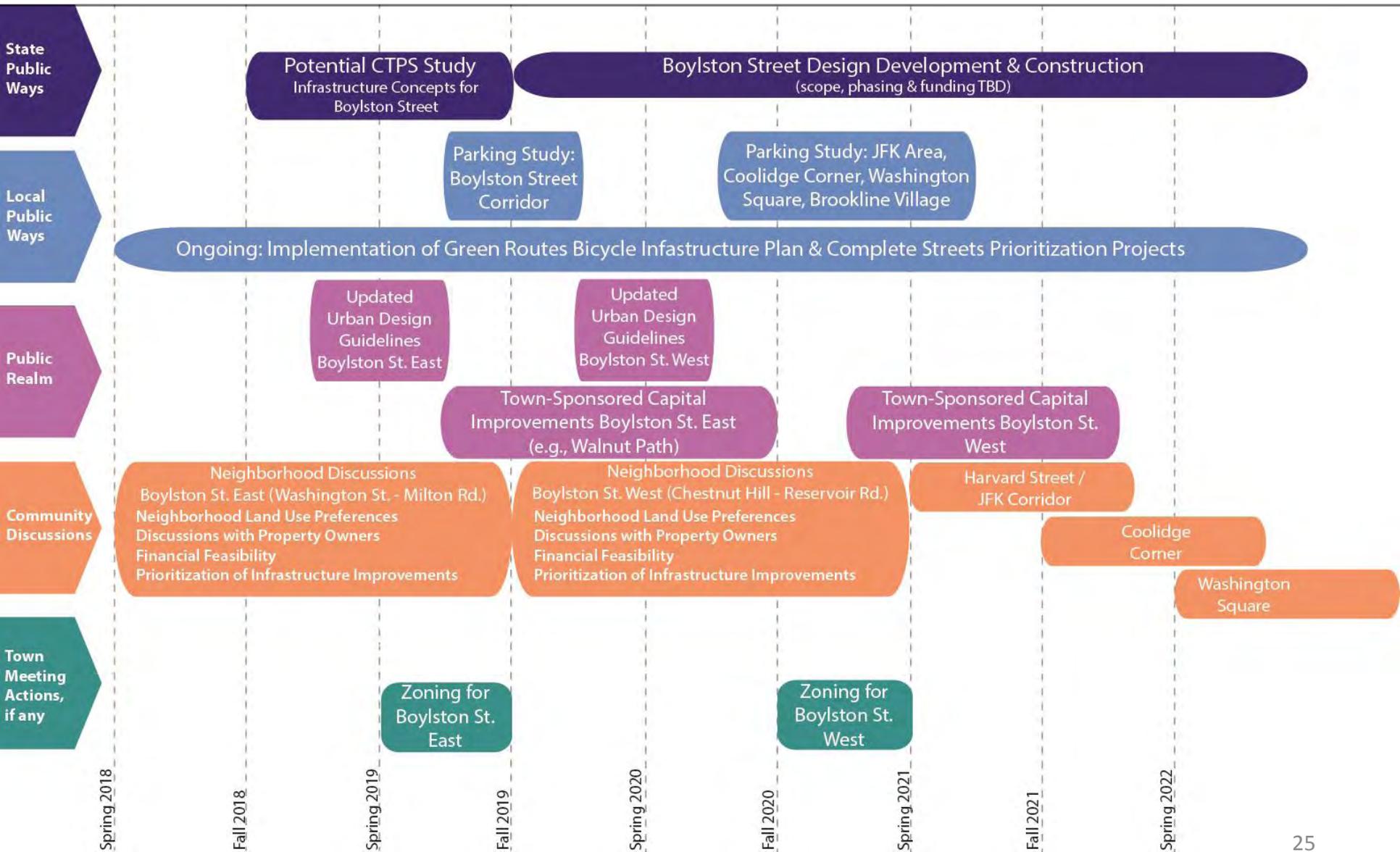
- Neighborhood interest and leadership to implement earlier study recommendations (Washington St. to Milton Rd.)
- Chestnut Hill Office Park is 5.3 acres of land under common control (WS Development). We need to better understand community desires *before* concept plans are proposed.
- Potential Central Transportation Planning Staff Study of public infrastructure (all of Boylston Street) beginning this October





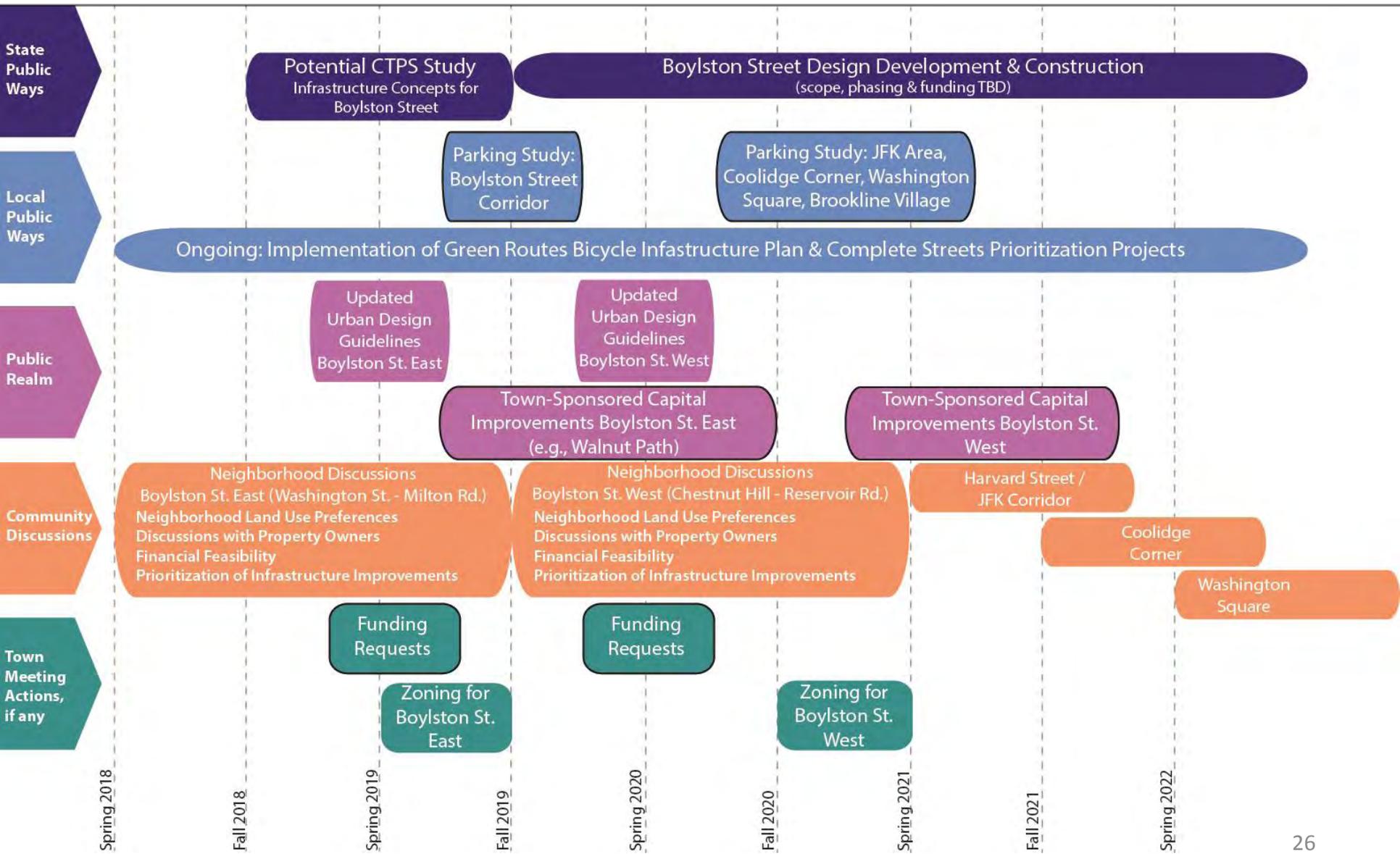


Encourage Commercial Development through Corridor Studies





Encourage Commercial Development through Corridor Studies





Economic Development Priorities that require Select Board Leadership & Support

1. Guiding Principle: Inclusiveness

- Appoint diverse members in Board/Commission, Study Committee appointments
- As community engagement plans are created, assist staff with identifying people, buildings, neighborhoods, stakeholder groups that should be invited

2. Promote Business Success

- Support line item in budget for ongoing, Town-wide marketing services

3. Encourage Commercial Development through Corridor Studies

- Support funding for parking studies
- Provide leadership for Study Committees/ other community processes