





Draft Cultural Resource Goals What do you think?

Goal	Prior	ity		Comments	What Should We Know?
Preserve and celebrate Revere's historic	Low	Medium	High		
legacy as an entertainment destination.					
Document the stories of Revere's diverse communities.	Low	Medium	High		
Increase affordable community	Low	Medium	High		
gathering spaces and cultural facilities.					
Expand access to arts education.	Low	Medium	High		
Increase funding for arts and cultural	Low	Medium	High		
events and programs.					
Increase funding for historic	Low	Medium	High		
preservation.					
Increase municipal capacity to support	Low	Medium	High		
historic preservation.					
Educate the public on how to preserve	Low	Medium	High		
and maintain historic properties.					
Improve pedestrian access to cultural resources.	Low	Medium	High		
What other goals should be included?					

These ideas come from a data analysis of the existing historic and cultural conditions in Revere, and public comments gathered at the Revere Master Plan kickoff meeting earlier this year.







Cultural & Historic Resources Vision

What is your vision for Revere's Historic and Cultural Resources?

Opportunity Area	Vision
Revere as a Home for Diverse Food Cultures	
Revere as a Home for Music and Entertainment	
Revere as a Home for Culture + Recreation	
Revere's Artists and Creative Professionals	
Arts Education and Creative Careers in Revere	
Art and Culture (Installations, Facilities, Education, Programs, Events) at:	
Suffolk Downs	
Wonderland	
Revere Beach	
Other:	
Historic Homes, Civic and Commercial Buildings	
Community Cultural Organizations and Religious Institutions	
Revere Creative District along Revere Beach Blvd	
Revere Beach and Connections to Neighborhoods	
Cultural Facilities and Venues	





Draft Housing Goals What do you think of these ideas?

Goal	Priority		Who works on this?	What should we know?	
Encourage naturally occurring affordable housing by allowing diverse and unique housing types.	Low	Medium	High		
Encourage the creation of new market-rate housing (rentals, condos, and single-family).	Low	Medium	High		
Create new deed-restricted Affordable Housing (public, private, and non-profit developers).	Low	Medium	High		
Preserve existing public and private deed-restricted Affordable Housing before these units expire.	Low	Medium	High		
Promote access to opportunities for homeownership (Affordable and market-rate condos, duplexes, and single-family homes).	Low	Medium	High		
Prevent residential displacement caused by changes in housing costs and affordability.	Low	Medium	High		
Protect tenants from landlord abuse and fair housing violations.	Low	Medium	High		
What other goals should be included?					

These ideas come from a data analysis of the existing housing conditions in Revere, and public comments gathered at the Revere Master Plan kickoff meeting earlier this year.

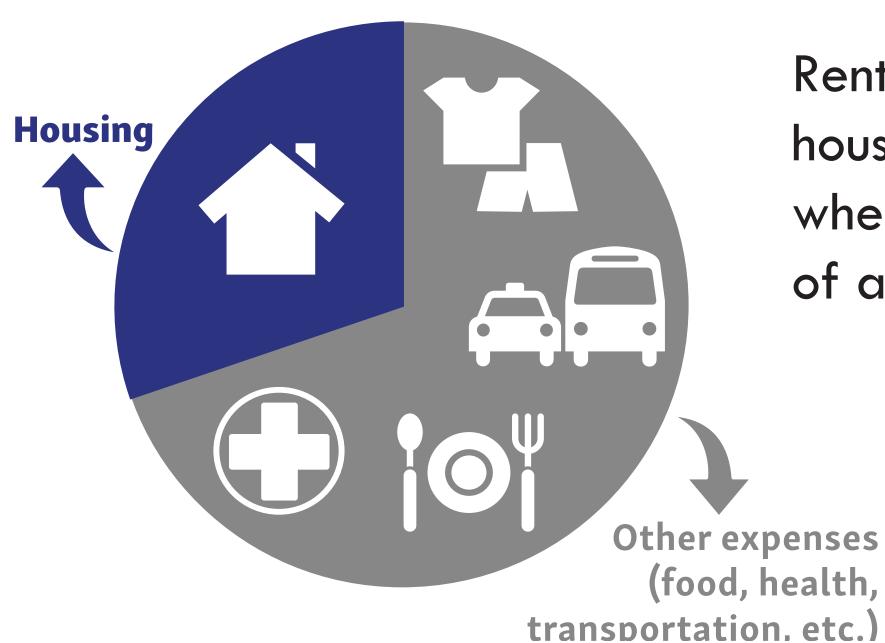




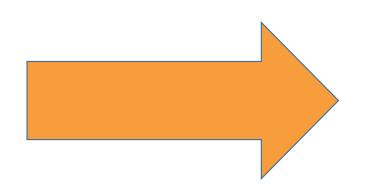


Housing Terms and Concepts

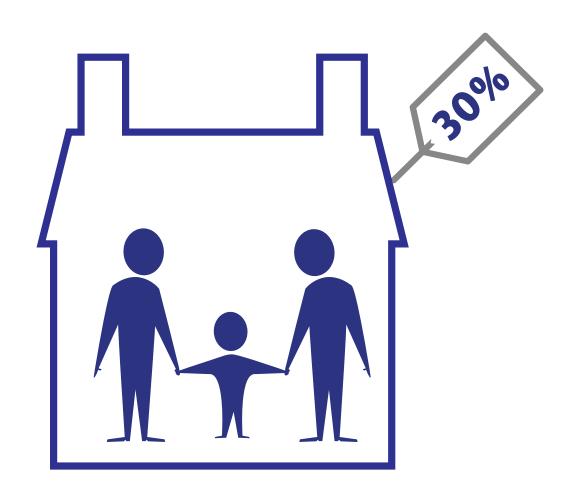
What is considered affordable housing?



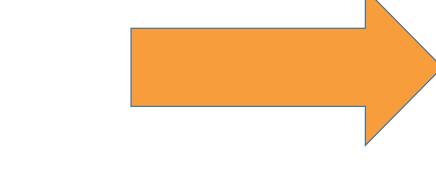
Rental or owner-occupied housing is "affordable" when it costs 30% or less of a household's income.



And how is that different from deed-restricted Affordable Housing?



Deed-restricted Affordable Housing is for income-eligible households, and the cost is never more than 30% of their income.



Does Revere have deed-restricted Affordable Housing?

There are 1,780 units on Revere's subsidized housing inventory, making up 8.11% of the city's housing stock. The majority of these units are deed-restricted Affordable, however a portion of them may be market-rate rental units.

There are 12,205 LOCAL households that earn less than 80% AMI and are therefore eligible to live in a deed-restricted Affordable unit, which is more than the number of units on the city's subsidized housing inventory.

And deed-restrictions for approximately 791 Affordable units in Revere could expire between now and 2055. Affordability for nearly half of these units could expire by 2026 if it's not extended.

Sources: Massachusetts Department of Housing and Community Development, 2017 and CHAS, 2011-2015

When market rate housing is affordable, this is considered naturally occurring affordable housing (NOAH).

A range of different housing types can offer more naturally affordable housing for more people.



Multi-family

Accessory

Dwelling Units



Mixed-use

Duplex



Pocket Neighborhoods



Tiny Homes



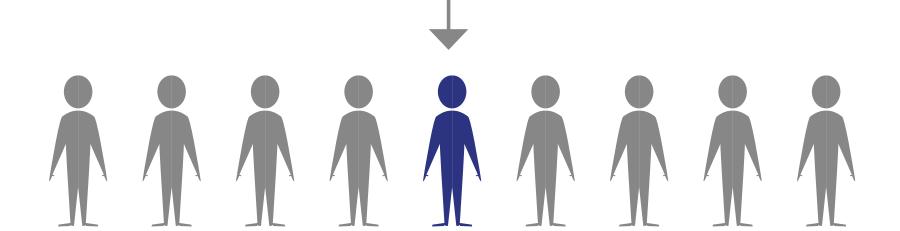
Townhouse/ Condo



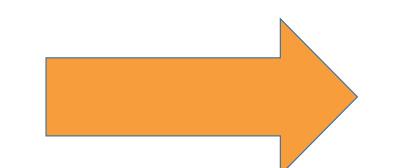
Small lot Single-family

To determine housing eligibility for deed-restricted Affordable Housing, government programs use the Area Median Income (AMI).

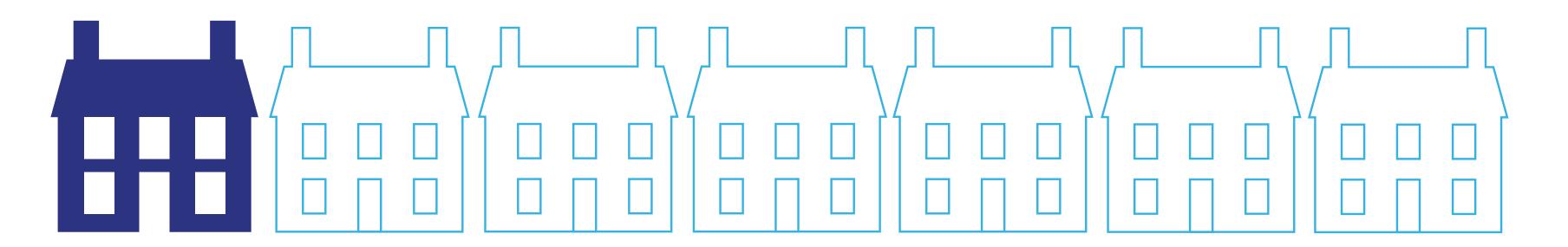
> AMI for Revere + surrounding communities is \$107,800



Households earning less than 80% of the AMI are eligible, under most housing programs. This figure varies by household size, and is \$73,000 for a 3-person household. Source: U.S. Department of Housing and Urban Development, 2018



For every 7 households that are eligible for Affordable Housing in Revere, there is 1 unit on the subsidized housing inventory.



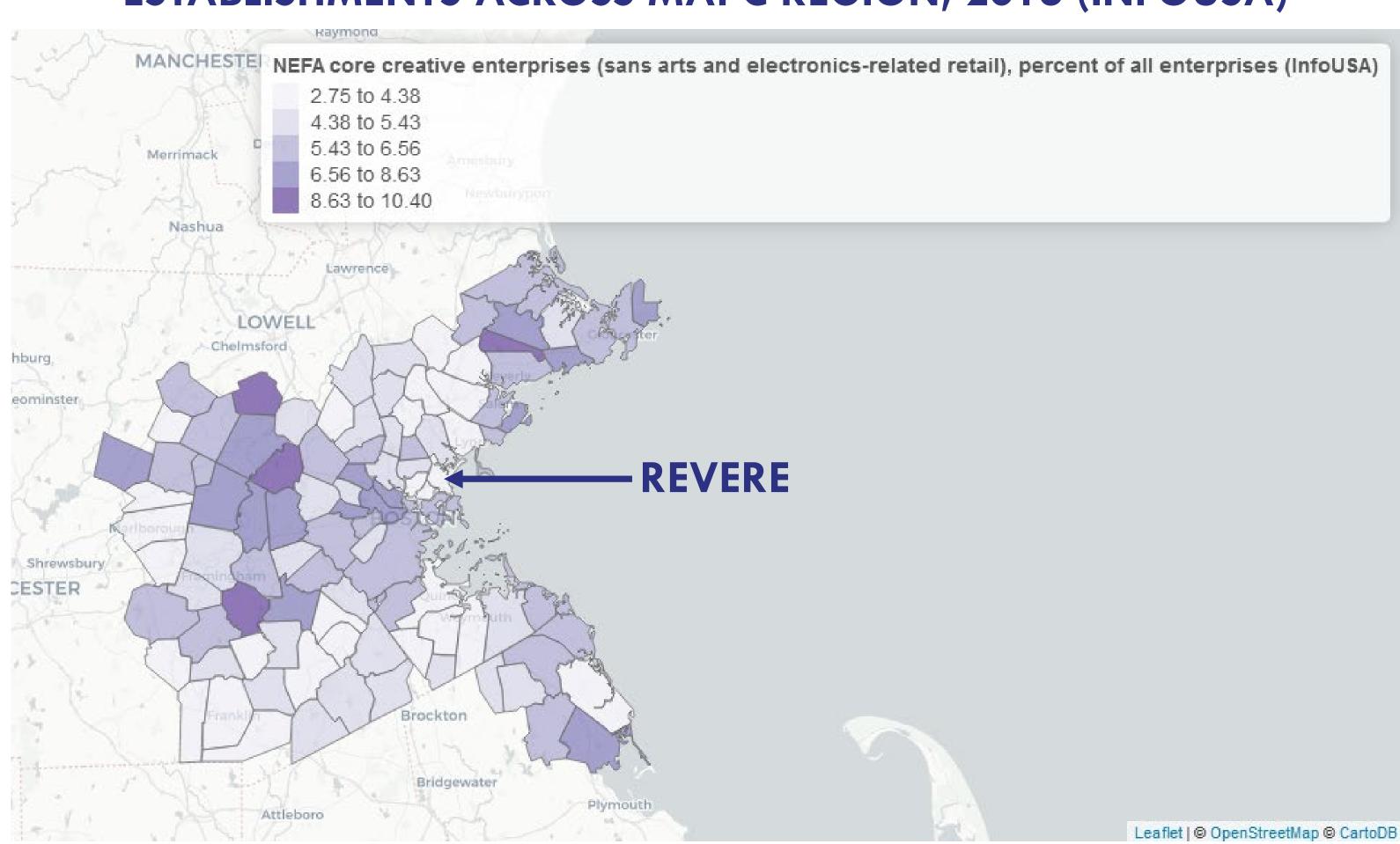




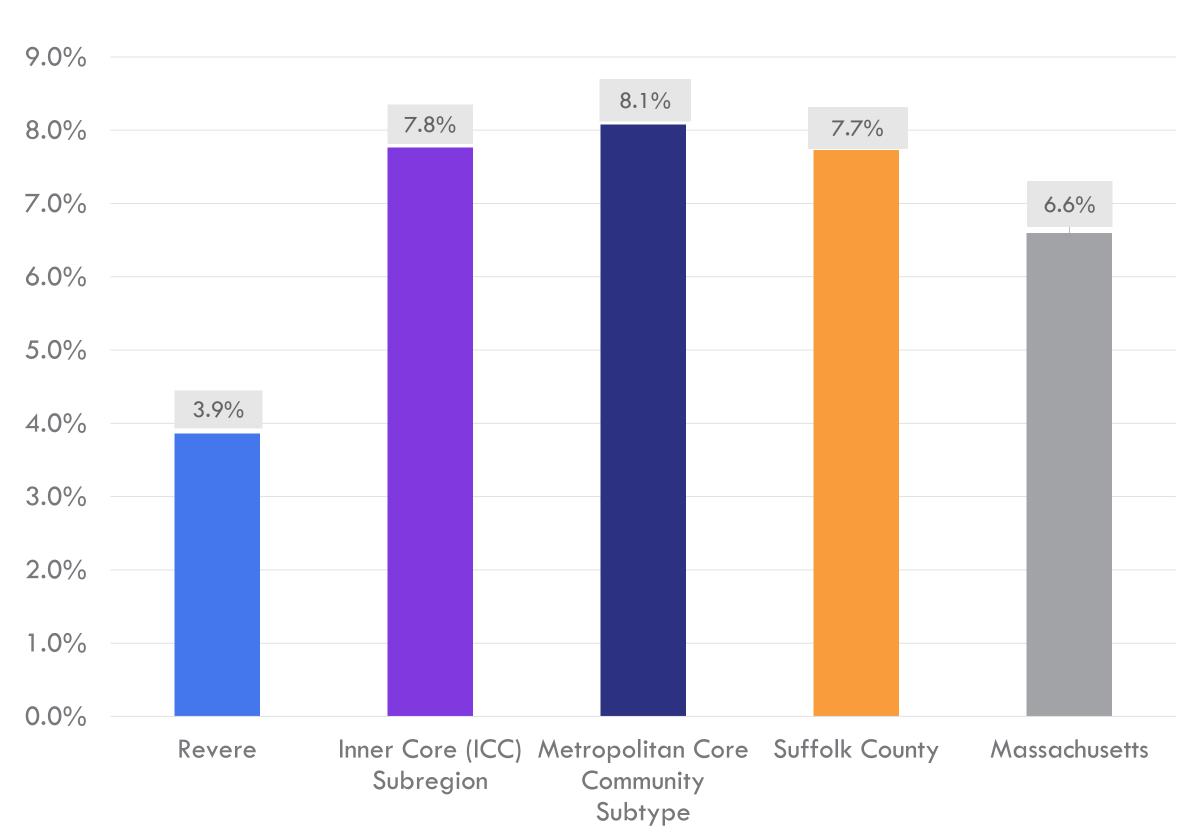


THE CREATIVE ECONOMY IN REVERE

CORE CREATIVE ESTABLISHMENTS AS A SHARE OF ALL ESTABLISHMENTS ACROSS MAPC REGION, 2016 (INFOUSA)



CORE CREATIVE ESTABLISHMENTS AS A SHARE OF ALL ESTABLISHMENTS IN REVERE, COMPARED WITH OTHER GEOGRAPHIES, 2016 (INFOUSA)

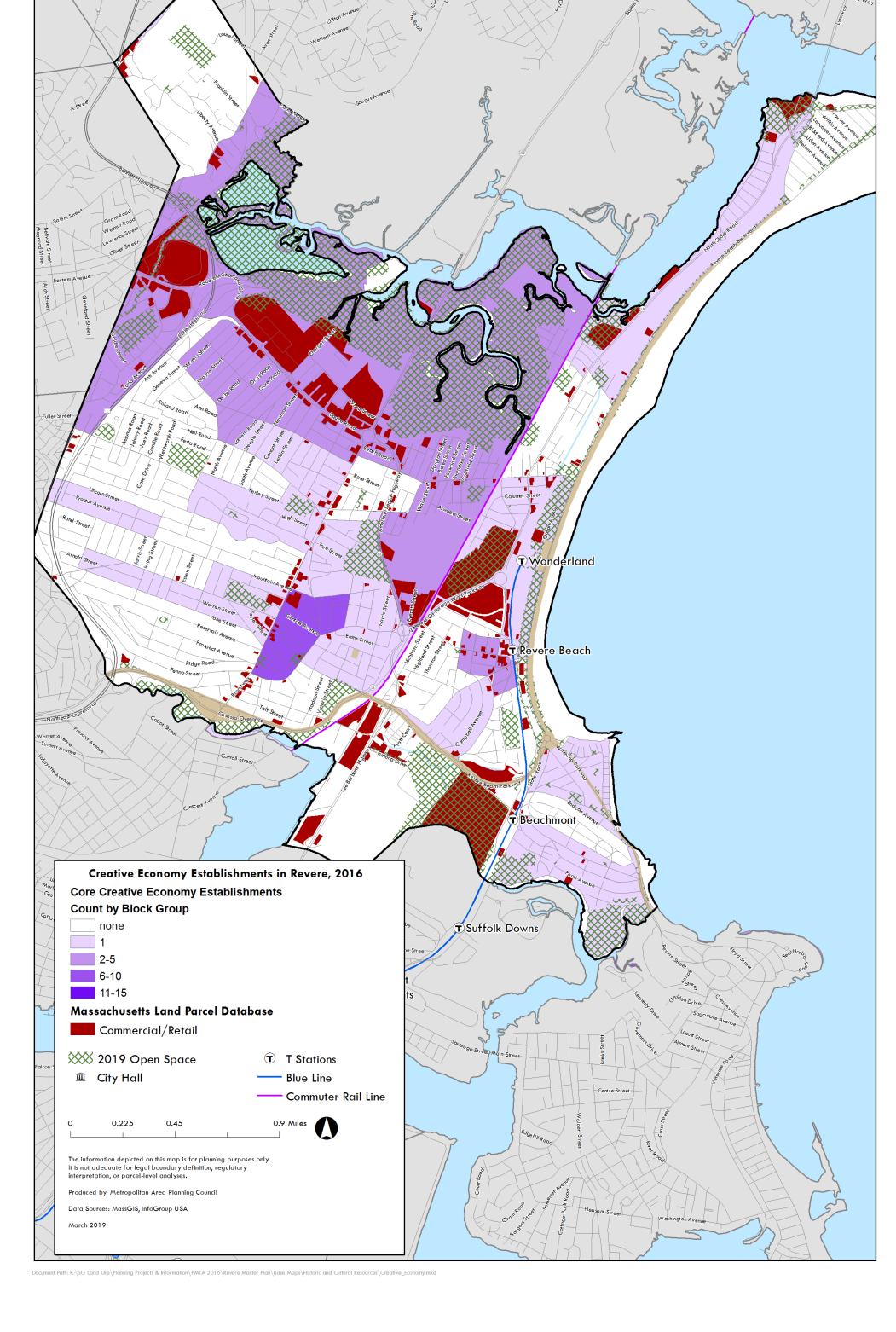


HOW DOES REVERE COMPARE TO THE REGION?

Creative economy
establishments are less
prominent in Revere's
economy that in the Inner
Core Subregion or among
the Metropolitan Core
Community Subtype as a
whole.

50%

The share of creative economy establishments in Revere is about half that of similar communities.



WHAT IS THE CREATIVE ECONOMY?

Industry groups and occupations with a focus on making and sharing cultural goods, services and ideas.

Core Sectors have a categorical focus on cultural goods, services, and intellectual property at a national level.

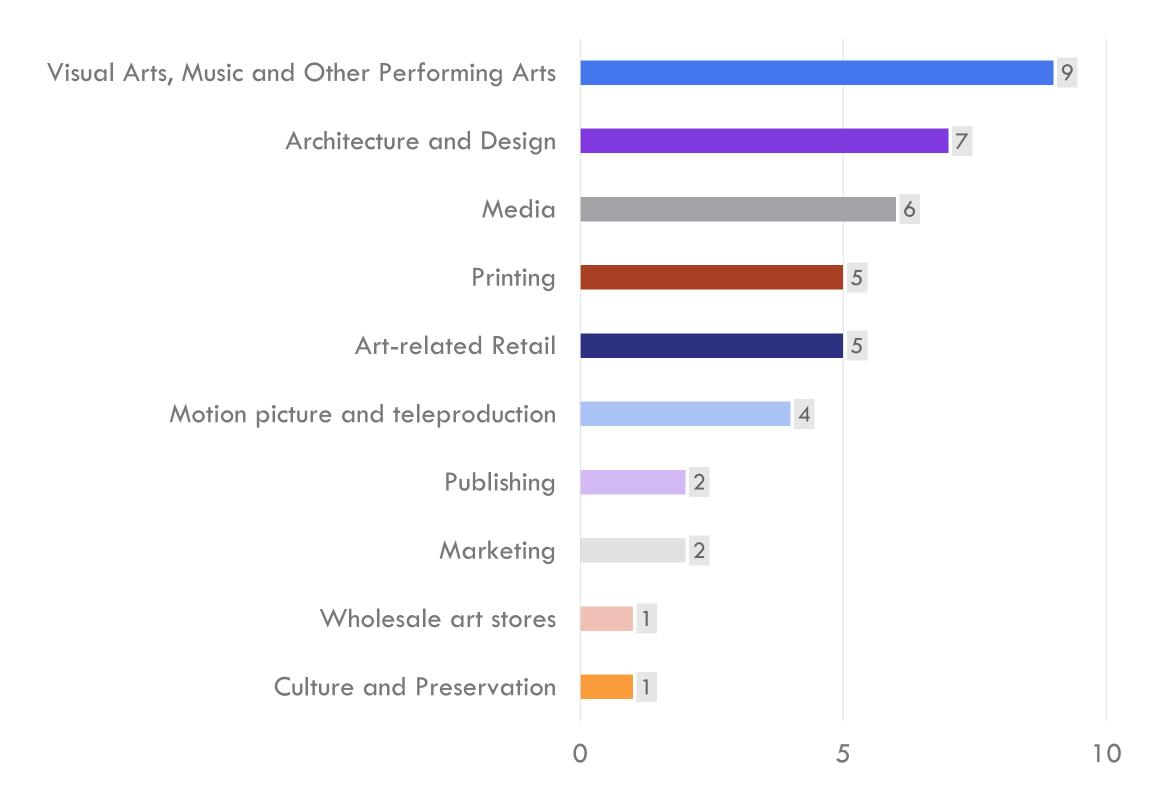
Peripheral Sectors lack a categorical focus at the national level but might at a smaller geography

TELL US YOUR IDEAS

In the past, Revere was an important pop culture destination. What is the role of pop culture Revere's Creative Economy today and in the future?

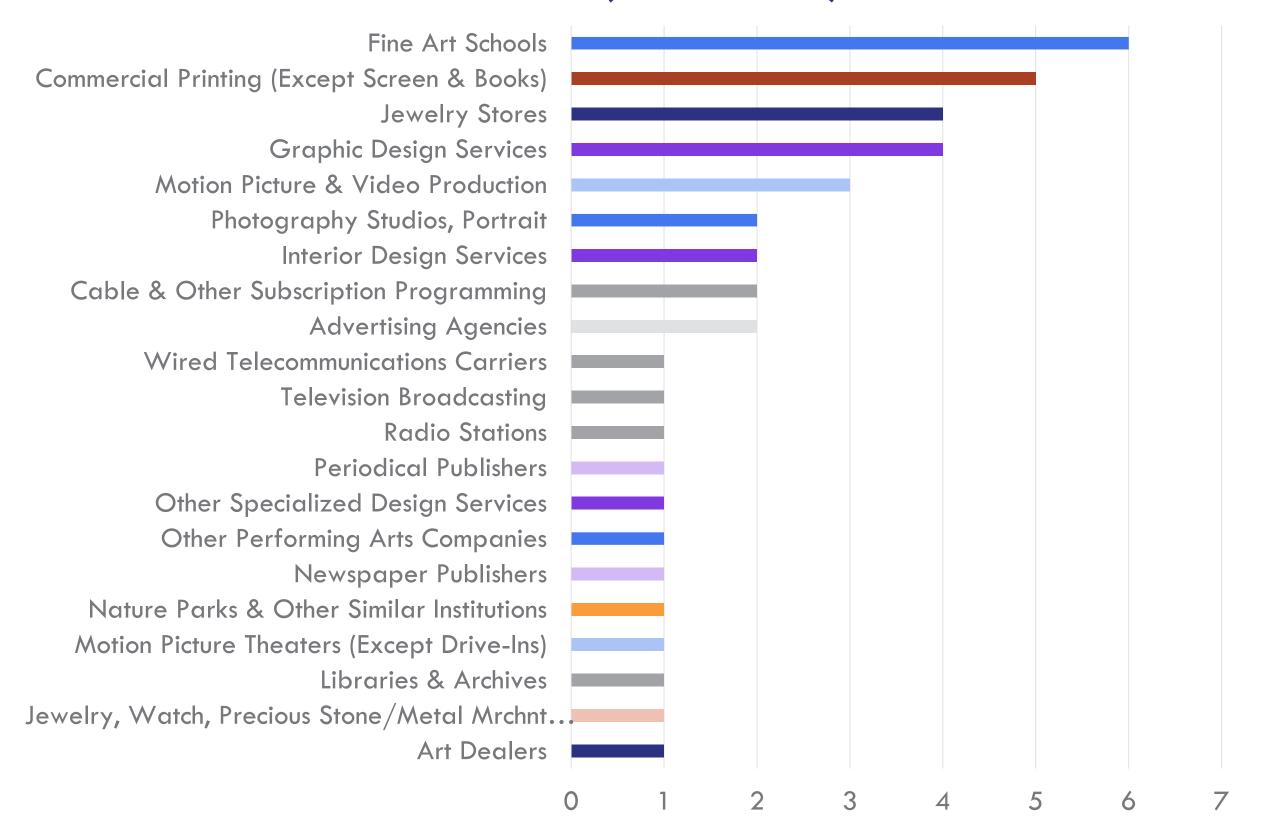
How can public art support and strengthen Revere's Creative Economy?

REVERE CREATIVE ESTABLISHMENT COUNTS BY NEFA* INDUSTRY GROUP, 2016 (INFOUSA)



* New England Foundation for the Arts

CREATIVE ESTABLISHMENT COUNTS BY TYPE, 2016 (INFOUSA)









DESIGNATED HISTORIC RESOURCES

WHAT DOES IT MEAN?

Listing on the National Register for Historic Places recognizes historic and cultural significance. It does not protect properties from demolition or redevelopment and does not restrict use.



96% of properties in Revere with historic designations can be demolished or redeveloped.

25

20

10

National Historic

Landmark

DESIGNATED RESOURCES BY HISTORIC ERA

National Register

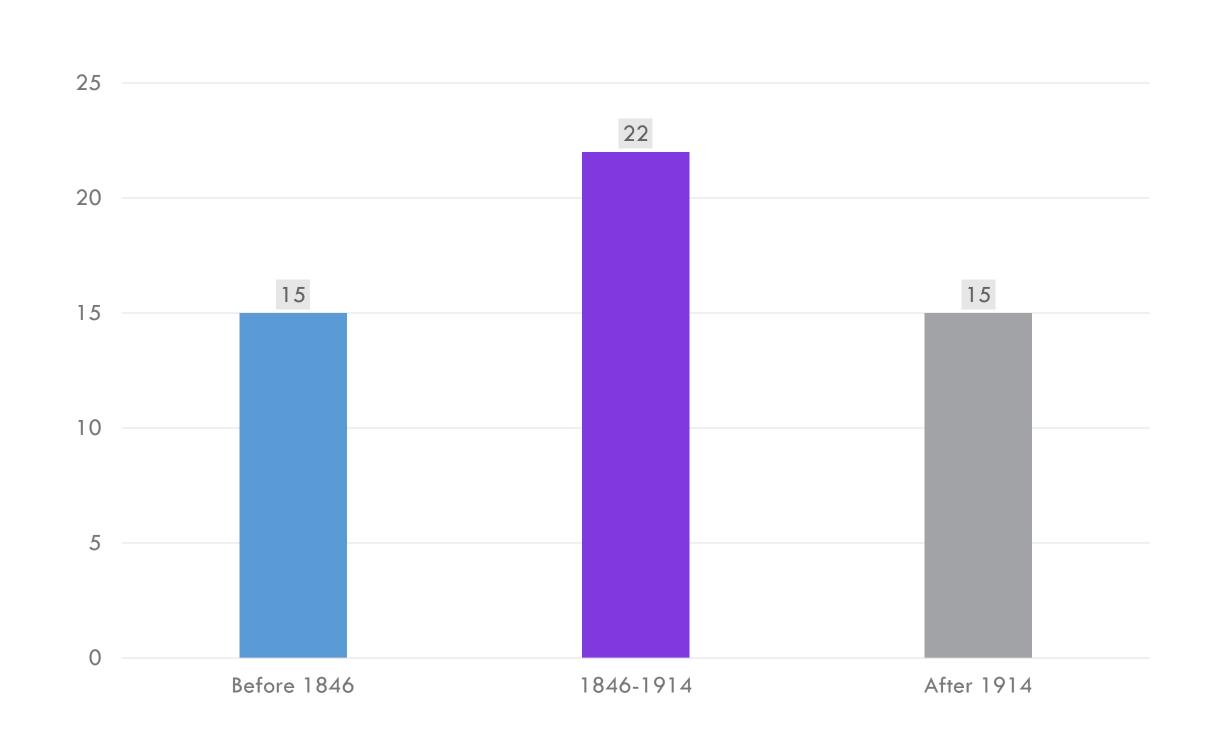
Individual Property

Preservation Restriction

National Register Historic

District

HISTORIC RESOURCES BY DESIGNATION

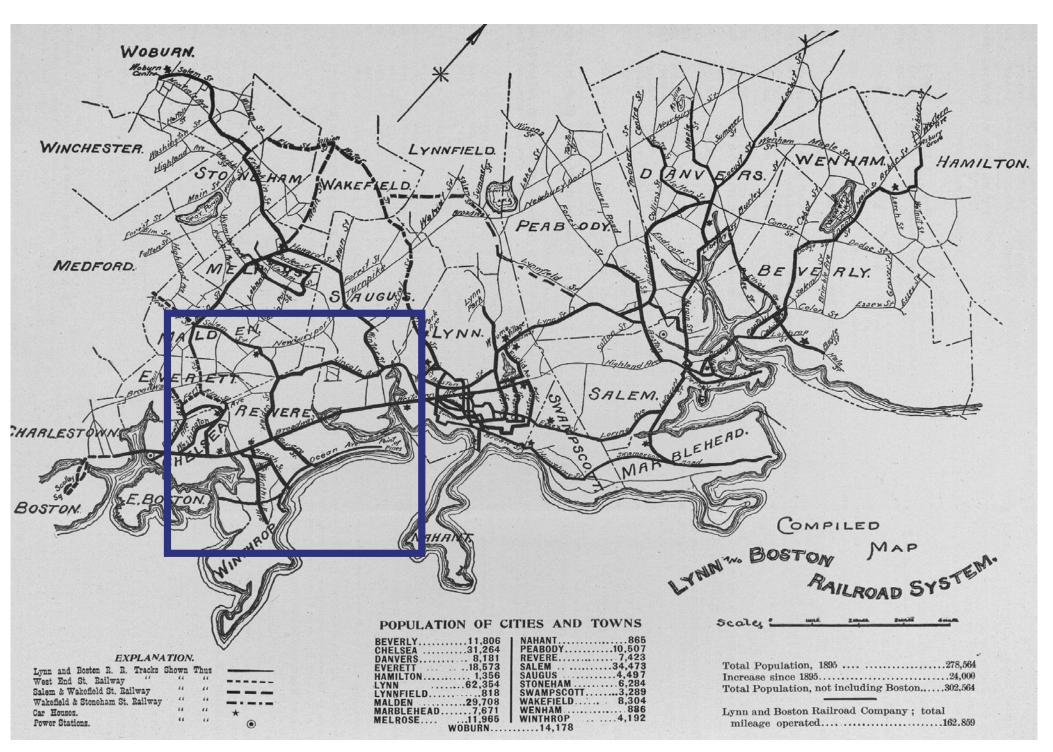


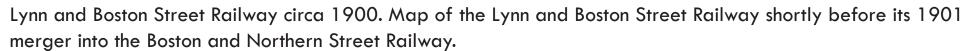
Historic Designations Preservation Restriction National Historic Landmark National Register Listing National Register Historic Districts Commuter Rail Line

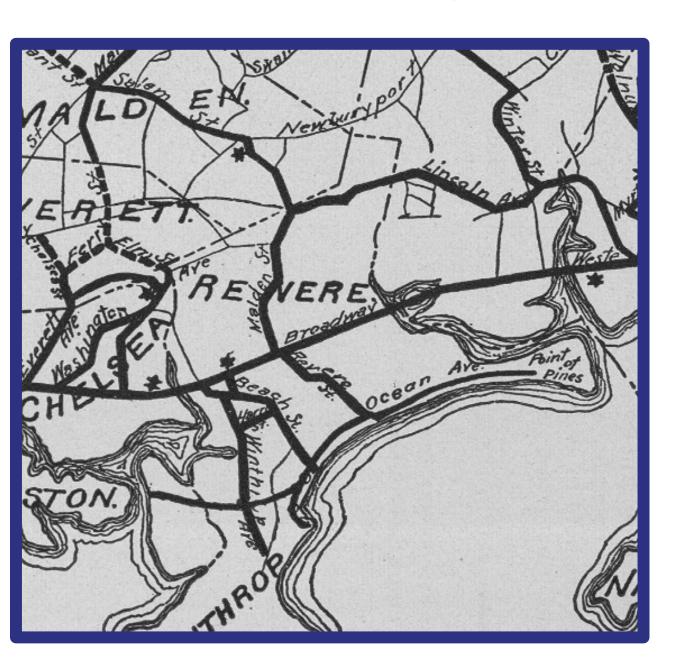
WHO IS MISSING?

The largest number of designated resources were constructed between Revere's original incorporation as North Chelsea in 1848 and its transition into a city in 1914. More recent populations and developments are not reflected in Revere's historic resources.

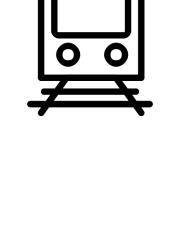
HIDDEN HISTORIES







OCEAN AVE TROLLEY, BUILT CA. 1854 Image courtesy of City of Revere. Charles Duncan Collection.



RAIL AND STREETCAR networks connected Revere's neighborhoods and commercial centers to East Boston, Chelsea, and Lynn. Three trolley lines connected Revere Beach to Maverick Square.



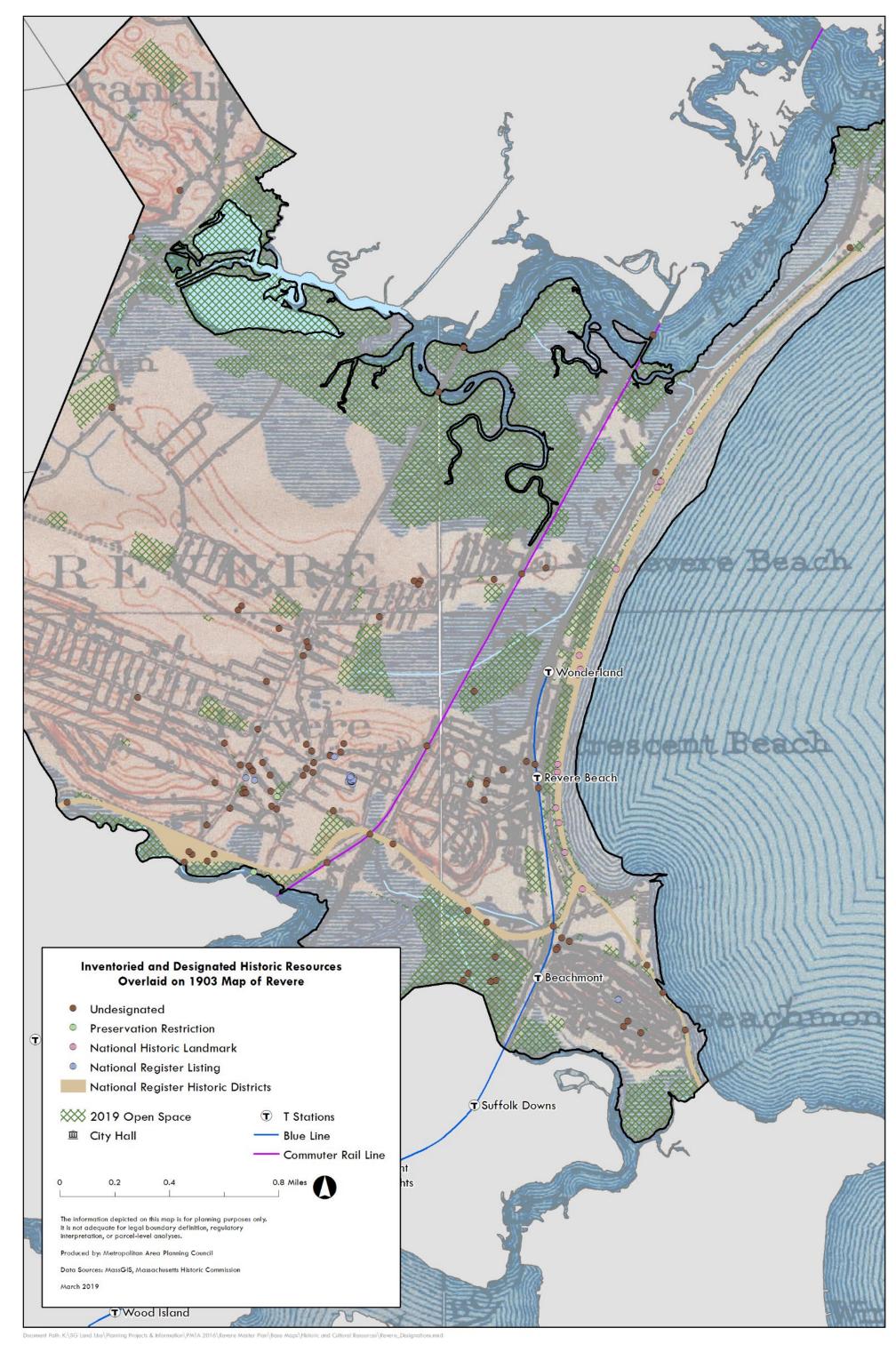
SALT MARSHES constrained historic neighborhood development and promoted healthy land and ocean ecosystems.



BALLROOMS AND AMUSEMENT PARKS served as a regional destination for recreation, entertainment, and culture along Revere Beach with eight ballrooms active from 1900 to 1988.



DOCUMENTED HISTORIC RESOURCES



WHAT IS REPRESENTED?

Documented resources honor civic institutions, veterans, the Italian community, the Jewish community, industry, commerce and industrial workers, churches, and immigrants of the nineteenth and early twentieth centuries. The parkway system including Revere Beach Parkway and Winthrop Parkway, is the city's only National Register Historic District.





SLADE SPICE MILL, BUILT 1923

SAINT ANTHONY OF PADUA ROMAN CATHOLIC

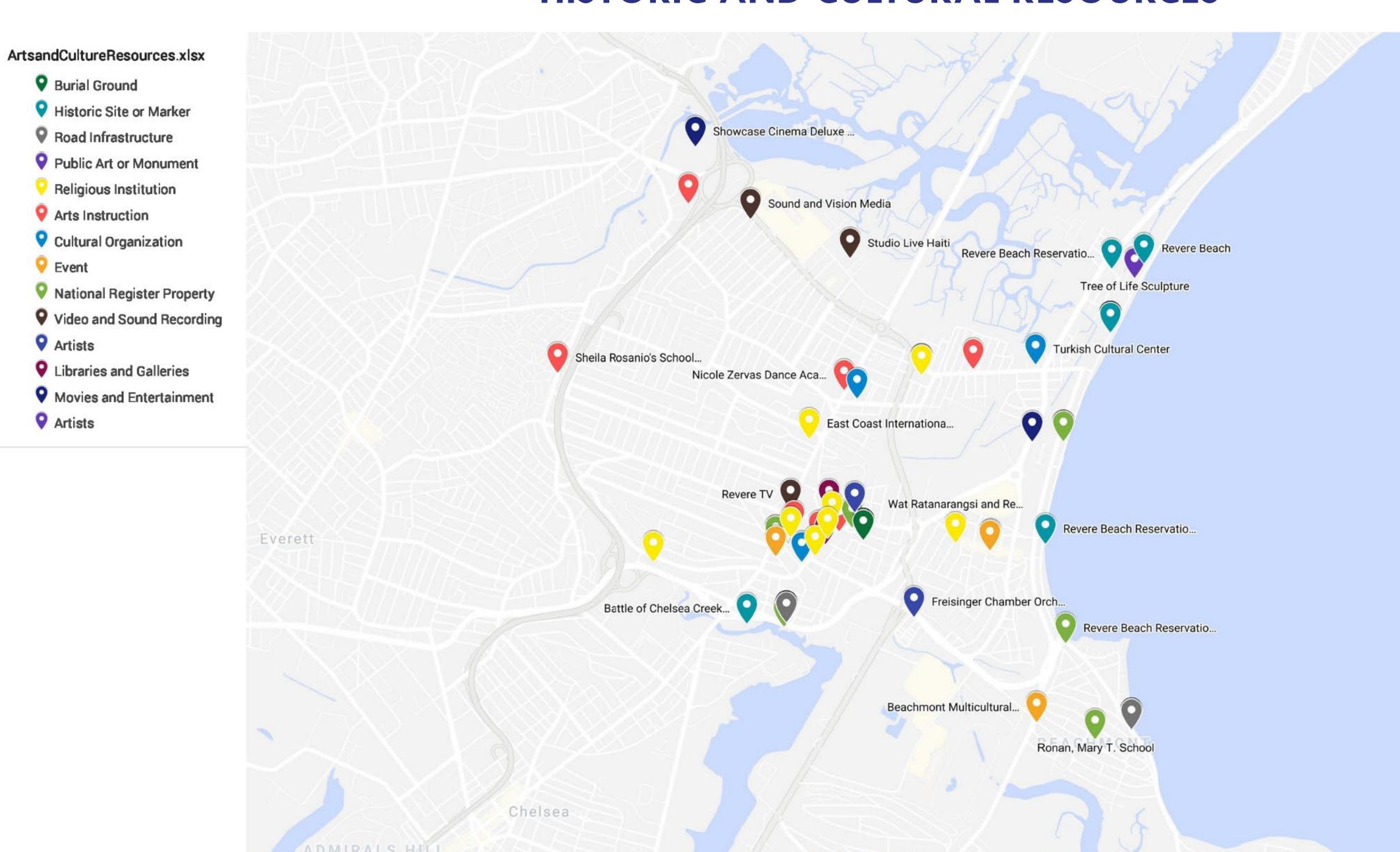








HISTORIC AND CULTURAL RESOURCES



Event

Artists

Artists

SHOW US ON THE MAP

What venues are large enough to hold cultural events and community gatherings?



TELL US BELOW

What kinds of cultural facilities and venues are most needed?

Cultural Resources Map Where do you go? What is missing? What is important to you?

Cultural Resource Name	Address	Type	Comments
rtglass by misci	20 Cary Ave	Artists	
reisinger Chamber Orchestra	436 Revere Beach Parkway	Artists	
agnes Strecker Dance Studio	172 Beach Street	Arts Instruction	
ance Revolution	41 Marble Street	Arts Instruction	
licole Zervas Dance Academy	790 Broadway	Arts Instruction	
achel Ferrante's Academy of Performing Arts	225 Beach Street	Arts Instruction	
heila Rosanio's School of Dance and Gymnastics	233 Washington Avenue	Arts Instruction	
tudio Dance CompleX	356 Revere Street	Arts Instruction	
nity Music School	1 Sprague Street	Arts Instruction	
umney Marsh Burying Ground and Related	44 Butler St	Burial Ground	
evere Creative District		Cultural District	
rte Y Creatividad	5 Carleton St	Cultural Organization	
ssour Moroccan Association		Cultural Organization	
evere Cultural Council	281 Broadway	Cultural Organization	
evere-Tsukidate Japanese Exchange		Cultural Organization	
ociety for Cultural and Historic Preservation	108 Beach St	Cultural Organization	
urkish Cultural Center	500 Revere Street	Cultural Organization	
eachmont Multicultural Festival	Kimmerle Park	Event	
Noroccan Cultural Day	141 Shirley Avenue	Event	
evere Beach Art Festival	220 Revere Beach Blvd	Event	
evere Beach International Sand Sculpting Festival	220 Revere Beach Blvd	Event	
evere Farmers Market	249 Broadway	Event	
hirley Avenue Cultural Festival	139 Shirley Ave	Event	
attle of Chelsea Creek Commemorative Marker	850 Revere Beach Parkway	Historic Site or Marker	
orse Watering Trough	650 Revere beach rankway	Historic Site or Marker	
evere Beach Reservation and Related	Revere Beach	Historic Site or Marker	
Guillemette Art	38 School Street	Libraries and Galleries	
evere Public Library	179 Beach Street	Libraries and Galleries	
howcase Cinema Deluxe Revere	565 Squire Road	Movies and Entertainment	
Vonderland Entertainment	1290 North Shore Road	Movies and Entertainment	
Church of Christ	265 Beach St	National Register Property	
Netropolitan District Commission Police Station	220 Revere Beach Blvd	National Register Property	
evere Beach Reservation Superintendents House	1 Eliot Cir	National Register Property	
evere City Hall	281 Broadway	National Register Property	
onan, Mary T. School	154 Bradstreet Ave	National Register Property	
lade Spice Mill	770 Revere Beach Pkwy	National Register Property	
Christopher Columbus Statue at St. Anthony of Padua Church	250 Revere Street	Public Art or Monument	
SAR Statue at American Legion Building	249 Broadway	Public Art or Monument	
evere Beach Reservation Concrete Sculpture	Revere Beach Blvd	Public Art or Monument	
aint Anthony of Padua Statue at St. Anthony of Padua Church	250 Revere Street	Public Art or Monument	
panish War Veterans Memorial (Kitson Hiker Statue) at American Legion Building	-	Public Art or Monument	
ree of Life Sculpture	420 Revere Beach Boulevard	Public Art or Monument	
agle Heights Cathedral	1075 Revere Beach Pkwy	Religious Institution	
ast Coast International Church Revere Location	19 Cooledge Street	Religious Institution	
irst Baptist Church	209 Beach Street	Religious Institution	
irst Congregational Church	230 Beach Street	Religious Institution	
nmaculate Conception Church	133 Beach Street	Religious Institution	
t Anthony's of Padua	250 Revere Street	Religious Institution	
emple B'Nai Israel	1 Ware Avenue	Religious Institution	
Vat Ratanarangsi and Revere Buddhist Community Inc.	75 Thornton Street	Religious Institution	
evere Beach Parkway System	Revere Beach Pkwy	Road Infrastructure	
Vinthrop Parkway System	Winthrop Pkwy	Road Infrastructure	
evere TV	385 Broadway	Video and Sound Recording	
ound and Vision Media	372 Squire Rd	Video and Sound Recording	
	1	Video and Sound Recording	

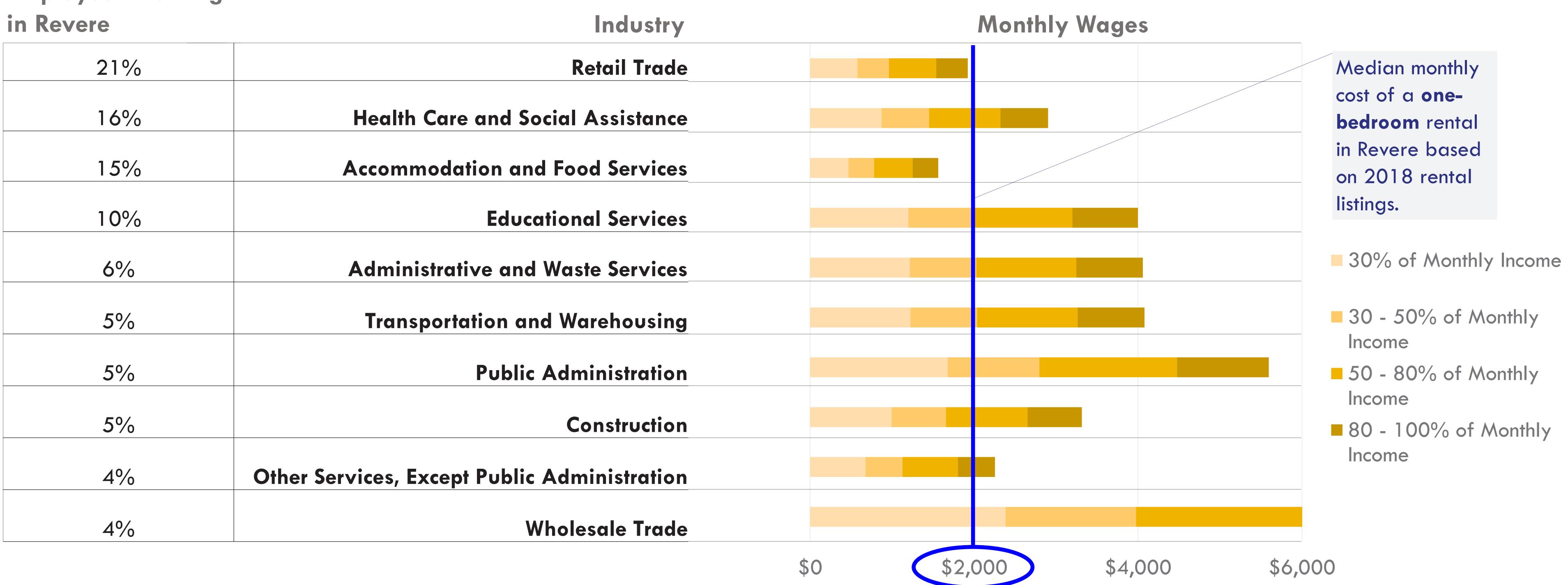




Making a Living in Revere wages vs. Rents

Revere's 10 Largest Industries by Citywide Employment and Average Monthly Wages

Percent of All Employees Working



In 2017, Revere businesses employed about 10,000 workers, with about a quarter of them working in the Retail Trade Industry. Large employers such as MGH Healthcare contribute to a large employment base in the Health Care and Social Assistance Industries. Other strong employment sectors in Revere are Accommodation and Food Services and Educational Services, which includes city employed teachers.

Most of Revere's residents commute outside the City for employment, meaning that the majority of workers in Revere commute in from elsewhere.

Based on average rental rates and assuming income generated is for a single person household, workers in the Retail Trade and Accommodation and Food Services industries would be completely priced out of the rental market in Revere. Wages in six of the other top 10 industries in Revere would require their workers to pay upwards of 30% of their monthly income for a \$2000 rental.

Industry Employment and Wages Source: 2017, ES-202 NAICS N = 10,031 Median Rental Source: 2018 rental listings from the MAPC database

There are 5,831 single-person households in Revere, representing 29% of all households in the city.



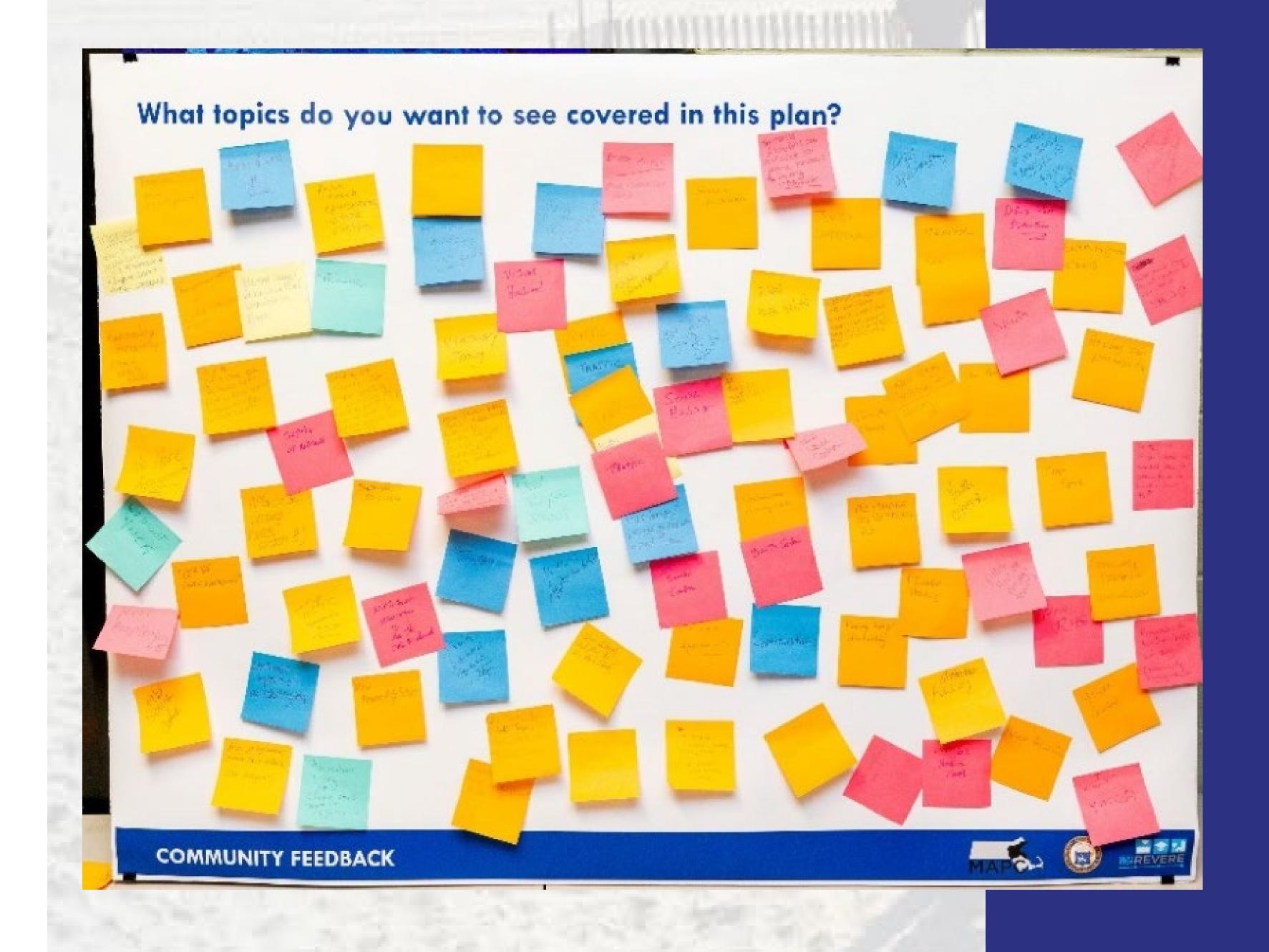


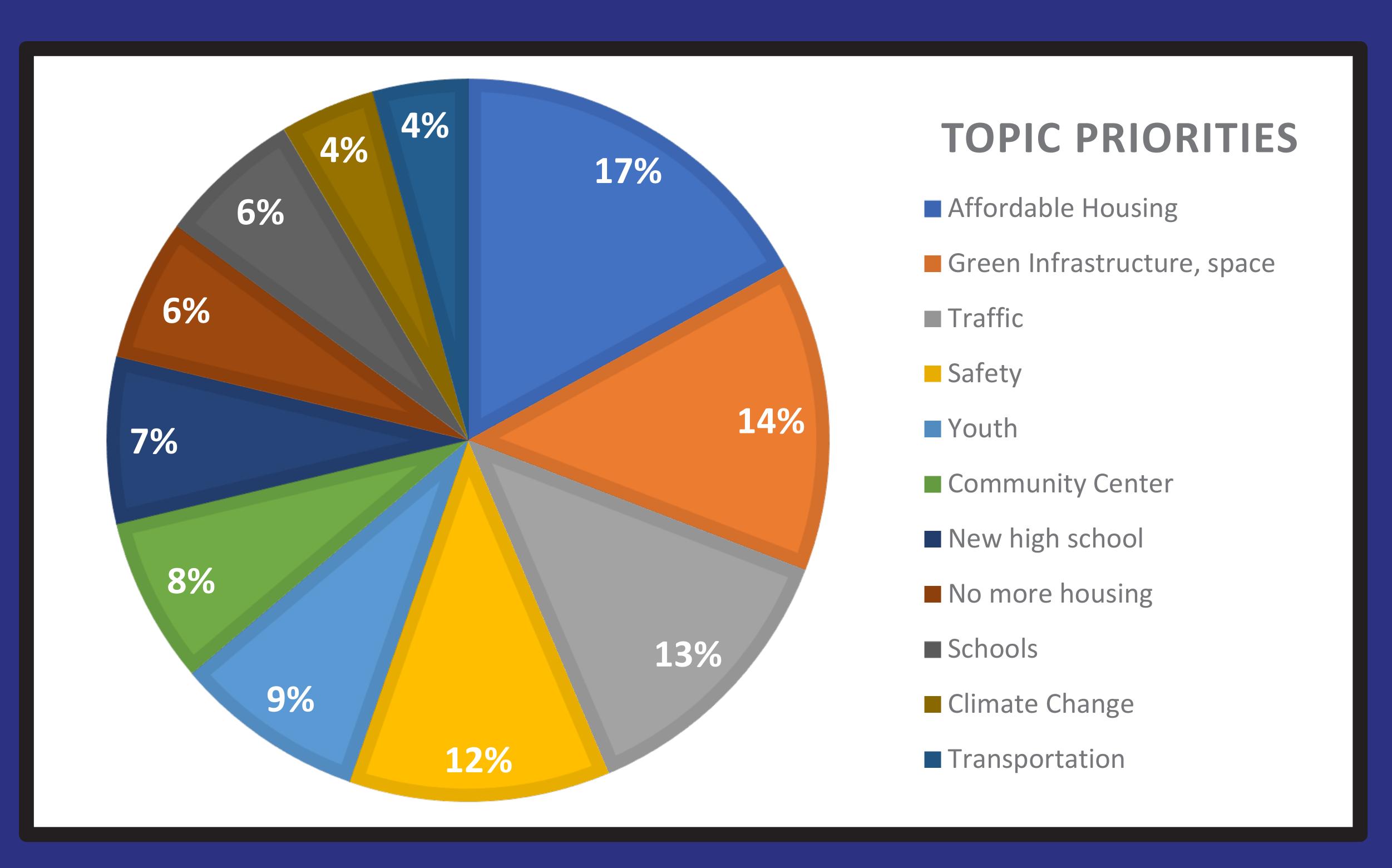


FEEDBACK FROM JANUARY 15TH KICK-OFF: What topics do you want to see covered in the plan?

- Affordable Housing
- Green infrastructure, green space
- Traffic
- Safety
- Youth
- Community Center

- New High School
- No More Housing
- Schools
- Climate Change
- Transportation





Topics are listed from highest # of mentions, to least



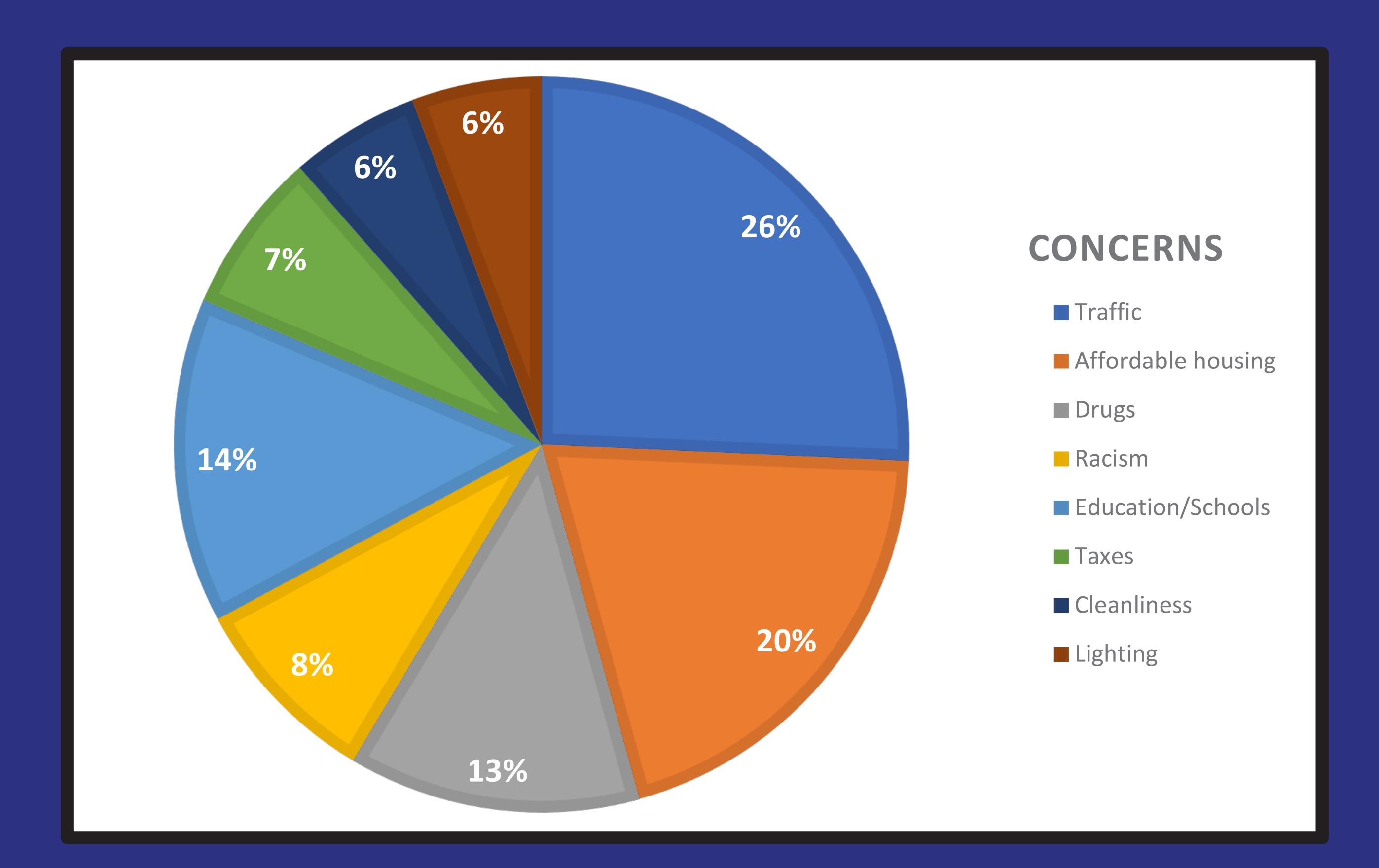




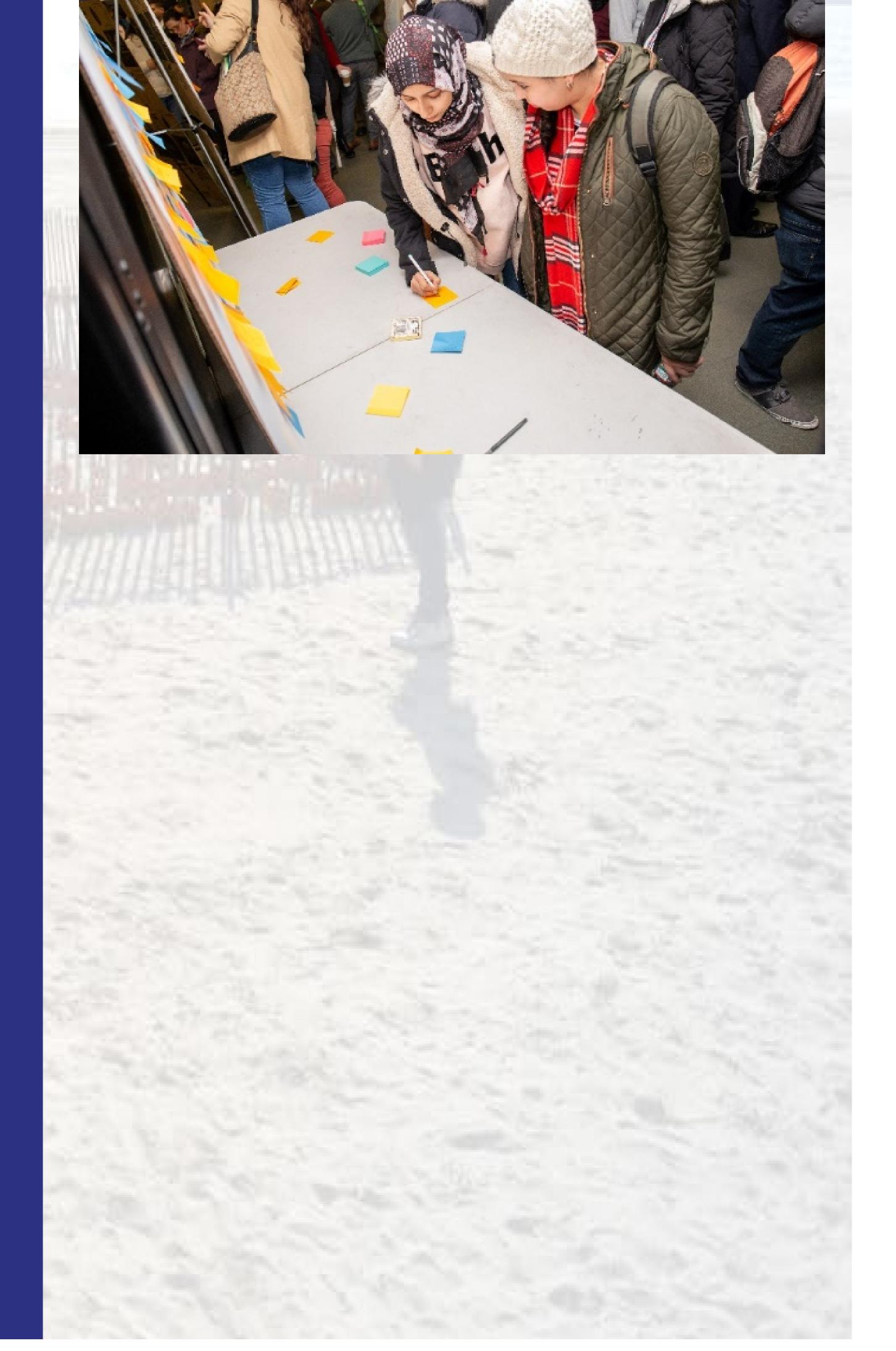
FEEDBACK FROM JANUARY 15TH KICK-OFF: What topics do you want to see covered in the plan?

- Traffic
- Affordable housing
- Drugs
- Racism

- Education/Schools
- Taxes
- Cleanliness
- Lighting



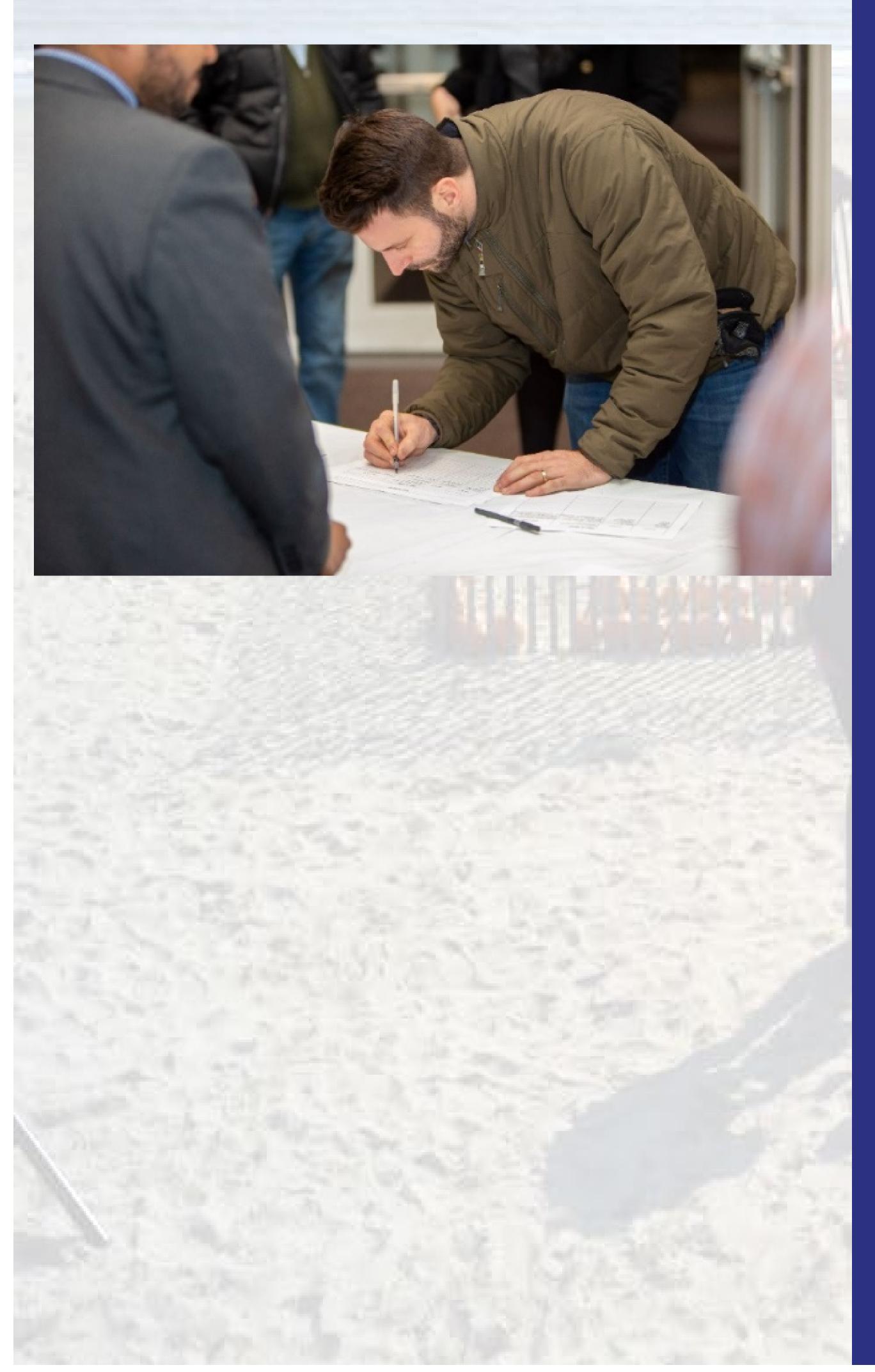
Topics are listed from highest # of mentions, to least











FEEDBACK FROM JANUARY 15TH KICK-OFF: ECONOMIC DEVELOPMENT

- Employment
 - Preference to work in Revere instead of commuting
 - Interest in residents getting priority employment at new hotels
- Wages
 - Concerns about low wages at key employers
- Commuting
 - Traffic is an issue
 - Those who ride the train love it, but most respondents seem toBuses in particular seem problematic
 - drive or bus to work



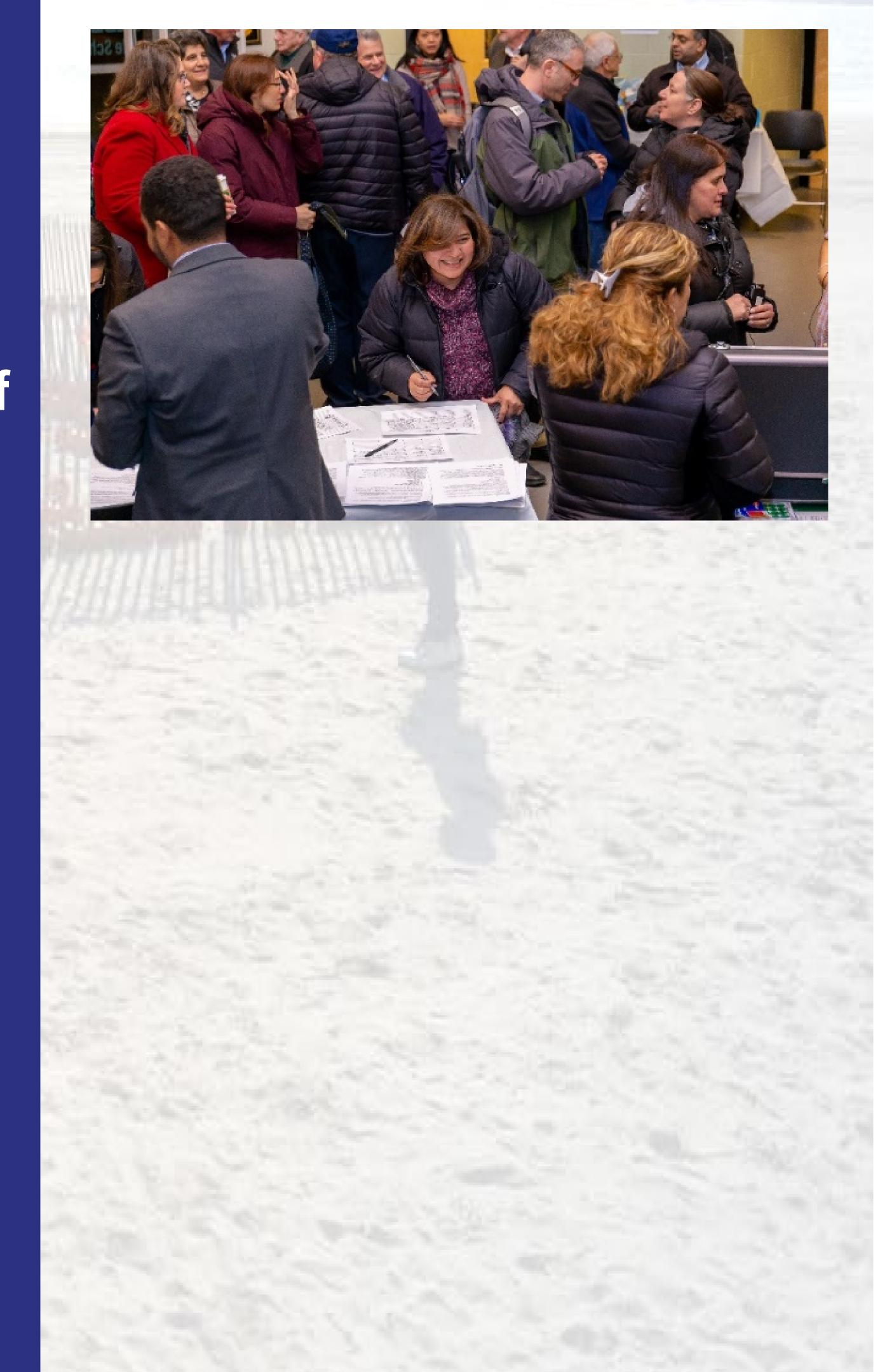




FEEDBACK FROM JANUARY 15TH KICK-OFF: HISTORIC & CULTURAL RESOURCES

General Themes

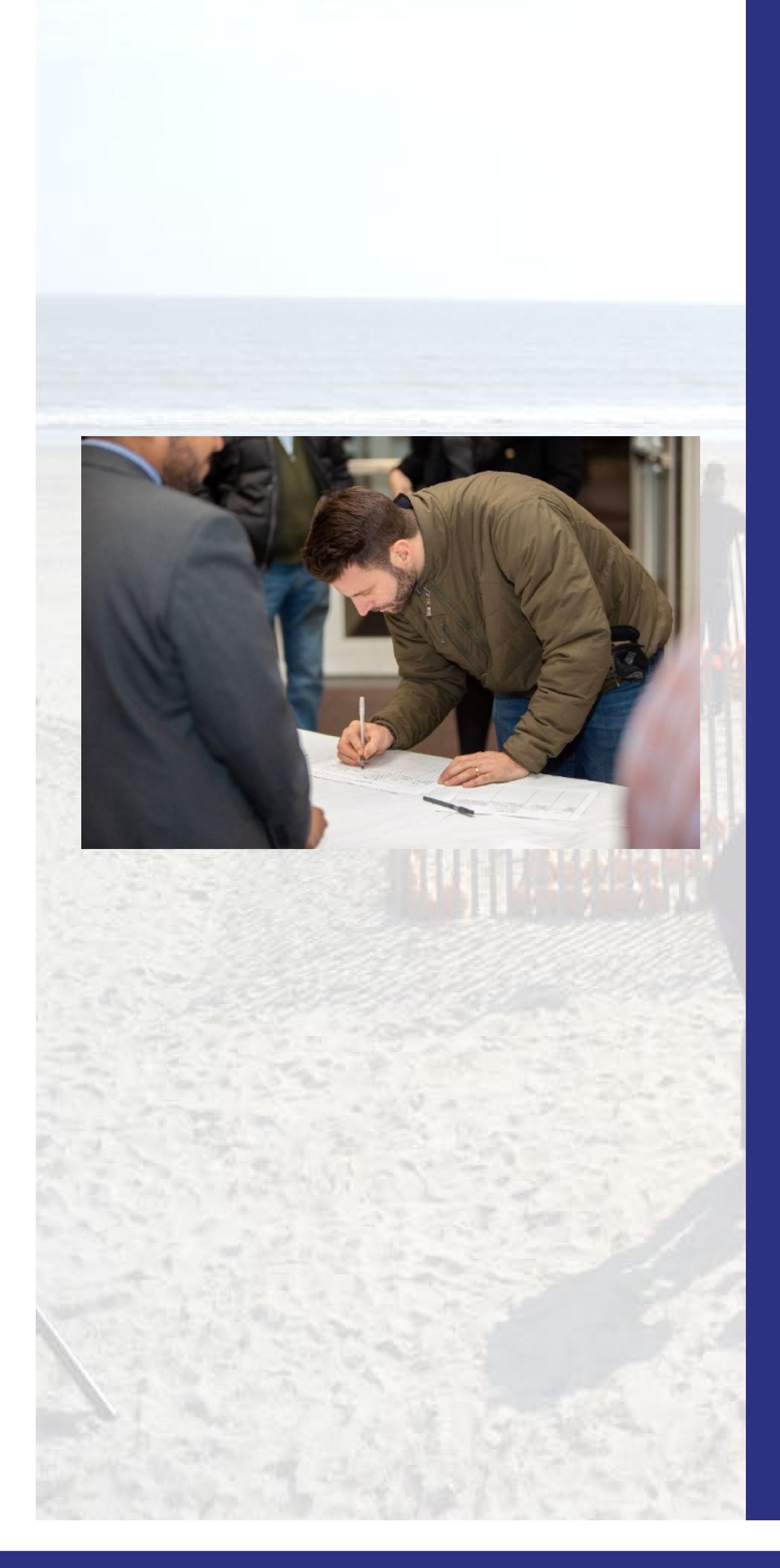
- Love of Revere's diverse communities and cultures
- Concerns about racism and lack of cultural and recreational activities for youth and seniors
- Love of Revere Beach as historic asset, regional destination, unique open space. Desire to strengthen connection to environmental justice and promote its preservation in the face of climate change.











FEEDBACK FROM JANUARY 15TH KICK-OFF: HISTORIC & CULTURAL RESOURCES

Comments

- Students grow up with a larger international understanding in culture, language, and customs.'
- [I love the] diversity of the community.
- I feel good living here. Found everything from my country.
- Create centers that promote culture in youth to prevent vulnerability.
- We feel segregated in. We live in different Reveres.
- Love the beach fresh air for a walk
- Revere beach environmental justice center
- The preservation of America's first beach







ECONOMIC DEVELOPMENT

• Signage and Storefront Program

Since 2012, the City has provided financial and technical assistance to business owners to support the health and growth of local businesses. Funded through the City's CDBG Block Grant Program.

• Workforce Development Initiative

In 2018, the State awarded The Neighborhood Developers a \$50,000 Urban Agenda grant, to expand workforce development services in Revere, including the CONNECT financial opportunity mode. The City has partnered with TND, and a new City-funded hospitality training program will be launched this spring.

Strategic Support for Small Businesses

The City provides support through the Business Liaison and staff. The City is redesigning its website to develop a "one-stop-shop" to provide information about permitting, licenses and other resources.



HOUSING

Partnerships to Explore New Housing Models

Working with MassDevelopment and The Neighborhood Developers, the City continues to explore a range of housing models and types (cohousing, coliving, intergenerational living) with the goal of providing public and private partners with approaches to concerns about affordability and efforts to stem residential and commercial displacement in Revere.

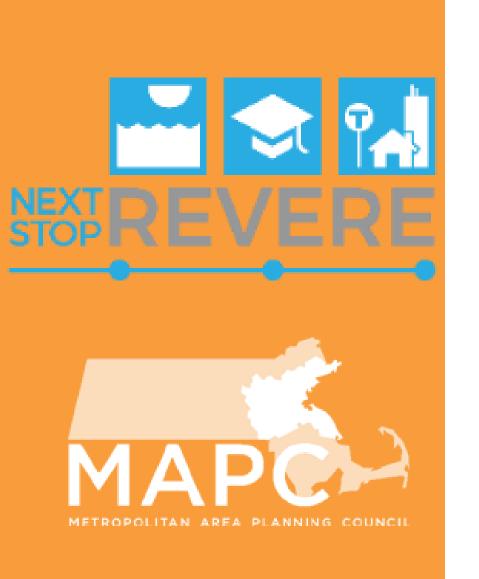
• Senior Property Tax Exemption

Income-eligible homeowners over the age of 65 are eligible to apply for tax relief on their annual property taxes. This support may be critical for many seniors who live on fixed incomes.

• Support for First-time Homebuyers and Home Improvement Loans

The City continues to seek either level funding or increased state and federal funding to support the following:

 The First-Time Homebuyer Down Payment Assistance Program and the Home Improvement Loan Program



HISTORIC & CULTURAL RESOURCES

 Financial and TA Support for Capital Improvements to the Revere Historical Society Building

City Council approved and committed \$100,000 in City funds in March 2018 to support rehab of the City-owned Historical Society building at 108 Beach St.

Ongoing Neighborhood Beautification and Public Art

The Revere Cultural Council approved grant funds to support Little Free Libraries.

A citywide mural and public art program is under-way, as well as 'Project Switchbox' program for art on utility boxes.

The City is leading a project through Neighborways, to support resident-led traffic calming initiatives.

• Support and Partnership for Cultural Festivals and Placemaking Initiatives

The City has co-sponsored or provided in-kind support for annual events and block parties including:

Revere Fall Festival, Shirley Ave. Cultural Festival, Beachmont Multicultural Festival, Moroccan Cultural Day, and the Summer Nights Series.



Revere Economic Development Goals

#	Goal	Priority			Comments	Who Works on This?	What Should We Know?
1	Increase access to regional job markets through transportation improvements.	Low	Medium	High			
2	Improve Revere residents employment opportunities through workforce development programming.	Low	Medium	High			
3	Support small business growth and expansion in Revere's commercial corridors (Broadway, Revere St, Shirley Ave, Beachmont, Squire Rd)	Low	Medium	High			
4	Attract established businesses to Revere in technology, scientific, and innovation industries.	Low	Medium	High			
5	Support and expand job dense businesses in the industrial sectors (manufacturing, transportation, warehousing, construction, wholesale trade)	Low	Medium	High			
6	Mandate that new hotel development hire locally and provide living wages.	Low	Medium	High			
7	Build local entrepreneurship models for home based workers, consultants, and local microenterprises.	Low	Medium	High			
8	What other goals would you like to see?						

These ideas come from a data analysis of existing conditions in Revere, and public comments gathered at the Revere Master Plan kickoff meeting earlier this year.







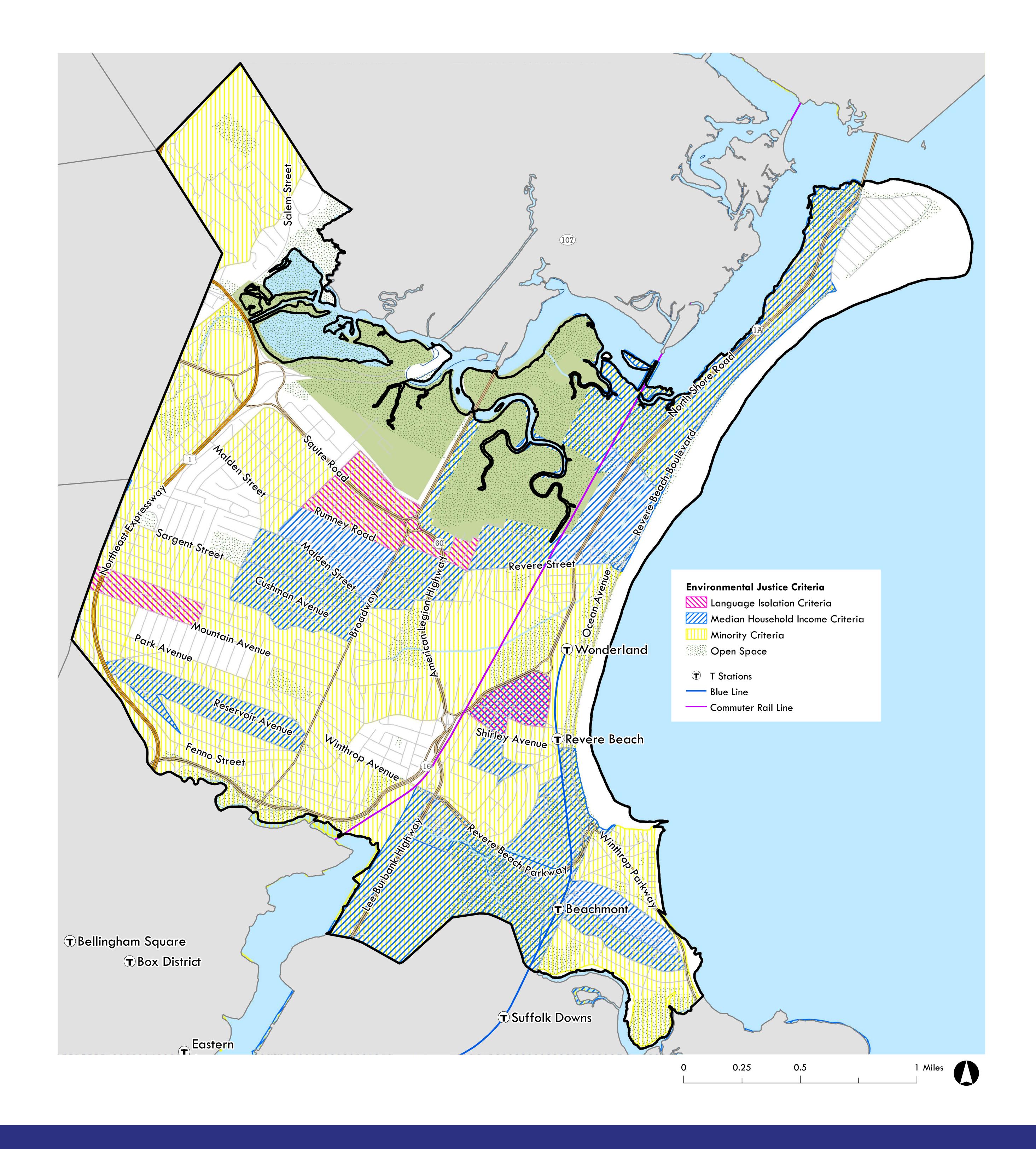
Revere Development Vision

What is your vision for Revere's Key Opportunity Sites?

	Site	Vision
1	Caddy Farms	
2	Former NECCO Factory	
3	G/J Towing	
4	Beachmont MBTA Parking Lot	
5	Wonderland MBTA Parking Lot	
6	Riverside Boatworks	
7	Waterfront Parcels	
8	Former Wonderland Racetrack	
9	Suffolk Downs	Planning for Suffolk Downs has been completed.







ENVIRONMENTAL JUSTICE POPULATION

Environmental justice is based on the principle that all people have a right to be protected from environmental hazards and to live in and enjoy a clean and healthful environment regardless of race, color, national origin, income, or English language proficiency.

Environmental justice is the equal protection and meaningful involvement of all people and communities with respect to the development, implementation, and enforcement of energy, climate change, and environmental laws, regulations, and policies and the equitable distribution of energy and environmental benefits and burdens.

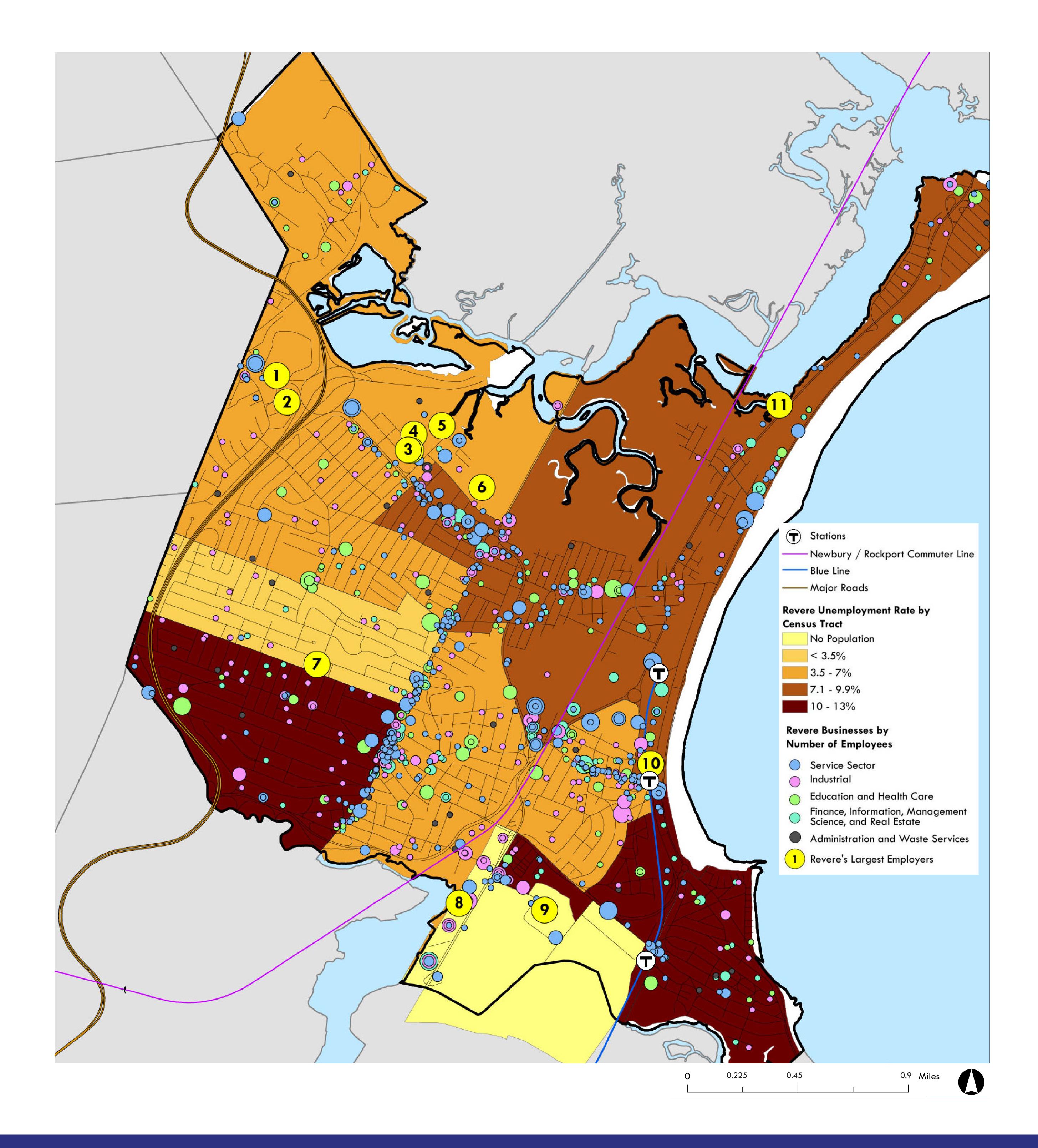
What are Environmental Justice Populations?

Environmental Justice Populations are those segments of the population that Executive Office of Energy and Environmental Affairs (EEA) has determined to be "most at risk of being unaware of or unable to participate in environmental decision-making or to gain access to state environmental resources."

These populations are those that meet one or more of the following criteria:

The median annual household income is at or below 65 percent of the statewide median income for Massachusetts

- 25 percent of the residents are minority
- 25 percent of the residents are foreign born
- 25 percent of the residents are lacking English language proficiency



REVERE'S LARGEST PRIVATE EMPLOYERS

- Showcase Cinemas

 100 Employees

 \$22,193 Avg Annual Wage
- Super Stop & Shop

 150 Employees

 \$24,050 Avg Annual Wage
- Price Rite

 183 Employees

 \$24,050 Avg Annual Wage
- Market Basket
 200 Employees
 \$24,050 Avg Annual Wage
- Republic Services

 100 Employees

 \$50,750 Avg Annual Wage
- BJ's Wholesale
 95 Employees
 \$24,050 Avg Annual Wage
- Lighthouse Nursing Center
 180 Employees
 \$36,300 Avg Annual Wage
- OceanAir
 100 Employees
 \$90,750 Avg Annual Wage
- Stop & Shop

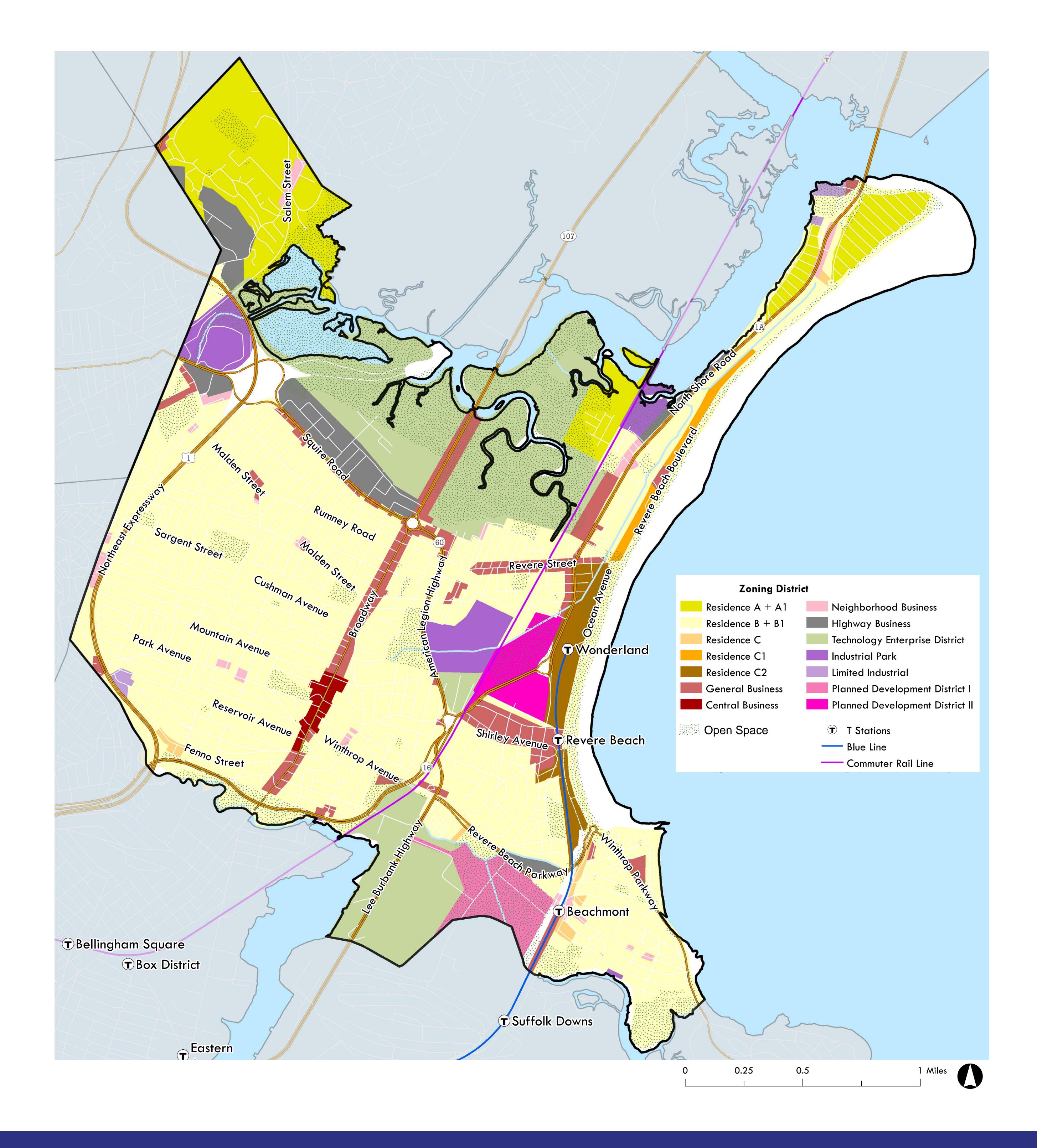
 150 Employees

 \$24,050 Avg Annual Wage
- MGH Revere Health Center
 200 Employees
 \$36,300 Avg Annual Wage
- BeDriven
 100 Employees
 \$51,000 Avg Annual Wage









BASE ZONING DISTRICTS

District Name	Description	Max. Height/Stories	Min. Lot Size
Residence A (RA)	Single-family dwellings	30 feet/2.5	6,000 sf
Residence A1 (RA1)	Single-family dwellings	35 feet/2.5	8,000 sf
Residence B (RB)	Single- and two-family dwellings	35 feet/2.5	8,000 sf
Residence B1 (RB1)	Single- and two-family dwellings	35 feet/2.5	8,000 sf
Residence C (RC)	Apartment dwellings	50 feet/5	10,000 sf
Residence C1 (RC1)	Apartment dwellings	120 feet/13	25,000 sf
Residence C2 (RC2)	High rise mixed use	140 feet/14	25,000 sf
Residence C3 (RC3)	Multifamily dwellings	35 feet/3	10,000 sf
Planned Development District 1(PDD1)	Planned unit development by special permit	180 feet/18	130,000 sf
Planned Development District 2 (PDD2)	Planned unit development by special permit	200 feet/20	3 acres
Neighborhood Business (NB)	Convenience business	35 feet/2.5	10,000 sf
General Business (GB)	General business and professional offices	50 feet/5	10,000 sf
General Business 1 (GB1)	General business and professional offices	35 feet/3	10,000 sf
Central Business (CB)	Community commercial center	60 feet/6	4,000 sf
Highway Business (HB)	Highway commercial and regional business	50 feet/5	1 <i>5,</i> 000 sf
Technology Enterprise District (TED)	Research and development, biotechnology, office park, and hospitality	50 feet/5	25,000 sf
Limited Industrial (LI)	Less intensive industrial use	30 feet/2	15,000 sf
Industrial Park (IP)	Master-planned industrial development	50 feet/5	130,000 sf





