

PLANNING
BOARD UPDATE

January 27th, 2026



Agenda

1. **Objetivos y Estructura del Plan | Plan Focus and Structure**

- a. Qué es y de qué sirve el Plan · *What is and what's the purpose of the Plan*

2. **Socialización | Engagement**

- a. Grupos de Enfoque · *Focus Groups*

3. **Nuestra Visión y Metas | Our Vision and Goals**

- a. Valores y Visión · *Values & Vision*
- b. Temáticas, Metas y Estrategias · *Themes, Goals and Strategies*

4. **Nuestro Marco para el Crecimiento | Our Framework for Growth**

- a. Principios Rectores · *Guiding Principles*
- b. Estrategias de Diseño Urbano · *Urban Design Strategies*
- c. Áreas de Oportunidad · *Areas of Opportunity*

5. **Siguientes Pasos| Next Steps**

- a. Socialización · *Engagement*

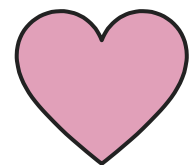
Objetivos y Estructura del Plan ✨

✨ Plan Focus & Structure



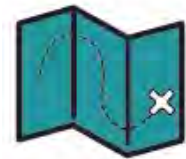
What is a Comprehensive Plan? | ¿Qué es un Plan Integral?

A citywide comprehensive plan will help us shape and create:



A statement of shared **values** in our community

(Who we are and value of our city)



A strategic and equitable **vision** and **roadmap** for the future of Chelsea

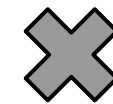
(Where we want Chelsea to be in the future)



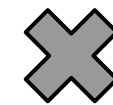
A framework to **implement** our community goals

(How are we getting there)

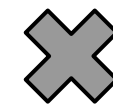
This comprehensive plan will NOT:



Provide a zoning rewrite, but it can tee up recommendations for change



Generate detailed topic-area or place-specific plans, but it can create the framework and guidelines for future initiatives



Decide exactly how local resources will be spent, but it can provide a basis for future decision-making

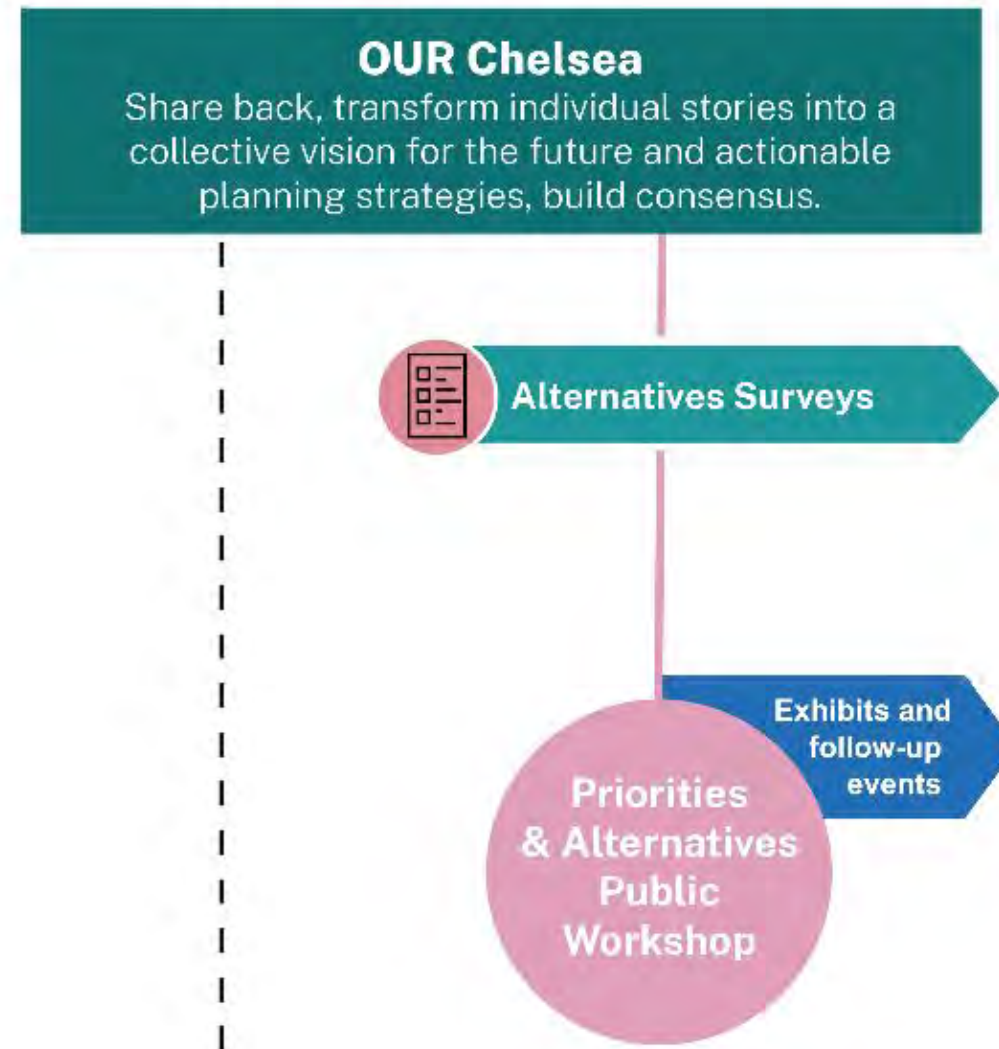
What is the Process? | ¿Cuál es el Proceso?



Phase I: Learning & Listening

Phase II: Visioning & Testing

Phase III: Developing, Revising & Documenting



How will it matter? | ¿De qué nos va a servir?

This planning process is an important opportunity to:

- **Engage and involve all Chelsea residents in community-wide conversations** and decision-making processes to achieve a well rounded perspective on key policy decisions
- **Stitch together past and current planning efforts** into a comprehensive framework for Chelsea
- **Guide planning and policymaking** in the near future
- **Shape the physical development** of the city to better align with the community's vision and needs

Chelsea ¡Pa'Lante, Onward! STRUCTURE

SOMOS Chelsea

- Socialización
- Chelsea Hoy

NUESTRO Chelsea

- Nuestra Visión y Valores
- Nuestras Metas
 - Temáticas, Metas y Estrategias
- Nuestro Marco para el Crecimiento
 - ¿En qué nos beneficia el crecimiento de Chelsea?
 - Los Barrios de Chelsea
 - Principios Rectores para el Crecimiento
 - Estrategias de Diseño Urbano
 - ¿Dónde están nuestras oportunidades?

¡Pa'Lante!

- Implementación
 - Prioridades
 - Planeación a Largo Plazo

WE ARE Chelsea

- Community Engagement Summary
- Chelsea Today

OUR Chelsea

- Our Vision and Values
- Our Goals
 - Themes, Goals, and Strategies
- Our Framework for Growth
 - What can growth do for Chelsea?
 - Chelsea's Neighborhoods
 - Guiding Principles for Growth
 - Urban Design strategies
 - Where are our opportunities?

Onward!

- Implementation
 - Short-term priorities
 - Long-term planning

Socialización Reciente

Latest Engagement

September - November 2025



Grupos de Enfoque | Focus Groups

- **Desarrollo Económico** · *Economic Development*
 - With Local Business Owners at Chelsea Chamber of Commerce.
- **Vivienda** · *Housing*
 - With Local Leaders and Experts in Housing
 - Hosted by The Neighborhood Developers. Also in attendance: Comunidades Enraizadas Community Land Trust, GreenRoots, La Colaborativa, Chelsea Housing Authority, Chelsea Restoration Corporation, Affordable Housing Trust Fund Board, Housing Equity Committee
- **Seguridad Comunitaria** · *Community Safety*
 - Hosted by the Downtown Safety Task Force
- **Líderes Comunitarios** · *Community Leaders*
- **Empleados de la Ciudad** · *City Staff*



Nuestra Visión
y Metas

Our Vision &
Goals



Valores del Plan | Plan Values

Solidaridad Comunitaria
Community Solidarity

Orgullo en Nuestra Diversidad Cultural
Pride in Our Cultural Diversity

Acceso a Oportunidades
Access to Opportunities

Progreso para Todos
Progress for Everyone

Declaración de Visión | Vision Statement

“Para 2040, Chelsea será una ciudad vibrante donde las familias puedan permanecer, los negocios crecer y nuestras redes comunitarias sólidas ayuden a todos a prosperar en barrios seguros y saludables.

Nuestra ciudad seguirá siendo una puerta de entrada para la cultura, la diversidad y la equidad, atrayendo a personas de todas partes.”

“By 2040, Chelsea is a vibrant city where families can stay, businesses prosper, and strong community networks help everyone thrive in safe and healthy neighborhoods.

Our city continues to be a gateway for culture, diversity, and equity — drawing people from near and far.”

NUESTRO Chelsea | OUR Chelsea

Fase II: Imaginar y Probar | Phase II: Visioning and Testing



Para ser una “gateway city” exitosa y solidaria, es necesario planear para:
To be a successful and supportive gateway city means to plan for:



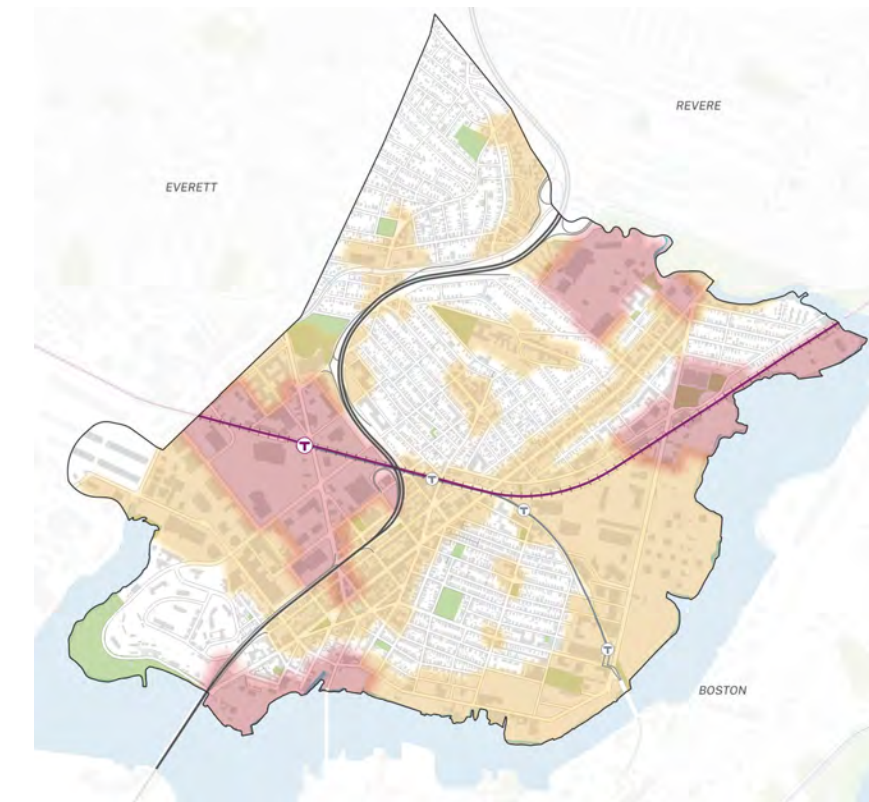
NUESTRO Chelsea | OUR Chelsea

Cuáles son nuestros objetivos y qué estrategias podemos implementar

Which are our goals and what strategies can we implement

Dónde y cómo se materializan estas estrategias en nuestra ciudad

Where and how these strategies take shape in our city



NUESTRA Visión | OUR Vision

“Para 2040, Chelsea será una ciudad vibrante donde las **familias puedan permanecer**, los **negocios crecer** y nuestras **redes comunitarias sólidas** ayuden a todos a **prosperar** en barrios **seguros** y **saludables**.

Nuestra ciudad seguirá siendo una **puerta de entrada** para la **cultura**, la diversidad y la equidad, atrayendo a personas de todas partes.”

“By 2040, Chelsea is a vibrant city where **families can stay**, **businesses prosper**, and our **strong community networks** help everyone **thrive** in **safe** and **healthy** neighborhoods. Our city continues to be a **gateway** for **culture**, diversity, and equity — drawing people from near and far.”

Vivienda

Oportunidad Económica

Servicios y Apoyos

Seguridad Comunitaria

Justicia Ambiental y Movilidad

Orgullo Cultural y Hacer Ciudad

Housing

Economic Opportunity

Services & Safety Net

Community Safety

Environmental Justice & Mobility

Culture & Placemaking

Nuestros Objetivos | Our Goals

Nuestras Familias Puedan Permanecer

Producir y preservar opciones de vivienda para todos

>> **PRODUCIR** viviendas en los tamaños, tipos y ubicaciones adecuados que todos los residentes de Chelsea puedan pagar, **PROTEGER** a los residentes del desplazamiento y **PRESERVAR** las opciones de vivienda asequible existentes.

Our Families Can Stay

Produce and Preserve Housing Options for Everyone

>> **PRODUCE** housing in the right sizes, types, and locations that all Chelsea residents can afford, **PROTECT** residents from displacement, and **PRESERVE** the existing affordable housing options.

Nuestros Negocios Puedan Crecer

Crecer nuestra economía regional y local

>> Transformar el legado industrial de Chelsea en un motor para un desarrollo económico sólido y de relaciones mutuamente benéficas entre la **INDUSTRIA** y la **COMUNIDAD**, y apoyar nuestra **ECONOMÍA LOCAL** y el emprendimiento.

Our Businesses Prosper

Grow Our Regional and Local Economy

>> Transform Chelsea's industrial legacy into an engine for strong economic development and mutually beneficial relationships between **INDUSTRY** and **COMMUNITY**, and support our **LOCAL ECONOMY** and entrepreneurship.

Nuestros Objetivos | Our Goals

Nuestras Redes Comunitarias Sólidas

Conectar residentes con los servicios de apoyo de nuestra comunidad

>> Fortalecer nuestra comunidad unida y la red de seguridad que hemos construido a lo largo de los años, reconociendo a nuestras organizaciones comunitarias como **INFRAESTRUCTURA CÍVICA**, construyendo **INFRAESTRUCTURA DE SERVICIOS** accesible y fortaleciendo la voz de la comunidad.

Our Strong Community Networks

Help People Connect to Community Support Services

>> Strengthen our tight-knit community and the safety net we have built over the years by recognizing our Community Organizations as **CIVIC INFRASTRUCTURE**, building accessible **SERVICE INFRASTRUCTURE**, and strengthening community voice.

Nuestros Barrios Seguros

Invertir en calles seguras y Comunidades sólidas

>> Garantizar la **SEGURIDAD FÍSICA** mediante el diseño de calles y espacios públicos y abordar los problemas de seguridad a través de la **PREVENCIÓN**, programas y acción comunitaria.

Our Safe Neighborhoods

Invest in Safe Streets and Strong Communities

>> Build **PHYSICAL SAFETY** through street and public spaces design, and address safety challenges through **PREVENTION**, programs, and community action.

Nuestros Objetivos | Our Goals

Nuestros Barrios Saludables

Invertir en barrios que sean justos, resilientes y estén conectados

>> Reducir los **DAÑOS AMBIENTALES** y, al mismo tiempo, fortalecer la **RESILIENCIA CLIMÁTICA. EXPANDIR EL ACCESO** a espacios verdes de calidad, áreas recreativas, agua y al transporte sostenible.

Our Healthy Neighborhoods

Invest in Neighborhoods that are Just, Resilient, and Connected

>> Reduce **ENVIRONMENTAL HARMS** while building **CLIMATE RESILIENCE. EXPAND ACCESS** to quality green spaces, recreation, waterfront, and sustainable transportation.

Nuestra Entrada a la Cultura, Diversidad y Equidad

Construir orgullo en nuestra cultura y hacer ciudad

>> Construir **ESPACIOS** e infraestructura para que nuestra ciudad tenga una vida pública vibrante, al mismo tiempo que apoyamos programas de arte, cultura y **EXPRESIÓN CREATIVA.**

Our Gateway for Culture, Diversity & Equity

Build Cultural Pride and Vibrant Public Life

>> Build **PLACES** and infrastructure for our city to have a vibrant public life while supporting programs, arts, culture, and **CREATIVE EXPRESSION.**

Nuestro marco
para el Crecimiento*

* Our Framework
For Growth



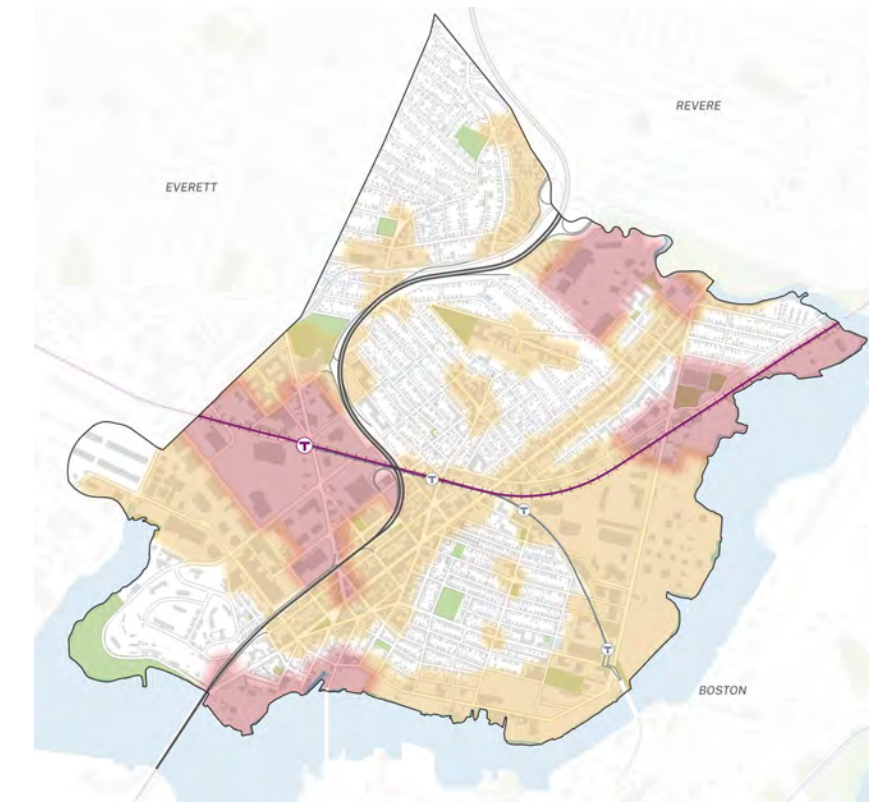
NUESTRO Chelsea | OUR Chelsea

Cuáles son nuestros objetivos y qué estrategias podemos implementar

Which are our goals and what strategies can we implement

Dónde y cómo se materializan estas estrategias en nuestra ciudad

Where and how these strategies take shape in our city



Principios rectores del crecimiento | Guiding Principles for Growth

Fomentar el crecimiento y atraer nuevo desarrollo que sirva a los intereses y aporten beneficios a nuestra comunidad.

Cultivate growth and attract new development that serves the interests and brings benefits to our community

- 1. Fortalecer los nodos existentes y subdesarrollados para apoyar el crecimiento residencial y comercial**

Strengthen existing and underdeveloped nodes to support residential and commercial growth

- 3. Aprovechar las zonas industriales existentes, ayudarlas a evolucionar y fomentar nuevas oportunidades comerciales**

Leverage key existing industrial areas, help them evolve, and foster new commercial opportunities

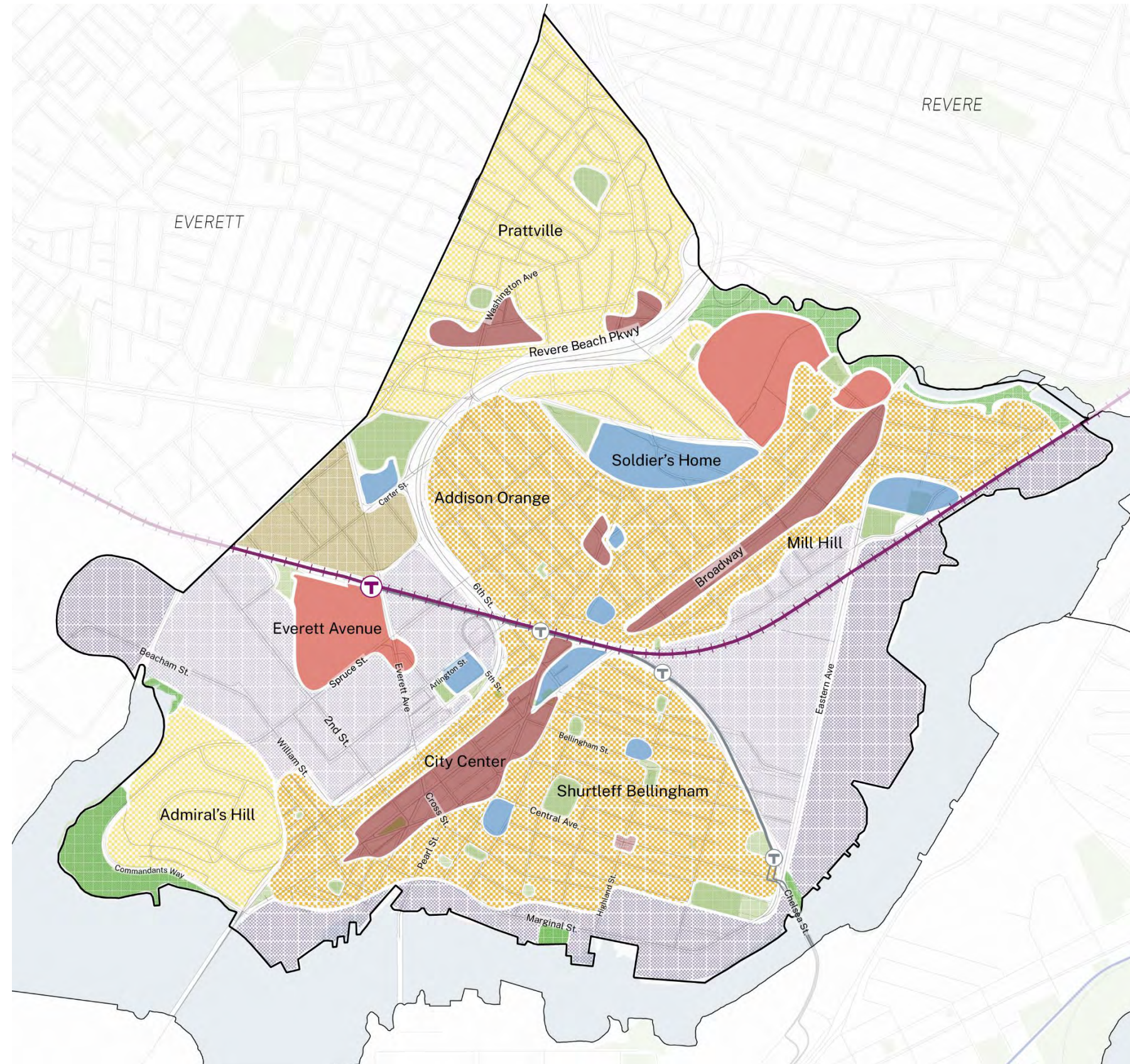
- 2. Mejorar las conexiones entre vecindarios enlazando sus nodos.**

Improve the connections between neighborhoods by linking their nodes

- 4. Aprovechar oportunidades para mejorar y aumentar el acceso recreativo al puerto/agua**

Leverage opportunities to improve and increase recreational access to the waterfront

Los barrios de Chelsea Hoy | Chelsea Neighborhoods Today



La organización urbana de Chelsea compone de varias zonas residenciales delimitadas de dos grandes áreas industriales al este y oeste.

Broadway es el corredor comercial central

La ciudad se encuentra segmentada por la Ruta 1, el corredor del Silverline y las vías del ferrocarril

Chelsea's urban layout consists of several residential areas squeezed by two large industrial areas to the east and west.

Broadway functions as the central commercial corridor.

The city is segmented by Route 1, the Silverline corridor, and the railroad ROW.

Place Types (Neighborhoods)

- Low-density Residential Neighborhood
- Mid-density Residential Neighborhood
- Emerging Residential Neighborhood

Place Types (Nodes)

- Downtown/Neighborhood Nodes
- Big-box Commercial
- Civic Nodes

Place Types (Industrials)

- Hybrid Industrial
- Waterfront Industrial

Place Types (Open Space)

- Sport/Recreational Open Space
- Natural/Waterfront Areas

Estrategias de Diseño Urbano | Urban Design Strategies

Fortaleciendo y conectando nodos · Strengthening and linking nodes

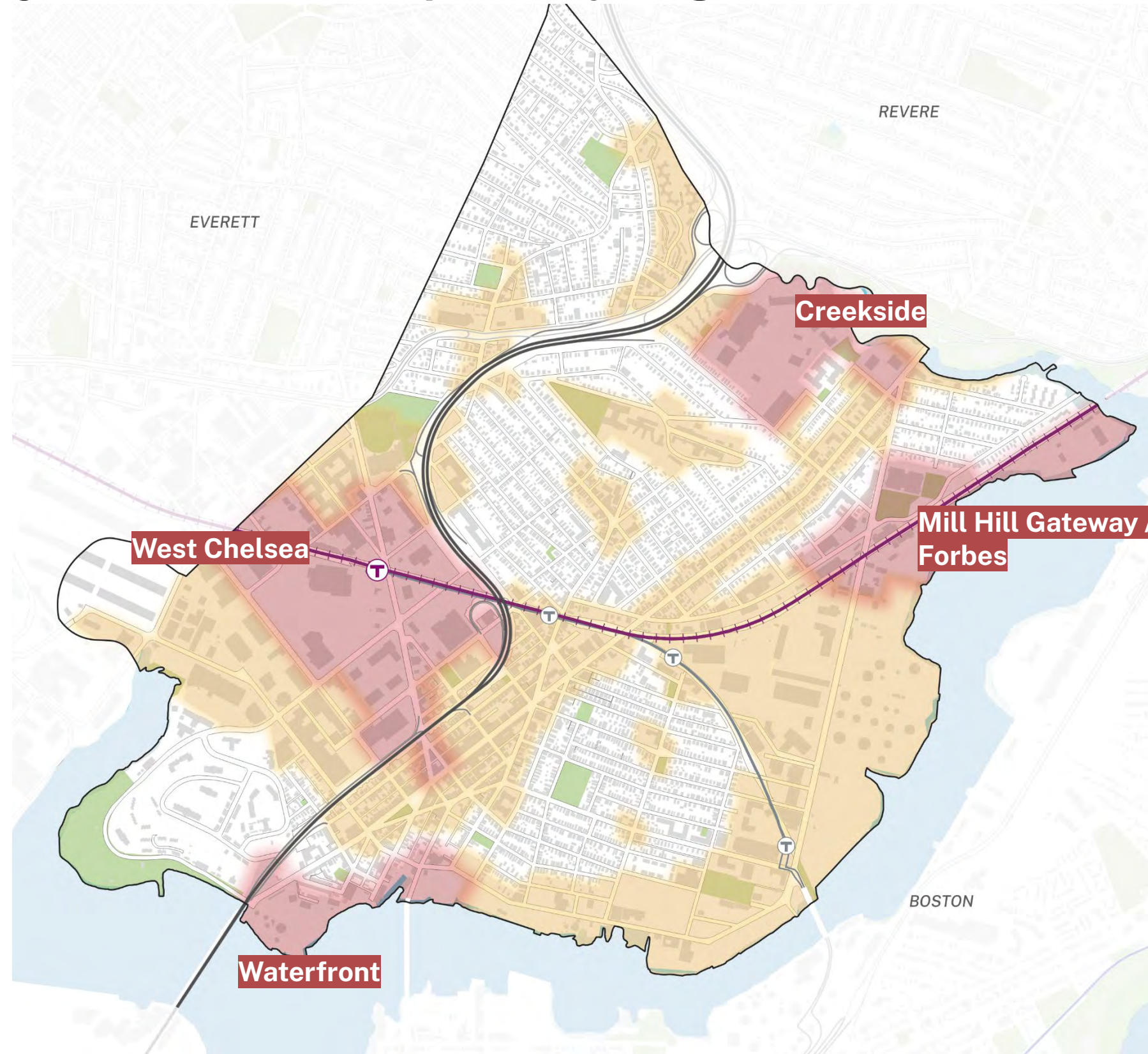


Nodos y Corredores · Nodes and Corridors

-  **Centro de la Ciudad · City Center**
-  **Nodo Primario · Main Node**
-  **Nodo Barrial · Neighborhood Node**
-  **Corredor de Barrio · Neighborway**
-  **Corredor Industrial · Industrial Corridor**
-  **Áreas Verdes · Green Spaces**

¿Dónde están nuestras oportunidades? | Where are our opportunities?

¿Dónde deberíamos planear y dirigir la inversión? · Where should we plan and steer investments?



● **Transformar · Transform**

Explorar una transformación holística a gran escala que podría cambiar el carácter del lugar, informada por planes a nivel de barrio o distrito. Lugares con potencial para inversión inmobiliaria

Explore a large-scale holistic transformation that could change the character of the place, informed by neighborhood or district-level plans. Places with potential real estate investment.

● **Mejorar · Enhance**

Encontrar oportunidades para mejorar y elevar estas áreas sin cambiar totalmente su carácter y usos.

Find opportunities to improve and elevate these areas without totally changing their character and uses.

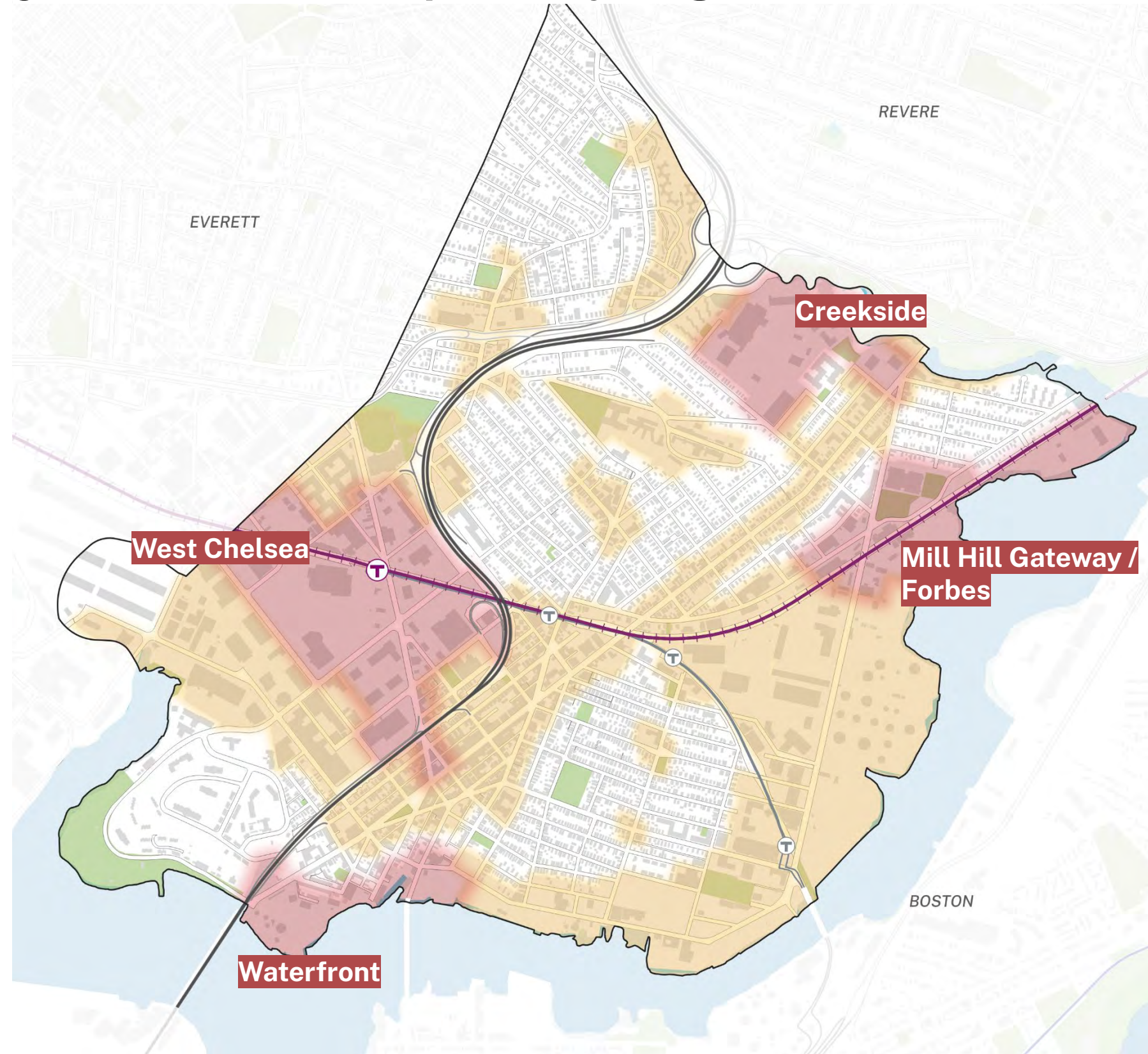
○ **Mantener · Maintain**

Mantener la forma y el carácter urbano existentes y seguir mejorándolos según sea conveniente mediante inversión público y privado.

Maintain existing urban form and character and continue to improve as we see fit through public and private investment.

¿Dónde están nuestras oportunidades? | Where are our opportunities?

¿Dónde deberíamos planear y dirigir la inversión? · Where should we plan and steer investments?



● Transformar · Transform

- Escenarios de transformación futura
- Intervenciones de diseño urbano importantes
- Recomendaciones de Usos de Suelo nuevos y rezonificación
- Future Transformation Scenarios
- Major urban design interventions
- New Land Use and rezoning Recommendations

● Mejorar · Enhance

- Recomendaciones y estrategias para intervenciones focalizadas y catalizadoras
- Mejoras en el espacio público
- Protección de las fortalezas existentes
- Recommendations and strategies for targeted and catalytic interventions
- Public realm improvements
- Protection of existing strengths

○ Mantener · Maintain

- Estrategias para el mantenimiento de la infraestructura y el espacio público
- Recomendaciones para mejorar la conectividad
- Oportunidades para “desarrollo de relleno urbano”
- Preservación del carácter urbano
- Strategies for maintenance of infrastructure and public realm
- Recommendations for improvements in connectivity
- Infill development opportunities
- Preservation of the urban character

West Chelsea



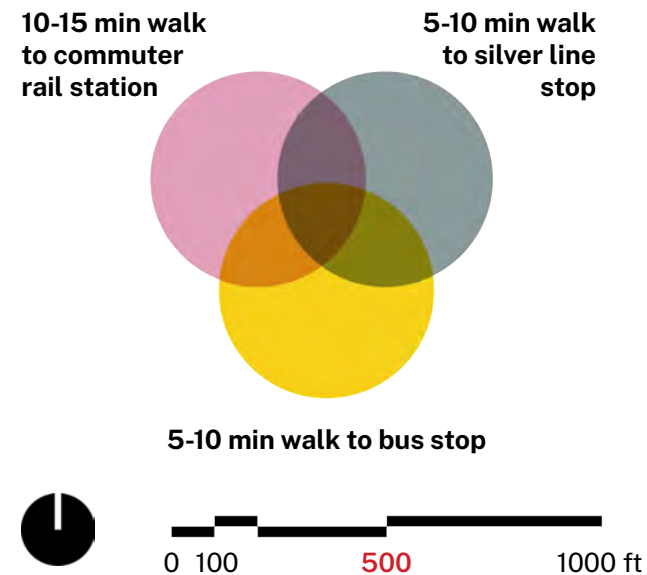
Transit Walkshed

West Chelsea is the area of the city better connected to public transportation.

Much of the site sits within walking distance of the Commuter Rail and Silver Line stations, and bus coverage is extensive.

West Chelsea is disconnected from the rest of the city, feels isolated, and is underdeveloped.

The current industrial fabric does extremely little to take advantage of this, and the value that this would bring to residents.



Urban Patterns

West Chelsea existing urban patterns:

- ■ **Walkable and dense** Chelsea's city center and residential neighborhoods;
- ■ West Chelsea's "**missing city**" - sprawl of industrial buildings and parking lots;
- ■ **Large-scale** residential developments built in isolation from each other and not incorporated into city fabric

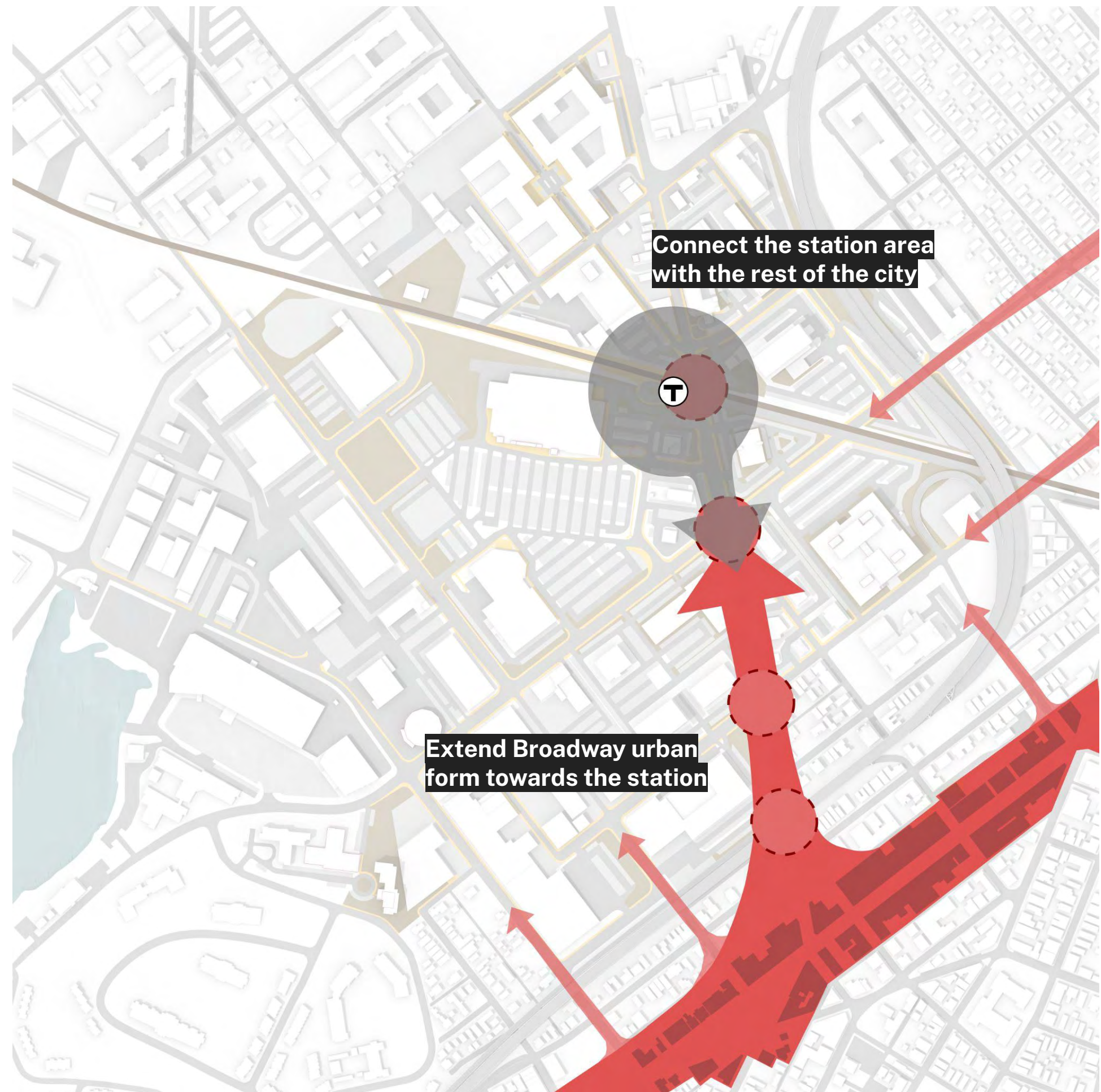
Without proactive planning, West Chelsea will likely remain as it is, or continue to succumb to large-scale piecemeal development.



Everett Ave.

Make of Everett Avenue a mixed-use boulevard that extends the walkable urban fabric of Chelsea's City Center.

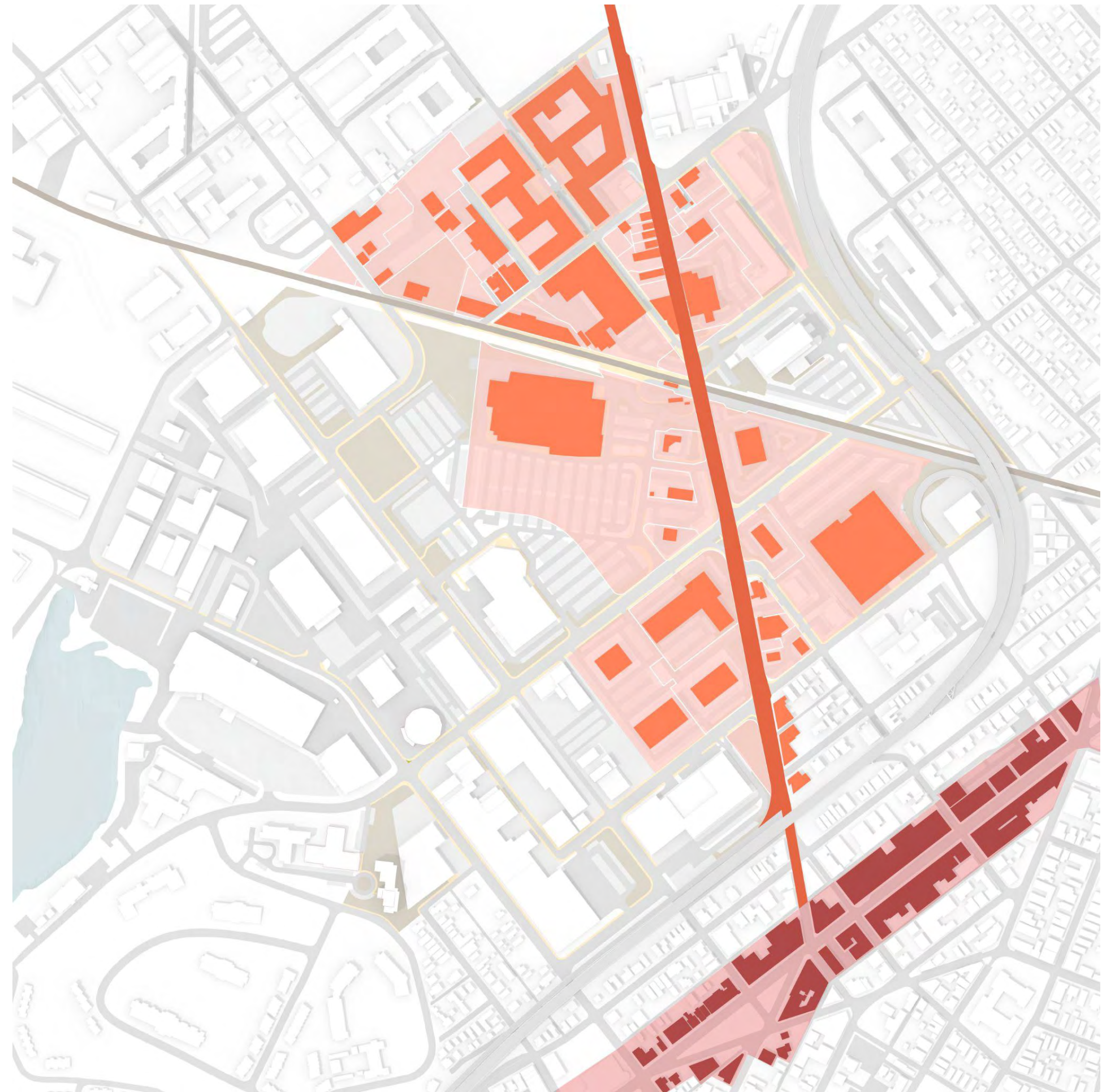
By reimagining Everett Avenue as a connector between the rail station and Broadway, the area is set up to be integrated with the rest of the city. Those using the commuter rail are much more incentivized to walk out towards the center; simultaneously, activity from the city can expand out towards new development.



Everett Ave. — Mixed-Use

Re-imagining Everett Ave as a mixed-use corridor for residential and commercial uses.

Parcels were identified along Everett Avenue that would be highly suited for transformation, with the understanding that certain buildings would remain and be augmented (ex. Market Basket). The street would be reconfigured as a multi-modal shared corridor.



2nd St. — Commercial-Industrial

Revitalizing 2nd Street's Industrial Land

While Everett Avenue is transformed as a connector, 2nd Street would retain its industrial uses, recognizing the importance of this sector. Truck movement would primarily circulate through this corridor as it currently does, while parcels would be infilled with commercial / industrial typologies and uses.



Restoring the Street Grid

Reconnecting the lost city fabric and street grid

The existing urban grid, which extended into the site, was eroded by the highway construction and the 1973 fire, resulting in dead ends, large parcels, and vestiges of city connections.



Chelsea, 1952



Building Edges

Everett Avenue lacks of defined built edges, due to sprawling parking lots and inactive open space.

With large frontal setbacks, there is hardly a relationship between buildings and the street itself, disincentivizing walking or biking.



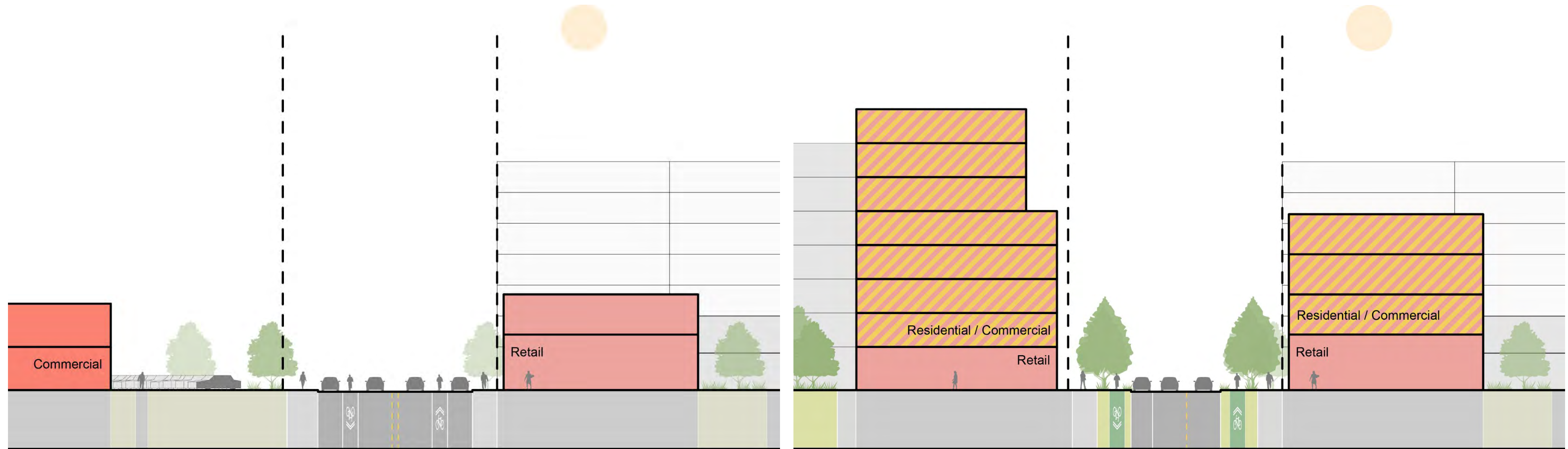
Building Edges

New development should prioritize building right at the lot line.

Similar to what happens today along Broadway, a tighter building fabric would bring more street-level activity and connectivity, and is perceived as more walkable. Open spaces at the front can be deliberately designed as parks and plazas for public use.



Building Edges

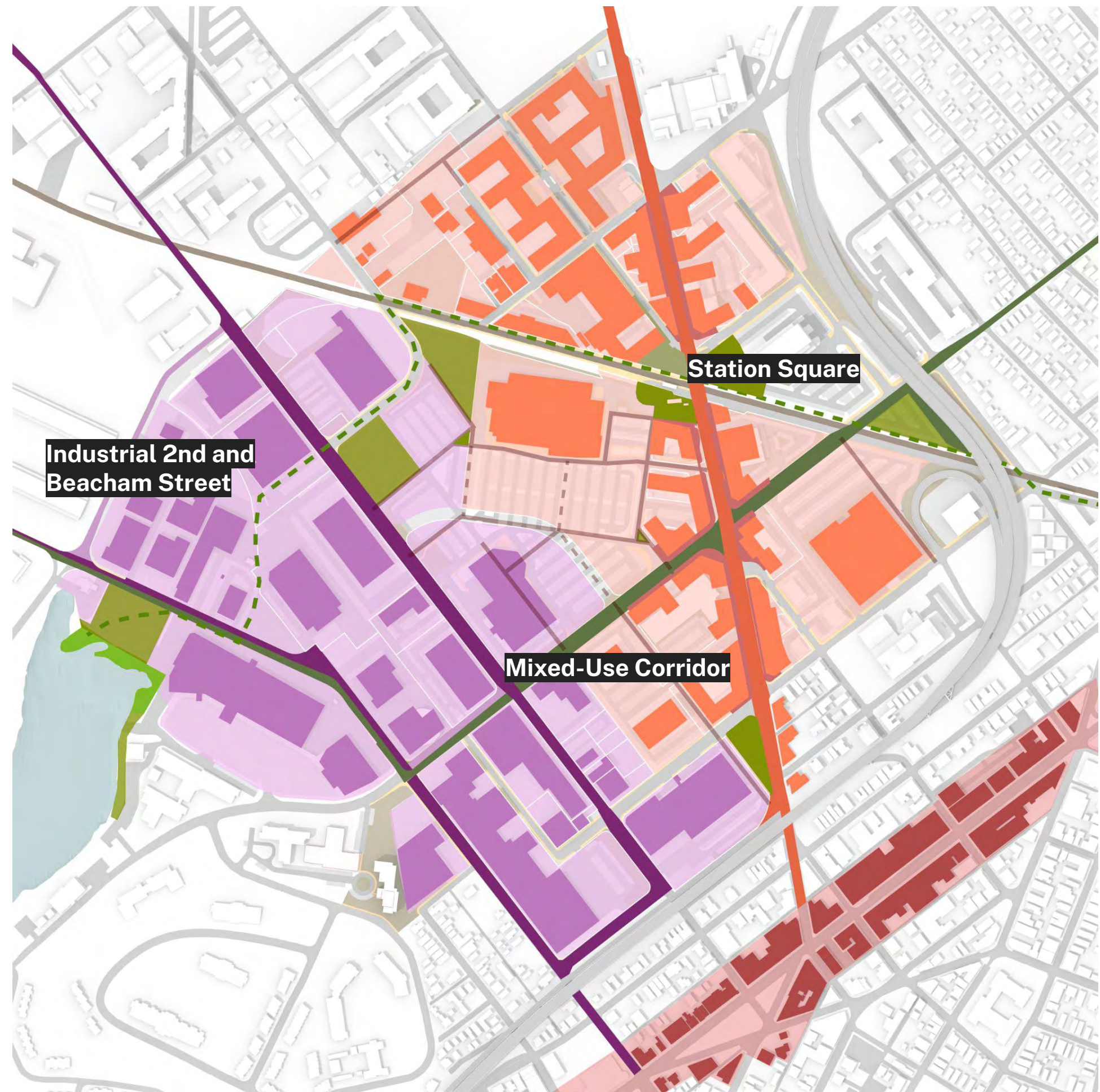


Everett Ave. Today

Everett Ave. Vision

A District-wide Framework

The resulting framework connects West Chelsea to the rest of the city, and sets it up to become a vibrant, mixed-use neighborhood.



Siguientes Pasos ✨

✨ **Next Steps**



Socialización | Engagement

Próximas Actividades | Next Engagement Activities

- **Pa'Lante Fest**
 - 3/14 Chelsea Square
- **Focus Groups v2**
 - Community Based Organization
 - Housing
 - Safety
 - Economic Development
- **Alternatives and Priorities Workshops**



PLANNING
BOARD UPDATE

January 27th, 2026

IPA'LANTE
CHELSEA
ONWARD!