

# Fairmount Indigo Planning Initiative

## Corridor-wide Advisory Group (CAG)

### Community Vision and Growth Strategy

Wednesday, January 9th

Prepared by:

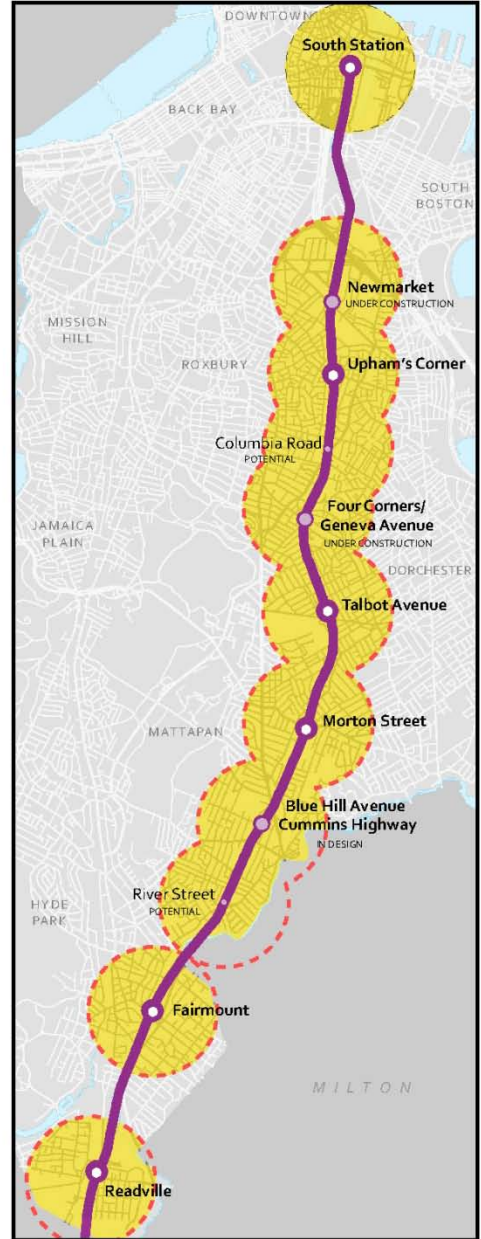
#### The Cecil Group Team

- The Cecil Group
- HDR Engineering, Inc.
- Byrne McKinney & Associates, Inc.
- McMahon Associates
- Bioengineering
- SAS Design, Inc.
- Shook Kelley



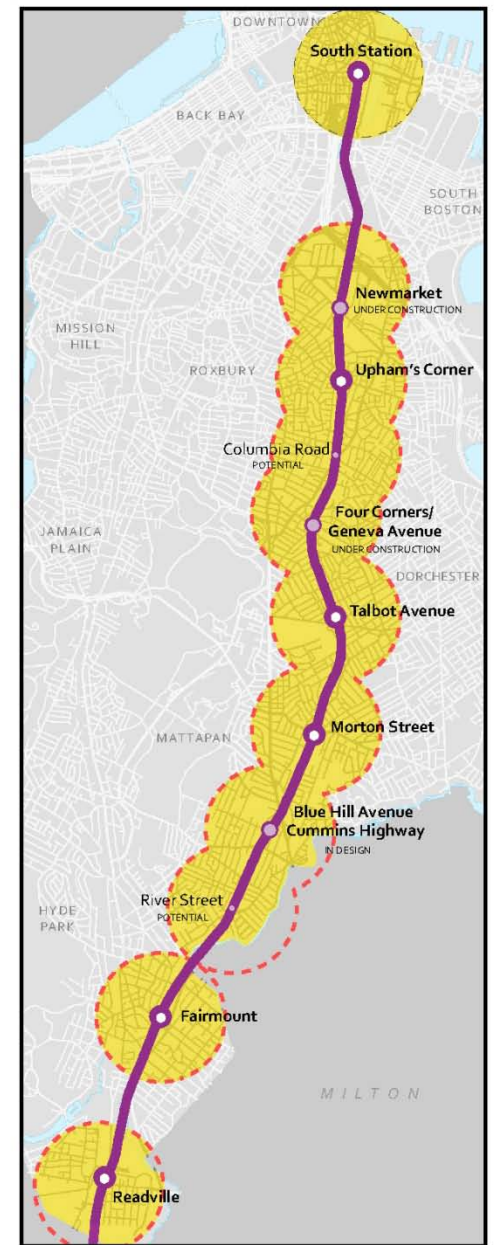
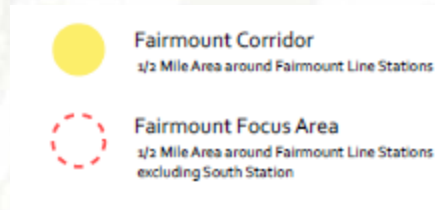
# Agenda

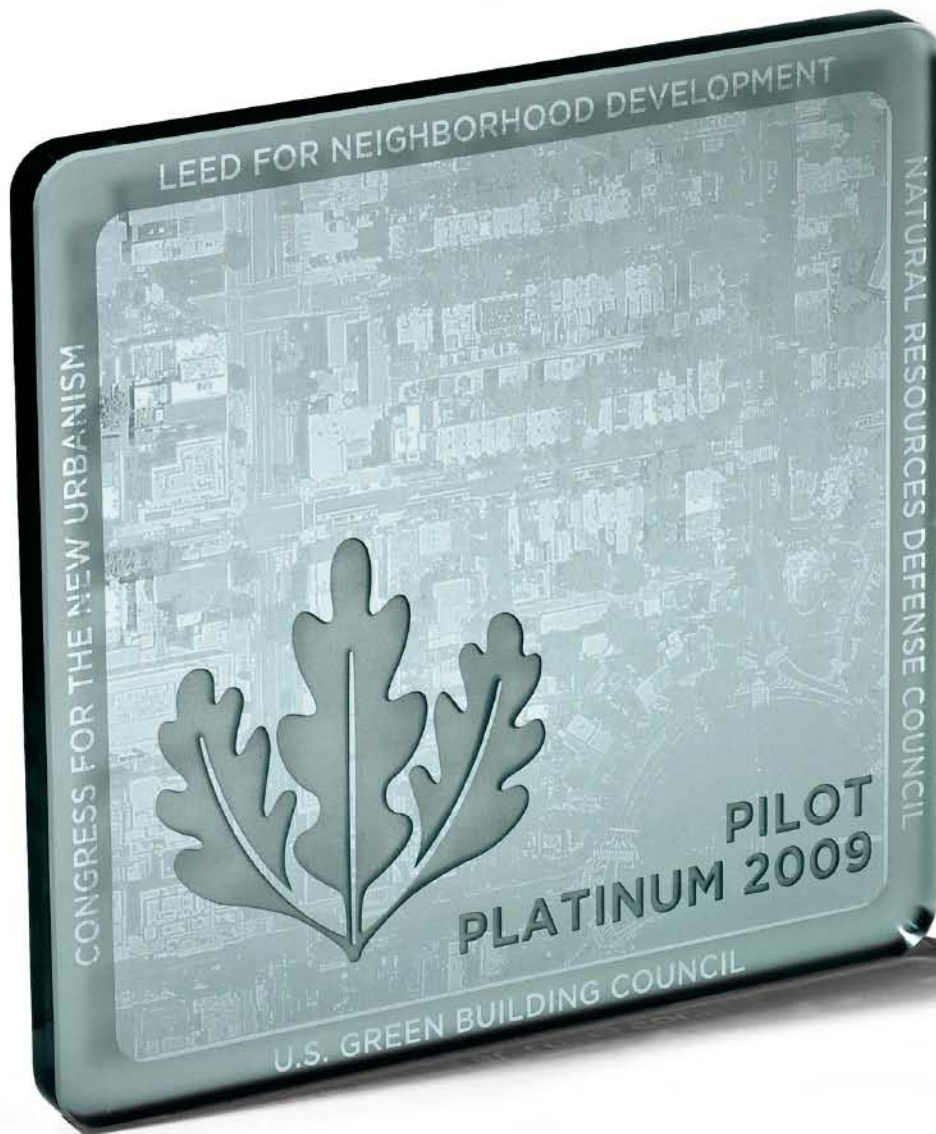
1. Introductions/Other Business (Co-chairs)
2. Talbot Norfolk Triangle LEED ND (Paul Malkemes)
3. Corridor Shared Themes (The Cecil Group)
4. Selection of Additional Stations (The Cecil Group)
5. Corridor Growth Strategy (HDR)
6. Next Steps



# Introductions/Other Business

- Meeting Schedule
- Committee Voting





# LEED FOR NEIGHBORHOOD DEVELOPMENT

**Talbot-Norfolk Triangle  
CAG Presentation  
January 9, 2013**

# Sustainable Neighborhood Team (for Charrette)

- US Green Building Council
- Natural Resource Defense Council
- The Narrow Gate
- Local Initiative Support Corporation
- Goody Clancy
- City of Boston: BRA & DND                      MBTA
- Talbot-Norfolk Triangle Neighbors United, Codman Square NDC, Boston Project Ministries, & more...

# LEED for Neighborhood Development



- Where: Smart Location & Linkage
- What: Neighborhood Pattern & Design
- How: Green Infrastructure & Buildings



# Talbot Norfolk Triangle (Codman Square)

New Talbot Ave  
Station

13 Streets

Opportunity to  
redevelop all  
New England  
Ave (industrial  
street)

Most homes  
100 years old



**Codman Square-TNT can serve as a national model for pursuing LEED-ND in an older, existing urban neighborhood.**

# Strengths: Smart Location and Transit

- Preferred Location
- Brownfield Redevelopment
- Transit/Reduced Auto Dependence
- Housing and Jobs Proximity



## Green Infrastructure

- LEED Certified New Buildings
- Water Efficiency for Landscaping
- Building Reuse





# Strengths: Neighborhood Pattern

- Walkable Streets
- Diverse Housing Stock
- Increased green space
- Community Outreach
- Local Food Production



## Neighborhood Leadership & Entrepreneurial Spirit

- TNT Neighbors United
- Green Business Leader: 912 Auto
- Codman Square NDC
- Codman Square Neighborhood Council



# Talbot Norfolk Triangle LEED-ND Score

Credit Category	Yes	Maybe	No
Smart Location & Linkage	22	3	2
Neighborhood Pattern & Design	20	23	1
Green Infrastructure and Building	8	16	5
Innovation and Regional	2	7	0
Totals	52	47	8

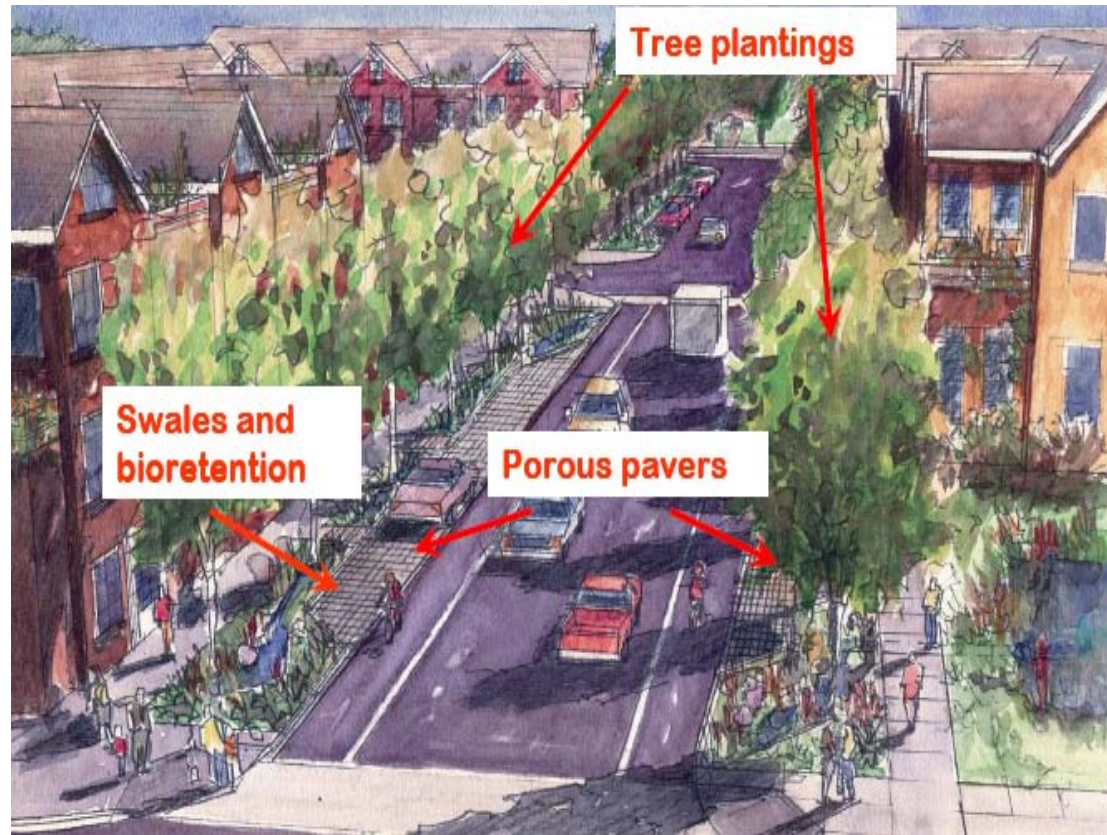


## LEED-ND Certification Levels

- Certified: 40-49
- Silver: 50-59
- Gold: 60-79
- Platinum: 80+

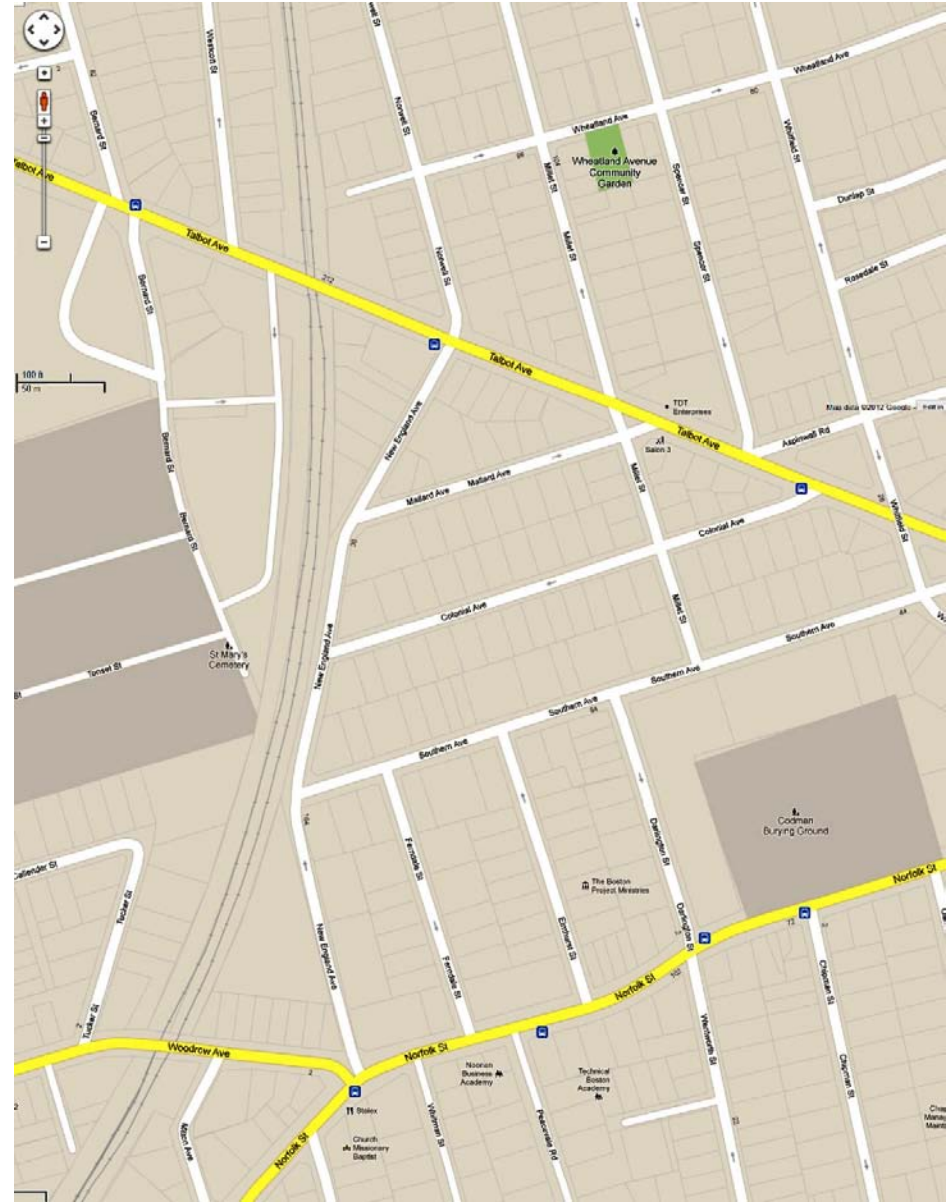
# How to Get to LEED-ND Platinum?

- Only need to earn 28 of the possible 47 credits in the “Maybe” column.
- Deep Green Retrofits
- Transit-Oriented Dev.
- Walkable Streets /Stormwater Mgmt.
- Create Economically Competitive Uses



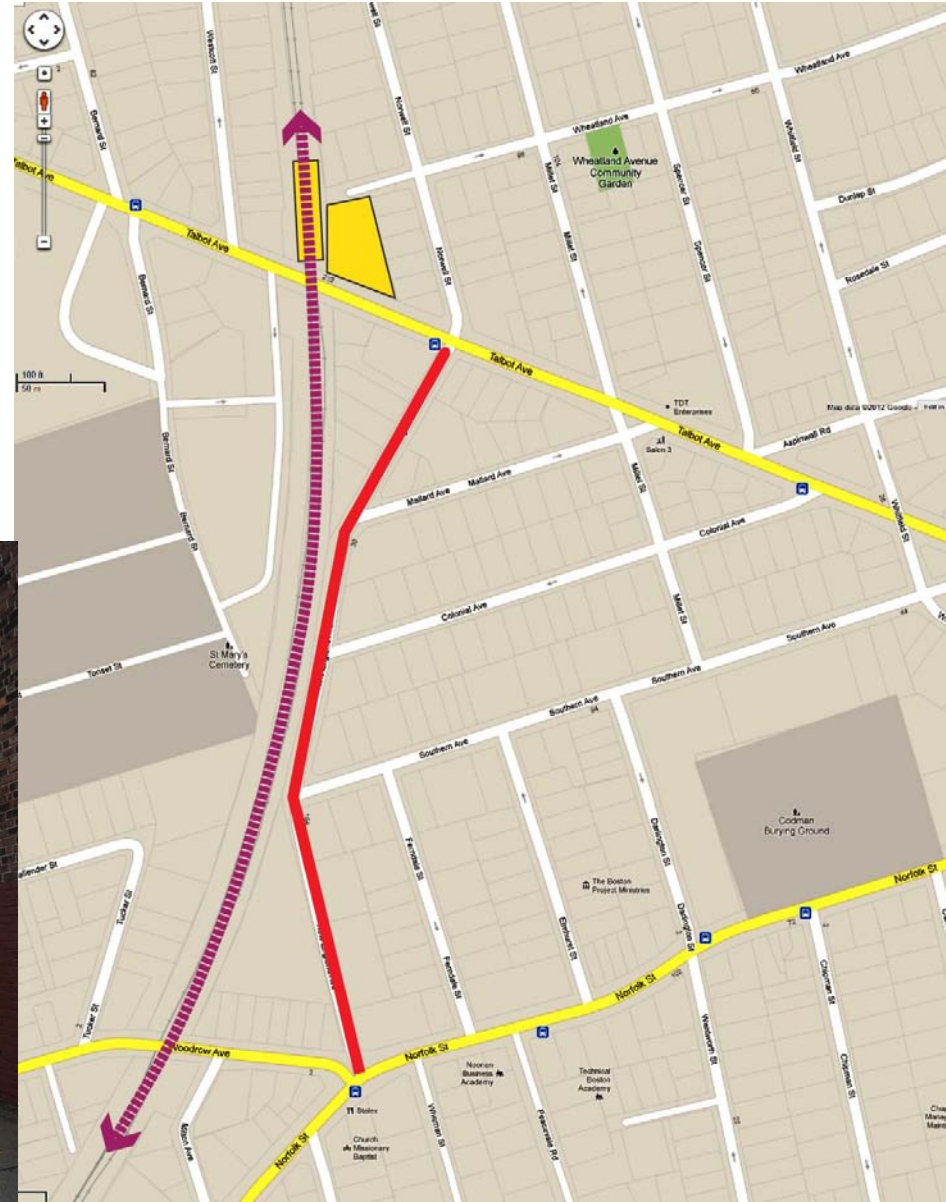
**Major Undertaking: The Opportunity to Redevelop New England Ave from Talbot Ave to Norfolk Street.**

# New England Avenue



# New England Avenue

- Immediate proximity to train station
- A new front door for the neighborhood



# New England Avenue

- Immediate proximity to train station
- Cluster of vacant parcels



# New England Avenue

- Immediate proximity to train station
- Cluster of vacant parcels
- A new front door for the neighborhood
- Potential opportunity for community oriented compact open space
- Opportunities for new job creating uses

















# Goals-Opportunities for Talbot Ave Station

- **Deep Green Energy Retrofits in homes (15% of existing homes)**
- **Mixed Use, Transit Oriented Development**
- **Local Energy Creation (possible Eco-District)**
- **Redevelop New England Ave (major transformation – Jobs!)**
- **New green space and Improved Walkable, bikeable Streets**



***National  
Model***

# Additional Planning Resources

- BARR Foundation – Awarded funding for Eco-Innovation Fellow to CSNDC.
- Episcopal City Mission – Awarded funding for community organizing/education for deep green energy retrofits to The Boston Project Ministries,
- Codman Square LEED-ND collaborative formed (fall 2012)
- Included in the Millennium Ten Initiative goals sponsored by LISC.

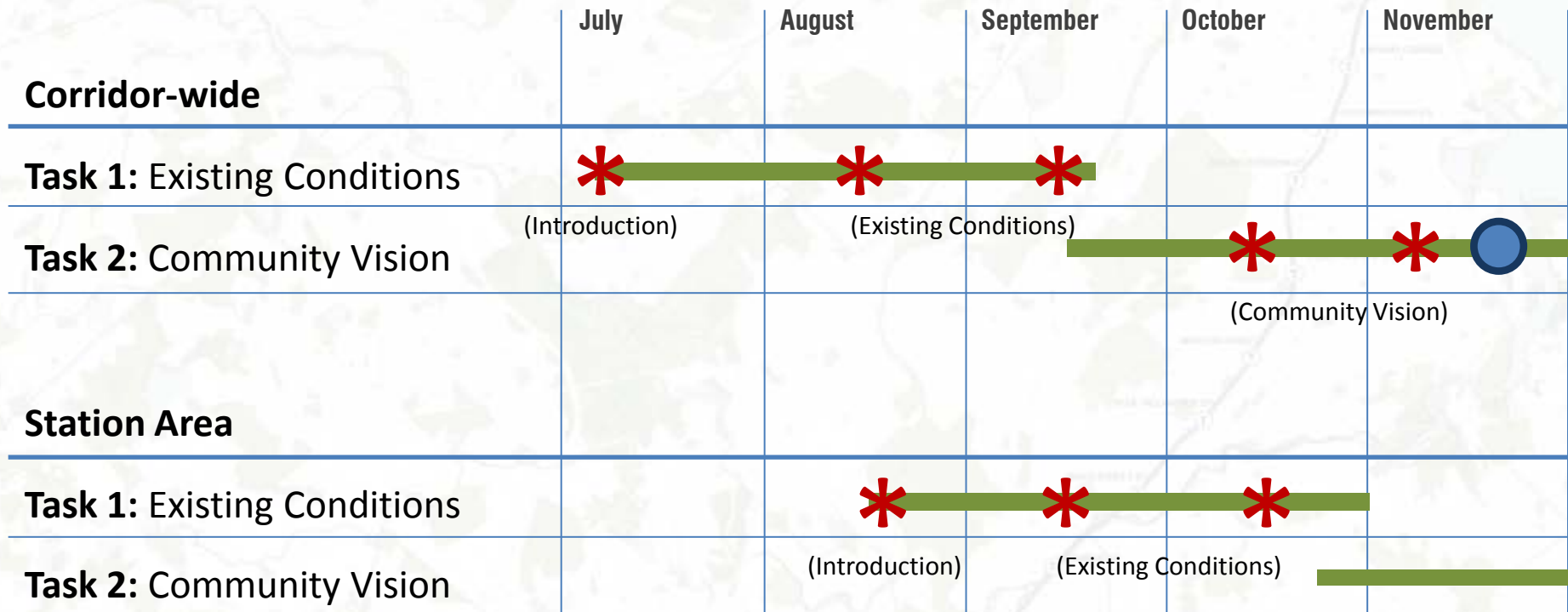
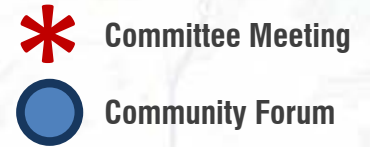


- **MOMENTUM!:** Additional planning resources for large scale transformation still needed.

**THANK YOU!**

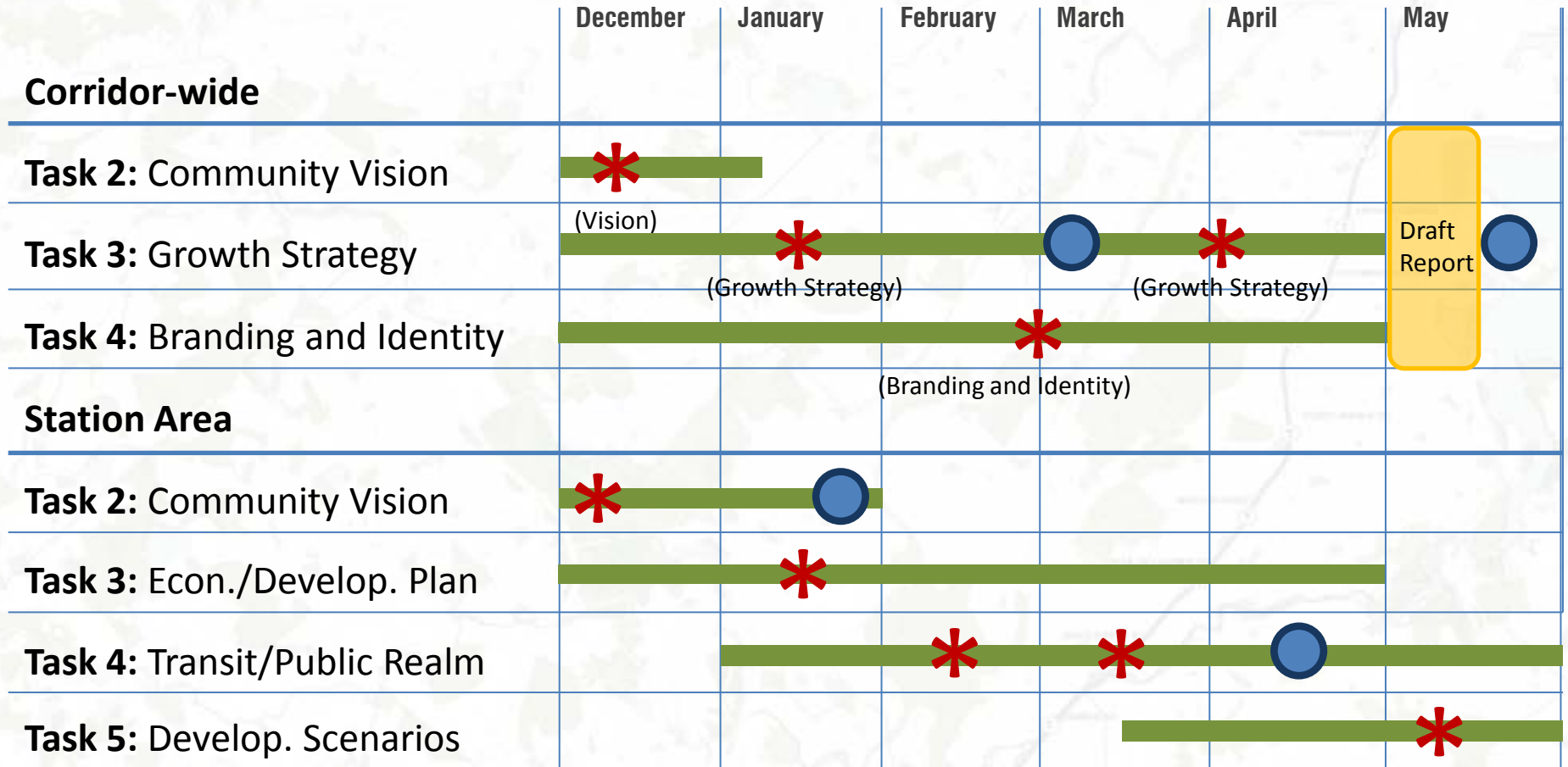


# Welcome and Introductions

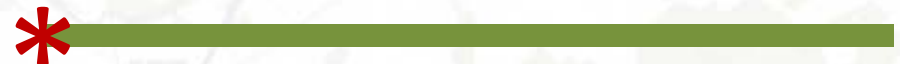


# Welcome and Introductions

-  Advisory Group Meetings
-  Community Forums and Meetings



## Two Additional Stations



# Corridor Shared Themes Synthesizing a Vision

## Transit Equity

*The Fairmount Indigo Planning Initiative (FIPI) advocates for the long term integration of the Fairmount Indigo Corridor with the rapid rail network of Boston in terms of fare structure, transfers, frequency, hours of operation and additional stations. The Fairmount Indigo Corridor has a strong history of advocacy for transit to provide equitable access to the Corridor community. Results of the history of advocacy include the continuation of service originally intended to be temporary, the improvement of existing stations and construction of new stations. The advocacy for integration with the rapid rail system will continue with this planning effort and into the future. Improving equitable access to the Corridor will likely follow a pattern of incremental successes, such as a next step of service levels equal to other commuter lines. This planning process is based upon the current conditions of transit in the Corridor while anticipating an expanded role of rail in the future.*

### Economic Development

*Enhanced access and connection to new opportunities*

### Housing

*Increased opportunity for transit-oriented development, including displacement prevention*

### Land Use

*Improved relationships between locations of jobs, services, housing and transit*

### Transportation

*Strengthened multi-modal transit network with reduced trip times*

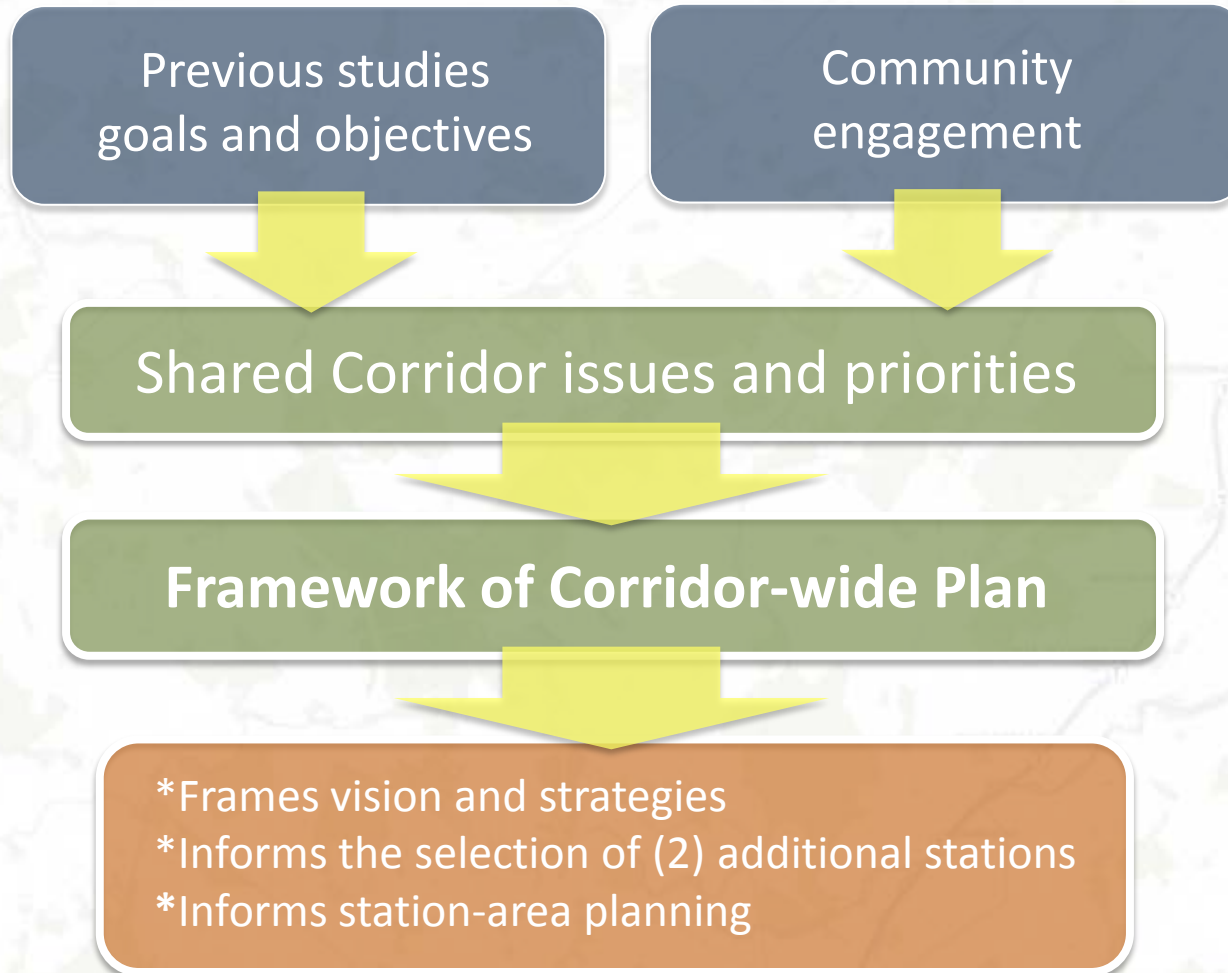
### Public Realm

*Improved access to station areas and surrounding neighborhoods*

### Quality of Life

*Enhanced connections to arts, recreation activities, healthy food and community support*

# Corridor Shared Themes Synthesizing a Vision



# Corridor Shared Themes

**Corridor-wide Scale:**  
Branding, vision

Corridor Identity

*Culturally rich residential neighborhoods, served by corridor Main Streets and village centers, book-ended by vital job centers*

**Corridor-wide Scale:**  
economics, urban design, sustainability

Corridor-wide Plan  
(Comprehensive Corridor Plan)

*Diverse collection of station areas and neighborhoods each with a unique set of priorities and characteristics that are cultivated to create synergy in the corridor*

**Neighborhood Scale:**  
economics, urban design, public realm/landscape, complete infrastructure, sustainability

Station Area Plans

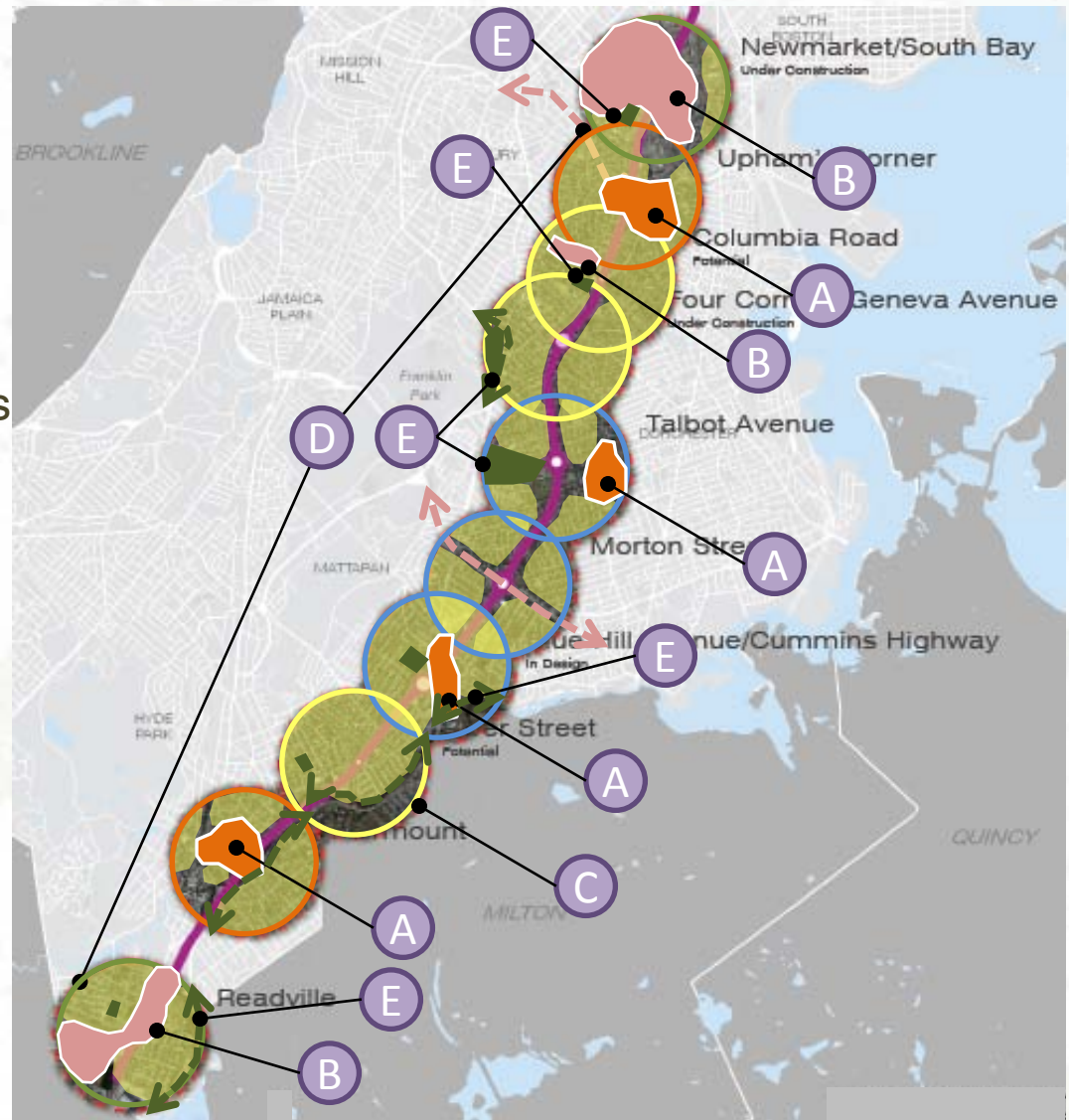
*Reinforce Upham's Corner as a vibrant commercial village center that is a cultural destination surrounded by active residential neighborhoods*



# Corridor Shared Themes

## Overarching Corridor-wide

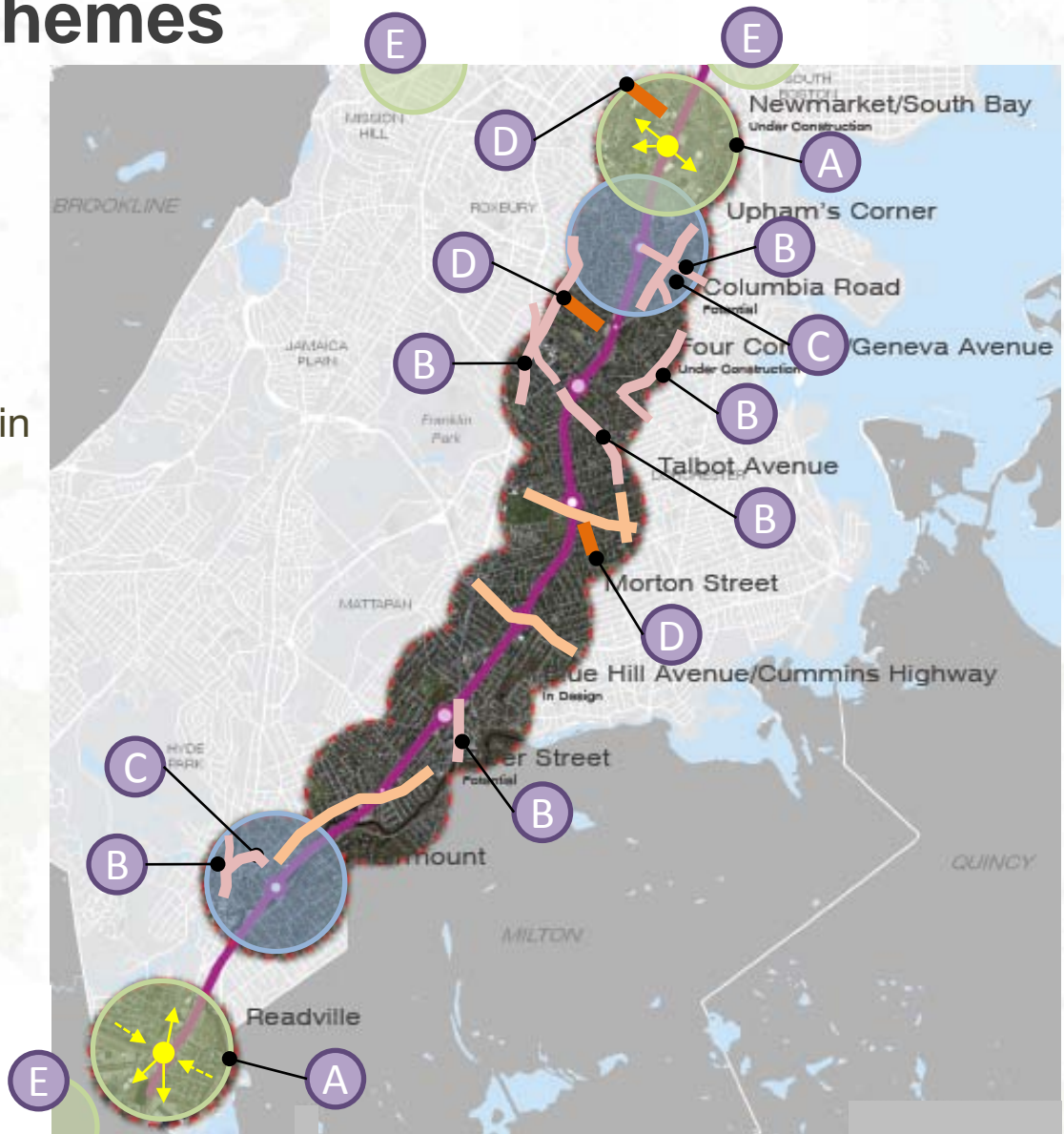
- A** Walkable and compact urban villages
- B** Connection to opportunities
- C** Diverse corridor with distinct station areas
- D** Balanced mix of residential neighborhoods
- E** Healthy, sustainable communities with access to open space



# Corridor Shared Themes

## Economic Development

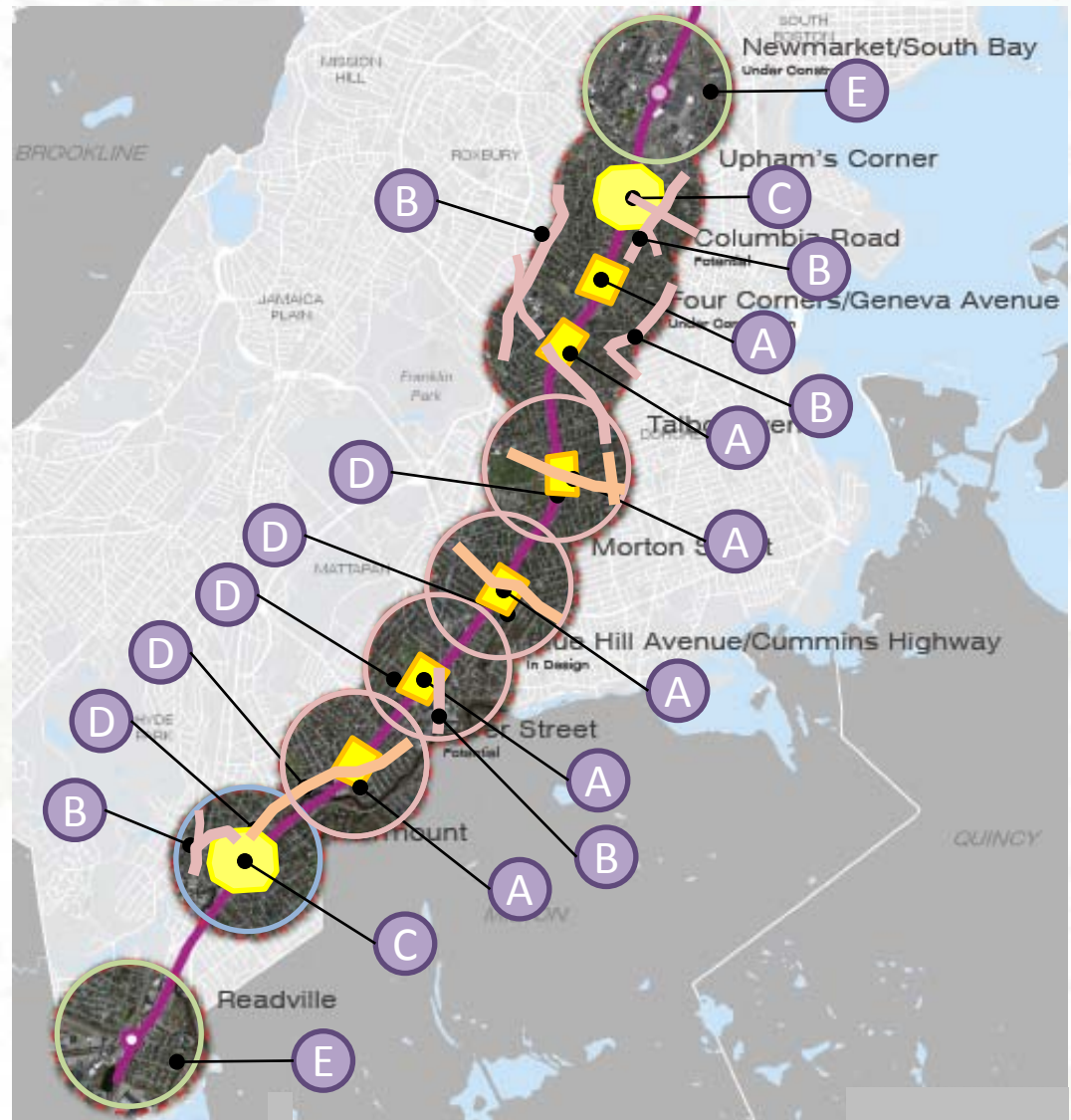
- A** Strengthen “book ends” as job center anchors
- B** Connect to and reinforce Main Streets and activity corridors
- C** Strengthen cultural and commercial destinations
- D** Integrate training and job incubator clusters
- E** Enhanced access and connection to new opportunities



# Corridor Shared Themes

## Housing

- A** Integrate new residential density at station
- B** Reinforce residential near Main Street to support activity
- C** Reinforce residential near cultural center
- D** Conversion of parcels for residential opportunities
- E** Limited expansion of existing housing

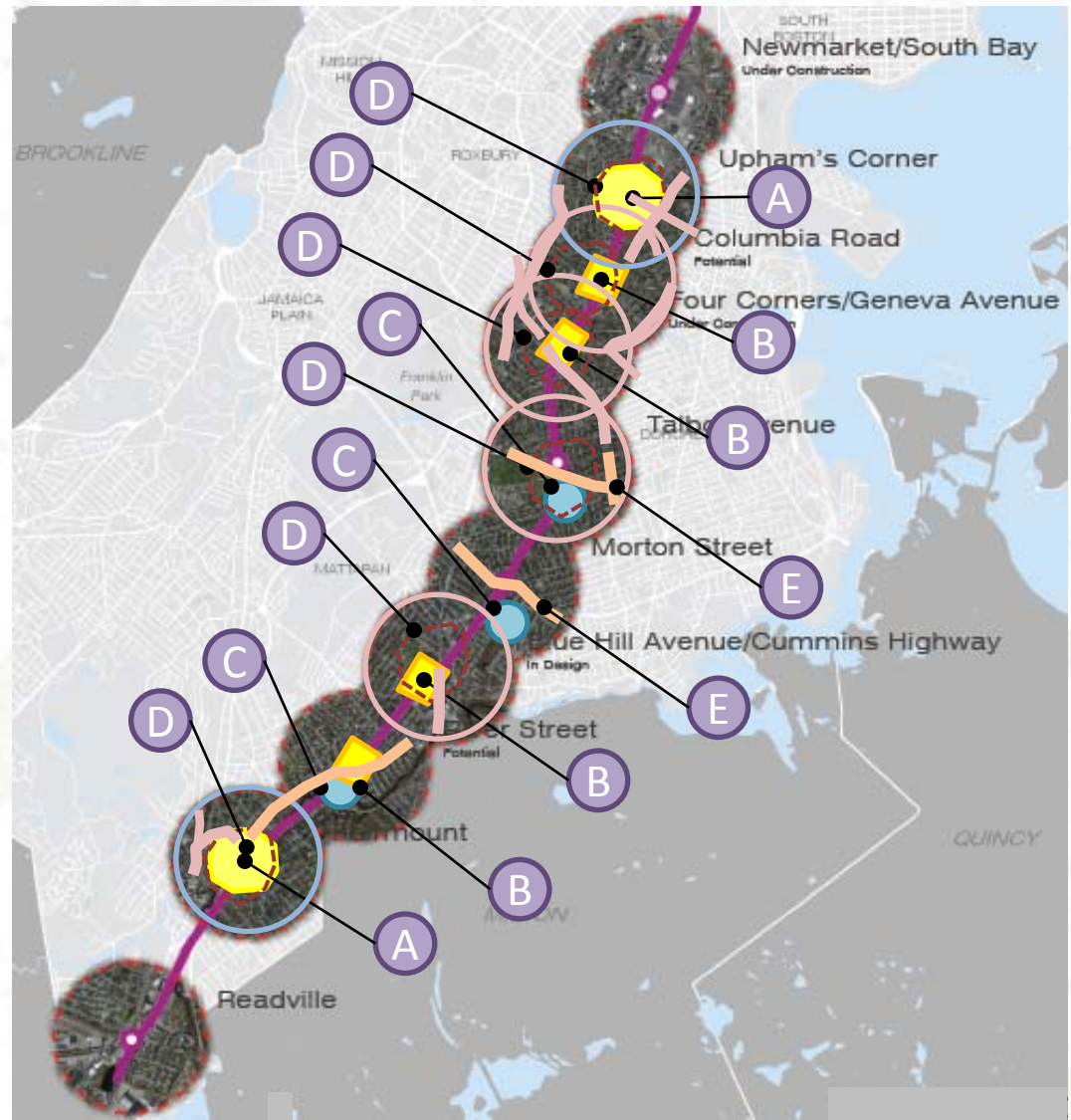




# Corridor Shared Themes

## Land Use

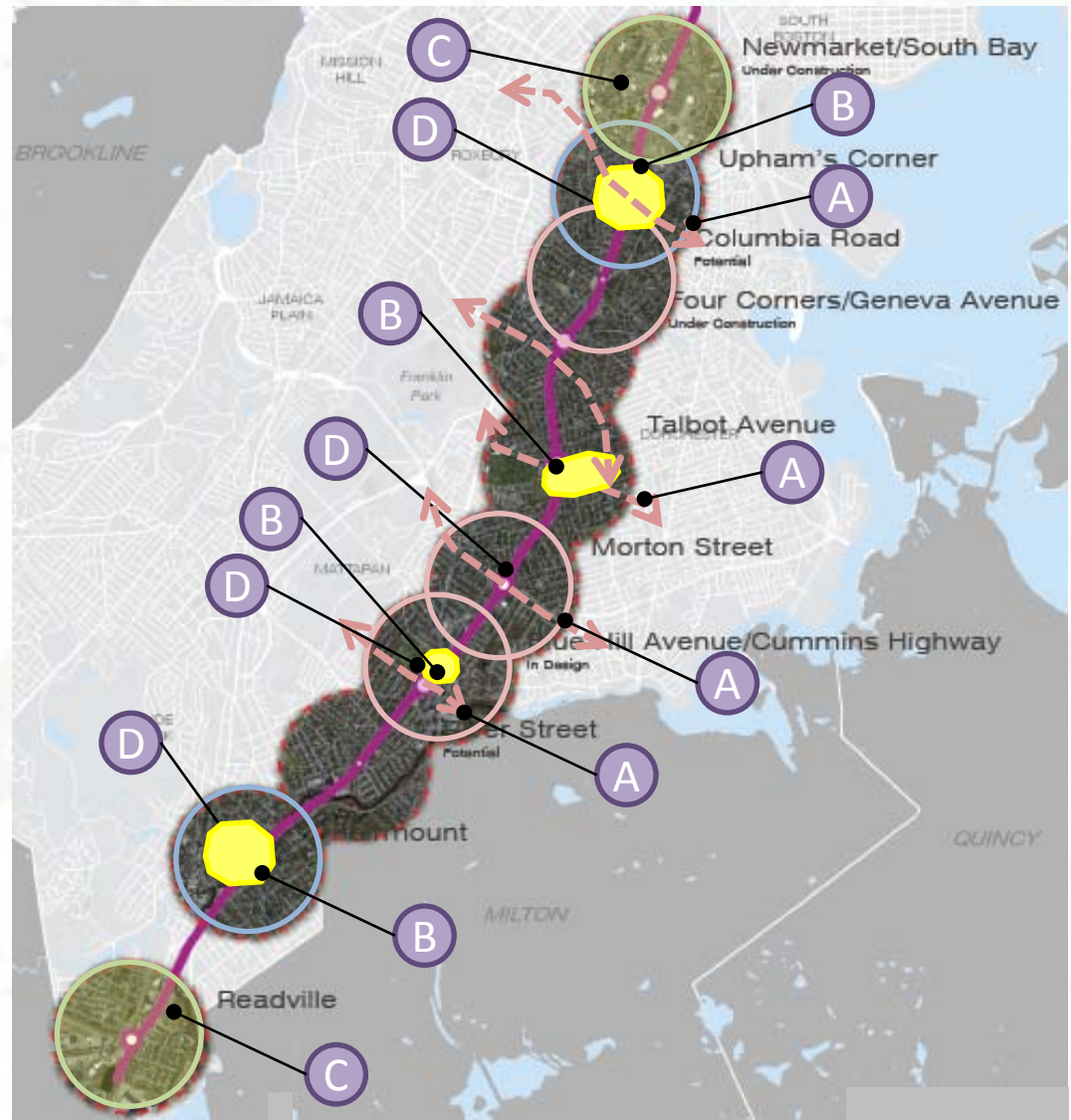
- A** Reinforce distinct cultural attractions
- B** Focus redevelopment at the station area
- C** Concentrate clustered uses and convert to housing
- D** Create integrated service clusters
- E** Focus mixed use and retail at existing activity corridors



# Corridor Shared Themes

## Transportation

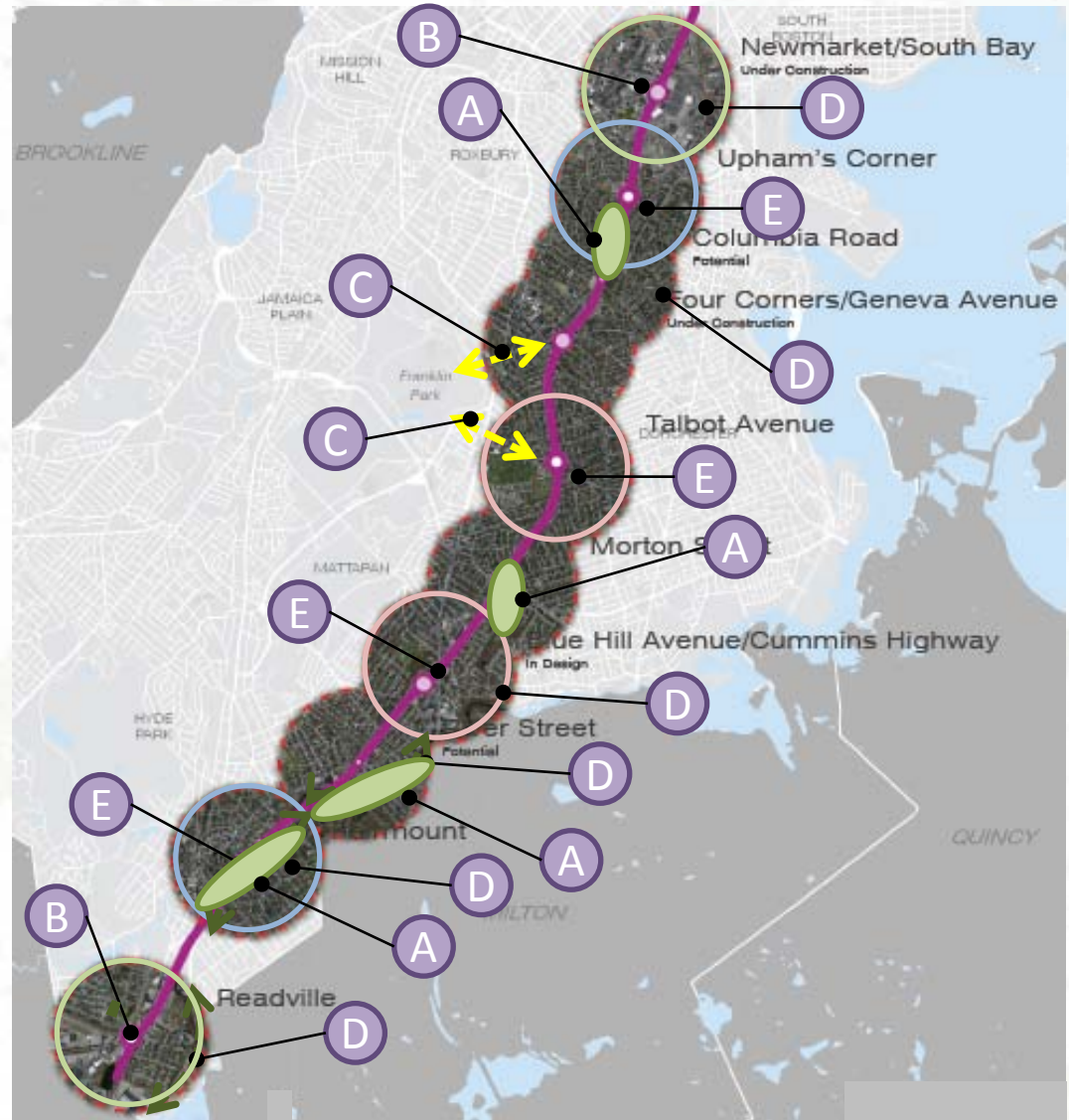
- A** Enhance cross town connections
- B** Enhance station connectivity to center of activity
- C** Reinforce vehicular access and manage parking
- D** Develop multi-modal hubs at station with rail, bus, bike, and pedestrian connections



# Corridor Shared Themes

## Public Realm

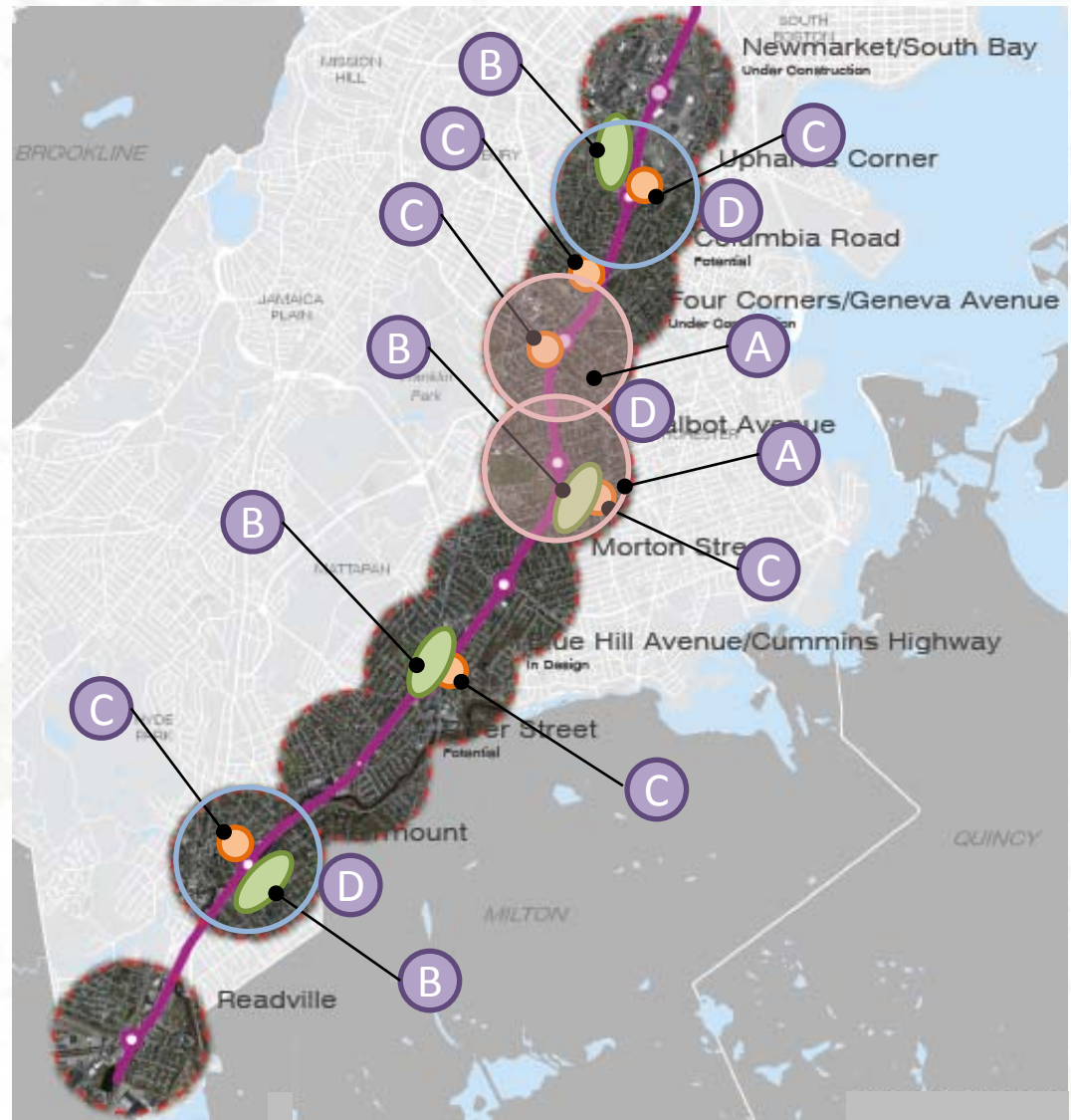
- A** Create new open space opportunities linked to stations and development
- B** Enhance connections to train station
- C** Enhance access to existing open spaces
- D** Reinforce recreational access with bicycle routes
- E** Enhance pedestrian connections between centers of activity



# Corridor Shared Themes

## Quality of Life

- A** Address corridor identity and perception for residents and others
- B** Develop urban agriculture and healthy food opportunities
- C** Reinforce community center, daycare and service-resource clusters
- D** Embrace diverse cultural identities



# Corridor Shared Themes

## Location

## Most relevant priority or issue by station area

	Economic Development	Place/Land Use	Housing	Transportation	Public Realm/Open Space	Quality of Life
<b>Newmarket</b>	• New business/growth	• Expand commercial opportunities	• Displacement prevention	• Pedestrian connections	• Streetscape improvements	• Congestion and traffic concerns
<b>Upham's Corner</b>	• Reinforce center	• Reinforce cultural and commercial	• Infill housing at vacant blocks	• Connect station to center	• New open spaces	• Cultural diversity, corridor pride
<b>Columbia Road</b>	• Incubators/training	• Development density	• Mixed income housing	• Multi-modal connections	• Existing open space resources	• Congestion and traffic concerns
<b>Four Corners/Geneva</b>	• Incubators/training	• Focus new residential	• Housing density	• Multi-modal connections	• Existing open space resources	• Perception and safety
<b>Talbot Avenue</b>	• Targeted development	• Focus new residential	• Housing density	• Multi-modal connections	• Existing open space resources	• Perception and safety
<b>Morton Street</b>	• Targeted development	• Concentrate activity at station	• Infill housing at vacant blocks	• Pedestrian connections	• Streetscape improvements	• Community resources
<b>Blue Hill Avenue/Cummins Highway</b>	• Reinforce center	• Target reuse, redevelopment	• Reinvest in existing buildings	• Connect station to center	• Existing open space resources	• Congestion and traffic concerns
<b>River Street</b>	• Targeted development	• Development density	• Housing density	• Multi-modal connections	• Existing open space resources	• Community resources
<b>Fairmount</b>	• Reinforce center	• Reinforce cultural and commercial	• Infill housing at vacant blocks	• Connect station to center	• New open spaces	• Cultural diversity
<b>Readville</b>	• New business/growth	• Expand commercial opportunities	• Displacement prevention	• Pedestrian connections	• Streetscape improvements	• Congestion and traffic concerns



# Selection of Two Additional Stations

## Station Area Typologies

### “Job Centers”



Newmarket/South Bay



Readville



Columbia Road



Four Corners



River Street

### “Neighborhood”



Upham's Corner



Fairmount



Talbot Avenue



Morton Street



Blue Hill/Cummins

### “Village Centers/Destinations”

### “Neighborhood-serving centers”

# Selection of Two Additional Stations

Stations sorted by Economic Development issues

## A: New business growth



Newmarket/South Bay



Readville



Talbot Avenue



Morton Street



River Street

## C: Targeted development



Upham's Corner



Fairmount



Blue Hill/Cummins



Columbia Road



Four Corners

## B: Reinforce the commercial center

## D: Job incubators and training



# Selection of Two Additional Stations

Stations sorted by Housing issues

**A: Displacement prevention/ no housing expansion**



Newmarket/South Bay



Readville

**C: Target increased housing density**



Columbia Road



Four Corners



Talbot Avenue



Upham's Corner



Morton Street



Fairmount



Blue Hill/Cummins



River Street

**B: Infill housing at vacant blocks**

Fairmount Indigo  
**PLANNING INITIATIVE**

The Cecil Group Team





# Selection of Two Additional Stations

Stations sorted by Land Use issues

## A: Expand commercial/light industrial opportunities



Newmarket/South Bay



Readville

## C: Reinforce activity corridors



Four Corners



Talbot Avenue



Morton Street



Upham's Corner



Fairmount



Columbia Road



River Street



Blue Hill/Cummins

## B: Reinforce cultural/commercial center

## D: Reinforce residential density and service clusters



# Selection of Two Additional Stations

Stations sorted by Transportation issues

## A: Vehicular access and parking



Newmarket/South Bay



Readville



Talbot Avenue



Morton Street



Blue Hill/Cummins



Upham's Corner



Fairmount



Columbia Road



Four Corners



River Street

## B: Multi-modal hub and connections

## C: Pedestrian and bicycle connections



# Selection of Two Additional Stations

Stations sorted by Public Realm issues

## A: Streetscape and pedestrian improvements



Newmarket/South Bay



Readville



Columbia Road



Four Corners



Talbot Avenue



Upham's Corner



Morton Street



Blue Hill/Cummins



River Street



Fairmount

## B: Address lack of open spaces

## C: Connect to/Enhance existing open spaces



# Selection of Two Additional Stations

Stations sorted by Quality of Life issues

## A: Congestion and traffic concerns



Newmarket/South Bay



Columbia Road



Blue Hill/Cummins

## B: Perception and safety



Talbot Avenue



Four Corners



Upham's Corner



Fairmount



Readville



Morton Street



River Street

## C: Reinforce cultural diversity

## D: Availability of community resources



# Selection of Two Additional Stations

Most frequent clustering across all topic areas

6/6

3/6



Newmarket/South Bay



Readville



Columbia Road



Four Corners



River Street



Upham's Corner



Fairmount



Talbot Avenue



Morton Street



Blue Hill/Cummins

5/6

2/6



# Selection of Two Additional Stations

## Station Area Typologies

### “Job Centers”



Newmarket/South Bay



Readville



Columbia Road



Four Corners



River Street

### “Neighborhood”



Upham's Corner



Fairmount



Talbot Avenue



Morton Street



Blue Hill/Cummins

### “Village Centers/Destinations”

### “Neighborhood-serving centers”

# Selection of Two Additional Stations

## Selection Criteria

1. Representative of diverse corridor characteristics
2. Ability to build momentum on current activity
3. Opportunity to leverage City policies and owned land
4. Availability of potential development parcels
5. Potential synergy with Main Street efforts
6. Ability to engage diverse corridor communities



# Selection of Two Additional Stations

## 1. Representative of diverse corridor characteristics

### “Job Centers”



Newmarket/South Bay



Readville



Columbia Road



Four Corners

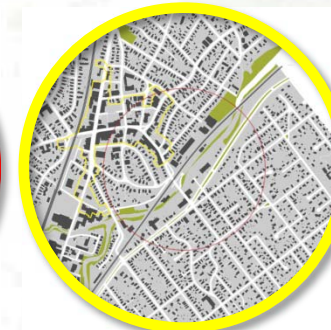


River Street

### “Neighborhood”



Upham's Corner



Fairmount



Talbot Avenue



Morton Street



Blue Hill/Cummins

### “Village Centers/Destinations”

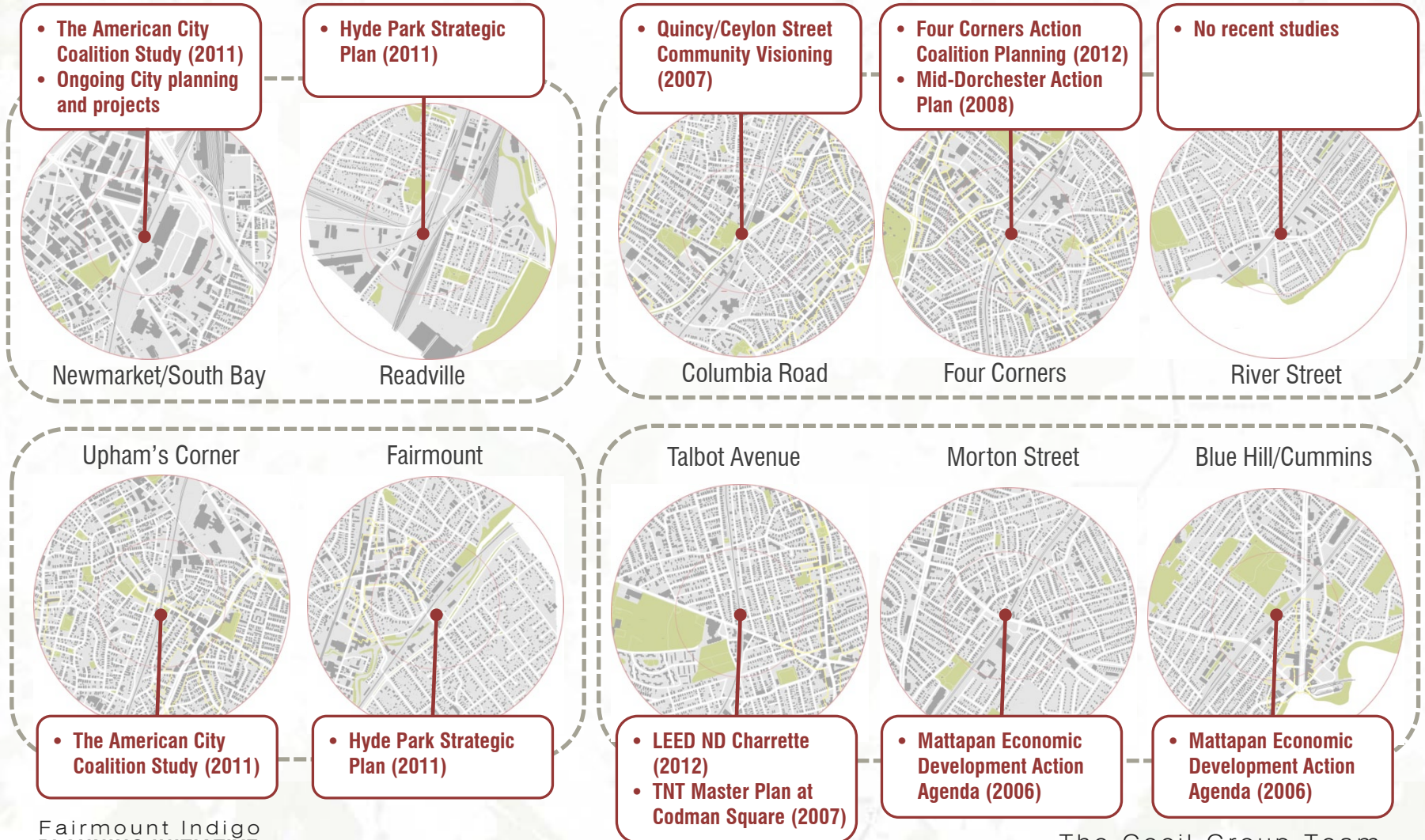
### “Neighborhood-serving centers”





# Selection of Two Additional Stations

## 2. Ability to build momentum on current activity - Most recent planning studies



# Selection of Two Additional Stations

## 2. Ability to build momentum on current activity

### “Job Centers”



Newmarket/South Bay



Readville



Columbia Road



Four Corners



River Street

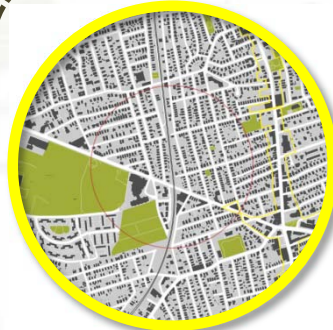
### “Neighborhood”



Upham's Corner



Fairmount



Talbot Avenue



Morton Street



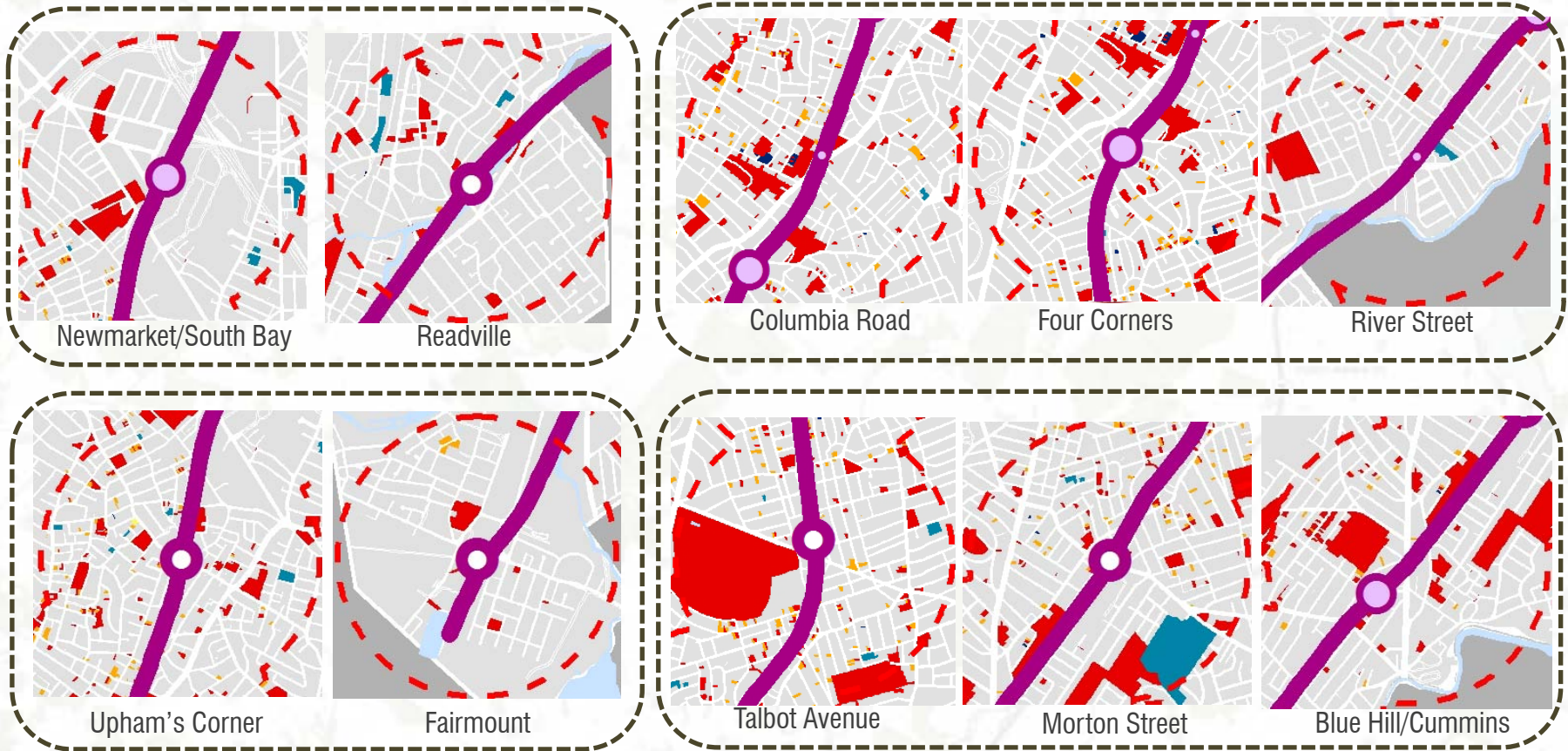
Blue Hill/Cummins

### “Village Centers/Destinations”

### “Neighborhood-serving centers”

# Selection of Two Additional Stations

## 3. Opportunity to leverage City policies and owned land



# Selection of Two Additional Stations

## 3. Opportunity to leverage City policies and owned land

### “Job Centers”



Newmarket/South Bay



Readville



Columbia Road



Four Corners



River Street

### “Neighborhood”



Upham's Corner



Fairmount



Talbot Avenue



Morton Street



Blue Hill/Cummins

### “Village Centers/Destinations”

### “Neighborhood-serving centers”



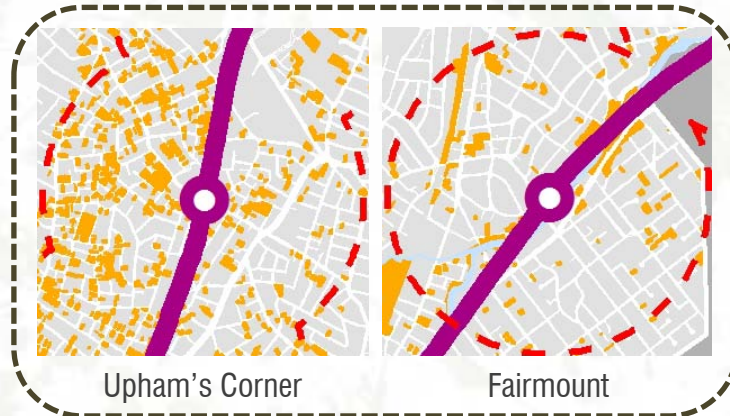
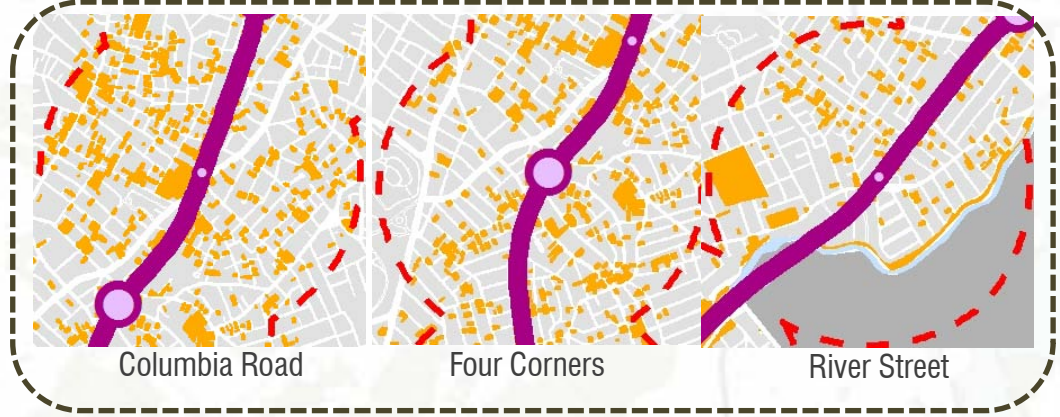
# Selection of Two Additional Stations

## 4. Availability of potential development parcels – “Vacant” Parcels

“Job Centers”



“Neighborhood”



“Village Centers/Destinations”

“Neighborhood-serving centers”



# Selection of Two Additional Stations

## 4. Availability of potential development parcels

### “Job Centers”



Newmarket/South Bay



Readville

### “Neighborhood”



Columbia Road



Four Corners



River Street



Upham's Corner



Fairmount



Talbot Avenue



Morton Street



Blue Hill/Cummins

### “Village Centers/Destinations”

### “Neighborhood-serving centers”



# Selection of Two Additional Stations

## 5. Potential synergy with Main Streets efforts

### “Job Centers”



Newmarket/South Bay



Readville



Columbia Road



Four Corners



River Street

### “Neighborhood”



Upham's Corner



Fairmount



Talbot Avenue



Morton Street



Blue Hill/Cummins

### “Village Centers/Destinations”

### “Neighborhood-serving centers”



# Selection of Two Additional Stations

## Selection Criteria and Evaluation

	Newmarket	Columbia Road	Four Corners	Talbot Avenue	Morton Street	Blue Hill Avenue	River Street	Fairmount	Readville
1. Representative of diverse corridor characteristics	3	3	3	3	3	3	3	1	3
2. Ability to build momentum on current activity	2	2	3	2	1	2	1	1	1
3. Opportunity to leverage City policies and owned land	1	2	2	2	1	2	1	1	1
4. Availability of potential development parcels	2	1	3	3	2	3	2	1	2
5. Potential synergy with Main Street efforts	1	2	3	1	1	2	1	3	1
6. Ability to engage diverse corridor communities	2	1	2	3	3	3	3	3	2
	<b>11</b>	<b>11</b>	<b>16</b>	<b>14</b>	<b>11</b>	<b>15</b>	<b>11</b>	<b>10</b>	<b>10</b>





# Selection of Two Additional Stations

## Three Proposed Station Area Plans

### “Job Centers”



Newmarket/South Bay



Readville



Columbia Road



Four Corners



River Street

### “Neighborhood”



Upham's Corner



Fairmount



Talbot Avenue



Morton Street



Blue Hill/Cummins

### “Village Centers/Destinations”

### “Neighborhood-serving centers”



# Growth Strategy Development Approach

## Conduct interviews with economic development experts

- Community/neighborhood economic development corporations
- Business associations
- City of Boston and MAPC
- Consultants, educational institutions, other organizations
- Private developers

Incorporate findings and lessons learned from other TOD-related economic growth strategies

Incorporate strategies for improving local business growth and resident labor force to reinforce diverse mixed-income neighborhoods



# Growth Strategy Development SWOT

## *Housing*

- Identify strengths, weaknesses, opportunities, threats

### Strengths

- Median sales price relatively less expensive
- Median rent is relatively less expensive
- Relatively low housing density for urban setting
- Variety of housing options available

### Weaknesses

- 36% of all distressed properties in Boston are located in Corridor
- Permitting process cumbersome

### Opportunities

- Older buildings for live/work
- Encourage mix of new/redeveloped housing options
- May be able to increase density near stations, support TOD
- Continue to offer mix of housing options

### Threats

- Potential lack of funding to improve sites
- Housing affordability may diminish as corridor develops

# Growth Strategy Development SWOT

## *Talent / Workforce*

- Identify strengths, weaknesses, opportunities, threats

### Strengths

- Proximity to educational institutions in Boston
- Nearly ¼ of residents have some college

### Weaknesses

- Fewer than half of residents have a BA or higher
- Nearly ¼ of corridor residents do not have high school diploma
- Relatively high unemployment rate

### Opportunities

- Talent development initiatives available
- Market resources available to help residents finish their degrees

### Threats

- Need for more or better-marketed workplace training for residents

# Growth Strategy Development SWOT

## *Industries*

- Identify strengths, weaknesses, opportunities, threats

### Strengths

- Large number of small businesses
- Employment centers at Newmarket and Readville
- 25% of Boston Main Street businesses are located in Corridor
- Diverse industry presence

### Weaknesses

- Few large employers located within the corridor
- Mismatch of resident skills and employer needs and/or lack of awareness of jobs available

### Opportunities

- Grow health care industry presence – link to existing assets
- Creative economy
- Build on existing industrial base
- Potential for existing small businesses to grow

### Threats

- Potential to lose industrial base in corridor
- Limited industrial expansion potential in employment centers
- Language barrier with some smaller businesses

# Growth Strategy Development – Talent, Industry

## Develop target economic sectors

- Utilize existing conditions information related to employment and establishments in study area
- Review MA and national growth projections
- Incorporate interview feedback

## Determine access to economic sectors outside the corridor

- Review journey to work data analysis
- Conduct interviews

## Assess employment needs

- Inventory training available
- Identify workforce strengths and weaknesses
- Conduct interviews



# Growth Strategy Development – Development

## Housing, retail, commercial, light industrial growth

- Analyze land use data – vacant and underdeveloped parcels
- Incorporate interview feedback
- Incorporate real estate and demographic data
- Estimate square footage of development



# Next steps

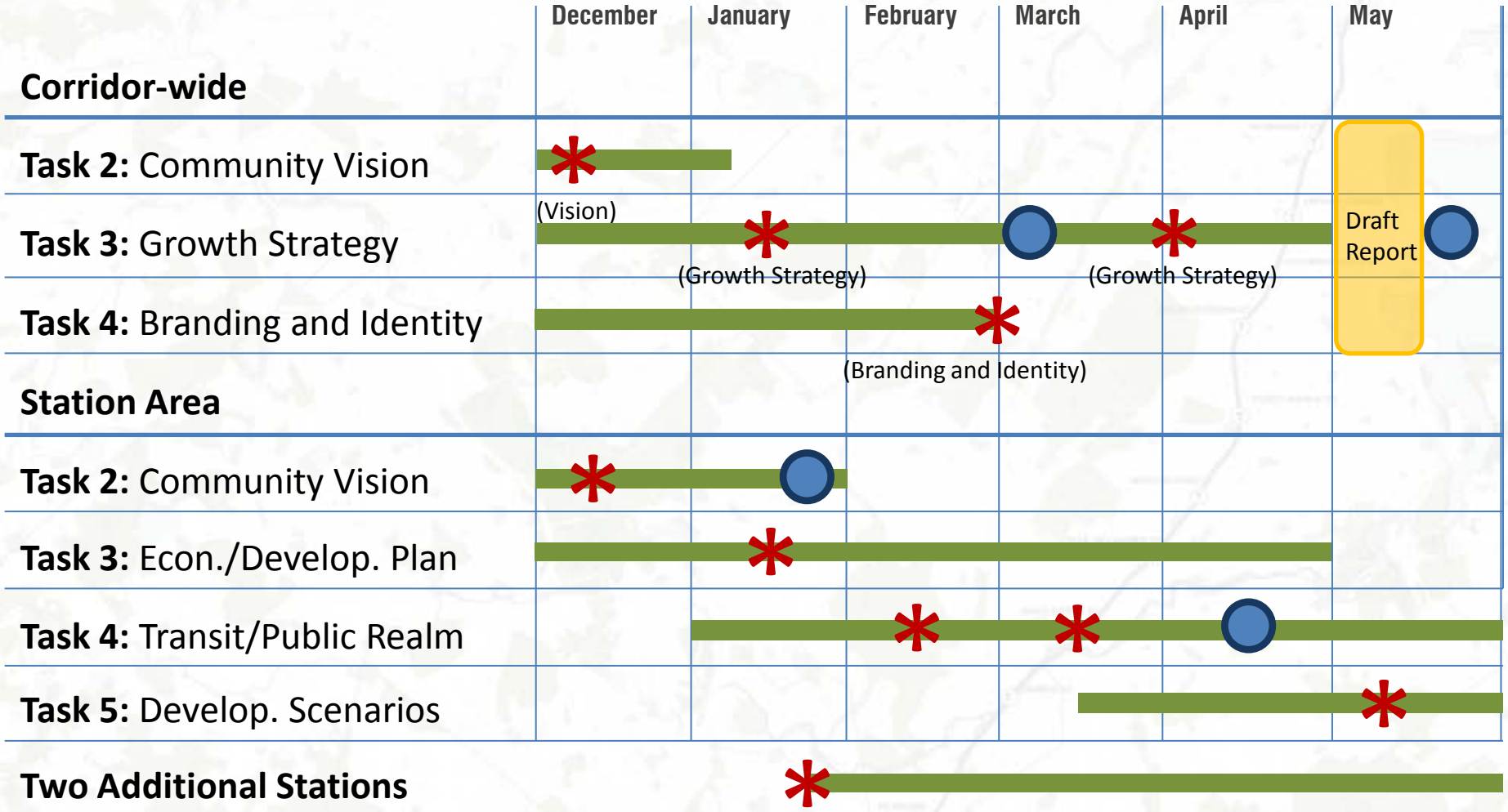
- *Growth Strategy* interviews and setting targets
- *Branding and Identity* focus corridor tour sessions
- Upham's Corner community visioning forum
- Upham's Corner market analysis





# Next Steps

-  Advisory Group Meetings
-  Community Forums and Meetings





# Fairmount Indigo Planning Initiative

## Corridor-wide Advisory Group (CAG)

### Community Vision and Growth Strategy

Wednesday, January 9th

Prepared by:  
**The Cecil Group Team**

- The Cecil Group
- HDR Engineering, Inc.
- Byrne McKinney & Associates, Inc.
- McMahon Associates
- Bioengineering
- SAS Design, Inc.
- Shook Kelley

