

# North Allston-Brighton Community-Wide Plan

## Economics and Convergent Strategies

The Cecil Group

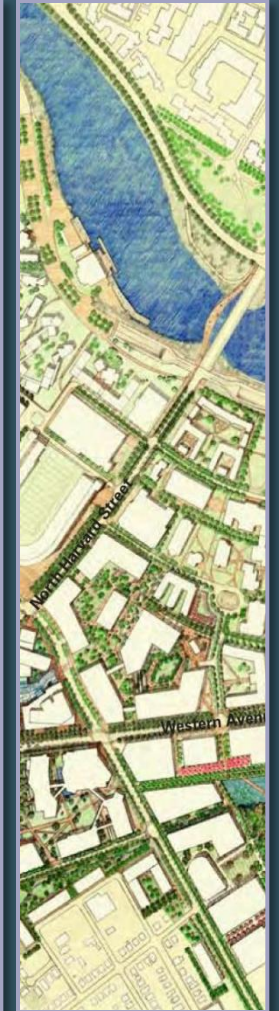
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# Topics

- Retail Market Opportunities & Challenges
- Housing Market Opportunities and Challenges
- Community & Institutional Convergence  
Strategies – Finding the Win-Win's
- General Discussion



# Retail Nomenclature – Some useful jargon!

- Retail demand
- Neighborhood convenience centers/districts
- Community-serving centers/districts
- Region-serving centers/districts
- Convenience goods
- Comparison goods
- Food & beverage
- Cultural and entertainment uses
- Anchor Retail
- Destination Retail
- Satellite Retail



# Conditions for Retail Success

- Market Demand
- Location
- Access and Visibility
- Critical Mass/Scale
- Environmental Quality
- Design
- Development Density and Land Use
- Development Timing



# How are these conditions expressed in North Allston today?

- Barry's Corner
- Brighton Mills
- Harvard Campus Area (South Yard)
- Riverview Triangle
- Lincoln Street
- Holton Street
- Western Avenue
- Everett Street





# What might be possible in the future...and when?

## ■ Barry's Corner

- Type - Neighborhood serving
- Demand Orientation - Oriented to convenience needs of nearby resident, employee and visitor demand
- Tenant Mix – Ancillary to above grade uses - with significant concentration of food & beverage
- Catchment Area - Pedestrian/walk-zone oriented (limited parking for retail customers)
- Scale - Smaller scale street-front retail establishments
- Timing - Timed to meet the development of above grade uses – short to mid term (5-7 years)

# Barry's Corner – Preliminary Concepts







# What might be possible in the future...and when?

- Holton Street Corridor/Brighton Mills
  - Type – Community-serving
  - Demand Orientation - Oriented to convenience needs of residential community (plus employees and visitors)
  - Tenant Mix – Grocery store anchor w/satellite stores and significant concentration of food & beverage and perhaps entertainment uses
  - Catchment Area – Allston-Brighton-Cambridge-Watertown (with parking for customers)
  - Scale – Mid-sized and smaller scale street-front retail establishments
  - Timing – Short to mid-term (5-7 years)



# Holton Street Corridor – Preliminary Concepts





# How do these concepts jibe (or not) with Community and Institutional aspirations for retail?

- Tenant diversity (retail mix)
- Affordable goods and services
- Economic opportunity for local business owners and entrepreneurs
- Walkable environment (fewer cars/less auto-oriented)
- Lively streetscape
- Places for community to meet and gather



# Retail Discussion



# Housing Nomenclature – Some more useful jargon!


- Housing demand
- Market area
- Market rate housing
- Affordable housing
- Workforce housing
- Affiliate housing
- Mixed income housing
- Investor housing
- Mixed use






# State of the Housing Markets Today

- Demographic Trends
- Rental Housing Market Trends
- Ownership Housing Market Trends
- Housing Production Trends



# How do these conditions affect opportunities in North Allston...today and in the future?

- North Allston Housing Market Profile
- Future Demand Drivers
- Opportunities and Obstacles for Housing Production in North Allston



# How do these ideas jibe (or not) with Community and Institutional aspirations for housing?

- Diversity of housing choice
- Workforce housing preservation and production
- Affordability – ownership and rental
- Mixed use development environment



# Housing Discussion





# Convergent Strategies

- Urban Design
- Uses
- Programs

# Urban Design – Land Use and Building Fabric

- North Allston Strategic Framework for Planning (NASFP), 2005





# Convergent Strategies: Guiding Principles

Engaged universities form a strong and mutually productive bond with neighborhoods and cities

- For a University, it ...
  - Helps students actively engage in their local community and become more informed and enlightened citizens
  - Enhances the opportunity for “real and impact-full” research tied directly to the well-being of the surrounding community
  - Provides greater opportunity to disseminate its intellectual discourse to the public



# Convergent Strategies: Guiding Principles

Engaged universities form a strong and mutually productive bond with neighborhoods and cities

- For a Community, it ...
  - Anchors a neighborhood providing a long term and sustainable development
  - Enhances a mixed use district that integrates academic life in the public realm
  - Fundamentally changes the Town-Gown relationship from a zero-sum to converging and interdependent goals





# Convergent Strategies: Urban Design

- Density
  - Where do you draw the line? – *INSERT IMAGE*
- Land Use and Open Spaces
  - Mixing it up vs. segregating them – *Insert IMAGE or separate slide?*



# Convergent Strategies: Urban Design

- Urban Framework
  - Creating urban edges that animates the streets and sidewalks – *INSERT image here*
- Traffic and Parking – *Image and separate slide?*
  - Shared shuttle system



# Convergent Strategies: Housing Uses

- Market Rate Housing
- Graduate Student Housing
- Mixed Income Housing



# Convergent Strategies: Retail and Office Uses

- Retail
  - Destination vs. service
- Retail tenanting strategy
  - Strengthening diversity
- Sustainable mix of uses
- Office market
  - Potential and value added to the mix



# Convergent Strategies: Programs

- Public Education
- Community Services
- Workforce Development





## Convergent Strategies: Public Education

- Programs aligned with educational missions
- Maximize partnership with BPS
- In-school, after-school and year-round
  - Tutoring and mentoring
  - Camps and Clinics
  - Exposure to higher education



# Convergent Strategies: Public Education

- Workforce development
  - Access to advanced education
  - Neighborhood residents and institutional employees
  - Pipeline for career advancement
- Adult Learners
  - Partnerships with non-profits

# Convergent Strategies: Community Services

- Alignment with urban design
- Meeting unmet community needs
- Mutually beneficial facilities
  - Athletic and recreational
  - Cultural



# Convergent Strategies: Entrepreneurship Center

- Small business and start-up support
- Training and technical assistance
- Mentoring and networking
- Incubator space and capacity
- Shared investments in new businesses







# Convergent Strategies: Programs

- Develop long-term strategy
- Focused efforts
- Define success on all sides
- Build capacity to support programs
  - Institutional
  - Program support

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