

PLAN

Dudley Square
Roxbury

DEVELOPMENT PROGRAM USES

November 21, 2016

AGENDA

WELCOME & INTRODUCTIONS

- 1 PLAN: Dudley Square Overview & Goals

WHAT WE'VE HEARD

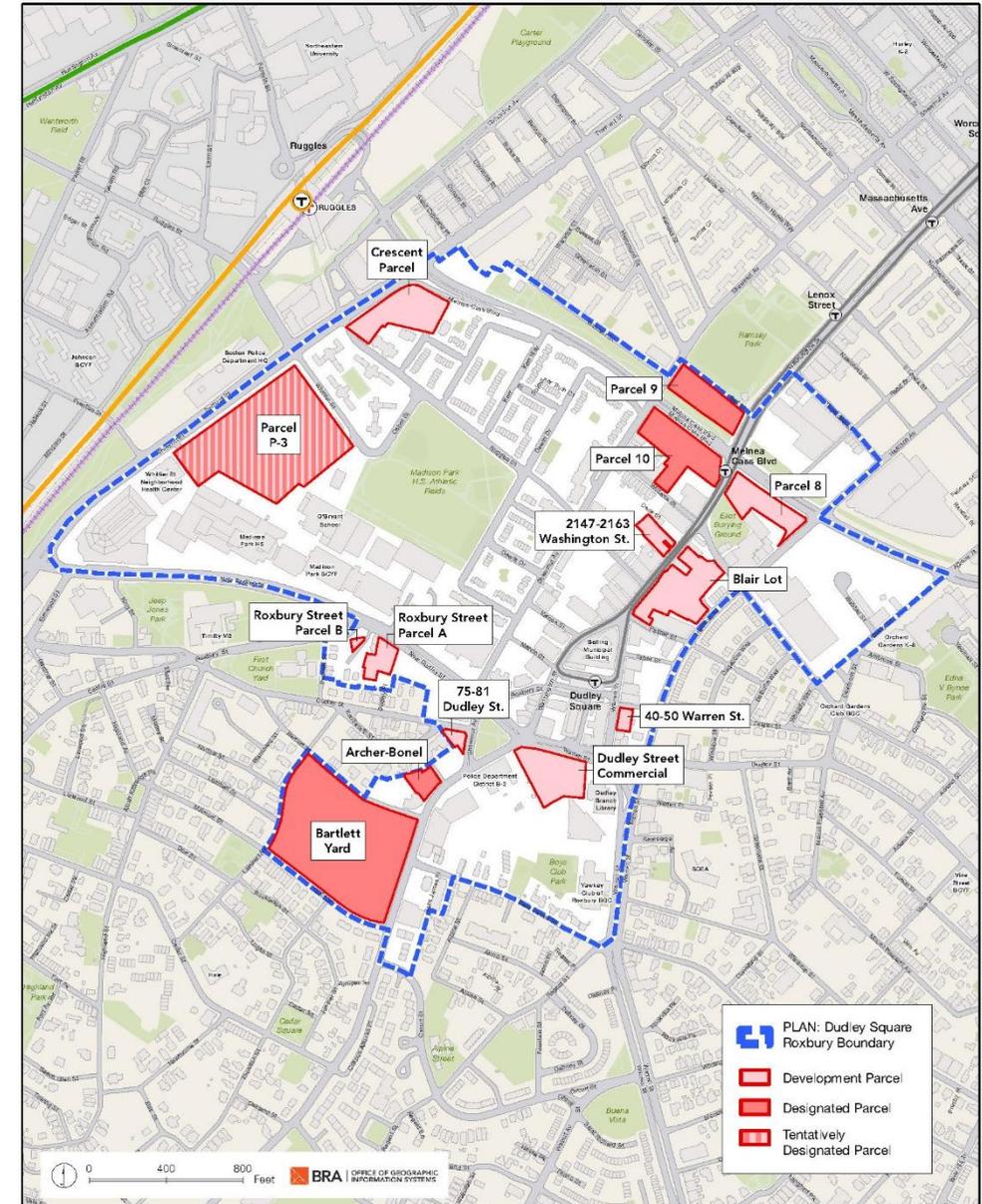
- 2 Design Principles Workshop (October 24, 2016)

HOUSING ANALYSIS

- 3 Demographics Overview
- 4 Housing market
- 5 Displacement Risk Analysis
- 6 Development Pipeline Overview

DISCUSSION

- 7 Questions & Comments



STUDY GOALS

Process & Outcomes

Open House

Walking Tour

Visioning

Transport. & Public Realm

What We Heard & Next Steps

Economic Development Planning

Development Goals & Tools

Preferred Development Guidelines

Tentative BRA Board Review/Action

Development Strategy Review

Capacity Building

What

- Review current conditions, trends, & key metrics
- Discuss priorities & values

Who

- Residents & stakeholders
- Boston Planning & Development Agency (BPDA)
- Office of Economic Development (OED)



Community Benefits

What

- Discuss opportunities that advance community priorities
- Evaluate tradeoffs

Who

- Residents & stakeholders
- Boston Planning & Development Agency (BPDA)
- Office of Economic Development (OED)
- Next Street



Scenario Development

What

- Test feasibility of opportunities
- Develop implementation priorities for RFP guidelines

Who

- Residents & stakeholders
- Boston Planning & Development Agency (BPDA)
- Office of Economic Development (OED)
- Next Street



RFP Guideline Review

What

- Review recommended RFP guidelines for economic development

Who

- Residents & stakeholders
- Boston Planning & Development Agency (BPDA)
- Office of Economic Development (OED)
- Next Street

STUDY GOALS

- **PROVIDE** an **inclusive** community engagement process that is **responsive** to existing **challenges** and **opportunities**.
- **REASSESS** the vision for Dudley Square that was originally outlined in the **Roxbury Strategic Master Plan** and **Dudley Vision**.
- **ESTABLISH** an **implementation plan** for **publicly and privately owned vacant** parcels.



PAST WORKSHOPS

Open House – February 22, 2016

The Open House was a forum to share information about the Study Area and to hear ideas, comments and questions from participants.

What We Heard:

- Increase neighborhood vibrancy after 8pm
- Maintain and support small neighborhood businesses
- Providing housing opportunities for all



PAST WORKSHOPS

Walking Tour – March 16, 2016

The tour was an opportunity for participants to share local knowledge, ask questions, and provide comments.

What We Heard:

- Planning for people
- Increase arts & culture uses
- Important themes for future study including transportation & infrastructure, economic development and housing



PAST WORKSHOPS

Visioning Workshop – March 21, 2016

Working together, attendees developed visions for future land uses in Dudley Square. They then reviewed the goals of the 2004 Roxbury Strategic Master Plan, indicating if they were still relevant and if any language should be revised.

What We Heard:

- A vision of a balanced and diverse district
- Different mixes of office, retail, housing, cultural uses
- Original goals of the 2004 Roxbury Strategic Master Plan are still relevant



PAST WORKSHOPS

Transportation and the Public Realm – April 19, 2016

Staff from the Boston Transportation Department (BTD) shared information about ongoing transportation projects citywide and in Dudley Square. Small groups were then asked to share how they get around today and how they would like to get around in the future.

What We Heard:

- Feedback on the planning process, more time for discussion and analysis of data
- Increase walkability and make sure vehicular traffic is not at odds with pedestrians
- Ensure transportation network has adequate capacity



PAST WORKSHOPS

Assessing What We Heard and Next Steps – May 16, 2016

This review session was a chance to go over the feedback received to date. Small groups discussed the items that could be achieved through the development of publicly owned land, and items that would need other partnerships.

What We Heard:

- Desire to make Dudley a destination for arts & culture, tourism as an economic generator
- Need to ensure connections will be strengthened so that area can grow as economic development destination
- Encourage development that is contextual to the whole neighborhood



PAST WORKSHOPS

Economic and Workforce Development Part I – June 20, 2016

During a dialogue with Chief Barros from the Office of Economic Development and Trinh Nguyen from the Office of Workforce Development, economic opportunities in Roxbury were discussed. There was also a robust conversation regarding employment data in Roxbury and Dudley Square.

What We Heard:

- Position Dudley as a cultural, artistic- “The Heart of Boston”
- To consider how to preserve the community fabric of Dudley Square while growing jobs and housing
- Desire to rewrite RFPs for future development



PAST WORKSHOPS

Economic and Workforce Development Part II – July 18, 2016

This workshop was an opportunity to learn about the economic context of the area, the financial feasibility of development, and financial incentives. Small groups provided feedback on how to bring jobs to the area, what kind of district it should be and what industries they would like to see in the area.

What We Heard:

- Desired industries include professional service, technology and innovation
- Importance of tying education to employment and providing training alongside new job opportunities
- Continued support for local businesses



PAST WORKSHOPS

Development Scenarios and Tools for Development – September 19, 2016

At this workshop, multiple scenarios for publicly-owned parcels were introduced. In addition, analysis on the financial feasibility and potential trade-offs of each scenario were shared. Small groups provided feedback on desired uses at each site.

What We Heard:

- Dudley street commercial should be Cultural/music edge along Dudley Street
- Blair lot should have combination of commercial, residential and office
- Roxbury Street A & B best suited for residential



PAST WORKSHOPS

Incorporating Urban Design Principles – October 24, 2016

This workshop was a discussion about the urban design elements that may inform the creation of RFPs in the future. Participants provided their feedback on the different principles and concepts that were shown.

What We Heard:

- Relationship of new development to existing uses and parking needs
- Integrate space around B-2 to library
- Create more walkable, bikeable, and accessible streets



GETTING PARCELS READY FOR DEVELOPMENT

How do we create Request for Proposals (“RFP’s”) that make sense

Questions we have asked:

- What is the vision for the district...and what might be desired for these parcels?
- What is the economic landscape...and what might be feasible ?
- What might be the building blocks for development ?



ROXBURY PIPELINE SUMMARY

Status	Building Total Square Foot (SF)	Residential Units	Commercial/Retail SF	Other
Construction Complete	520,277 SF	149 (47 New)	304,308 SF	
Under Construction	661,763 SF	406 (304 new)	57,000 SF	197,000 SF of Institutional Space
Board Approved	1,668,574 SF	842 (620 new)	121,558 SF	64,838 SF of Educational and Community Space 108 Room Hotel, 800 dorm rooms
Under Review	2,115,312 SF	807 (807 new)	613,334 SF	31,000 SF of Cultural Space, 200 Room Hotel
Total	4,965,926 SF	2,204 (1,778 new)	1,096,200 SF	



Dudley Commercial Site

T

Madison Park High

2147 Washington Street

Blair Lot

Eliot Burying Ground

Parcel 8

MALCOLM X BLVD

DUDLEY STREET

WASHINGTON STREET

RUGGLES ST

EUSTIS STREET

MELNEA CASS BLVD

HOUSING ANALYSIS: DEMOGRAPHICS OVERVIEW

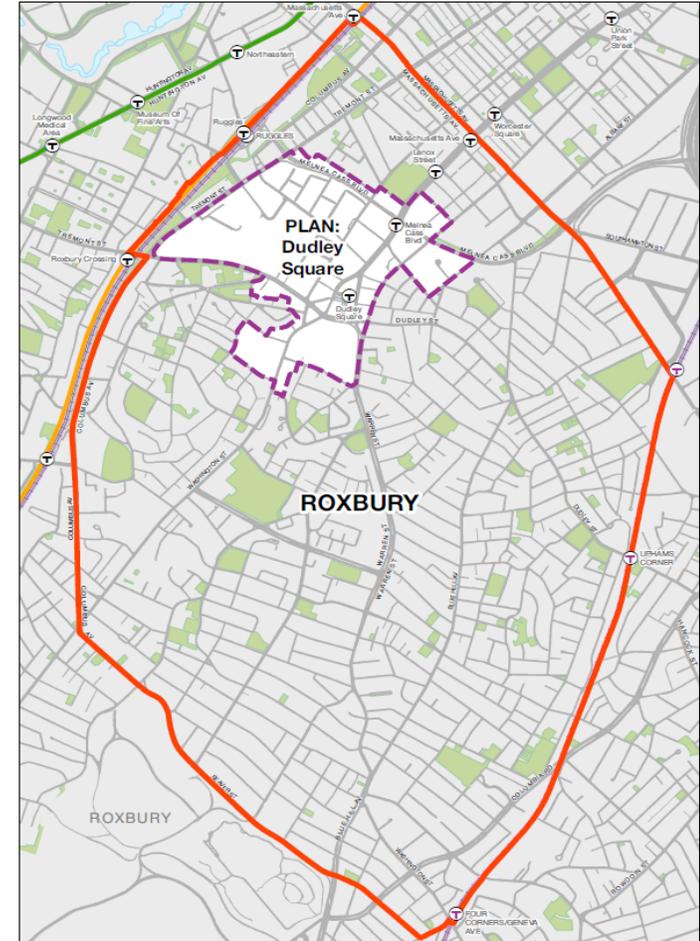
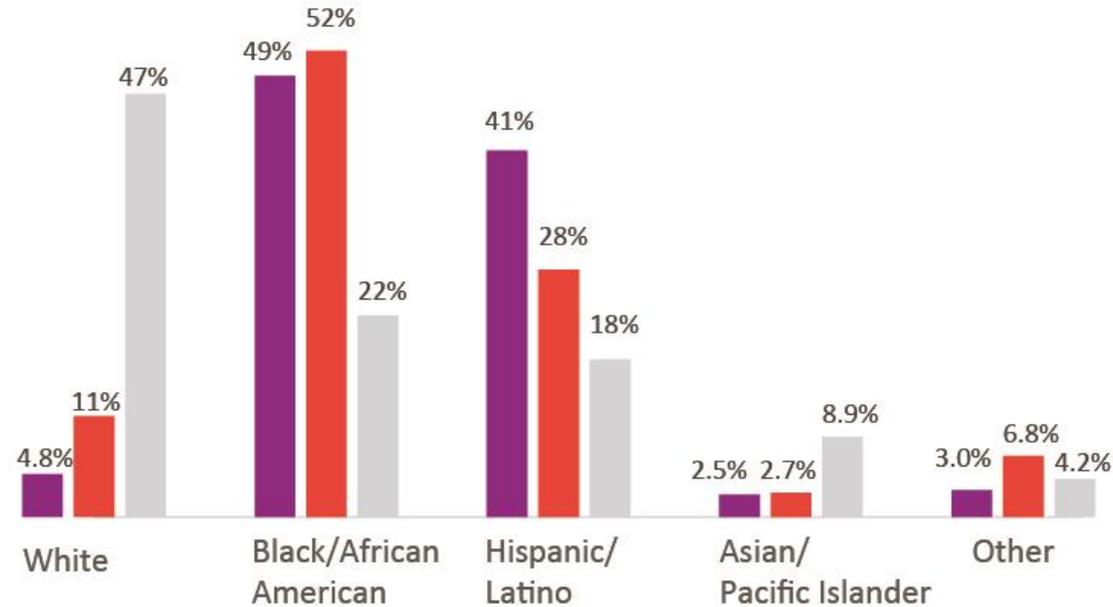
Population and Race



Population
(2010 Census)

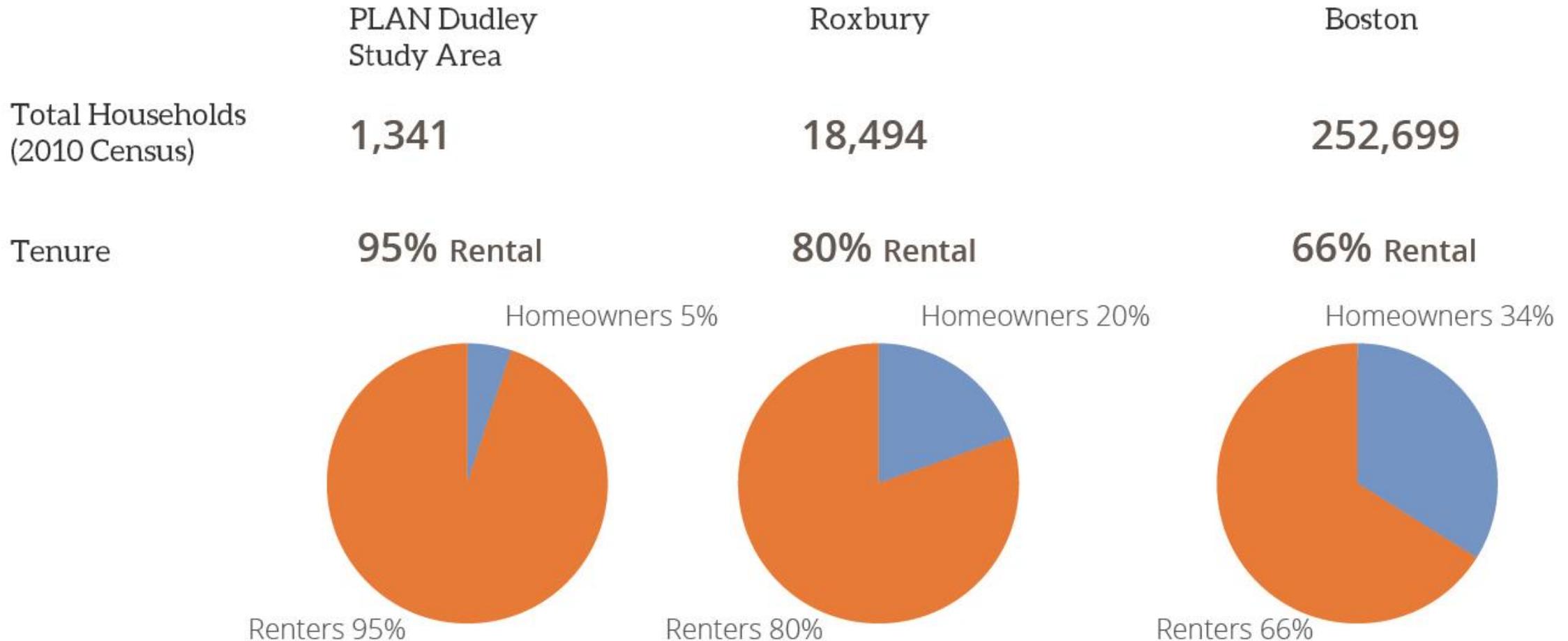


Race Breakdown
(2010 Census)



HOUSING ANALYSIS: DEMOGRAPHICS OVERVIEW

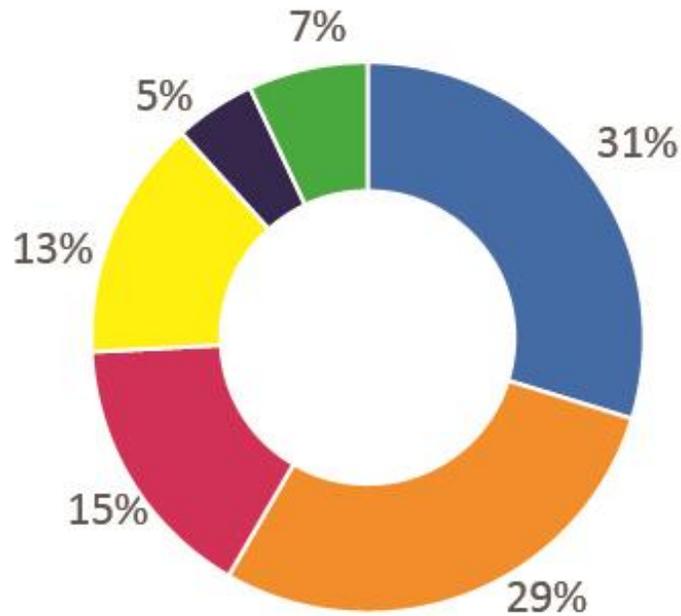
Households and Tenure



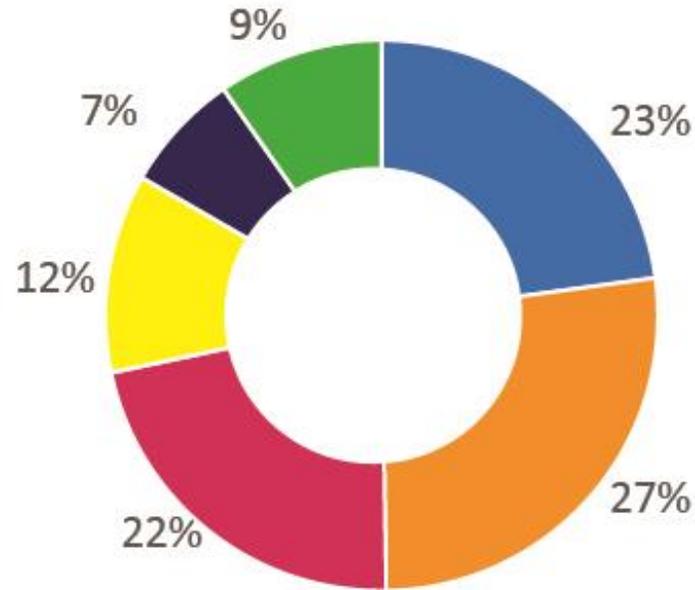
HOUSING ANALYSIS: DEMOGRAPHICS OVERVIEW

Household Income

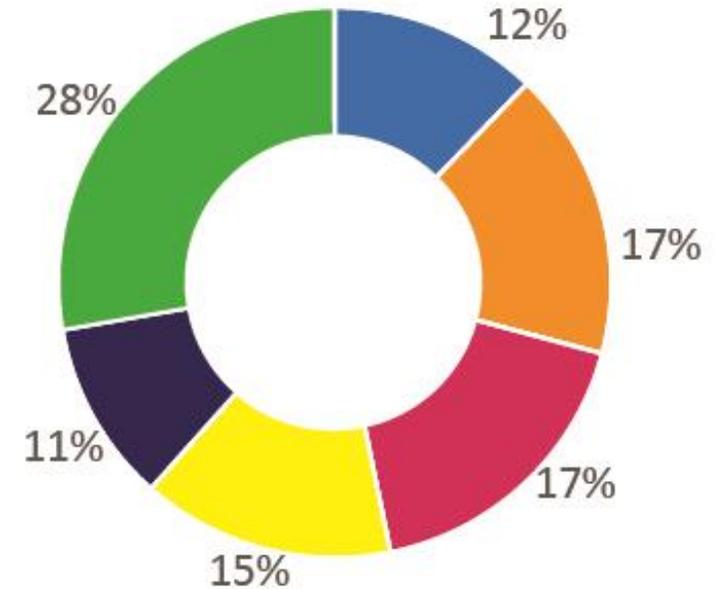
PLAN Dudley Study Area



Roxbury



Boston



■ <\$10,000 ■ \$10,000-24,999 ■ \$25,000-49,999 ■ \$50,000-74,999 ■ \$75,000-99,999 ■ \$100,000 or more

HOUSING ANALYSIS: REAL ESTATE MARKET

Median Rents

Rents*	Roxbury				Boston		
	FY2015	FY2016	Change, FY2015-FY2016		FY2015	FY2016	Change, FY2015-FY2016
Studio	\$ 1,425	\$ 1,450	1.8%		\$ 1,612	\$ 1,674	3.8%
One Bedroom	\$ 1,925	\$ 1,998	3.8%		\$ 1,928	\$ 2,068	7.3%
Two Bedroom	\$ 1,875	\$ 2,195	17.1%		\$ 2,134	\$ 2,226	4.3%
Three Bedroom	\$ 1,985	\$ 2,400	20.9%		\$ 2,337	\$ 2,479	6.1%

*Rents for neighborhood are median rents. Rents for Boston as a whole are a weighted average, to account for central Boston bias in the number of rental listings. Source: MLS and Rental Beast listings, DND Research Division and BPDA Housing Policy analysis

HOUSING ANALYSIS: REAL ESTATE MARKET

Median Sale Prices

Median Sales Prices	Roxbury				Boston		
	2014	2015	Change, 2014-2015		2014	2015	Change, 2014-2015
Condo	\$ 358,125	\$ 433,750	21.1%		\$ 470,000	\$ 525,000	11.7%
Condo: Median \$/SF	\$ 438	\$ 429	-2.1%		\$ 528	\$ 572	8.3%
Single Family	\$ 310,500	\$ 395,000	27.2%		\$ 433,200	\$ 451,500	4.2%
Two Family	\$ 392,500	\$ 421,000	7.3%		\$ 475,000	\$ 500,000	5.3%
Three Family	\$ 445,000	\$ 538,450	21.0%		\$ 495,000	\$ 575,000	16.2%

Source: The Warren Group, DND Research Division and BPDA Housing Policy analysis

HOUSING ANALYSIS: DISPLACEMENT RISK ANALYSIS

Risk of Displacement

Of the estimated 1,341 households in the PLAN: Dudley Square SPA, risk of displacement varies.



**SECURE
HOUSING**

75%

Households living in income-restricted affordable housing.



**LOW
RISK**

14%

Renters making more than \$75,000 and homeowners making more than \$50,000.



**RELATIVE
RISK**

< 1%*

Homeowners making below \$50,000.

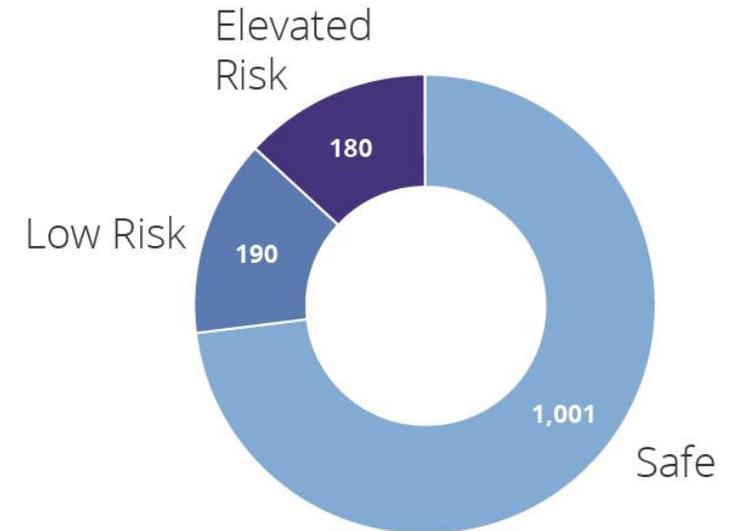


**ELEVATED
RISK**

13%

Households in market rate rental housing making below \$75,000.

of Households

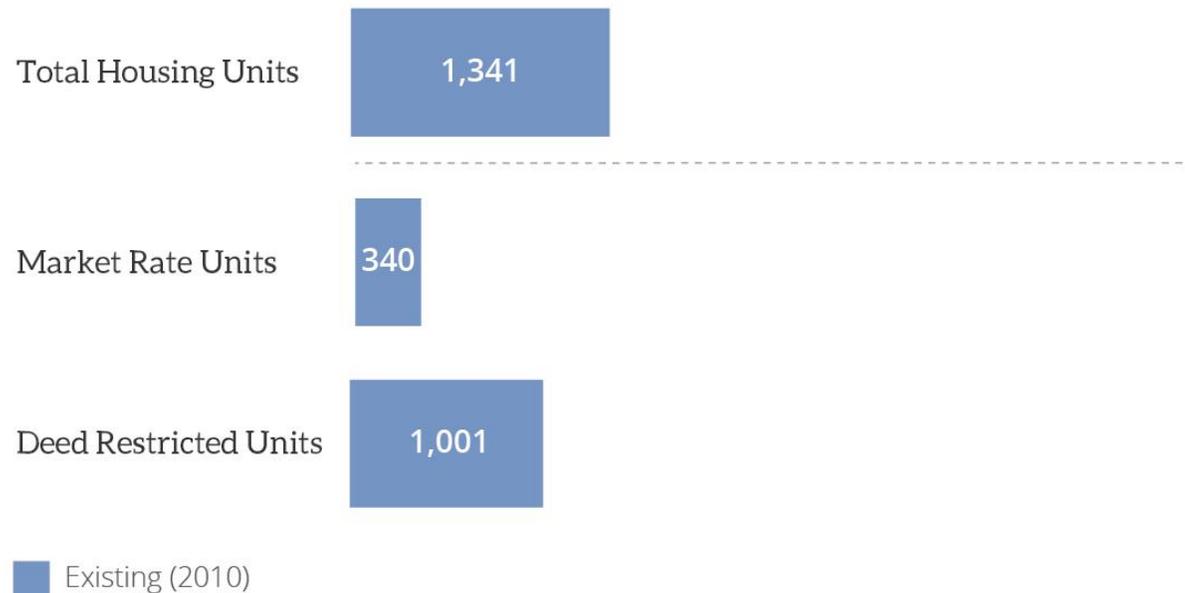


*There were 27 income restricted homeowner units, but only 25 homeowners making below \$50,000

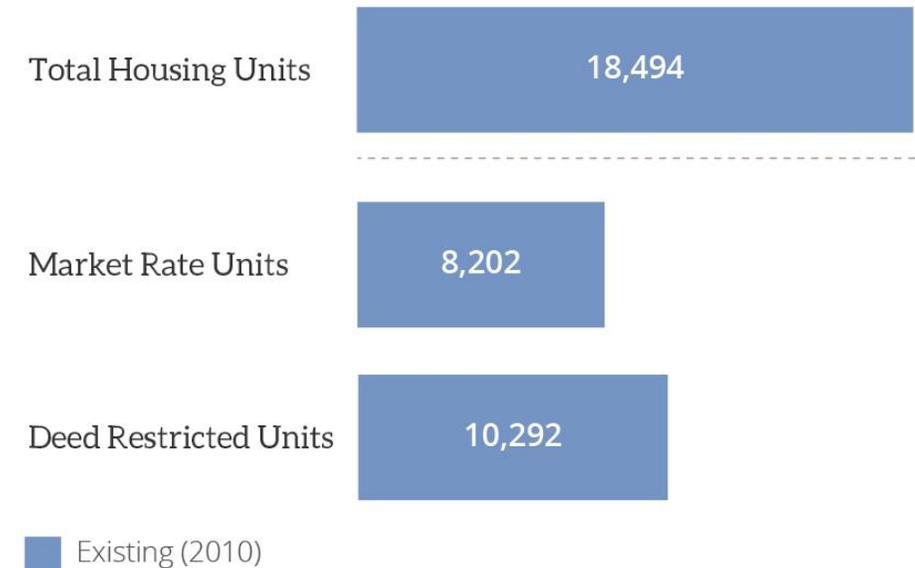
HOUSING ANALYSIS: DEVELOPMENT PIPELINE OVERVIEW

Existing Housing

PLAN: Dudley Square SPA Existing (2010)



Roxbury Existing (2010)



Bartlett Place (BPDA board approved)
Building E: 16 total units (2 restricted)
Phase 1A: 39 total units (5 restricted)
Phase 1B: 57 total units (7 restricted)

Tremont Crossing (under review)
694 total units (101 restricted)

Whittier Choice (BPDA board approved)
195 total new units (137 restricted)

128 Roxbury Street (under construction)
3 total units

Madison Melnea Cass Apts. (BPDA board approved)
43 total units (43 restricted)

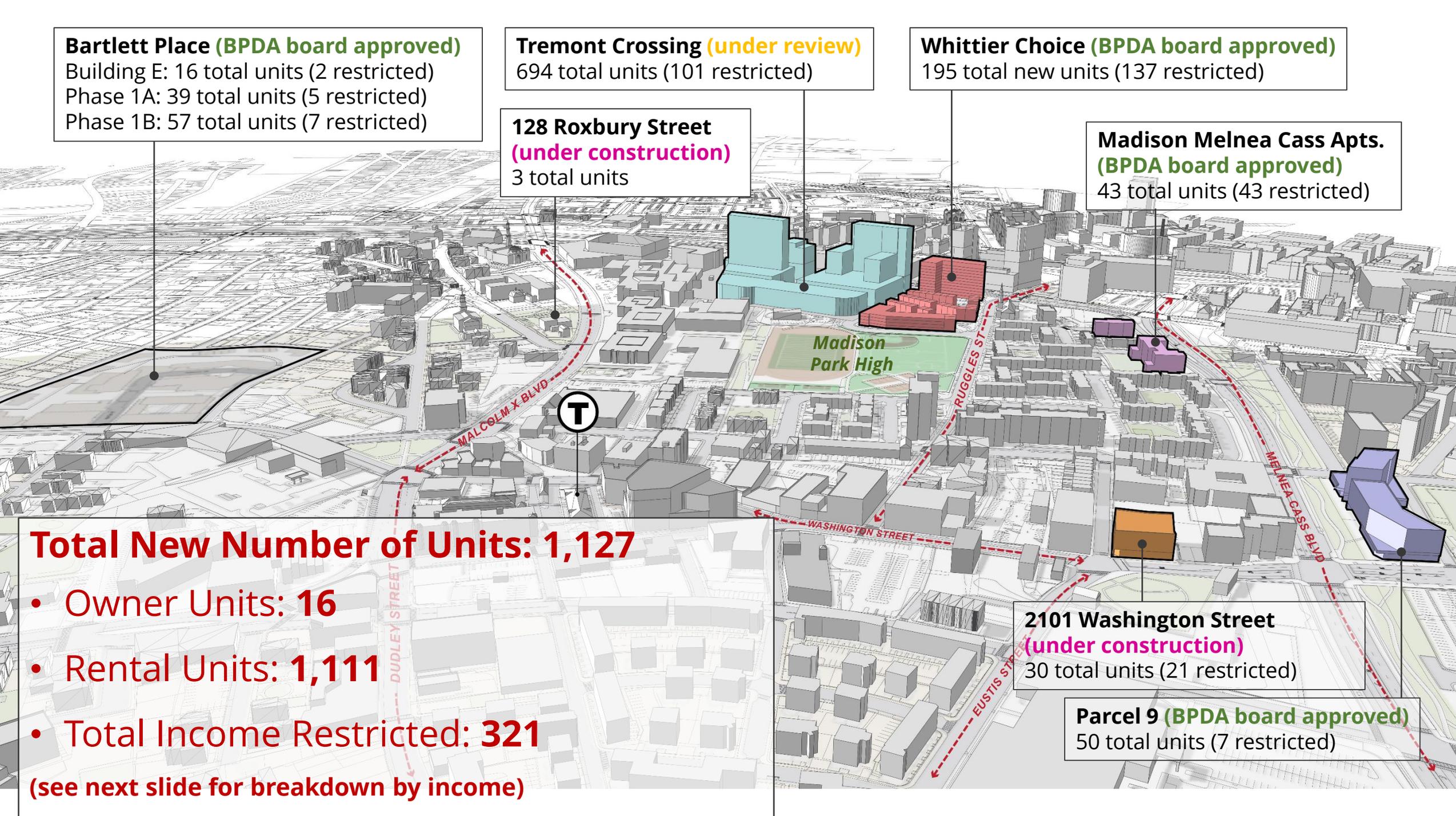
2101 Washington Street (under construction)
30 total units (21 restricted)

Parcel 9 (BPDA board approved)
50 total units (7 restricted)

Total New Number of Units: 1,127

- Owner Units: 16
- Rental Units: 1,111
- Total Income Restricted: 321

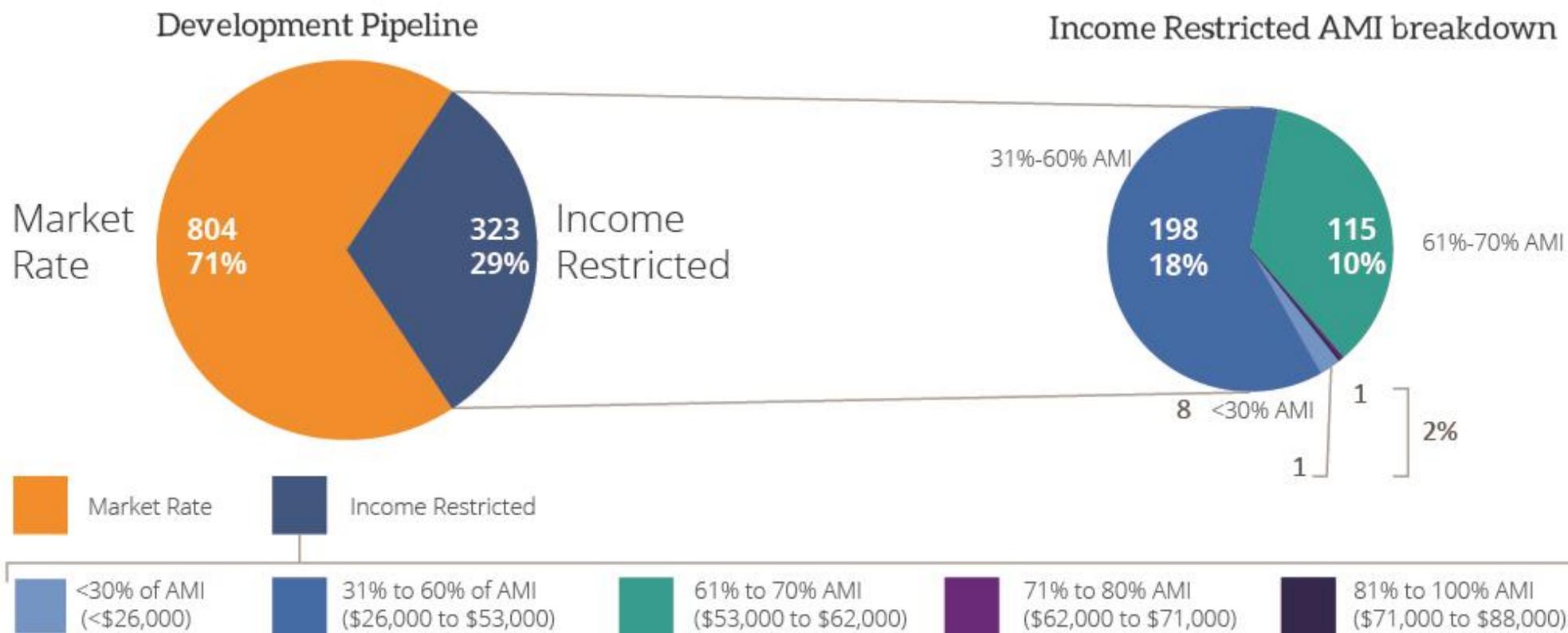
(see next slide for breakdown by income)



HOUSING ANALYSIS: DEVELOPMENT PIPELINE OVERVIEW

SPA Development Pipeline:

Income Range, as a Percent of Area Median Income (AMI) and by Income for Family of 3

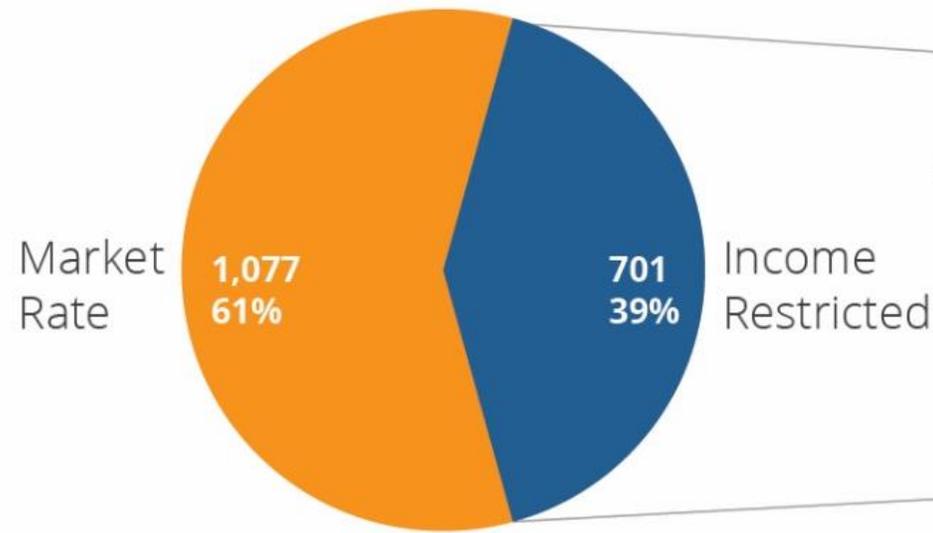


HOUSING ANALYSIS: DEVELOPMENT PIPELINE OVERVIEW

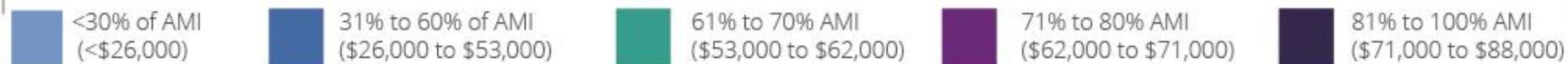
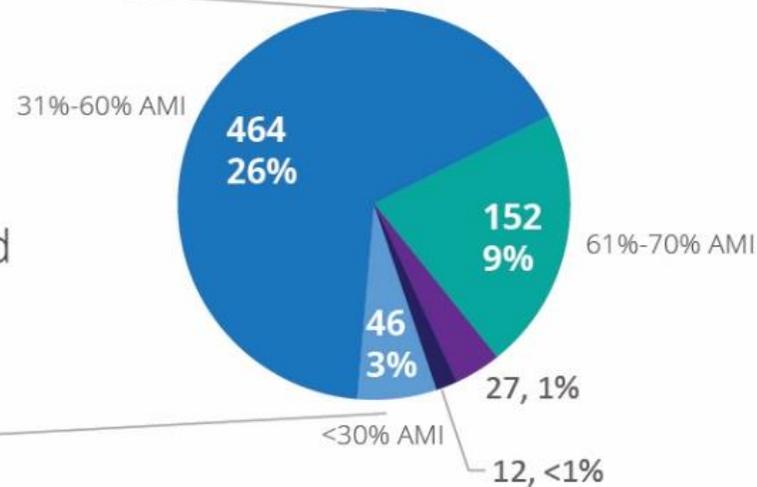
Roxbury Development Pipeline

Income Range, as a Percent of Area Median Income (AMI) and by Income for Family of 3 (includes projects in the SPA):

Development Pipeline



Income Restricted AMI breakdown



HOUSING ANALYSIS: WHAT ARE AREA MEDIAN INCOMES?

Monthly
HOUSING COST
of affordable units

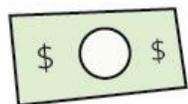


(2016)

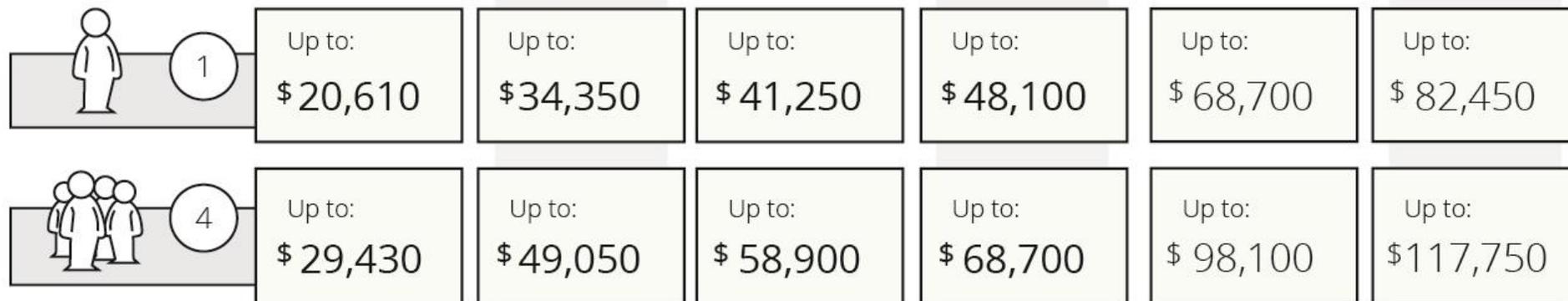


**MAXIMUM
QUALIFYING
INCOME**

by household size



(2016)



* Area Median Income (AMI) is defined by the US Department of Housing and Urban Development (HUD) in order to calculate income limits for eligibility in a variety of housing programs. HUD defines the boundaries for each area and the Boston metro area is much larger than the City of Boston. While the City is required to use the AMI definitions set by HUD, the community can choose from the options above on how to prioritize units the rent levels of newly created affordable housing units.

** Monthly rent of an apartment size of 1 bedroom per household member is calculated to be 31% of the monthly maximum qualifying income of that household size at that AMI level. For example, a 2 bedroom apartment's rent at 50% AMI (\$1,013) is 31% of the maximum qualifying income of a household of 2 (\$39,250).

HOUSING ANALYSIS: DEVELOPMENT PIPELINE OVERVIEW

PLAN: Dudley Square SPA Existing (2010) and Pipeline



Roxbury Existing (2010) and Pipeline



RESOURCES

Office of Workforce Development (OWD)

Contact:

Brian Norton
617-635-5283
owd.boston.gov

Boston Home Center

Contact:

617-635-4663
bostonhomecenter.com

Office of Housing Stability and Emergency Assistance (OHS)

Contact:

617-635-4200
rentalhousing@boston.gov
Boston.gov/housing/office-housing-stability