

PLAN

Dudley Square
Roxbury



PLAN: Dudley Square
Propose, Evaluate, Choose
Mobility & Transportation: C

What is your favor
way to get around
area? Do you enj
walking here? Wh
why not?

PLAN: Dudley Square
June 2017 Planning Process Recap



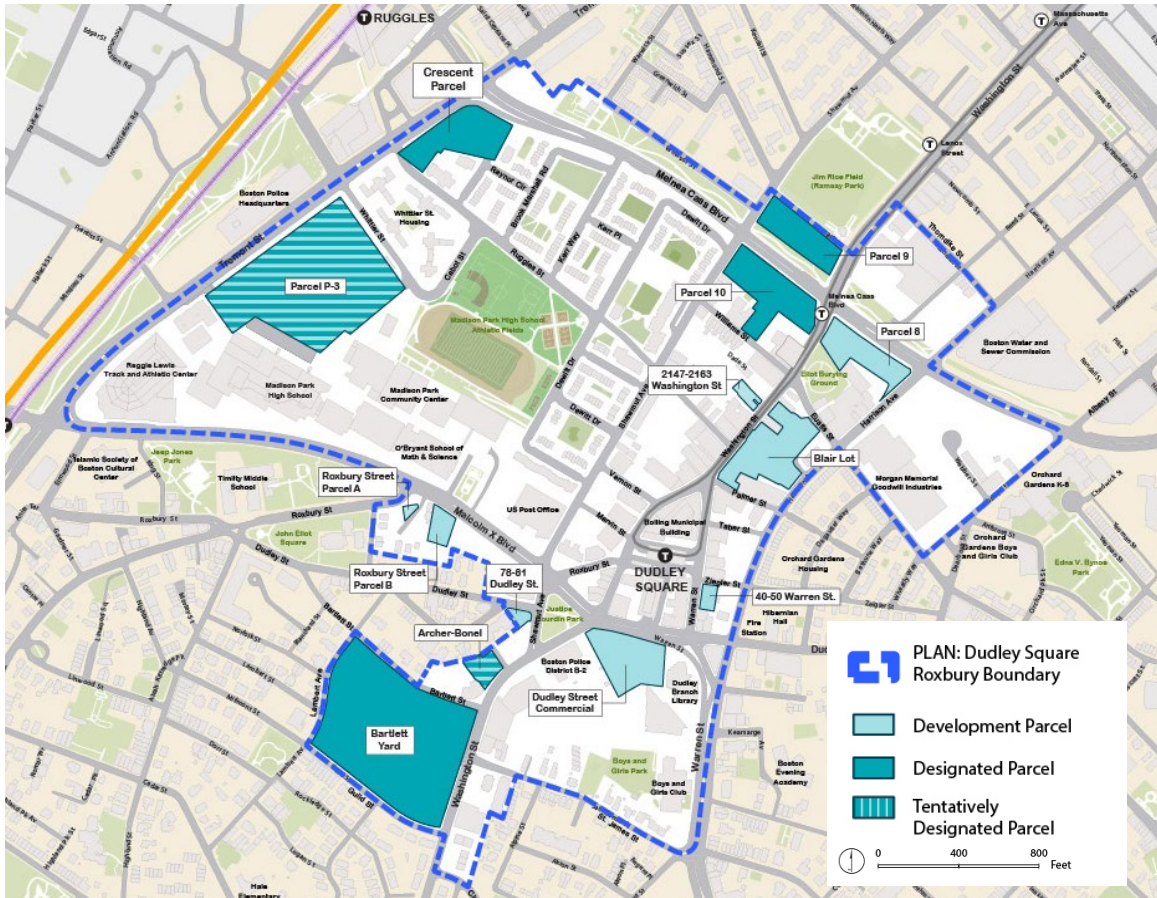
PLAN: Dudley is a community development plan which envisions the future of Dudley Square through the development of publicly-owned parcels.



The Roxbury Strategic Master Plan outlines key neighborhood assets, including: "its prime location in the city; substantial amount of open space and underutilized land; diverse and substantial housing stock; youth and their potential contributions; elderly and their knowledge and experience; history and lessons of struggles aimed at improving living conditions in this neighborhood."

Top left: Bolling Building with Ferdinand Building facade; Right: aerial image of Dudley Square, Alex McClean; Bottom left: image of buildings in Dudley Square

The PLAN: Dudley Square Process seeks to revisit goals set out by the Roxbury Strategic Master Plan and assess how opportunities and challenges have evolved.



Roxbury Strategic Masterplan (2003) Goals

- **Arts & Culture:** Enhance civic life and the cultural environment in which residents participate.
- **Economic Development:** Actively promote a sustainable and diverse economy focused on job opportunities and the creation of wealth.
- **Transportation:** Provide a safe and convenient pedestrian, public transit and automobile transportation network.
- **Housing:** Provide a wider range of housing options for residents of diverse socioeconomic and age groups.
- **Urban Design:** Create a public realm that is comfortable, lively and safe that reflects the unique physical and social character of the neighborhood.
- **Implementation:** Enhance community participation and empowerment. Increase the accountability of various groups and entities to the Roxbury community including institutions, government agencies and businesses.

While many residents live in affordable housing, greater risk of displacement remains for many others.



Less Risk

73%

1,000 Households living in income-restricted housing



Moderate Risk

14%

190 Households making more than \$75,000



Elevated Risk

13%

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

The continuing efforts of community advocates, non-profits, and the City have created and protected housing for many families in Dudley Square and in Roxbury. To meet existing need in Dudley Square, the City of Boston is focusing on the preservation of existing affordable housing and creating additional units for a broader range of income levels.

Much of the existing, publicly-subsidized, affordable housing serves families with low incomes. A majority of these households have incomes of less than \$20,000. Given the high percentage of affordable housing serving low-income households in the neighborhood, only a few families among those with annual incomes less than \$50,000 live in market-rate housing and may be at risk of displacement. Non-profit and City efforts will continue to preserve and modernize existing affordable housing to support low-income families for years to come.

However, households with annual incomes below \$75,000 who live in market rate housing are at greater risk of displacement and make up most of the 175 renting households at elevated risk of displacement. The creation of new housing, affordable to a range of incomes, assures that existing households are not at immediate risk of displacement, and provides options for families who improve their incomes to stay in the neighborhood.

Above: Diagram explaining differing risks of displacement in the PLAN: Dudley Study Area. A household includes all the persons who occupy a housing unit as their usual place of residence.

82% of occupied housing in units in Roxbury are **rental**.

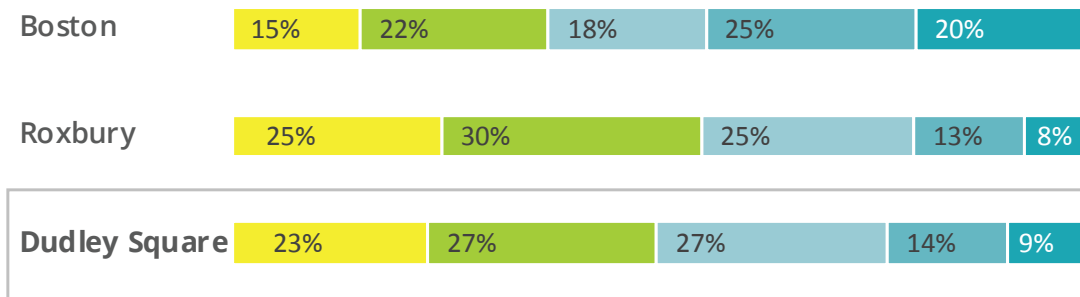
Of the 1,000 income-restricted units in PLAN: Dudley, only **27** are **ownership opportunities**.

73% of all existing housing in the Study Area is **income-restricted affordable**.

56% of all existing housing in Roxbury is **income-restricted affordable**.

Source: U.S. Census Bureau, 2010-2014 American Community Survey estimates, BPDA Research Division and Housing Policy analysis

Well-paying jobs are growing in Boston but provide fewer options for non-college educated workers.



Boston's economy is growing, but a majority of new high-paying jobs require highly-educated workers. 40% of the projected 2022 job openings in Boston will require a Bachelor's Degree or higher. Over 80% of workers in Professional and Technical Services, the city's fastest growing sector and one of its highest paying, have a Bachelor's Degree. Traditionally well-paying jobs with fewer educational requirements (e.g., production) account for the smallest share of overall employment.

Roxbury's proportion of residents who have any higher education lags behind other neighborhoods in Boston. Strategies to improve the job competitiveness of local residents include technical training programs, increasing access to higher education opportunities, and attracting industries with better career path opportunities (e.g., Office and Administrative Support, Healthcare Support). Coordinating with local employers can ensure that training programs respond to local needs, and that sufficient openings exist to hire program graduates with sought-after technical skills.

Source: Occupation and Employment Statistics; O*NET Database; Boston's Workforce 2016 Report; BPDA Research Division Right Column: U.S. Census Bureau, 2010-2014 American Community Survey; Bureau of Labor Statistics, Local Area Unemployment Statistics & U.S. Census Bureau, 2011-2015 5-year American Community Survey, BPDA Research Division Analysis.; U.S. Census Bureau, LODES, On the Map, all primary jobs, 2014

Above: Diagram explaining different levels of educational attainment

Median Individual Earnings

Earnings for workers (16+)

\$22,370 **\$34,544**
Roxbury Boston

Unemployment Rate

In 2016 **Boston's** unemployment rate was **3.4%** and we estimate that **Roxbury's** was about **5.6%**

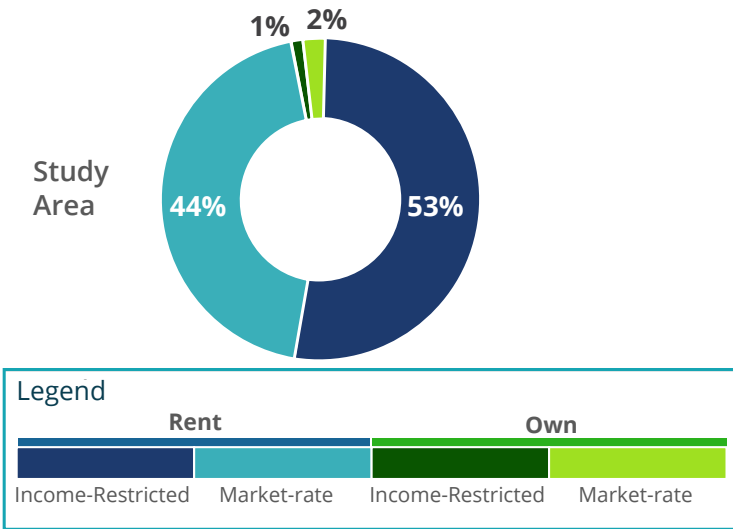
Commuting Patterns

7.5% of Roxbury residents **work in Roxbury**

6.5% of Boston residents **work in their own neighborhood.**

Approved development will bring housing and jobs and future development can bring more benefits.

Income Restriction for Existing + Approved Housing



Total Units: 2,470

Existing & Near Future

Existing Households (2010)
Census:

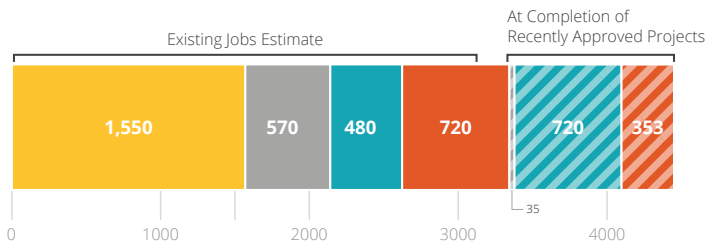
1,340

Additional Households At
Completion of Recently
Approved Projects:

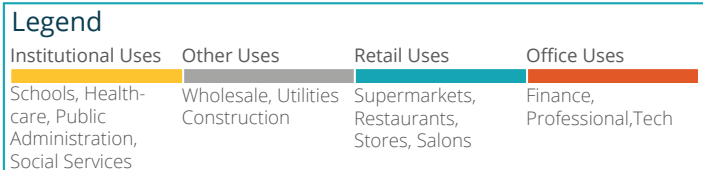
1,130

Most of Dudley Square's income-restricted affordable units come from existing, publicly funded housing. New, planned affordable units are built in mixed-income developments with the help of public funding or built privately through the Inclusionary Development Policy (IDP).

Permanent Jobs by Type of Use



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2014), BPDA Pipeline Database



Office jobs are growing quickly and pay more but require more education

Dudley Square is an important center of institutional uses, including the Bolling Building's Boston Public Schools staff, schools, and healthcare center.

Diagrams include only existing and approved buildings in the Study Area. Does not include future development on PLAN: Dudley Parcels.

Cultural and historic assets can generate more diverse activities which bring people together.

Images from Dudley Square Neighborhood



Add your own photo here!

Share your favorite neighborhood photos of people and places! Flip to the back for more information.



From top left moving clockwise: Dudley Square Boston Public Library; Eliot Burial Ground; Bolling Building, Faces of Dudley mural.

Neighborhood Character

Neighborhood character is how people emotionally connect to a shared community identity. It is shaped by the social, economic, and cultural expressions of the neighborhood along with the physical characteristics of its buildings and public realm.

Urban Design

Good urban design can contribute to the creation of a vibrant urban environment by encouraging streets and sidewalks that are active, attractive and bring people together; building connections between community amenities, transit, landmarks; and promoting building designs that fit within the culturally rich context of the square through careful consideration of building materials, massing and height.

Open Space

Dudley Square is home to a number of green, open spaces that serve as recreational amenities to residents. Enhancing and strengthening access and connections between them will contribute to a safer, more comfortable and sustainable environment.

Workshops supported discussions around mutual understanding and creating a vision.



Three main themes were Housing Economic Development, and Neighborhood Character - Arts & Culture.



Community participants prioritized preventing displacement, building career pathways, and promoting ownership for an equitable vision for all.

Housing

- Prioritize providing housing for those already living in the neighborhood. Support and maintain current community.
- Prioritize homeownership as a means of wealth creation.
- Explore rent-to-own, co-op, and alternative housing models as mechanisms of building wealth.
- Provide housing at a variety of income levels with more priority for low-income affordable rental and moderate-income affordable homeownership units.
- Create units for a variety of household sizes with more priority for small and medium sized family units. (3-4 people households)

Participant Quotes

“Maintain culture of community - those here have a stake in [community] ownership. Those who built the community should be able to stay.”

“Homeownership provides wealth creation, provides roots and stability.”

Economic Development

- Sustain small businesses and create ways for existing businesses to stay and hire local residents.
- Attract new jobs for the future and create a longer-term educational and training pathway for neighborhood residents to succeed.
- Prioritize jobs in the following industries to balance number of jobs and desired types of jobs created: Arts & Entertainment, Administrative Support Center, Service/Retail, and Incubator. (See definitions on page 11)
- While a Major Anchor may bring a lot of jobs to the neighborhood, most of the jobs would require high levels of education and might not be the best fit for workers from the neighborhood in the near future.

Participant Quotes

“Match jobs to education of those in city and neighborhood. There will be influx [of outside workers] as well.”

“Building jobs for the future. With career pathways, must also build people’s skills to fill in new jobs.”

Neighborhood Character

- Preserve existing character and historic vibrancy.
- Build-off of and enhance resources already in neighborhood, such as the Eliot Burying Ground as a historical anchor for future cultural uses.
- Encourage space and venues for artists and performers.
- Create a vibrant destination with activated streets.
- Improve existing open spaces and create green connections throughout the neighborhood.

Participant Quotes

“New function at the juncture.”

“Gateway into Dudley. Beginning of focus of culture tourism.”

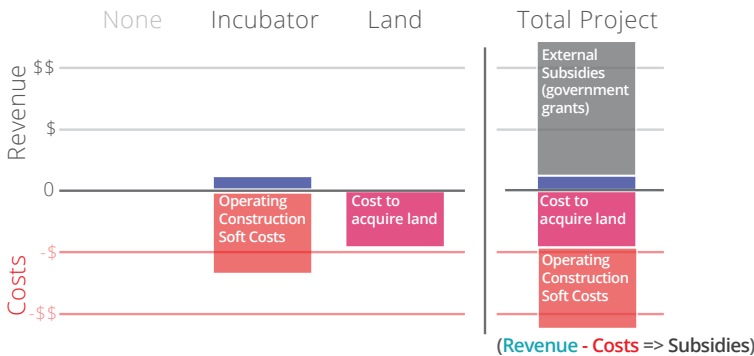
Community prioritized uses are possible through developing public land and supporting uses.

What strategies help to attract the prioritized uses the community wants to see?

Prioritized uses that the community would like to see, such as an Incubator Office for local start-ups, often have more costs than revenues. The example below shows two strategies to make the Incubator possible, where revenue matches costs.

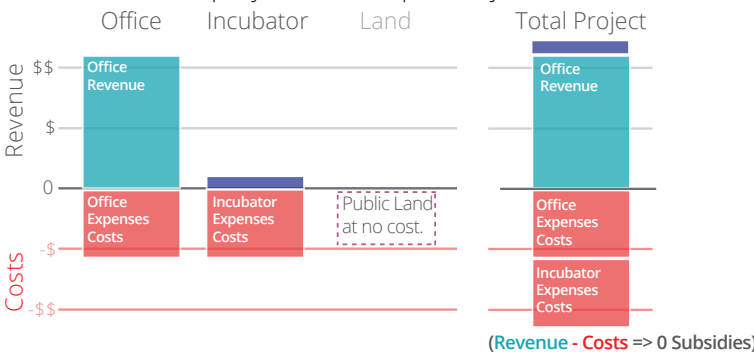
Strategy 1: Waiting for External Subsidies

Land and operating costs exceed the minimal Incubator revenue. These projects will rely on external subsidies to make up the difference which can delay anticipated timelines.



Strategy 2: Public Land & Supporting Uses

Public land provided at no cost and revenue from the supporting use (office space) help to fund the incubator without other subsidies. These projects can be privately financed sooner.



Community Ideas

From Prioritization Discussions

Prioritized Uses

Incubator Offices
Arts/Entertainment Space
Income-restricted Housing
Local Retail & Restaurants

Supporting Uses

Market-rate Housing
General Office Space
(e.g., Administrative Support)

Creating beneficial, prioritized uses needs to be balanced with the risk for delayed timelines

If the costs of a project exceed revenue, external subsidies will be required, as in Strategy 1. The process of acquiring external subsidies from state and federal sources is difficult and can delay anticipated timelines.

In Strategy 2, someone without access to external subsidies can bring the beneficial, prioritized uses to the neighborhood sooner.

Affordable Housing Definitions

Income Level		Rental	2-Bedroom Unit	Ownership	2-Bedroom Unit
Low Income	Up to \$35,000 - individual Up to \$49,000 - family of 4	\$1,013 monthly rent (income-restricted)			
Moderate Income	Up to \$55,000 - individual Up to \$78,000 - family of 4	\$1,825 monthly rent (income-restricted)		\$206,100 sale price (income-restricted)	
Middle Income	Up to \$69,000 - individual Up to \$98,000 - family of 4	Market Rate		\$265,800 sale price (income-restricted)	
High Income	More than \$98,000	Market Rate		Market Rate	

Boston Housing Authority Housing (BHA)

Rent is adjusted based on income, even if it changes, around 32% depending on deductions.

Inclusionary Development Policy (IDP)

Most privately-funded projects with more than 9 units are required to make 13% of the on-site rental units affordable to qualified households (family of 4, \$68,700).*

DND-funded Projects: Department of Neighborhood Development (DND) funded projects have higher affordability requirements than purely privately funded projects. For example, 10% of units must be set aside for low-income households and below. Funding comes from city funds, development projects, and federal funding (HOME and CDBG).

External Subsidy Funding Cycles: DND and the Neighborhood Housing Trust (NHT) award funding to affordable housing projects through a Request for Proposal (RFP) process. RFP's are issued 1-2 times a year. While the city provides some of the funding, it can take a developer many attempts to receive the rest of the needed funding from the state.

*IDP ownership units are generally priced as affordable to households up to 80% AMI (family of 4, \$70,000) or 100% AMI (family of 4, \$103,000). IDP also allows off-site units and in-lieu IDP fund contributions.

Economic Development Definitions

Typology Description	Typology Example Occupations
Administrative Support Center Offices that support other client-facing operations	Business and Financial Operations Office and Administrative Support
Incubator Office Innovation / Co-working Small Business or non-profits / Start-Up	Computer and Mathematical Community and Social Services
Arts and Entertainment Small performance space, galleries, night-life, jazz club, artist-space	Arts, Design, Entertainment
Service-Retail Restaurants / Retail / Neighborhood Services	Sales and Related Occupations Food Preparation and Service

