

**Fourth  
Community  
Workshop**

# **Community Workshop for Redevelopment Planning of Melnea Cass Blvd. & Washington St. Parcels (P-8, 9 & 10)**



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*Mayor*



Wednesday, July 23<sup>rd</sup>, 2008 FROM 6:00 PM TO 8:30 PM

## Welcome & Overview



- **Roxbury Strategic Master Plan (RSMP)**
- **RSMP Oversight Committee**
- **Oversight Committee RFP Process**
- **Project Review Committee**
- **Planning Team**



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# Fourth Community Workshop

## Process

## TONIGHTS WORKSHOP AGENDA

- I. Welcome and Overview
- II. Summary of Prior Community Workshops
- III. Area & Site Urban Analysis
- IV. Site Configurations, Uses & Urban Concepts
- V. Building Design – Height & Size
- VI. Small Group Breakout Session
  - Configuration, Uses & Concepts
  - Building Height & Size
  - Employment Strategies and Ideas
- VII. Group Reporting & Summary  
Recommendations



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**Area  
History**



**Roxbury Educator and Activist, 1896 - 1978**

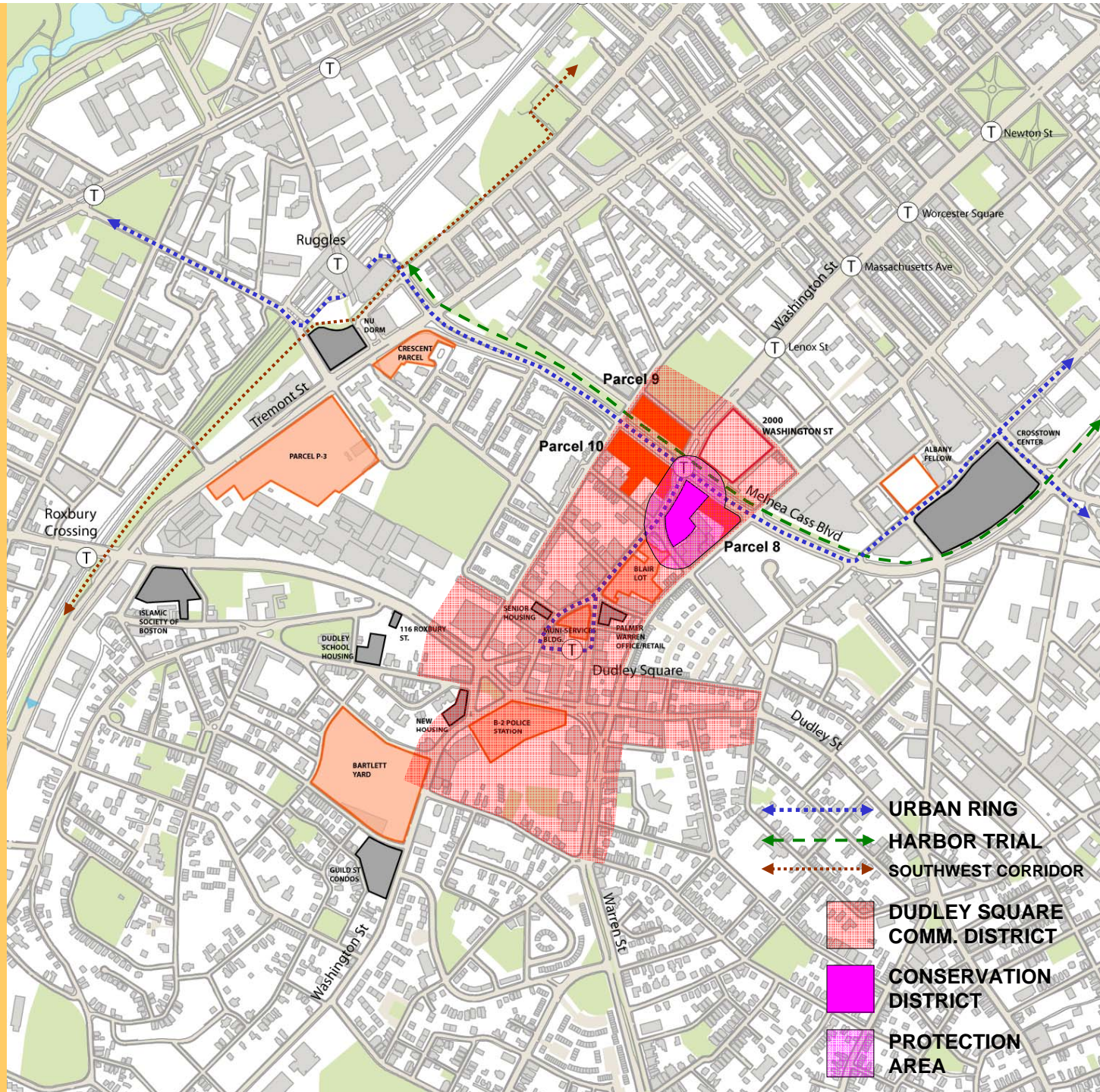


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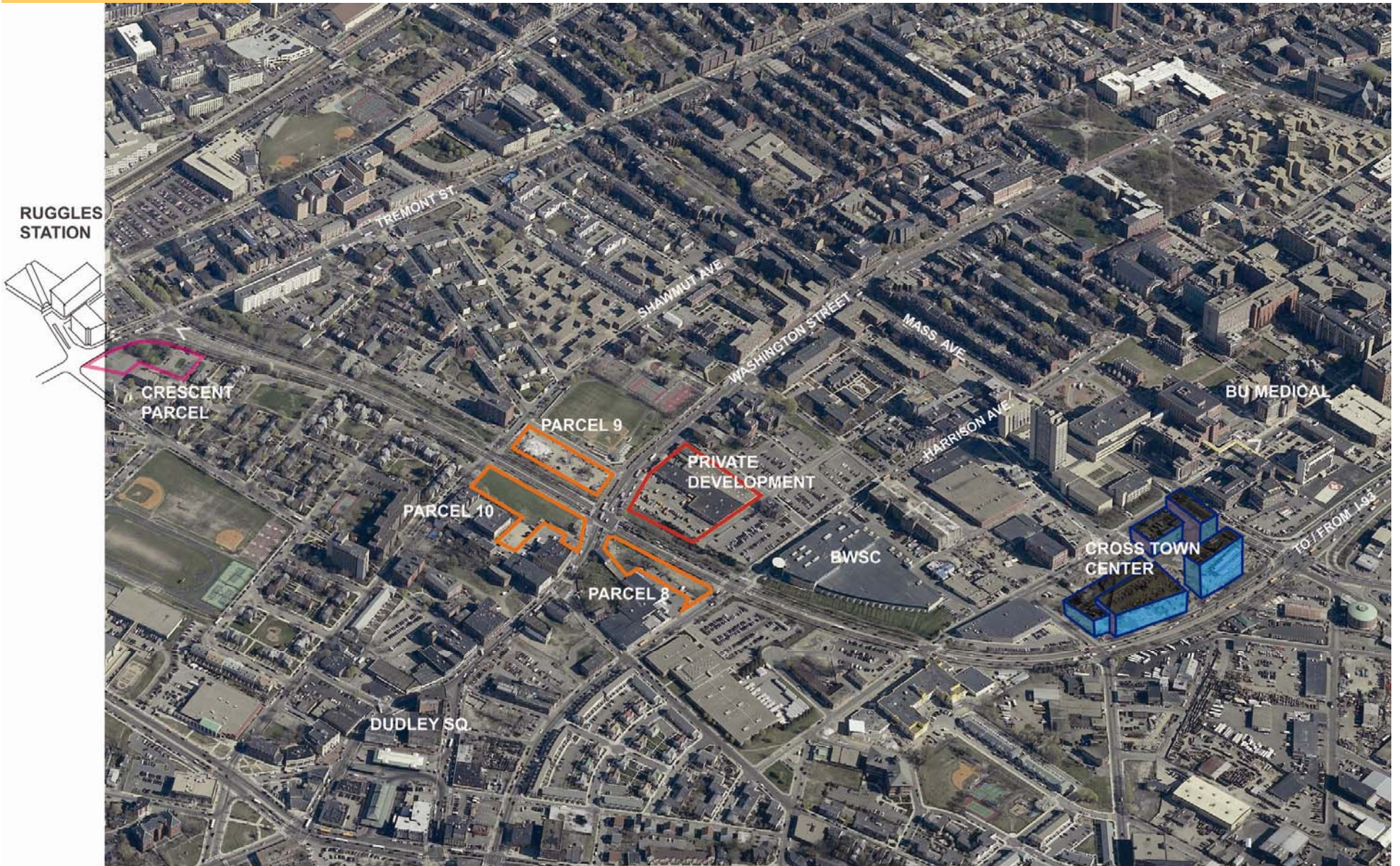
# Planning Context



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# Existing Conditions



# Building Types

## 5 - 6 Story Mixed Use / Residential Buildings



# Boston's Evolving Economy



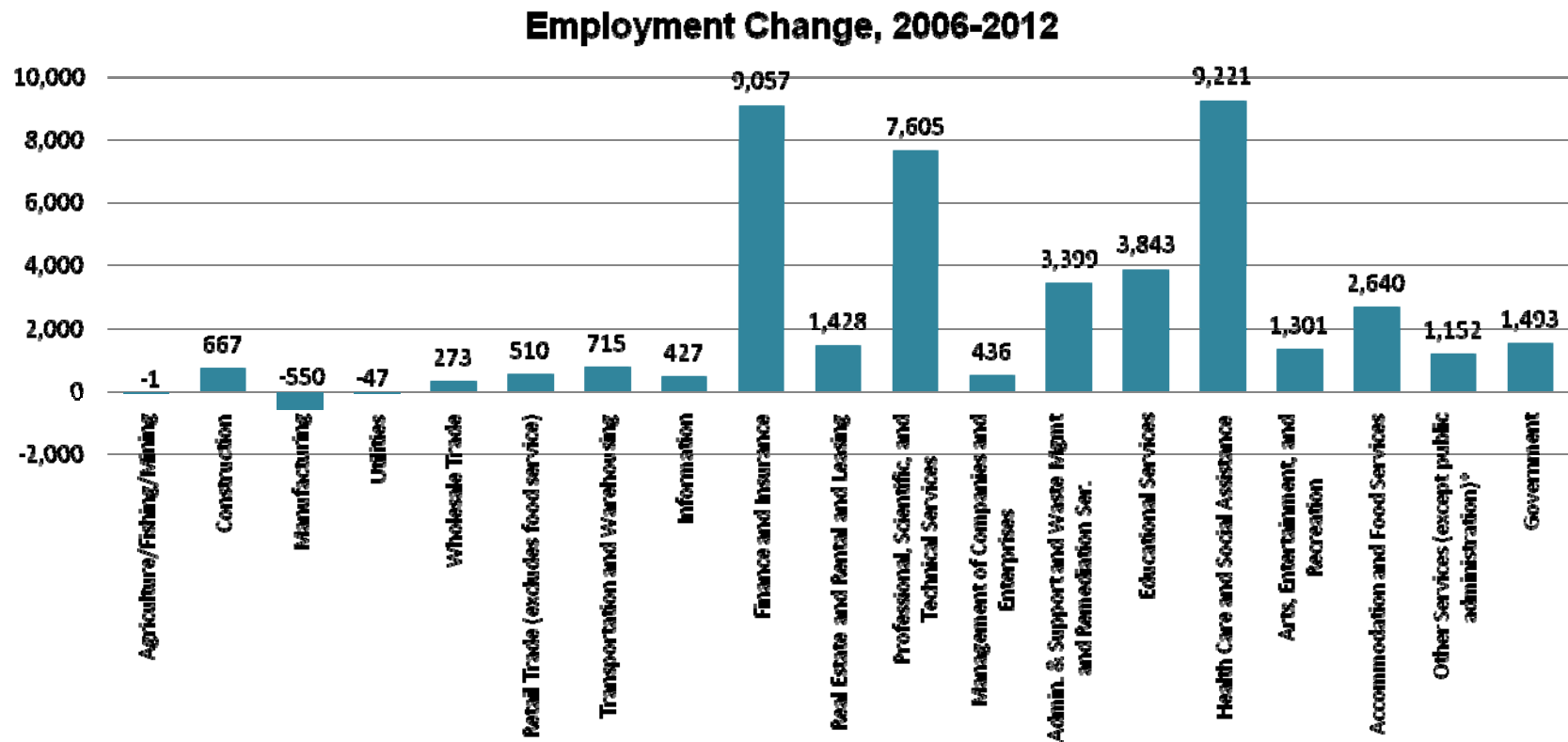
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Presentation By:  
John Avault, Chief Economist  
Research Division  
April 24, 2008



## Employment Change

- There are expected to be over 43,000 new jobs created in Boston by 2012.
- The majority of these new jobs are expected to occur in *Health Care and Social Assistance*, *Finance and Insurance*, and *Professional, Scientific, and Technical Services*.

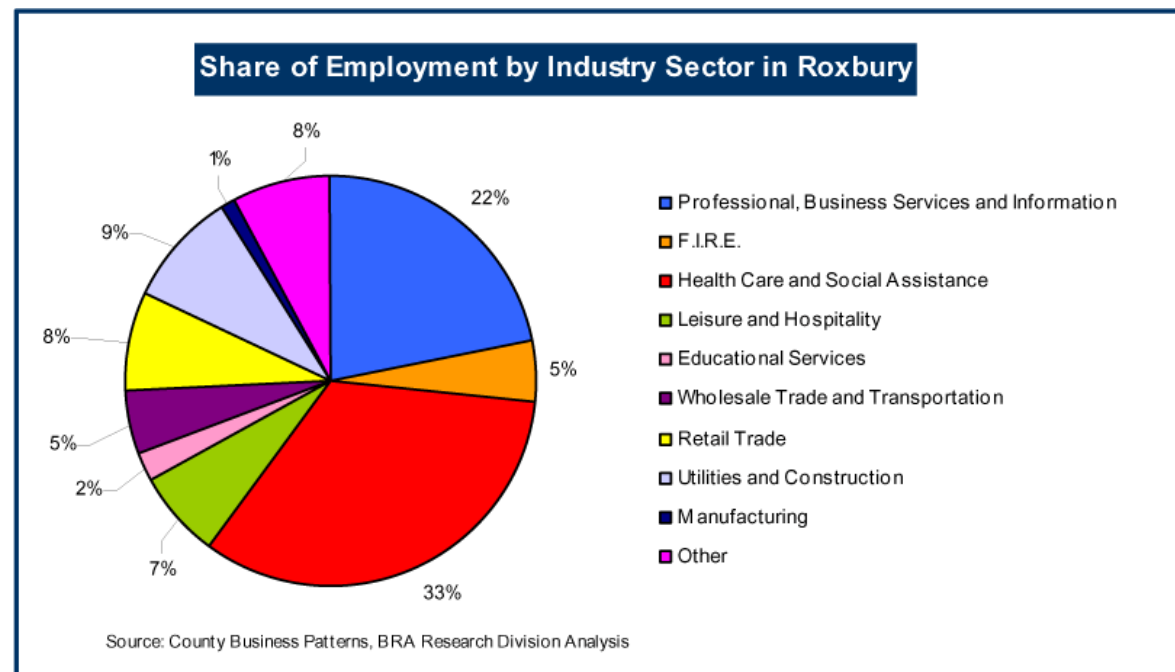


# Roxbury Economic Profile

- **ROXBURY** Is Home to 755 Establishments
- **13,382 Jobs** or 3% of Total Jobs in Boston
- **Three Largest Sectors**
  - Health Care and Social Assistance – 33%
  - Professional and Business Services and Information – 22%
  - Utilities and Construction – 9%
- **The Neighborhood's Top Employers:**
  - Dimock Community Health Center
  - New England Baptist Hospital
  - Morgan Memorial Goodwill Services
  - Suffolk Construction
  - Radius Specialty Hospital
- **221 acres of Commercial and Industrial Land**
- **3 Businesses and 61 Employees Per Acre of Land**



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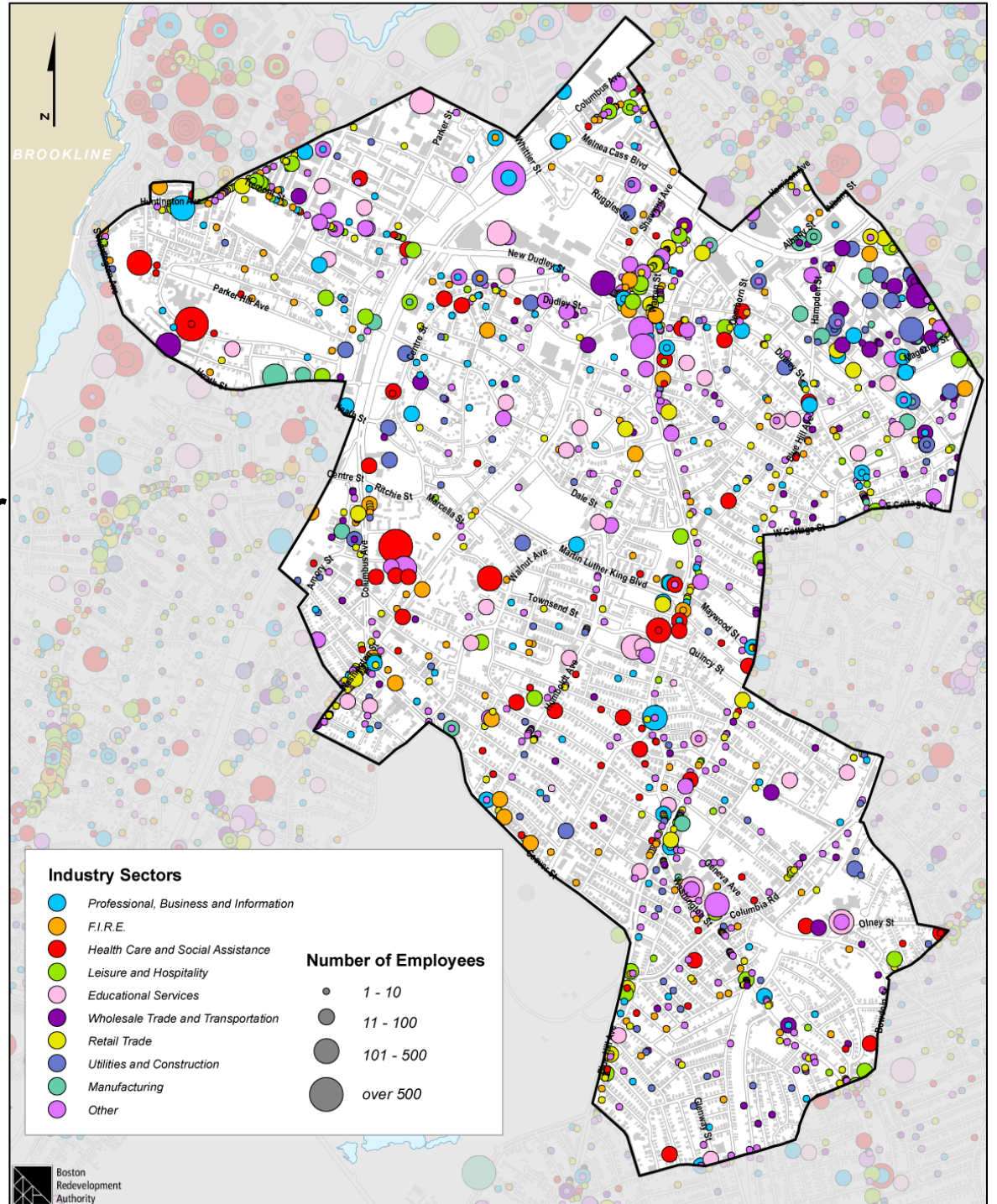


# Roxbury Economic Profile

## Roxbury: Businesses by Industry Sector and Size



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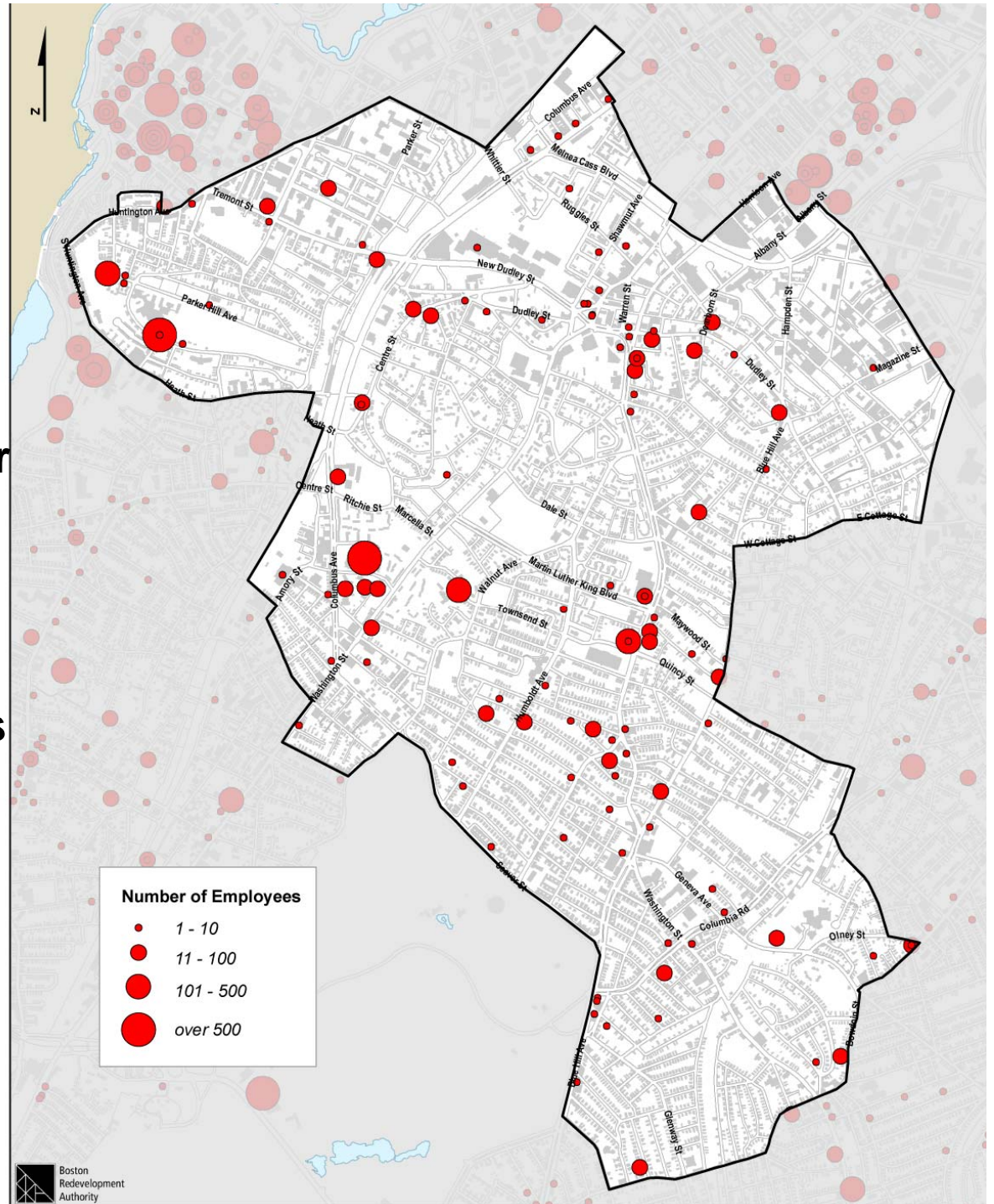
# Roxbury Economic Profile

**Roxbury:  
Major Employer**

**Health Care &  
Social  
Assistance  
Establishments**



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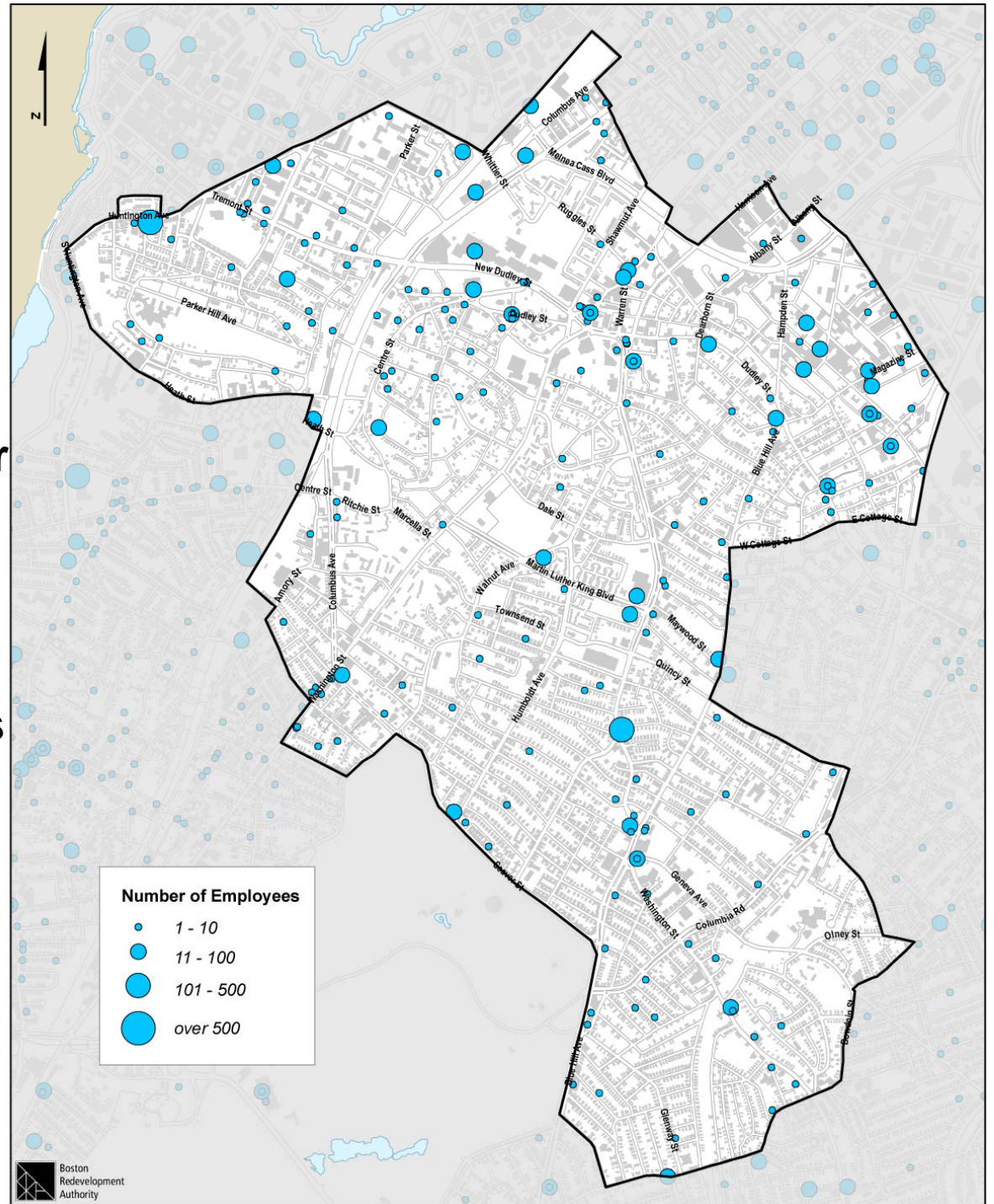
# Roxbury Economic Profile

**Roxbury:  
Major Employer**

**Professional,  
Business, and  
Information  
Establishments**



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# Roxbury Economic Profile

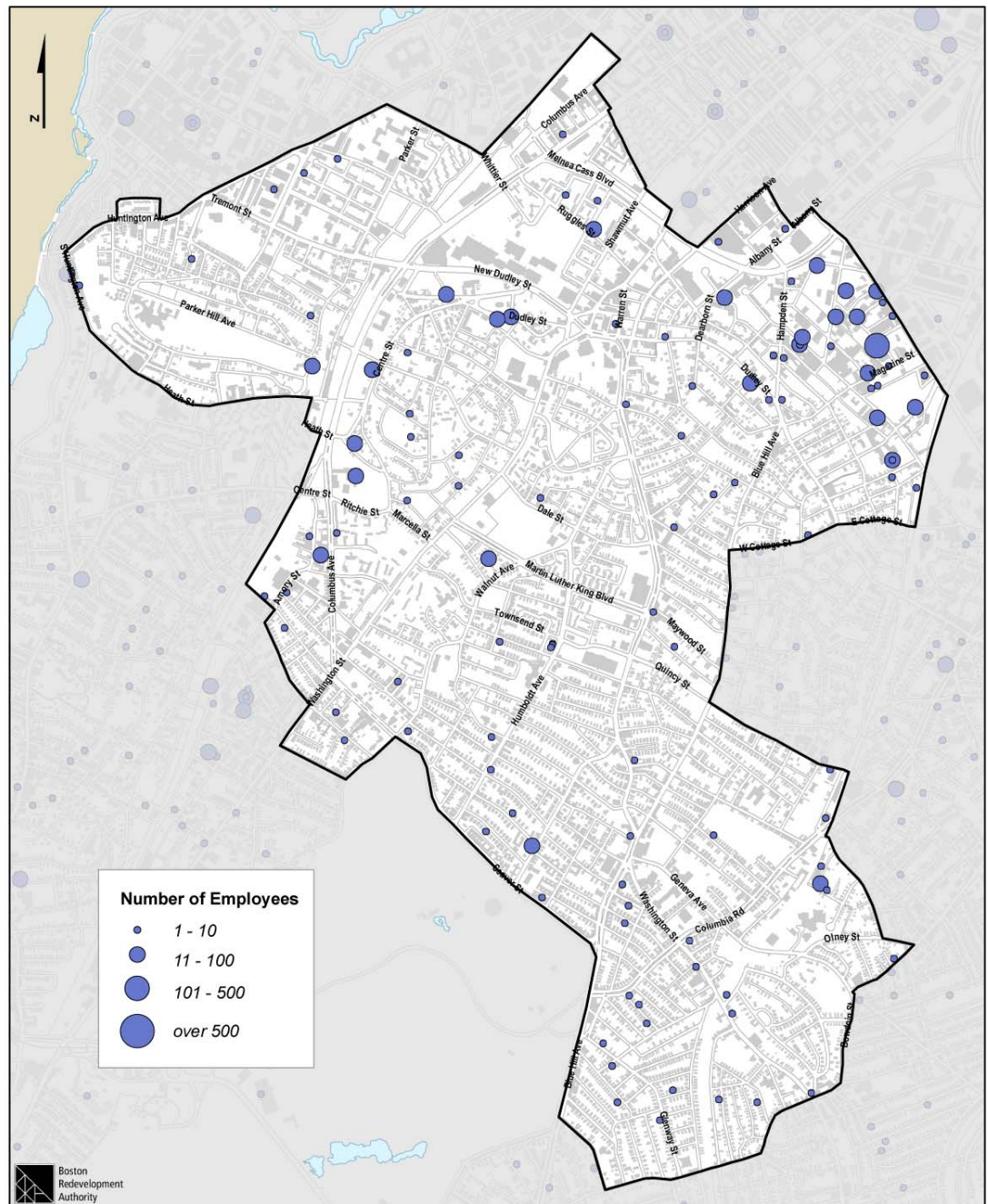
**Roxbury:  
Major Employer**

**Utility and  
Construction  
Establishments**



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Roxbury - Utilities and Construction Establishments by Employment Size



Sources: American Business Index 2004, BRA Research Division Analysis, BRA Office of Digital Cartography & GIS

# FOURTH COMMUNITY WORKSHOP

Area & Site Urban Analysis

Site Configurations, Uses & Urban Concepts

Building Design – Height & Size

Small Group Breakout Session

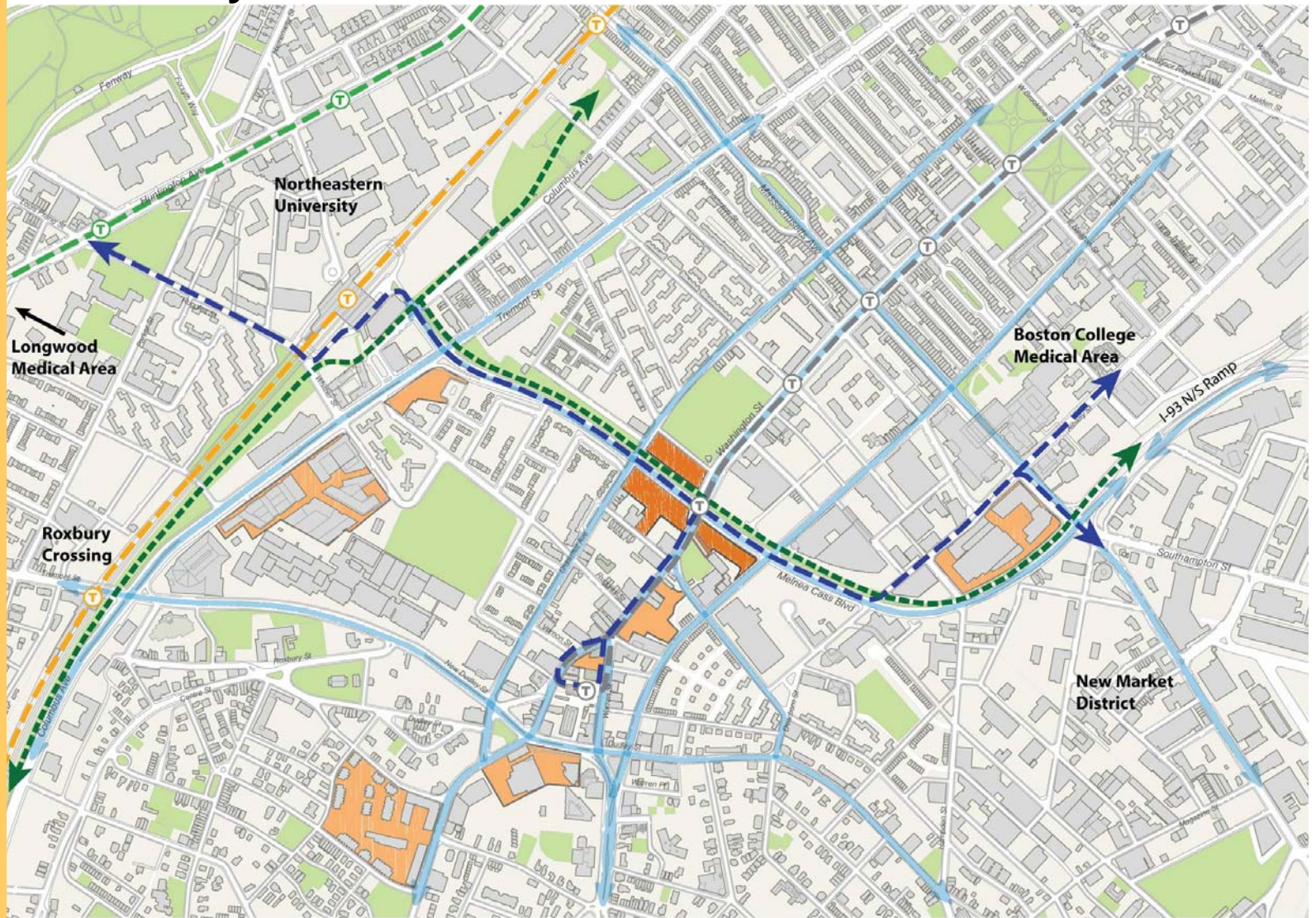
- Configuration, Uses & Concepts
- Building Height & Size
- Employment Strategies and Ideas

Group Reporting & Summary Recommendations



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# Area Analysis - Access & Circulation



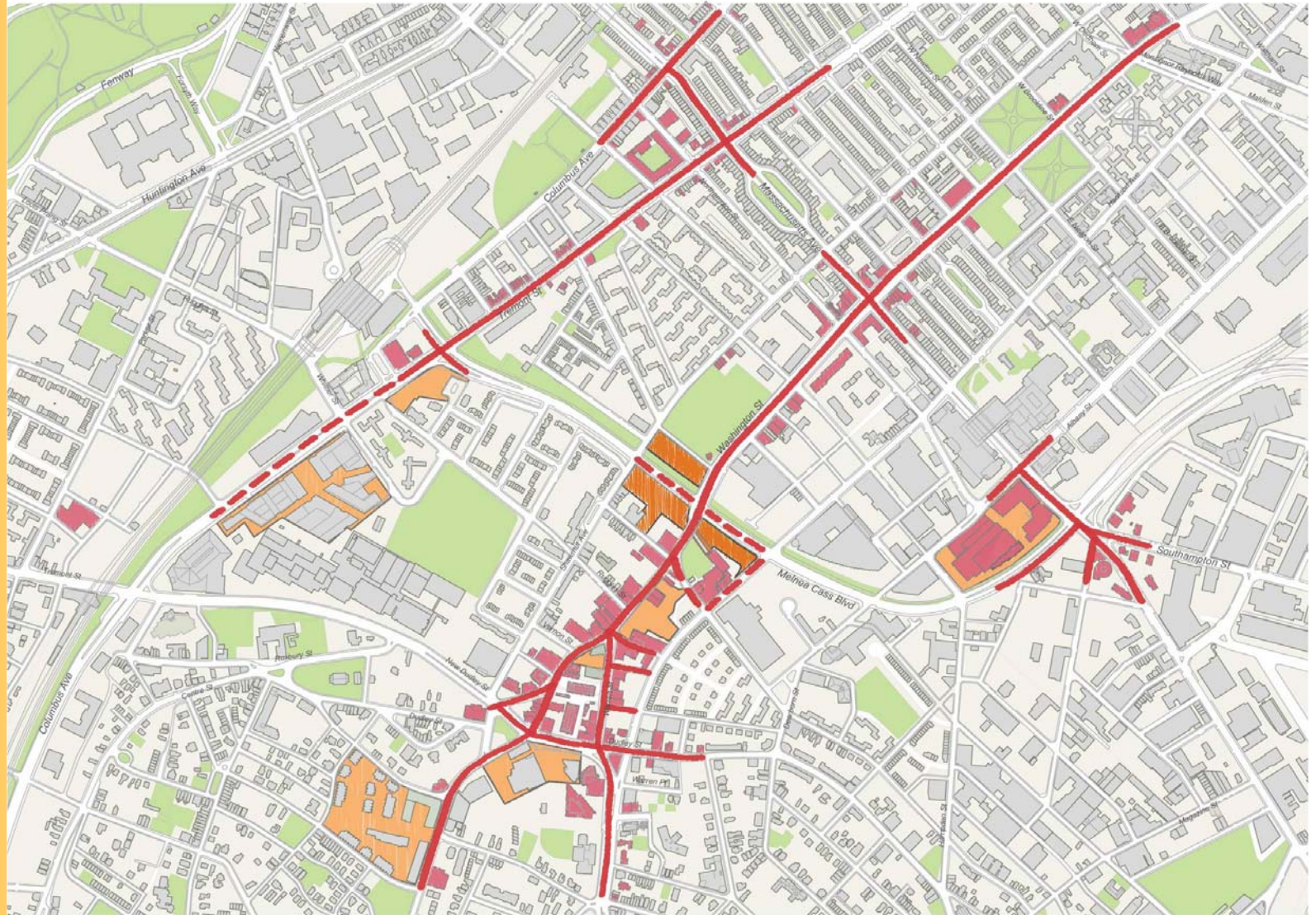
- Parcels 8, 9, & 10
- Urban Ring
- Harbor Trail
- RSMPOC / Dudley Vision Parcels
- Silver Line
- Area Circulation



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# Area Analysis - Active / Retail Environments

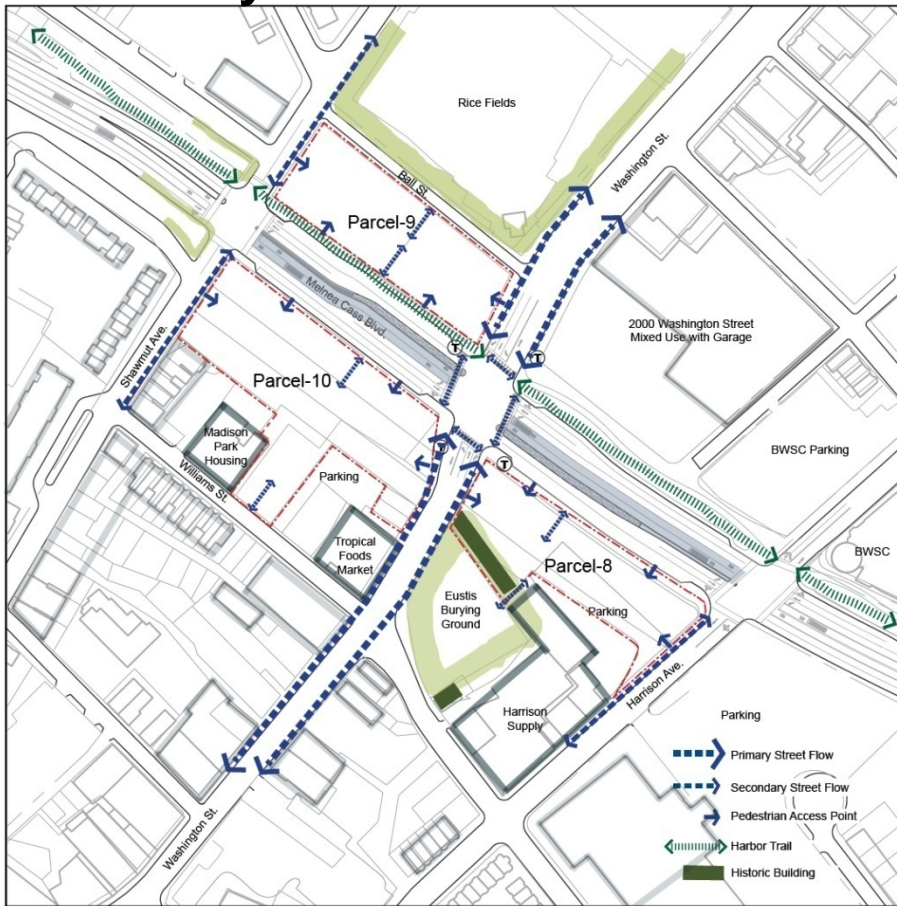


-  Parcels 8, 9, & 10
-  Ground Floor Retail/Commercial
-  RSMPOC / Dudley Vision Parcels
-  Activated Pedestrian Environment

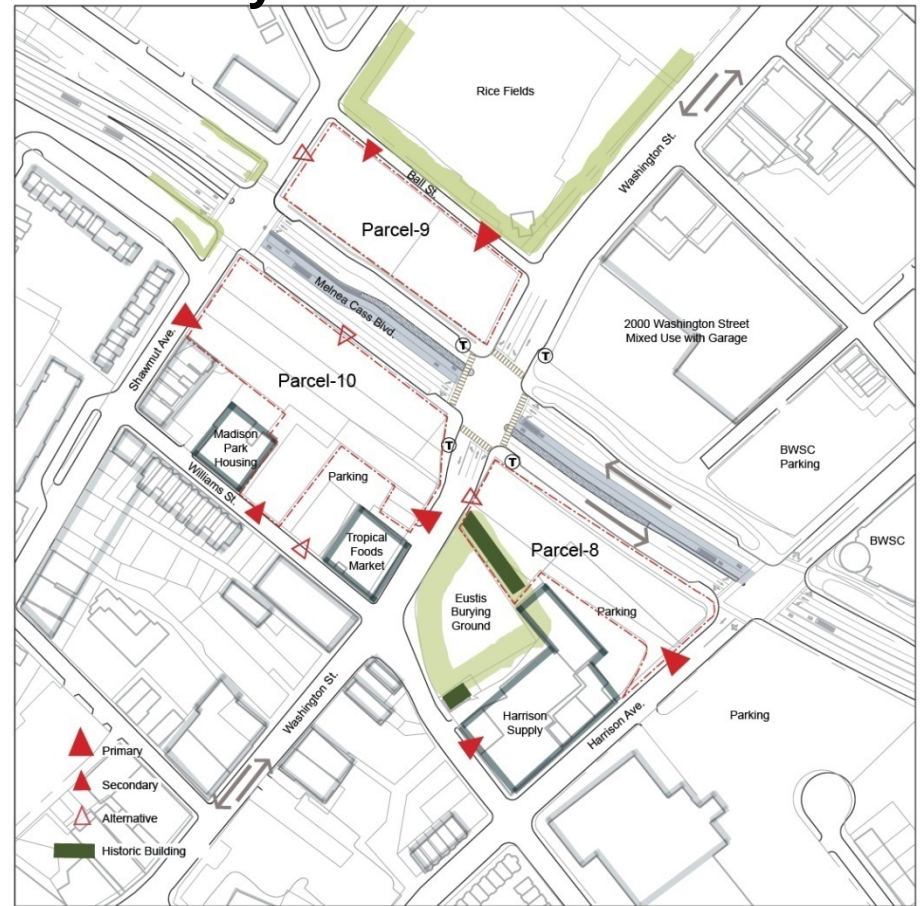


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# Site Analysis Pedestrian Access

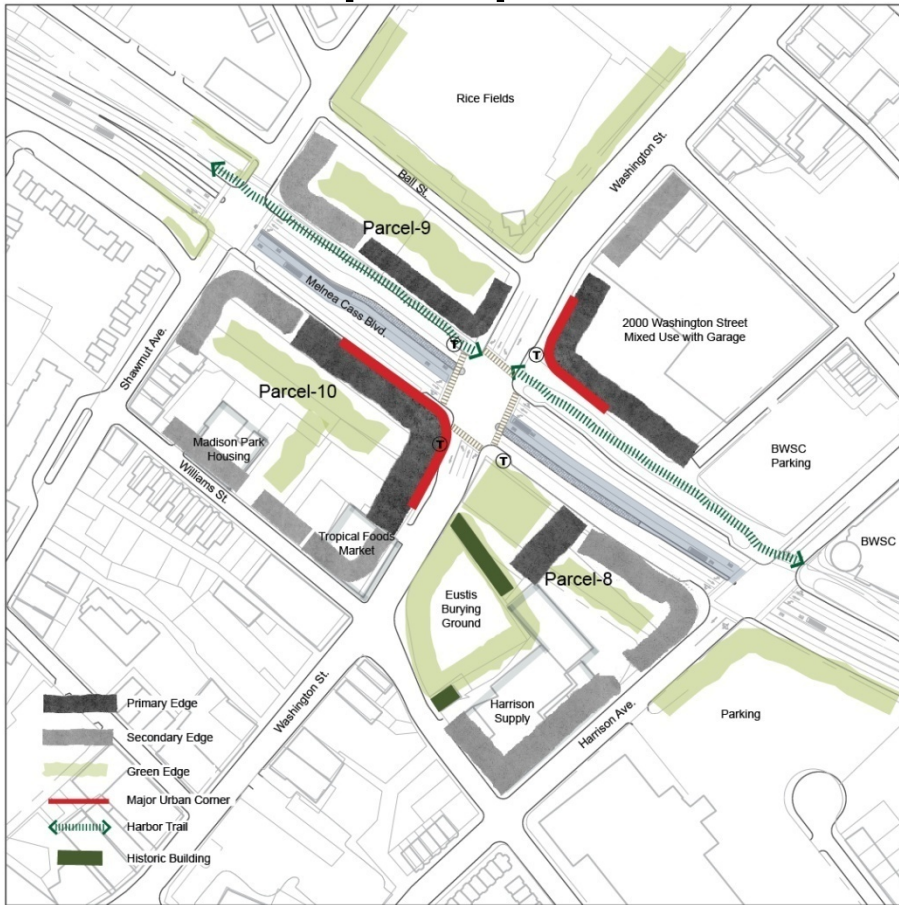


# Site Analysis – Vehicle Access



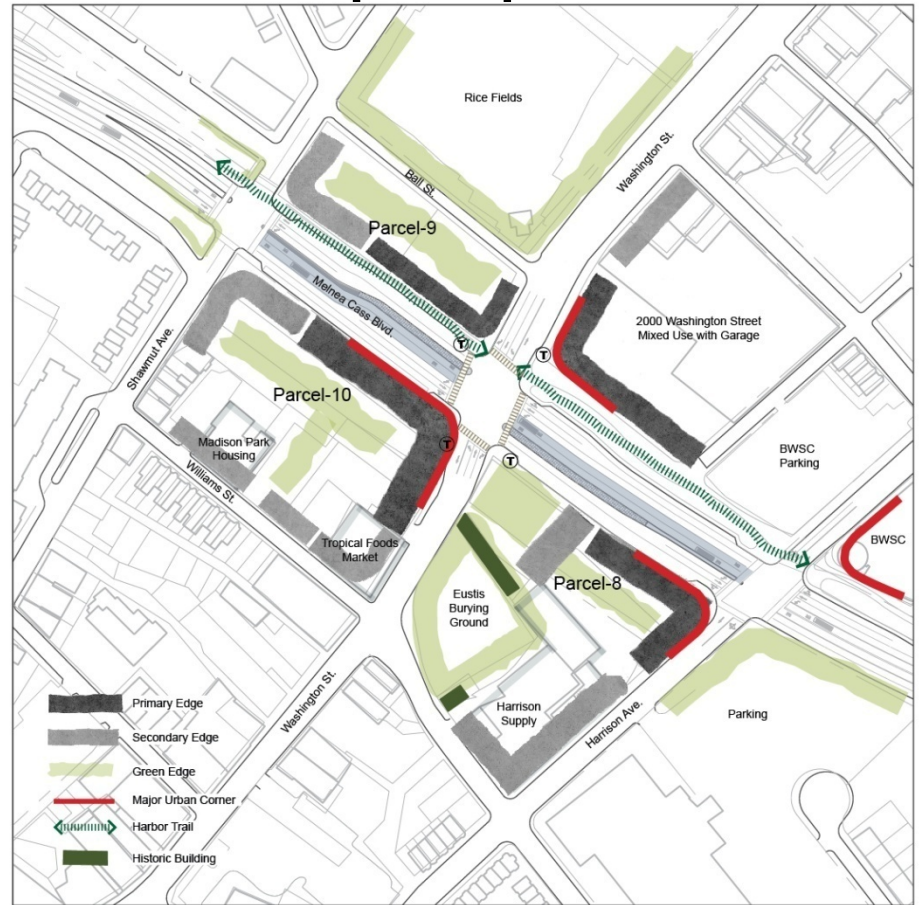
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# Urban Concept – Option 1



Single Gateway

# Urban Concept – Option 2



Dual Gateway



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# Land Use – Option 1



# Land Use – Option 2



Mixed Use  
Commercial over Retail  
Residential

Mixed Use  
Commercial over Retail  
Limited Residential



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# Site Plan – Option 1



**3D Model**

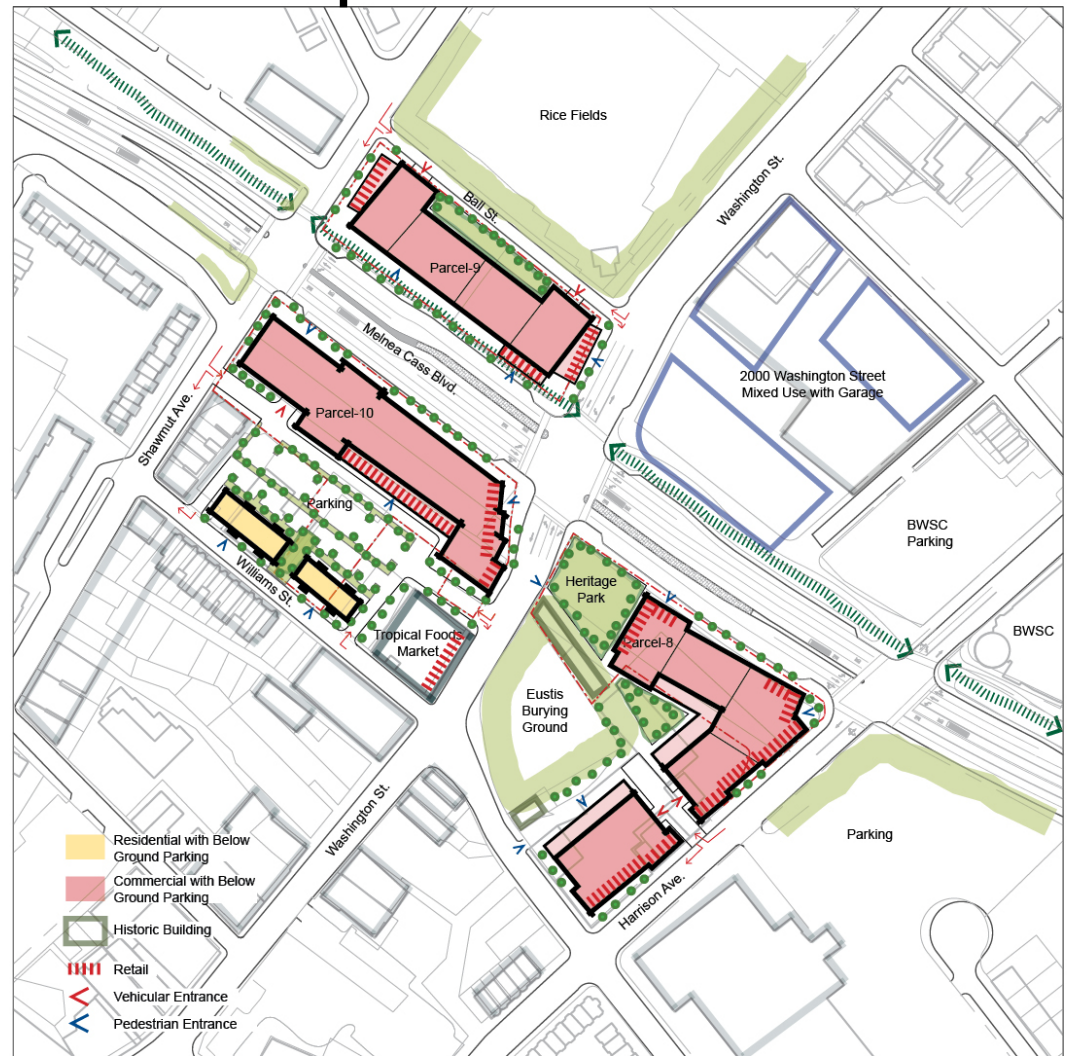


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# Site Plan – Option 2



**3D Model**



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# Small Group Breakout Session

- Configuration, Uses & Concepts
- Building Height & Size
- Employment Strategies and Ideas



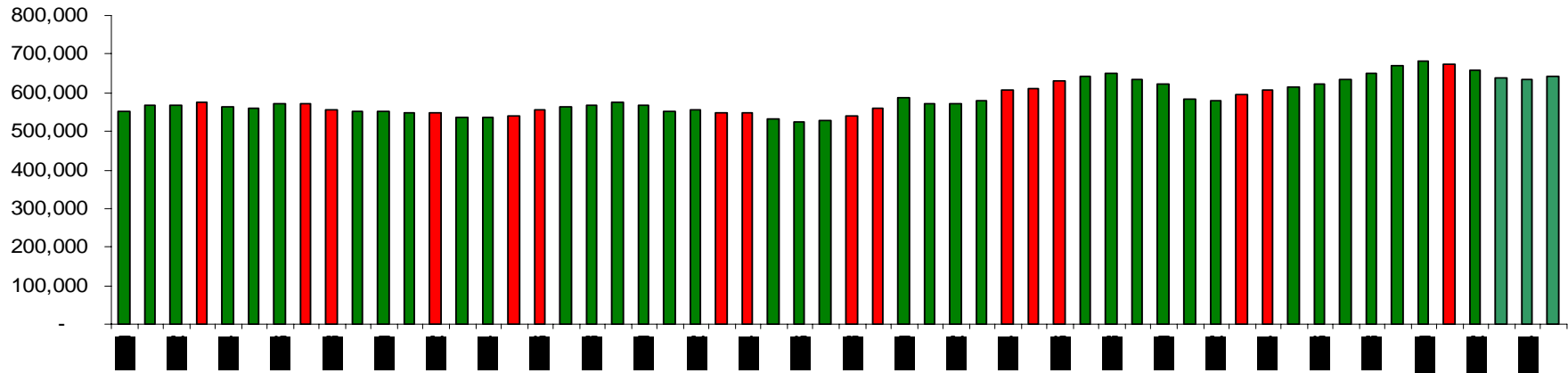
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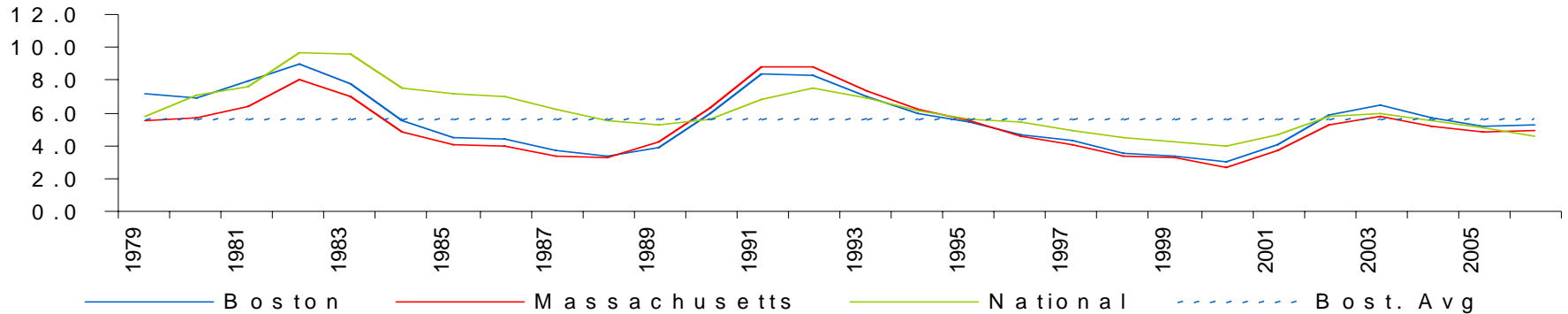
## Employment

The late 1990s boom brought the number of jobs in Boston to an all-time high.



Note: Red bars indicate years of national recession.

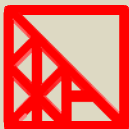
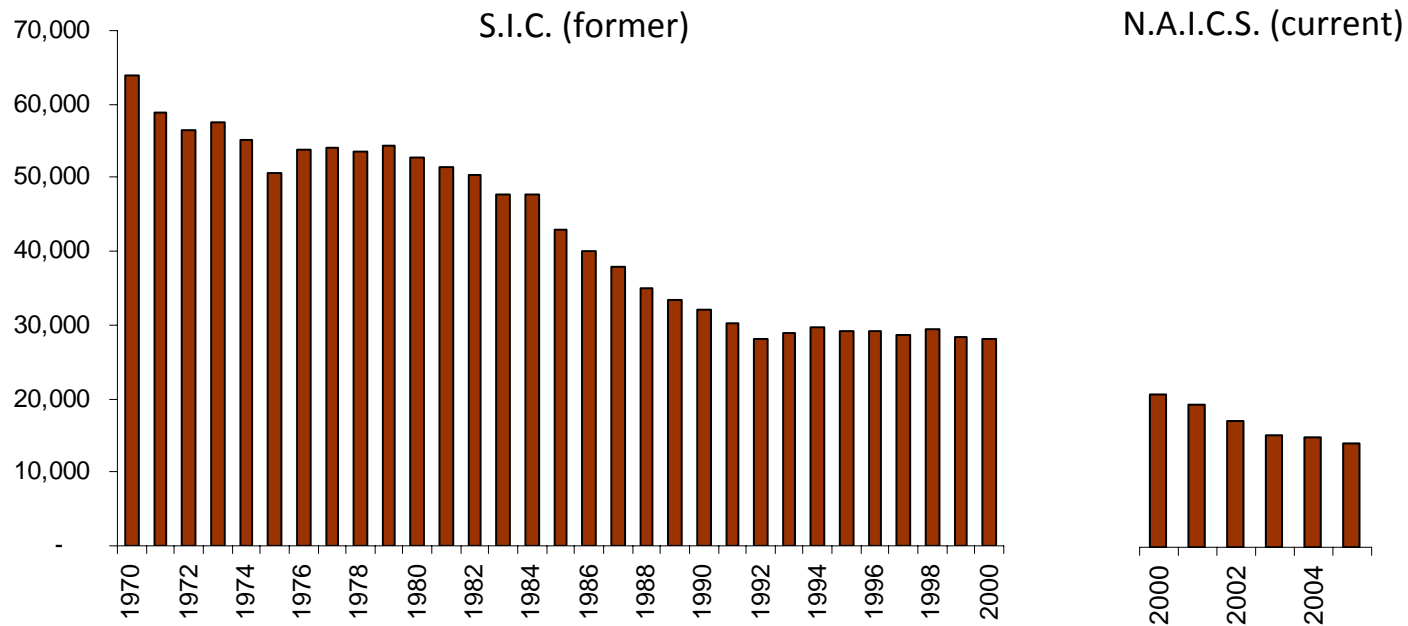
This job growth has helped keep the city and state unemployment rates below the national average in the late 1990s; however it has risen above the national average since the 2001 national recession.



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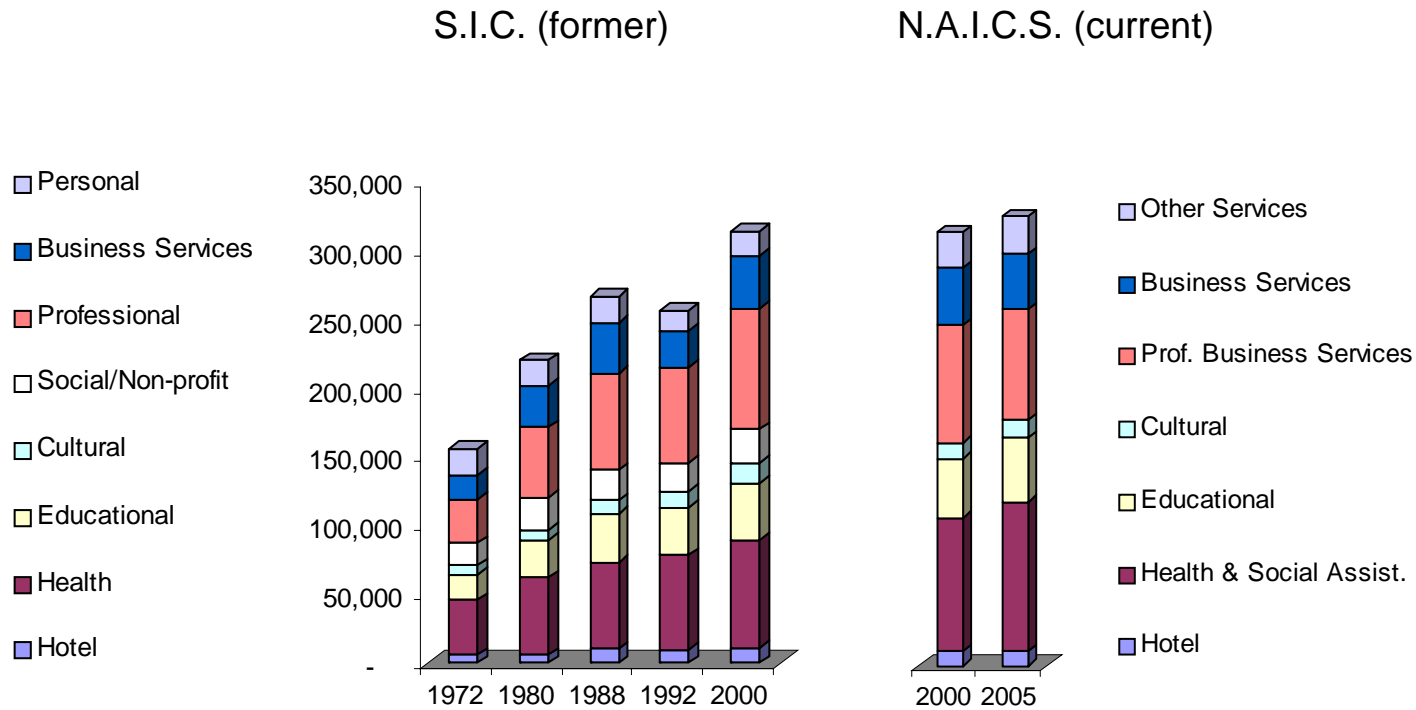
## Manufacturing

In **manufacturing**, employment has been declining in Boston since the end of WWII although it held steady during the economic expansion of the 1990s. The new N.A.I.C.S. classification system defines manufacturing more narrowly than the old S.I.C. system, placing most white collar workers for manufacturing companies in Information or Management Industries.

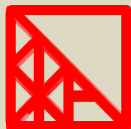


## Service Sector

### Within the Service Sector, Health Care and Professional & Business Services are leading the growth



Establishments that had been reported as “Social/Non-profit” in the S.I.C. system were largely re-classified in “Other Services” or “Health + Social Assistance” in the current N.A.I.C.S. system.



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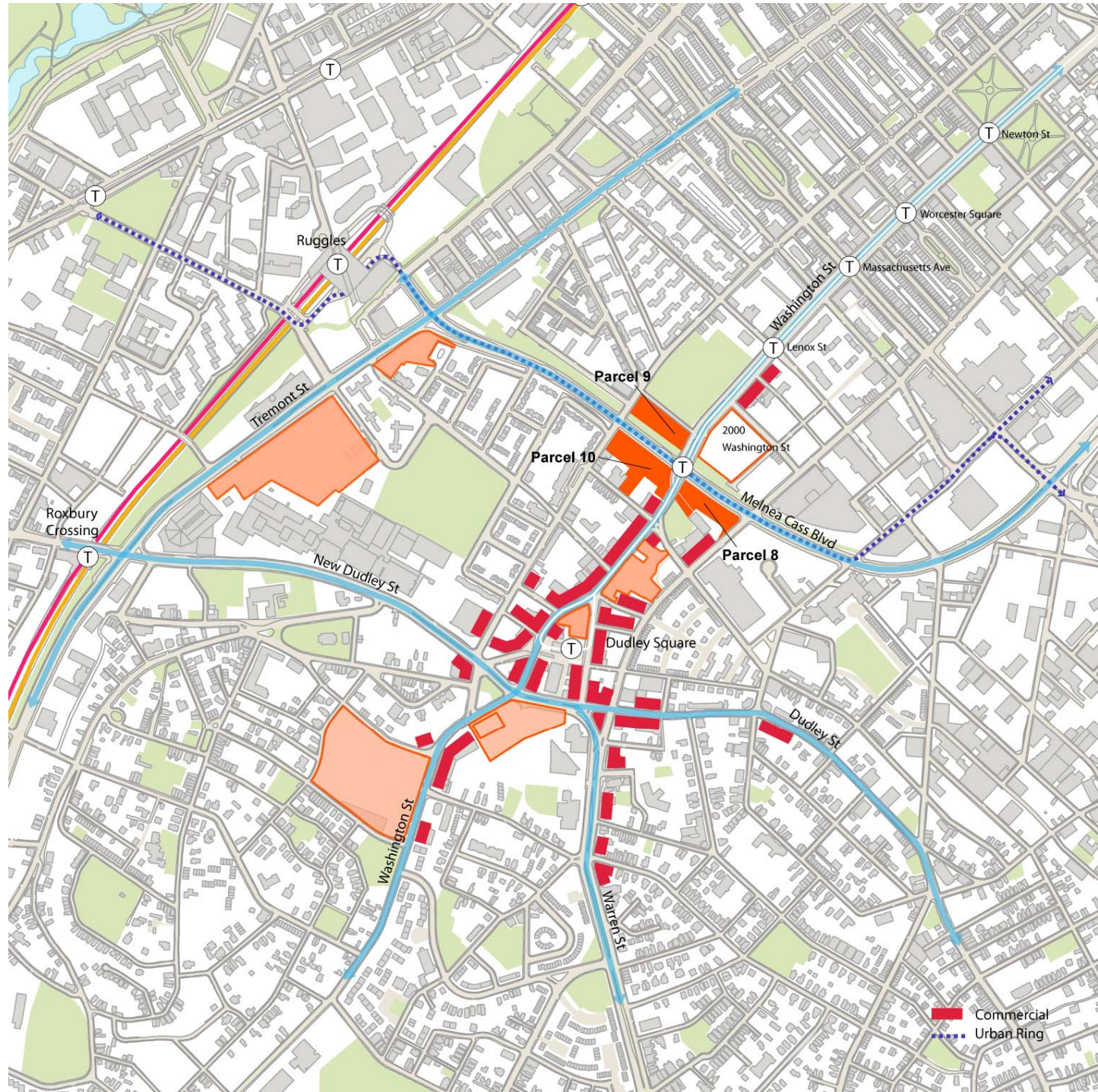
## Employment

- The industries with the largest employment in Boston include *Health Care and Social Assistance*, *Finance and Insurance*, and *Professional, Scientific, and Technical Services*.

NAICS Code	NAICS Description	Employment 2006	Percent of Total Employment
62	Health Care and Social Assistance	114,040	17%
52	Finance and Insurance	82,276	13%
54	Professional, Scientific, and Technical Services	75,145	12%
99	Government	67,749	10%
61	Educational Services	51,402	8%
72	Accommodation and Food Services	47,808	7%
56	Admin. & Support and Waste Mgmt and Remediation Ser.	43,296	7%
44-45	Retail Trade (exclude food service)	31,811	5%
81	Other Services (except public administration)*	23,289	4%
53	Real Estate and Rental and Leasing	20,718	3%
48-49	Transportation and Warehousing	17,562	3%
51	Information	17,374	3%
23	Construction	16,610	3%
71	Arts, Entertainment, and Recreation	12,423	2%
31-33	Manufacturing	12,127	2%
42	Wholesale Trade	9,691	1%
55	Management of Companies and Enterprises	7,638	1%
22	Utilities	2,043	0%
11	Agriculture/Fishing/Mining	67	0%



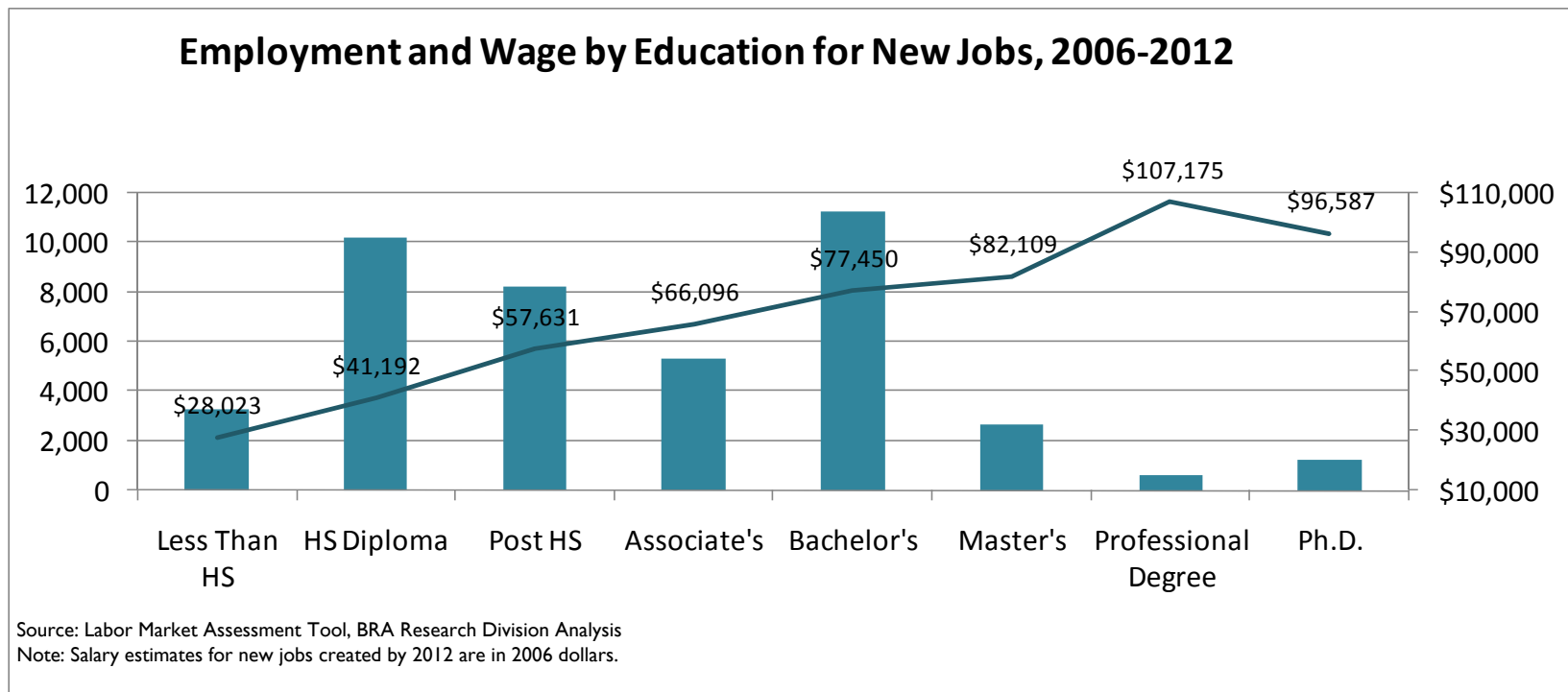
# District Urban Concept



## Employment & Wage by Educational Requirements for New Jobs

### Boston, 2012\*

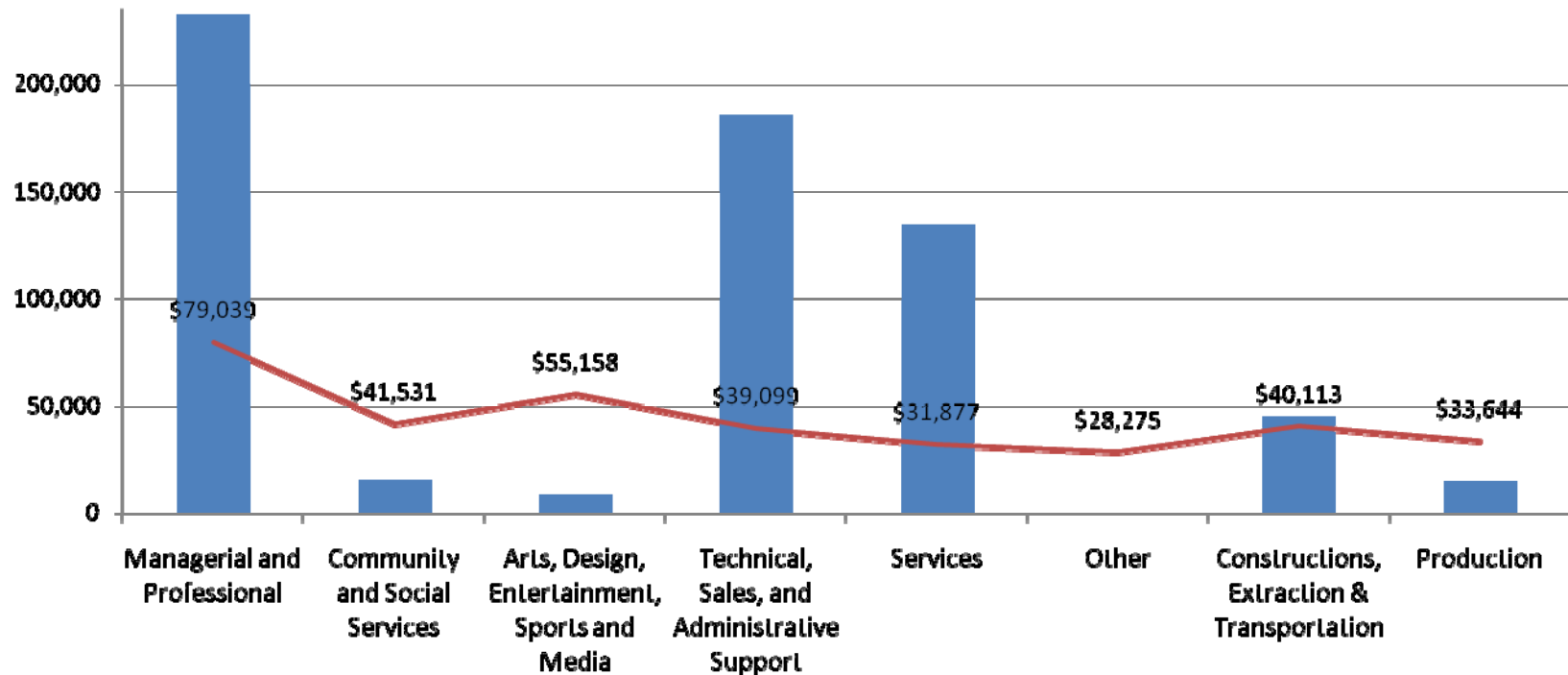
- For new jobs created between 2006 and 2012, we see a slight shift upward in terms of educational requirements.
- Specifically, occupations requiring a Bachelor's Degree will see the most new jobs of all the educational categories.
- We continue to see a relationship between educational requirements and salary.



## Employment and Wage by Occupations for Boston, 2006

- The largest, and highest paying, occupational grouping in Boston is the managerial and professional occupations.
- *Technical, Sales, and Administrative Support Occupations* and *Service Occupations* make up the next two largest groups.

Employment and Wage by Occupation in 2006



Source: Labor Market Assessment Tool, BRA Research Division Analysis

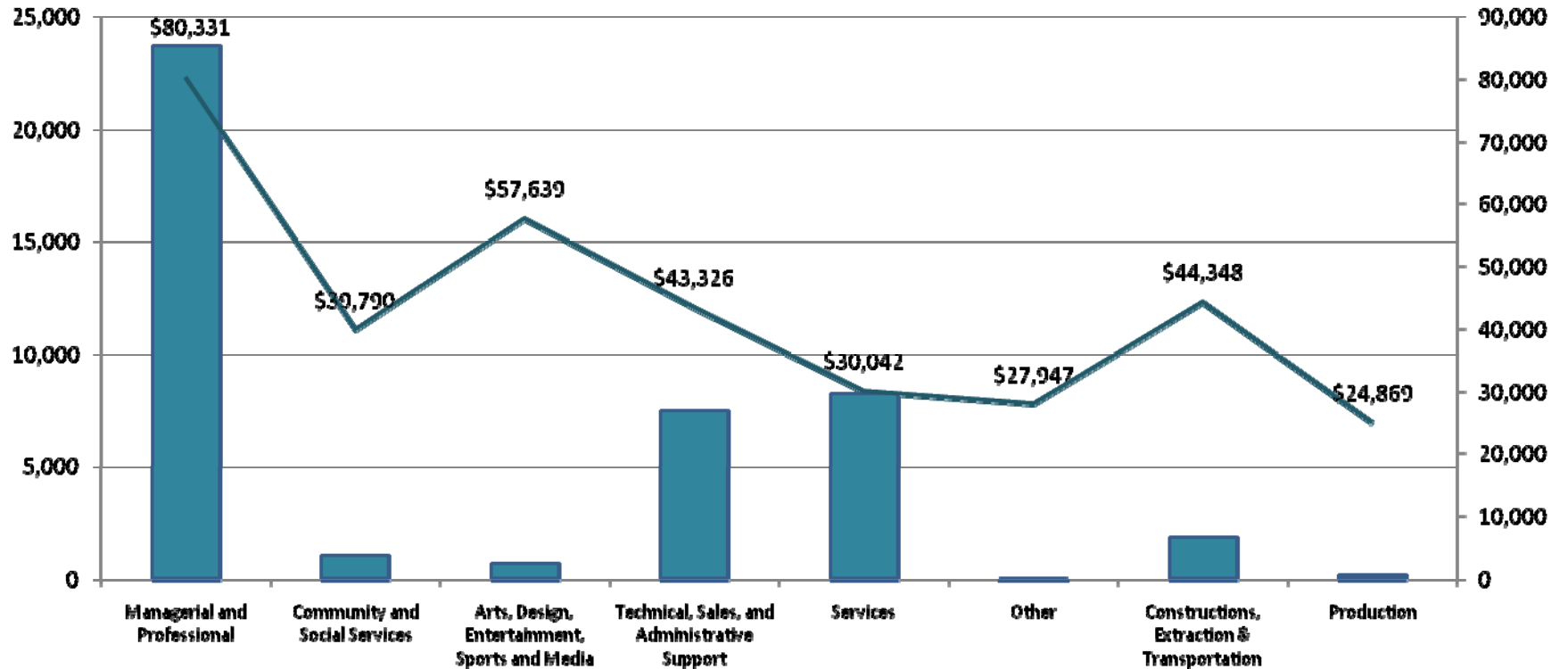


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## Employment and Wage by Occupations for New Jobs in Boston, 2012\*

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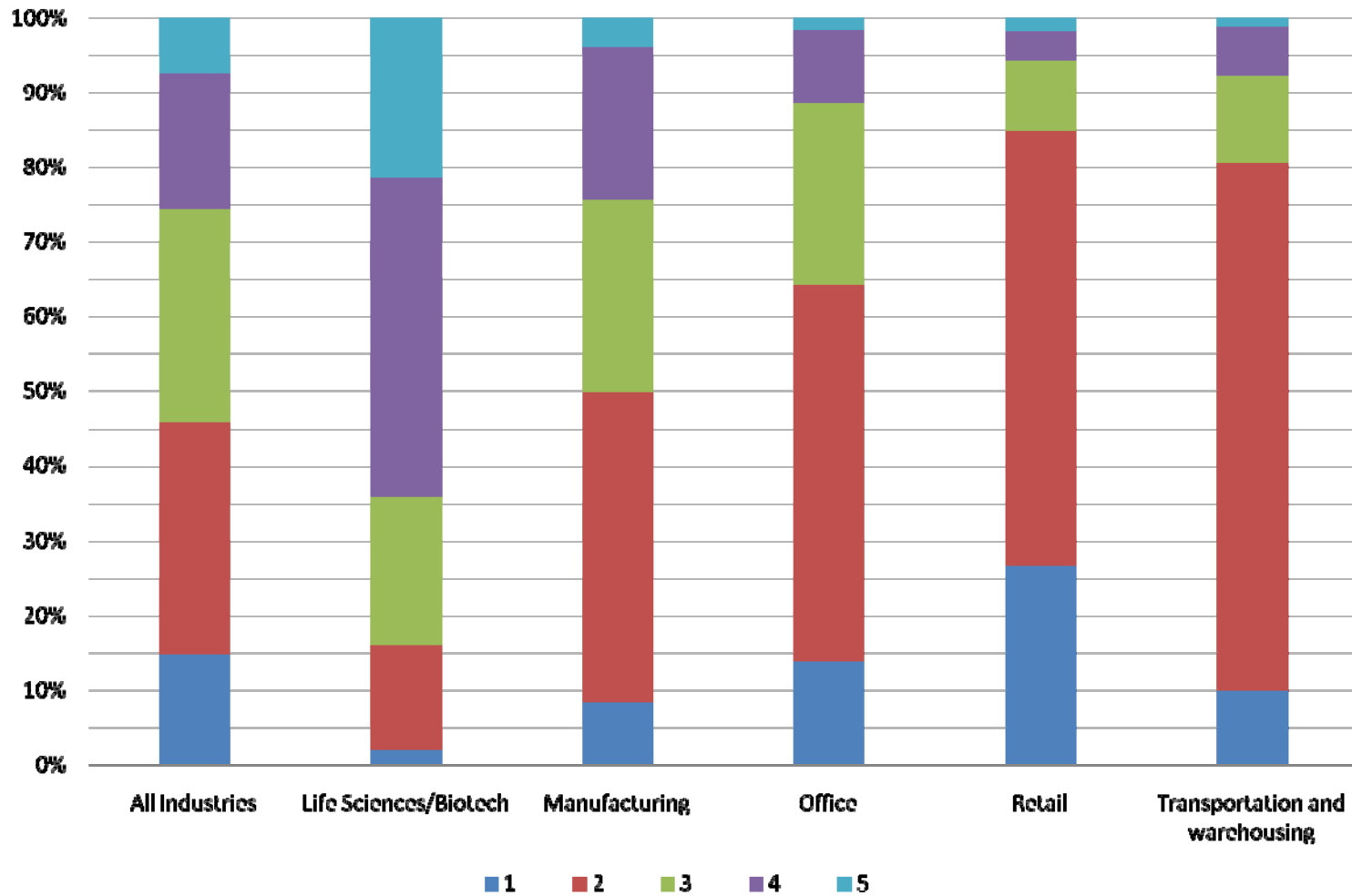
**Employment and Wage by Occupation for New Jobs, 2006-2012**



Source: Labor Market Assessment Tool, BRA Research Division Analysis  
 Note: Salary estimates for new jobs created by 2012 are in 2006 dollars.

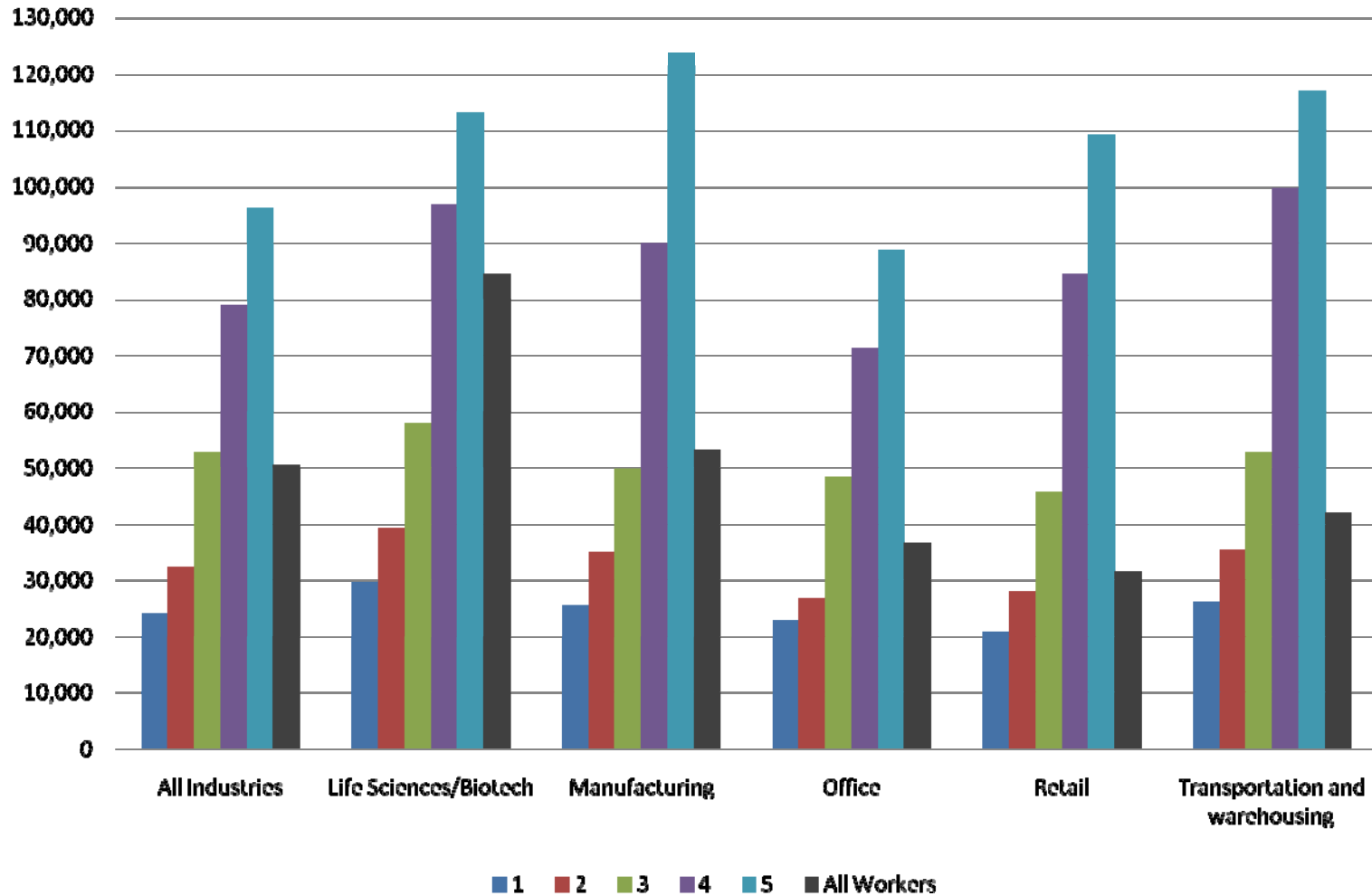


Employment by Job Zone, 2006



Average Wage by Job Zone - 2006

Average Wage by Job Zone, 2006



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## Roxbury Business Patterns- 2002

Industry Code Description	Total	% of	% of
	Employment	Nghbrhd.	Boston
<b>Total</b>	<b>13,381</b>	<b>100.0%</b>	<b>2.5%</b>
<b>Professional, Business Services and Information</b>	<b>2,929</b>	<b>21.9%</b>	<b>2.3%</b>
Information	90	0.7%	0.4%
Professional, scientific & technical services	932	7.0%	1.7%
Management of companies & enterprises	2	0.0%	0.0%
Admin, support, waste mgt, remediation services	1,905	14.2%	6.2%
<b>F.I.R.E.</b>	<b>657</b>	<b>4.9%</b>	<b>0.6%</b>
Finance & insurance	118	0.9%	0.1%
Real estate & rental & leasing	539	4.0%	4.5%
<b>Health care and social assistance</b>	<b>4,425</b>	<b>33.1%</b>	<b>4.2%</b>
<b>Leisure and Hospitality</b>	<b>932</b>	<b>7.0%</b>	<b>1.8%</b>
Arts, entertainment & recreation	487	3.6%	5.0%
Accommodation & food services	445	3.3%	1.0%
<b>Educational services</b>	<b>303</b>	<b>2.3%</b>	<b>1.0%</b>
<b>Wholesale Trade and Transportation</b>	<b>675</b>	<b>5.0%</b>	<b>2.4%</b>
Wholesale trade	326	2.4%	3.0%
Transportation and warehousing	349	2.6%	2.0%
<b>Retail trade</b>	<b>1,035</b>	<b>7.7%</b>	<b>3.7%</b>
<b>Utilities and Construction</b>	<b>1,231</b>	<b>9.2%</b>	<b>7.7%</b>
Utilities	0	0.0%	0.0%
Construction	1,231	9.2%	9.1%
<b>Manufacturing</b>	<b>154</b>	<b>1.1%</b>	<b>1.1%</b>
<b>Other</b>	<b>1,041</b>	<b>7.8%</b>	<b>4.1%</b>
Forestry, fishing, hunting, and agriculture support	0	0.0%	0.0%
Mining	2	0.0%	5.6%
Other services (except public administration)	880	6.6%	4.1%
Auxiliaries (exc corporate, subsidiary & regional mgt)	0	0.0%	0.0%
Unclassified establishments	159	1.2%	13.1%

Source:  
US Census Bureau,  
ZIP Codes: 02119, 02120, 02121



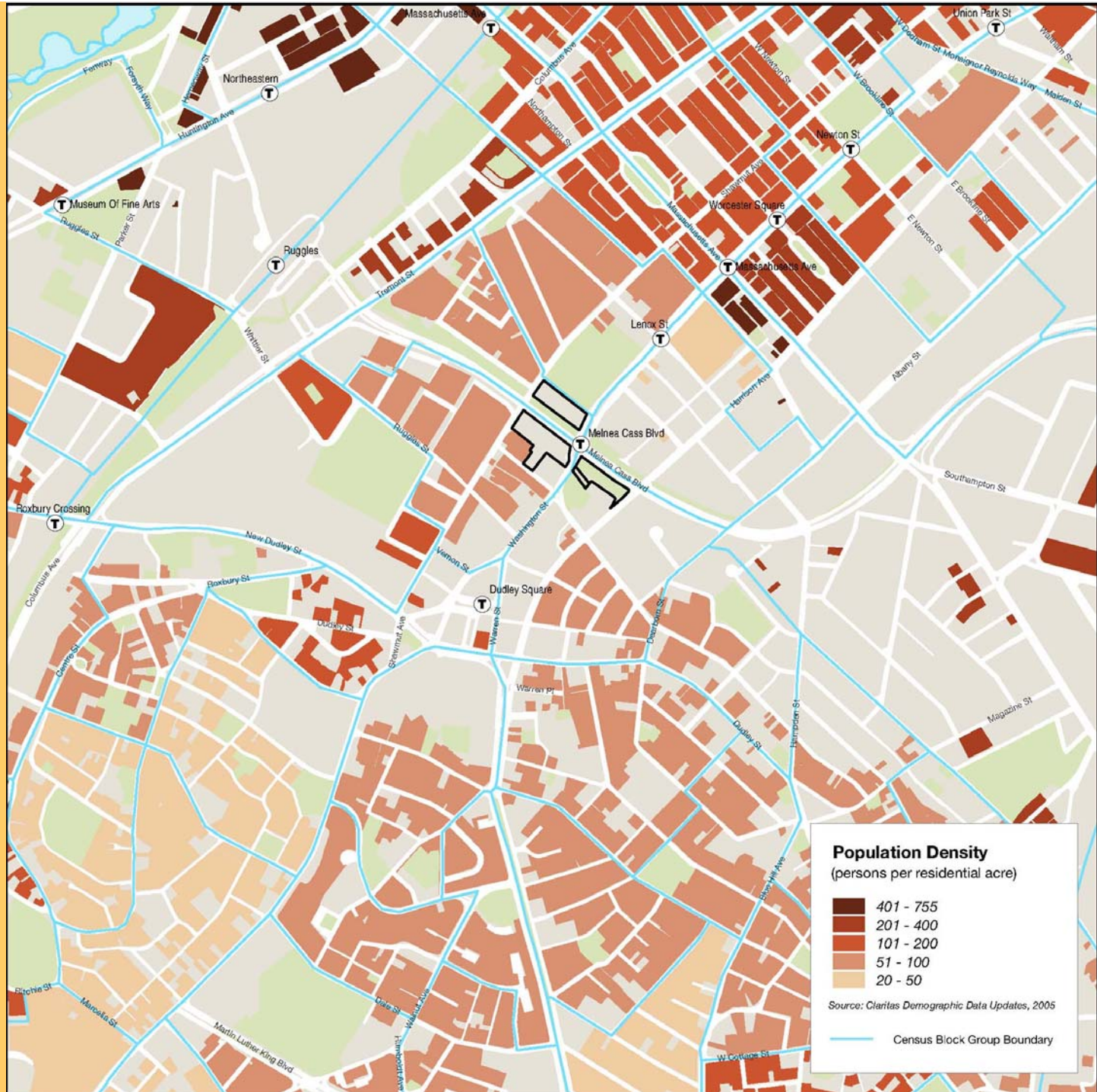
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# Population Density

Average Size of Households  
Map Area - 2.6  
Citywide - 2.4

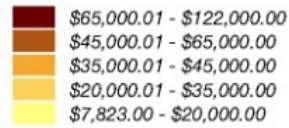


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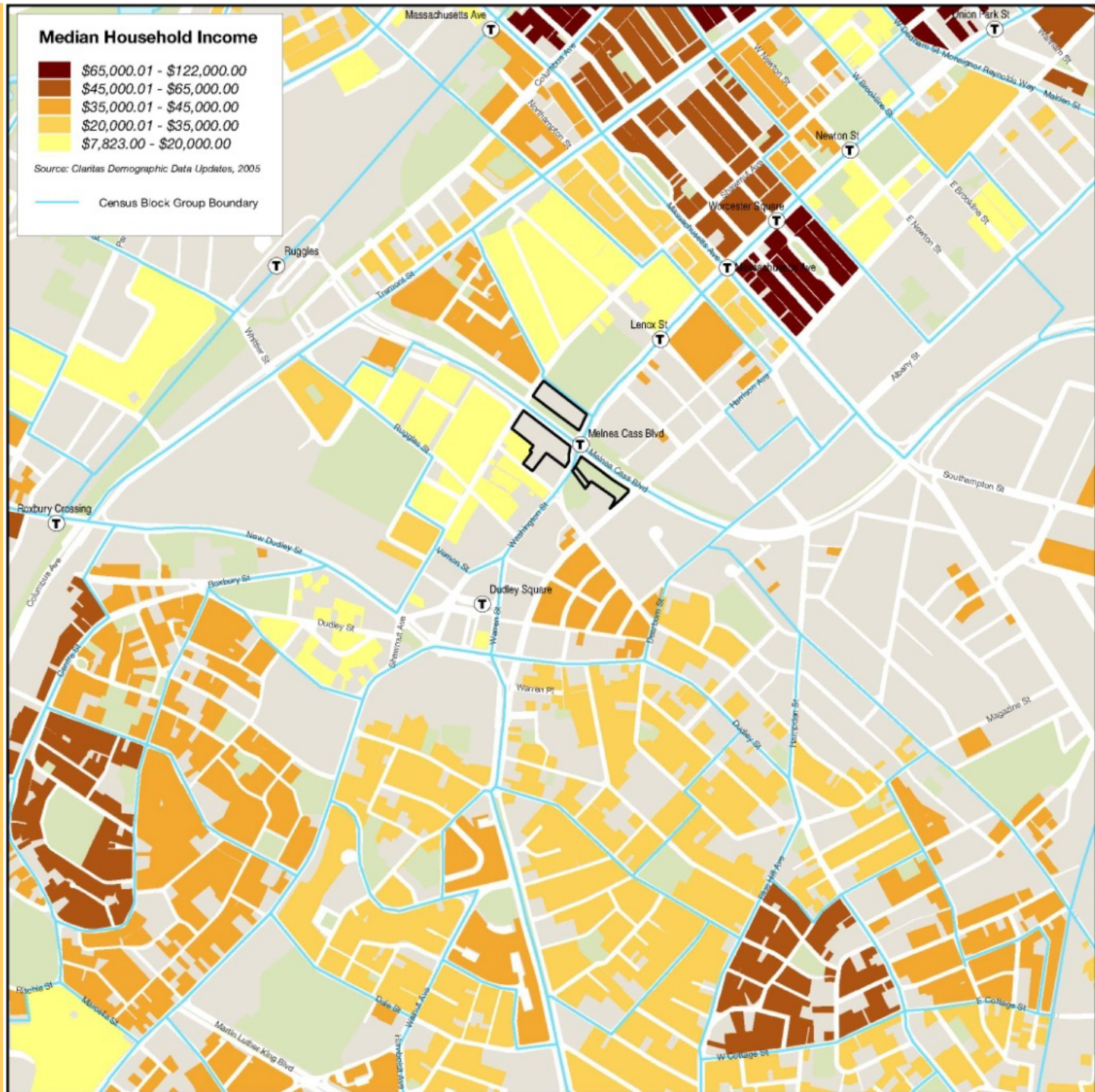
# Household Income

## Median Household Income



Source: Claritas Demographic Data Updates, 2005

— Census Block Group Boundary

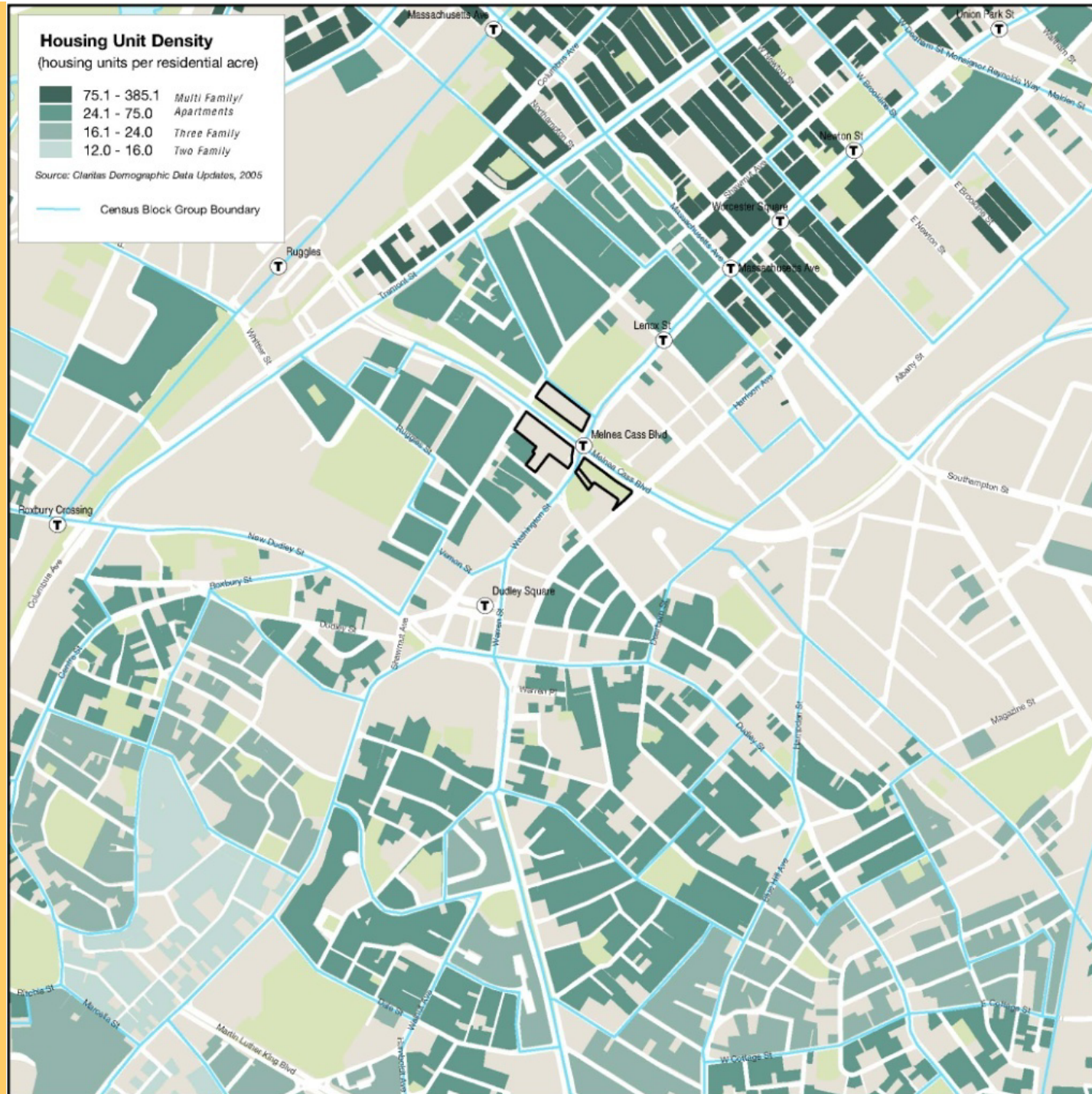


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# Housing Density



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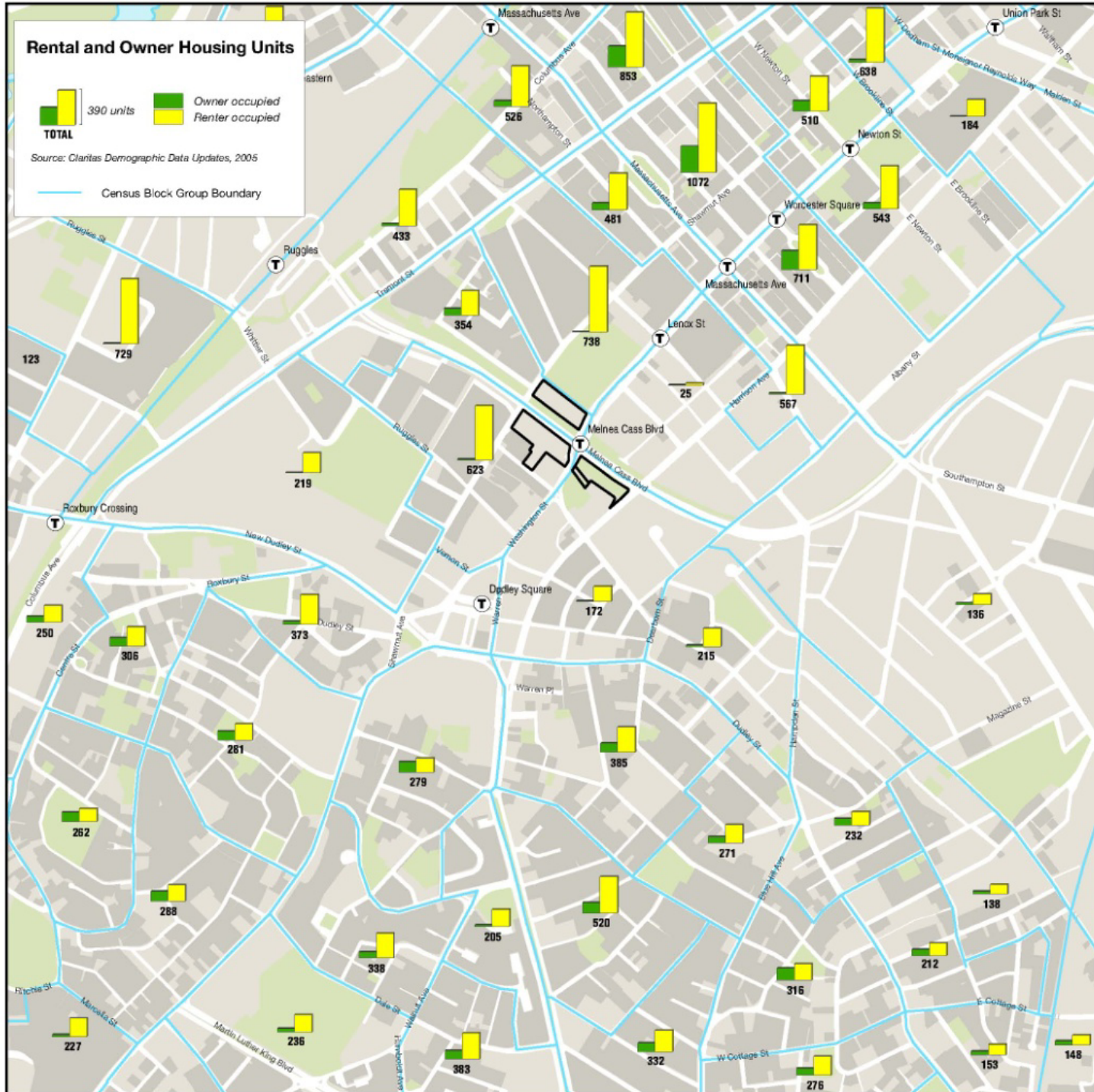
# Household Ownership

## Rental and Owner Housing Units



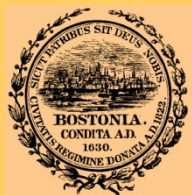
Source: Claritas Demographic Data Updates, 2005

Census Block Group Boundary



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# Area / Site Plan



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