

**MADISON PARK DEVELOPMENT CORPORATION
AND TROPICAL FOODS INTERNATIONAL**

PRESENT...



Madison Park
Development Corporation



MADISON TROPICAL PARCEL 10 PROPOSAL



INTRODUCTION AND KEY TEAM MEMBERS

<u>Firm</u>	<u>Role / Responsibility</u>
Madison Park Development Corporation (MBE)	Master Developer
Tropical Foods International (Roxbury-Based)	Development Partner / Business Owner
DHK Architects (MBE)	Master Planner and Architect, Bldgs B & C
Howard/Stein-Hudson Associates (Boston-Based)	Traffic Engineer
Next Street Financial (Roxbury-based)	Business Strategy Consultants
CWC Builders	Cost Estimating
Klein Hornig (Boston-Based)	Legal Services to MPDC and Partnership

MADISON PARK DEVELOPMENT



The first 10 years...



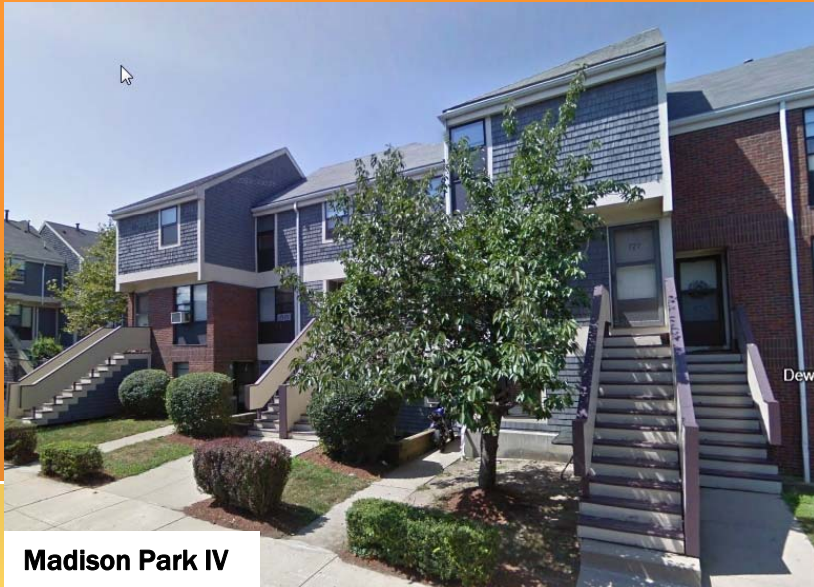
Haynes House



Smith House



Madison Park III



Madison Park IV

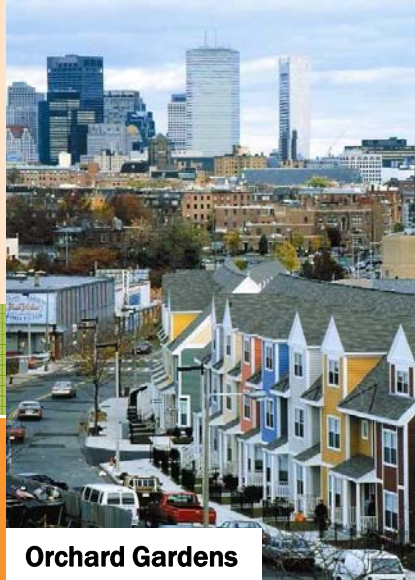


Beryl Gardens

MADISON PARK DEVELOPMENT



The next 30 years...



Interfaith



Orchard Gardens

School House



Ruggles Shawmut

School House

MADISON PARK DEVELOPMENT



Community Action, Arts and Culture



Community Action



Arts and Culture



MADISON PARK DEVELOPMENT



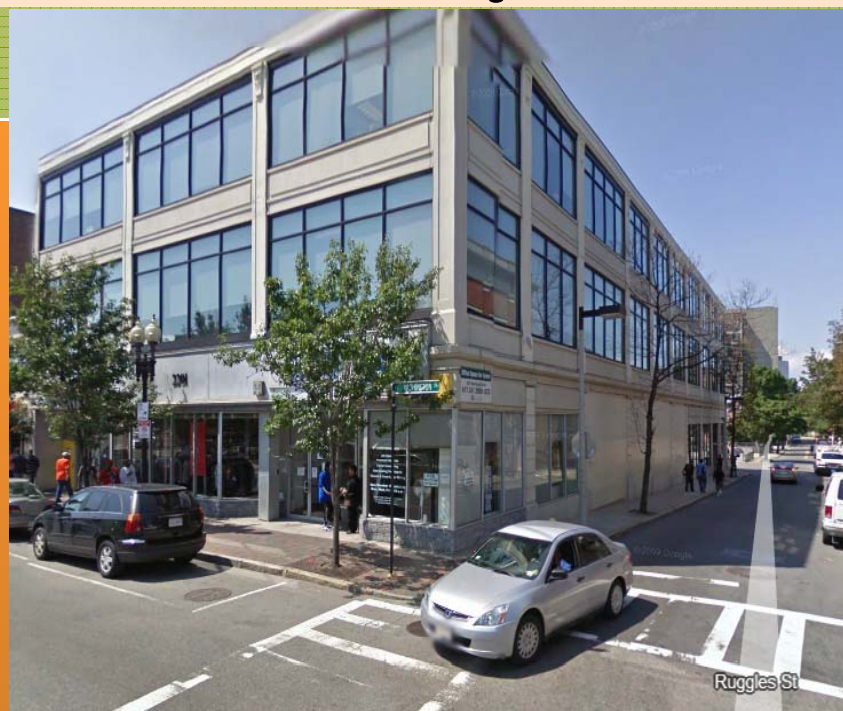
Commercial Properties

184 Dudley Street



Hibernian Hall

2451 Washington Street



Ruggles St

PROJECT GOALS

- Generate local jobs & wealth creation opportunities for Roxbury residents
- Provide access to new products, services and affordable, healthy food
- Retain & enhance a neighborhood icon: Tropical Foods Supermarket
- Create a vibrant and contextual multi-use development
- Establish a pedestrian friendly environment

TROPICAL FOODS SUPERMARKET



WHO...

...a 40 year old, Roxbury-based, family-owned supermarket.

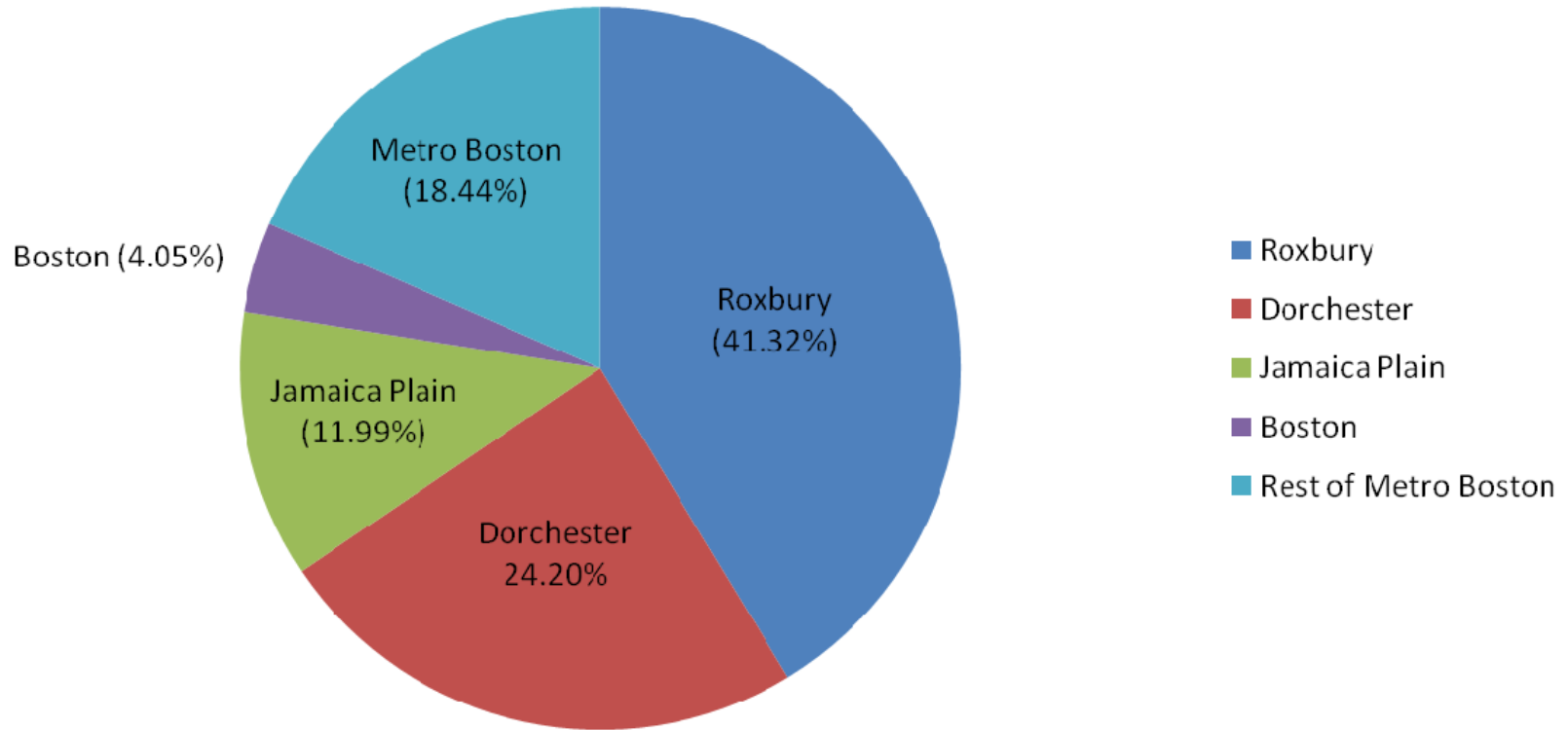
2010 SALES STATS

- Over \$14 million in sales
- 650,000 customers
- Majority of customers from Roxbury and Dorchester areas of Boston



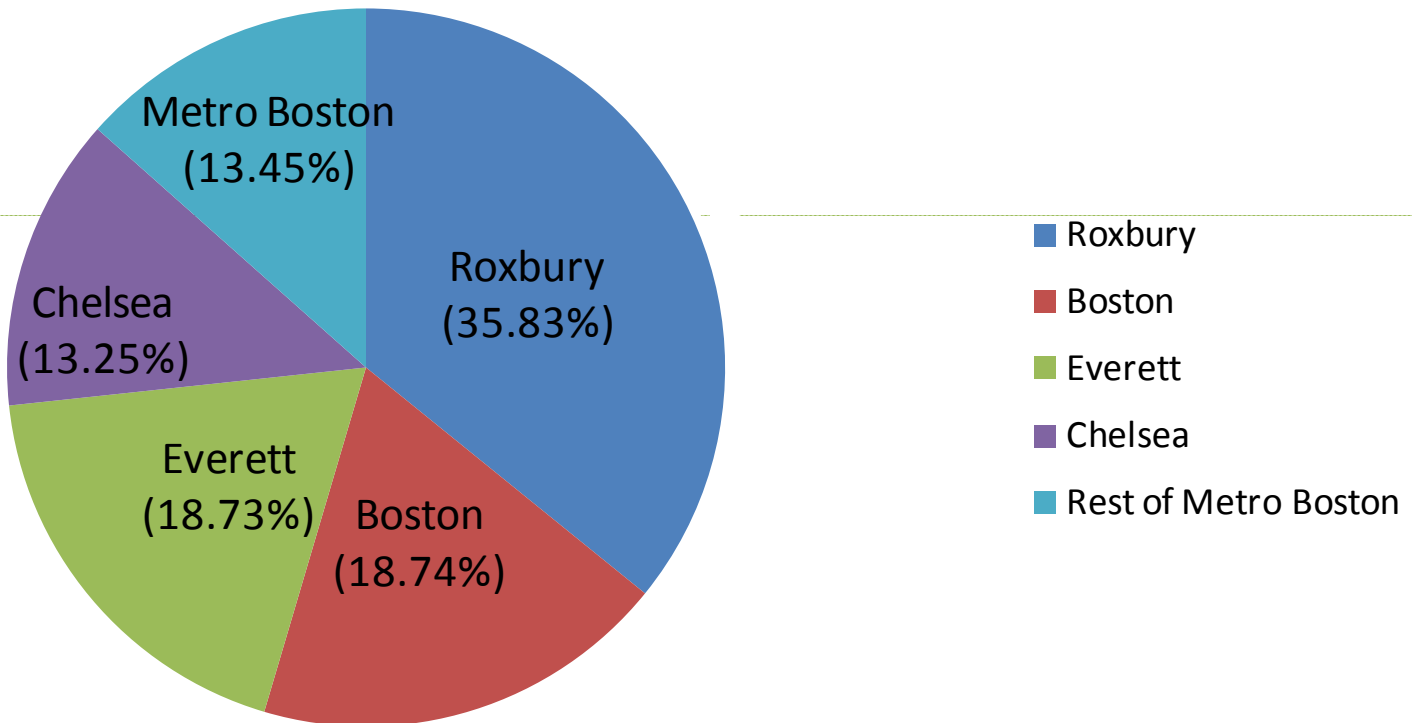
EMPLOYMENT STATS

Tropical Foods' 2009 & 2010 Local Payroll: \$3,022,012



PROCUREMENT STATS

Tropical Foods' 2009 & 2010 Local Purchasing: \$5,222,317



WHAT...

...a new and improved grocery store.

	Current Store	Proposed Store
Size	8,500sf	18,000sf
Registers	9	14
Parking	80	112
Frozen Food Coolers	20	60
Deli	no	yes
Fresh Fish	no	yes
Bakery	no	yes

Expanded sections include:

- Produce
- Meat
- Dairy
- Healthy foods
- 30-40 new jobs created




WHEN...

...Now.

27 June 1989

021 99-767 "BOSTON PUBLIC LIBRARY"

BHA
2961



TROPICAL FOODS

EL PLATANERO
2101 Washington Street, Roxbury

Open - Abierto
Monday - Thursday 8:00 am - 6:00 pm
Friday - Saturday 8:00 am - 6:30 pm

ETUSA ARCHITECTS
INCORPORATED
Consulting Architects

27 June 1989

TO: Mr. Anthony Williams
Assistant Director for Neighborhood Housing & Development
Boston Redevelopment Authority
One City Hall Square
Boston, MA 02201

FM: Edward T. Johnson, M.Arch.
President & CEO
ETUSA ARCHITECTS INC.
Dockside Place at Boston Wharf
No. 33 Sleeper Street Suite 306
Boston, MA 02110
(617)426-9559

SUBJ: PARCELS DISPOSITION LETTER OF REQUEST

RE: Additions & Modifications
to Nos. 2101-2115 Washington Street (Tropical Foods)
Roxbury, Massachusetts 02119

FOR: Mr. Ronald Garry, Vice-President & Principal-in-Charge
for M&C Caribbean Enterprises Inc.
Nos. 2101-2115 Washington Street
Roxbury, Massachusetts 02119
(617)442-7494; 442-7439

Dear Mr. Williams:

ETUSA ARCHITECTS INC. represents the Owner M&C CARIBBEAN ENTERPRISES INC. and provides the following Project Summary.

PROJECT DESCRIPTION

It is the expressed will and determination of M&C CARIBBEAN ENTERPRISES INC. to make a distinct and honorable regional and neighborhood contribution to the great City of Boston through the establishment of a unique neighborhood Supermarket Food Store development within the Dudley Square Commercial Area Revitalization District. Part of Ward 9, Precinct 4, this Project is deemed to be THE Gateway Centerpiece to Council District VII's (Bruce Bolling's) Area Revitalization.

Located within the Roxbury Interim Planning Overlay District bounded by Melnea Cass Boulevard to the north, Washington Street to the east, Williams Street to the south, and Shawmut Avenue to the west, M&C CARIBBEAN ENTERPRISES INC. a/k/a TROPICAL FOODS proposes to expand its already thriving urban supermarket operation. Presently housed on three levels of a 109 year old class C historic 4 story brick facility with stone foundation built on solid earth, TROPICAL FOODS commands spectacular panoramic views of the City from the Back Bay to the Central Artery, and attracts a customer base extending as far away as North Conway, New Hampshire.

DOCKSIDE PLACE at BOSTON WHARF - 33 Sleeper St. Suite 306 - Boston, Massachusetts 02110 - 02110

- 1 -

PLANNING AND DESIGN



MADISON/TROPICAL PARCEL 10 PROPOSAL

COLOR SITE PLAN
NTS
JULY 25, 2011



PROJECT CHARACTERISTICS

- **Urban Redevelopment**
- **Mixed Use**
- **Retail - 42,000 SF**
- **Office & Warehouse - 30,000 SF**
- **Residential - 75,000 SF (66 Units)**
- **Midrise - 5 stories**

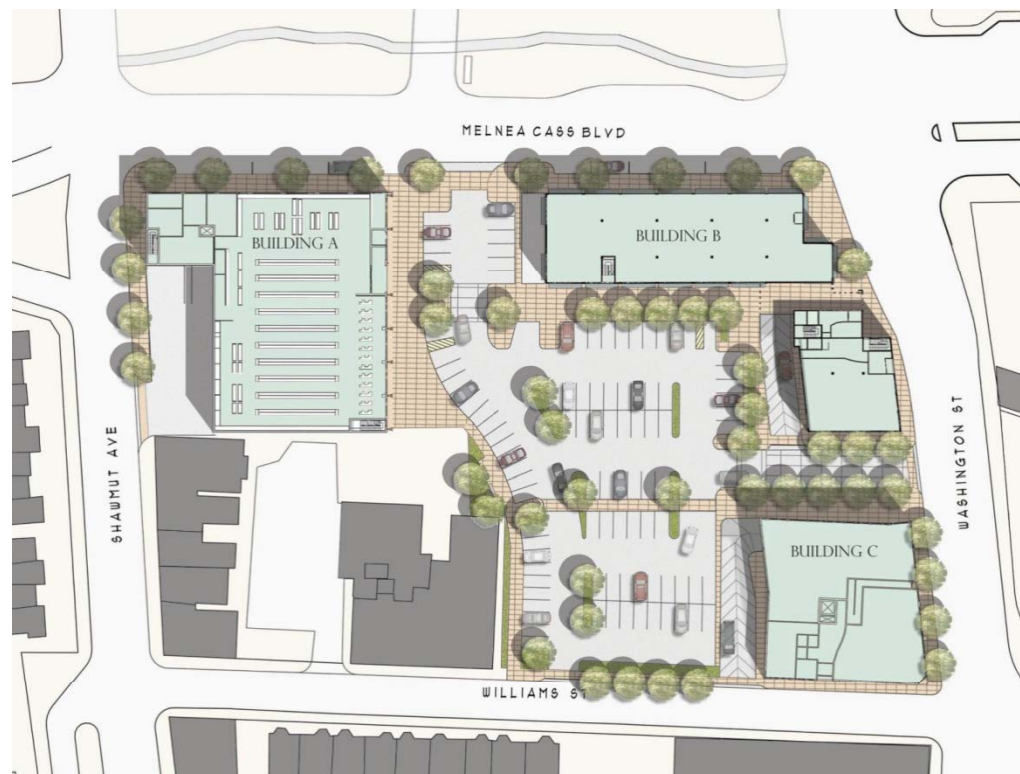
SITE CHARACTERISTICS

Existing buildings & site



DESIGN APPROACH

- Anchor corners of site with buildings
- Create access points between buildings
- Organize site interior around a main pedestrian spine



REBUILD THE URBAN STREETS

- Maintain scale & character of urban context
- Active street level uses
- Create a rich aesthetic with a variety of colors, textures, and building facades
- Re-establish street wall



MELNEA CASS BOULEVARD - STREET ELEVATION



WASHINGTON STREET - STREET ELEVATION

GATEWAY TO DUDLEY SQUARE

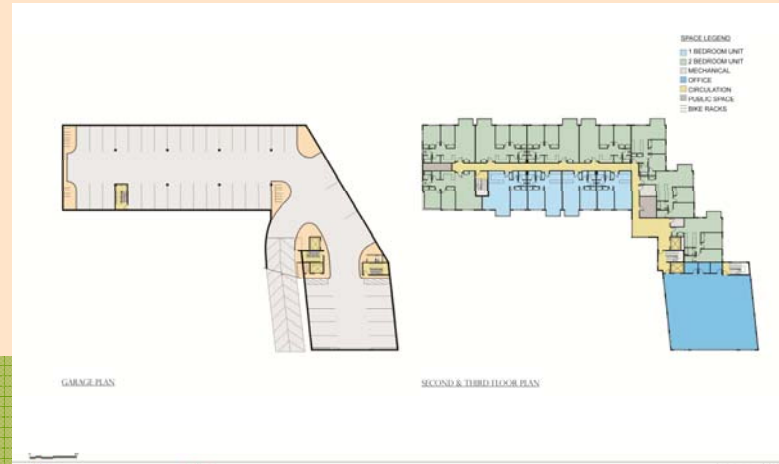
- Emphasize massing at corner of Washington & Melnea Cass
- Five stories
- Architectural treatment of the corner



MIXED-USE BUILDING B



Madison Park Development Corporation
 MADISON/TROPICAL PARCEL 10 PROPOSAL
 MIXED-USE BUILDING B PLAN
 117' x 107'
 837 S.W. 20th
 MIAMI, FL 33135
 SHEET 4-1



Madison Park Development Corporation
 MADISON/TROPICAL PARCEL 10 PROPOSAL
 MIXED-USE BUILDING B PLAN
 117' x 107'
 837 S.W. 20th
 MIAMI, FL 33135
 SHEET 4-2



Madison Park Development Corporation
 MADISON/TROPICAL PARCEL 10 PROPOSAL
 MIXED-USE BUILDING B PLAN
 117' x 107'
 837 S.W. 20th
 MIAMI, FL 33135
 SHEET 4-3



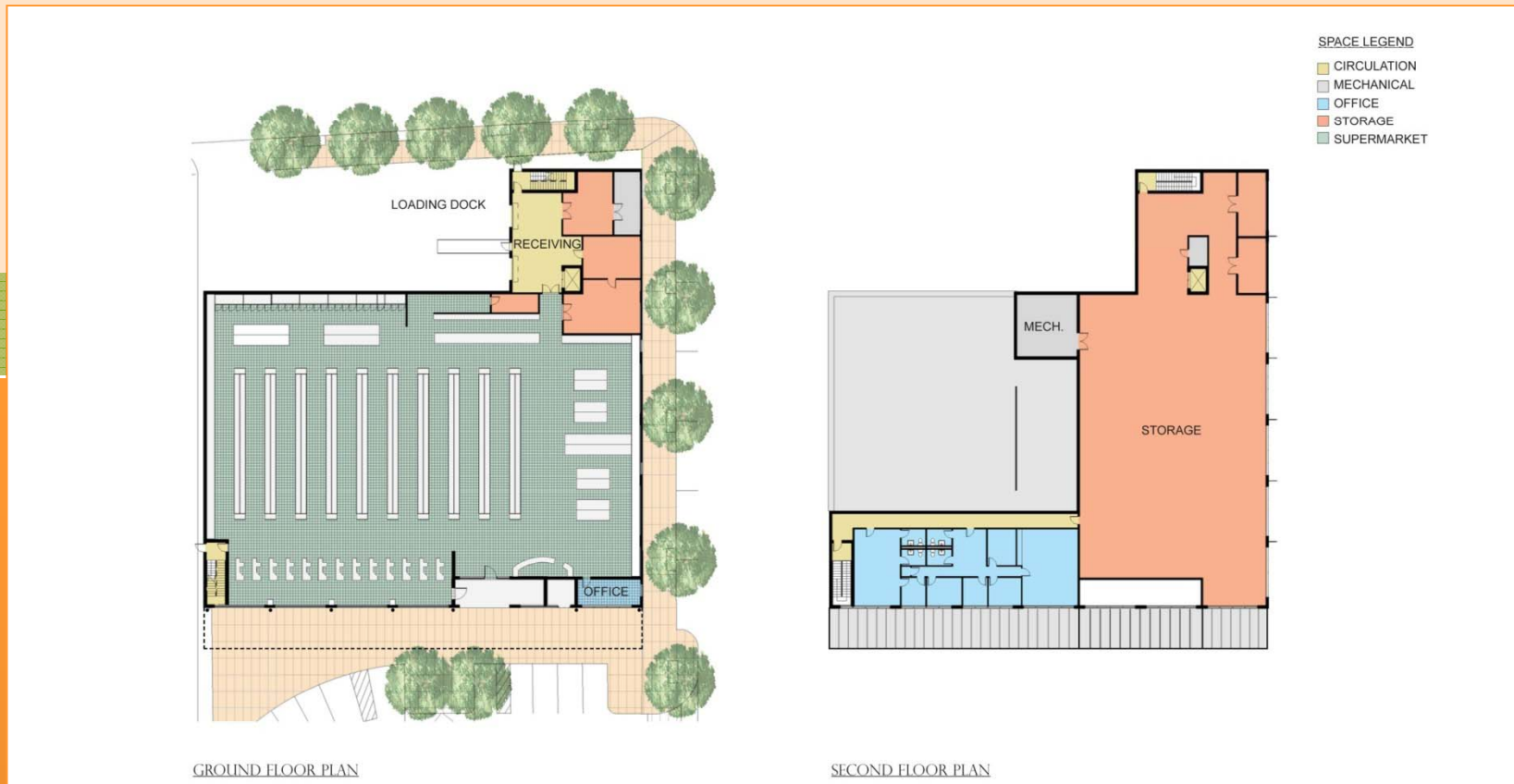
Madison Park Development Corporation
 MADISON/TROPICAL PARCEL 10 PROPOSAL
 MIXED-USE BUILDING B ELEVATION
 117' x 107'
 837 S.W. 20th
 MIAMI, FL 33135
 SHEET 4-4

ENHANCE PRESENCE OF TROPICAL FOODS

- New, enlarged building
- Dramatic new image
- Much improved functionality
- Much improved access



ENHANCE PRESENCE OF TROPICAL FOODS



ENHANCE PRESENCE OF TROPICAL FOODS



TROPICAL FOODS ENTRANCE ELEVATION



MELNEA CASS BOULEVARD ELEVATION



MADISON/TROPICAL PARCEL 10 PROPOSAL

TROPICAL FOODS
BUILDING A ELEVATIONS
NTS
JULY 25, 2011
SHEET # 13

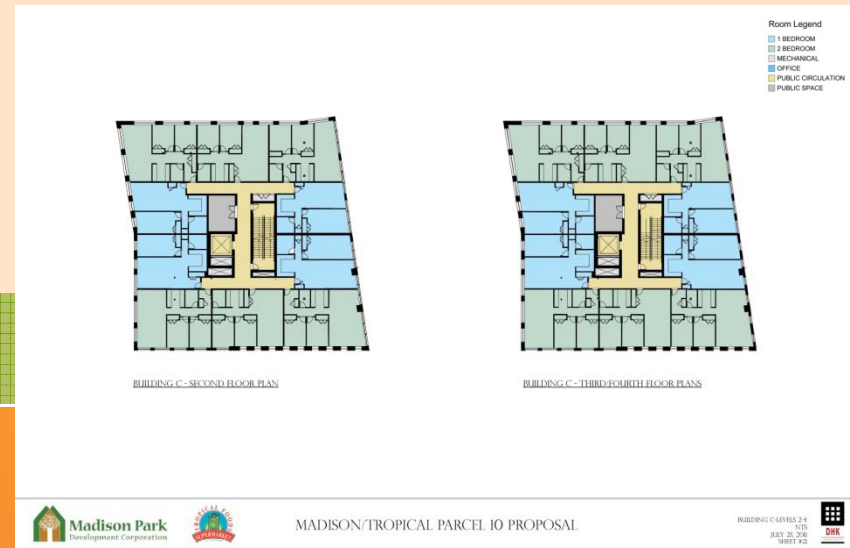
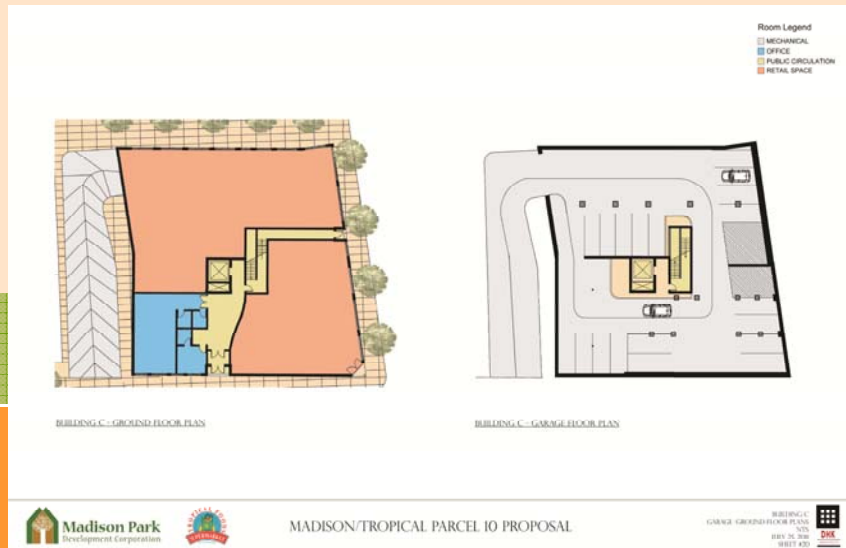


HISTORIC RENOVATION OF 2101 WASHINGTON STREET

- Adaptive reuse
- Revitalized image
- Restoration and renovation of facades

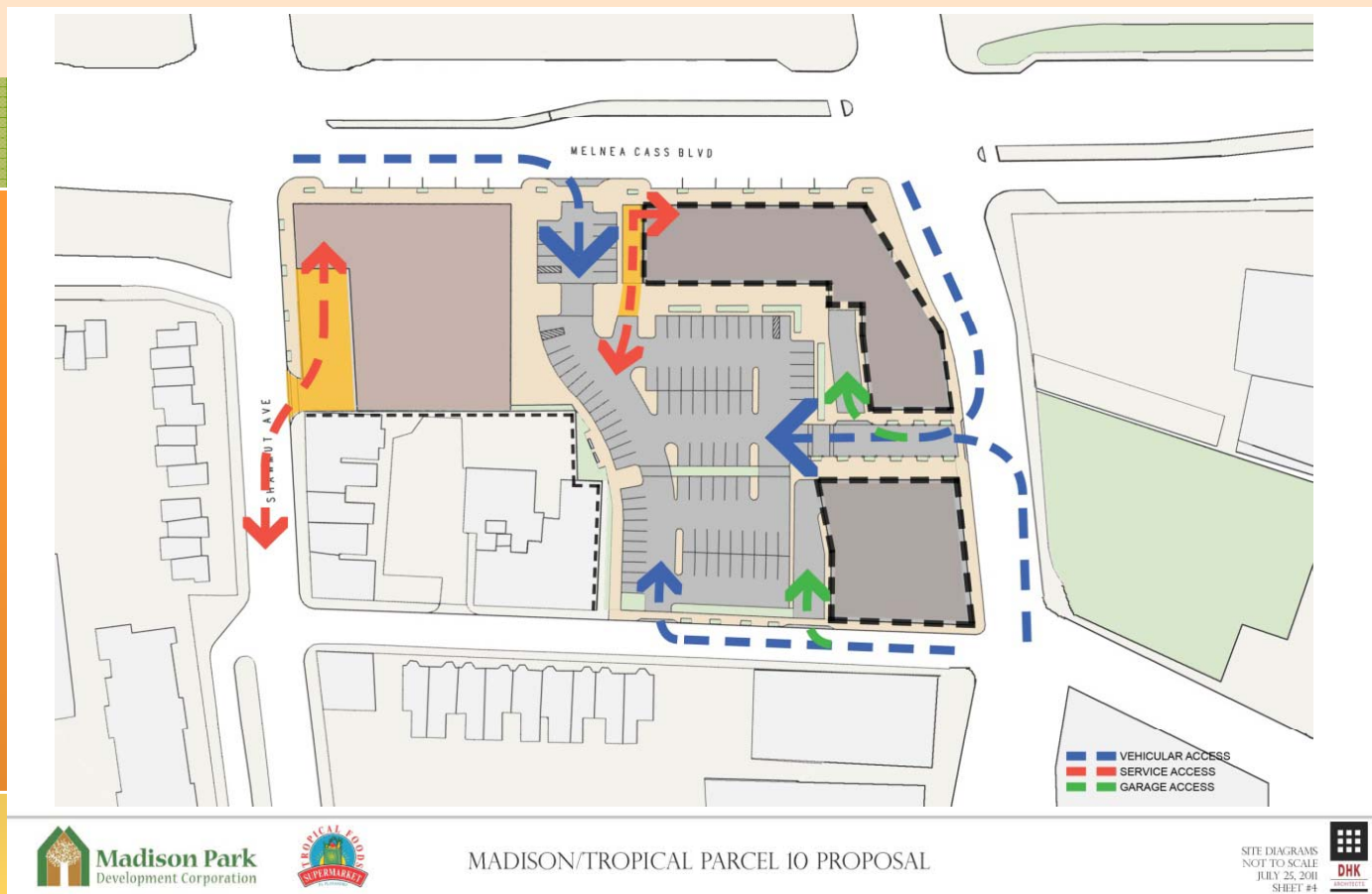


HISTORIC RENOVATION OF 2101 WASHINGTON STREET



CIRCULATION AND PARKING

- Convenient vehicular access
- Adequate parking for all users
- Service access



PEDESTRIAN FRIENDLY ENVIRONMENT

- Integrated with the neighborhood
- Sidewalk continuity
- Connected to public transportation
- Designed to accommodate bicycles



NEXT STREET FINANCIAL

Mission Statement

- Provide strategic advice and access to capital to small businesses in urban markets
- Headquartered in Dudley Square, Roxbury

Proposed involvement in Parcel 10

- Business recruitment, marketing and outreach
- Capacity building program
- Identification and packaging of financial solutions

Track-record working with Roxbury-based businesses

- Roxbury Technology Corporation
- Brothers Supermarket
- Be Our Guest Party Rentals
- Crispus Attucks Children's Center
- Thomas Construction
- A Nubian Notion, Inc.
- Davis Funeral Home
- United Housing Management
- Boston Neighborhood Network
- Roxbury Comprehensive Community Health Center
- City Fresh Foods
- Madison Park Development Corporation

ECONOMIC DEVELOPMENT & WEALTH CREATION

Total Development Cost is \$44 million

Local Job Creation

- Projected Construction jobs – 443
- Projected Permanent jobs – 145 FTE
- Training/career development opportunities

Small Business Development

- Expanding local businesses
- Providing financing and technical assistance





COMMERCIAL COMPONENT

Commercial Program Summary

Building	Use	Size	Projected # of businesses
Building A	Supermarket	40,000 GSF	1
Bldg B/C	Retail Space	26,000 GSF	4-8
Bldg B	Office Space	11,000 GSF	1-3
Outdoor Plaza Area	Cart Vendors	NA	2-5
Total		77,000 GSF	10-24

HOUSING COMPONENT

Parcel 10 - Proposed Residential Rent Rates					
Building	# of units	% of total	Gross Rent Rate		Affordability Level by income
			1 BR	2 BR	
Bldg B/C	7	11%	30% of income*	30% of income*	Formerly homeless
Bldg C	27	41%	\$1,085	\$1,300	\$40,000-\$52,000
Bldg B	14	21%	\$1,162	\$1,327	\$47,000-\$61,000
Bldg B	18	27%	\$1,450	\$1,900	Market Rate
Total	66	100%			

* Section 8 units

FINANCIAL PARTNERS

Proposed project financing includes debt, equity and subsidy funding provided by:

- Madison Tropical development team



- Eastern Bank, Bank of America, Boston Capital



- Mass Housing Investment Corp., MassDevelopment



- Neighborworks Capital



- City of Boston DND, Commonwealth of Mass DHCD

COMMUNITY PROCESS

Outreach to key stake-holders:

- Local residents
- Local businesses
- Community organizations
- Commercial district customers



WHY MADISON TROPICAL?

- Development team experience and track-record in Roxbury
- Confirmed partnership agreement between Madison and Tropical
- Local job & wealth creation opportunities
- Access to new products, services and affordable, healthy food
- Realistic and financially feasible development plan
- Construction start date one year from designation



Madison Park
Development Corporation

