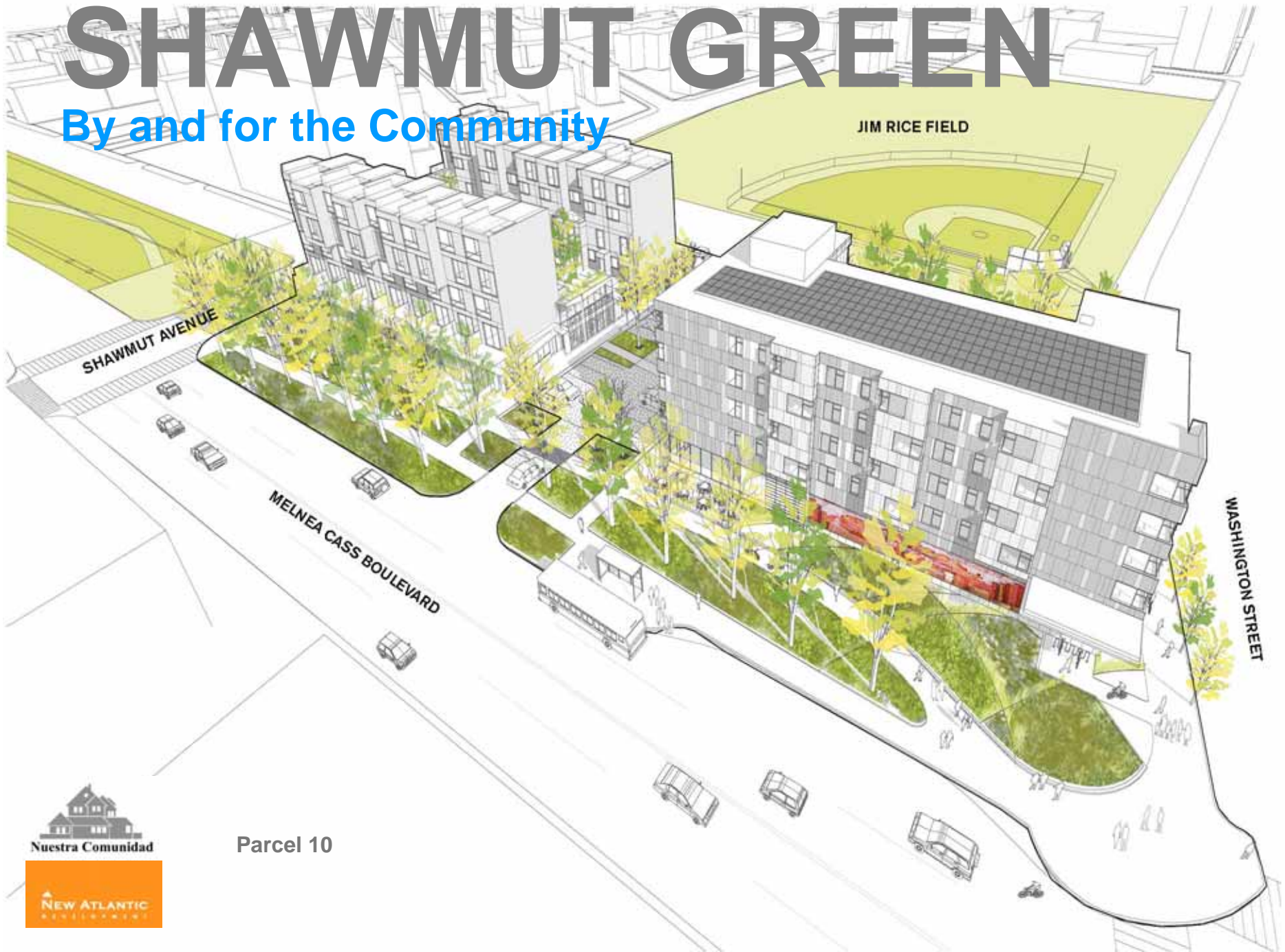


# SHAWMUT GREEN

By and for the Community



Parcel 10



# Buildings to serve the community

25 Ruggles and Hibernian Hall: Local growth, development and urban improvement.



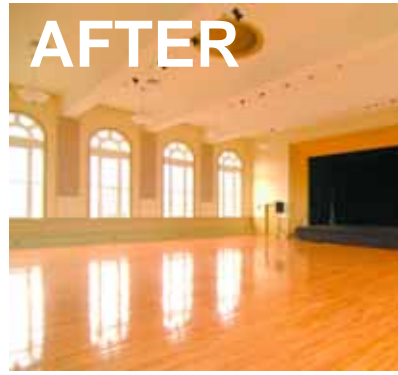
Art Block



BEFORE



BEFORE



AFTER

Hibernian Hall



AFTER

25 Ruggles



# Buildings to serve the community

Dartmouth Hotel and Palladio Hall: Local growth, development and urban improvement.



Dartmouth Hotel



Palladio Hall



## ***By the Community***

- Respectful of previous planning
- Built to include people who live here now - the 99%, not the 1%
- A community team with community experience

## ***For the Community***

- Home ownership within reach of local residents
- True economic diversity: low, moderate, market
- Targeted community economic benefits:
  - Retail jobs
  - YouthBuild Boston – landscape design & jobs
  - Community entrepreneurship training center
  - Opportunities for local artists
  - Proven track record of MBE contracting, community hiring





## Who *is* the community?

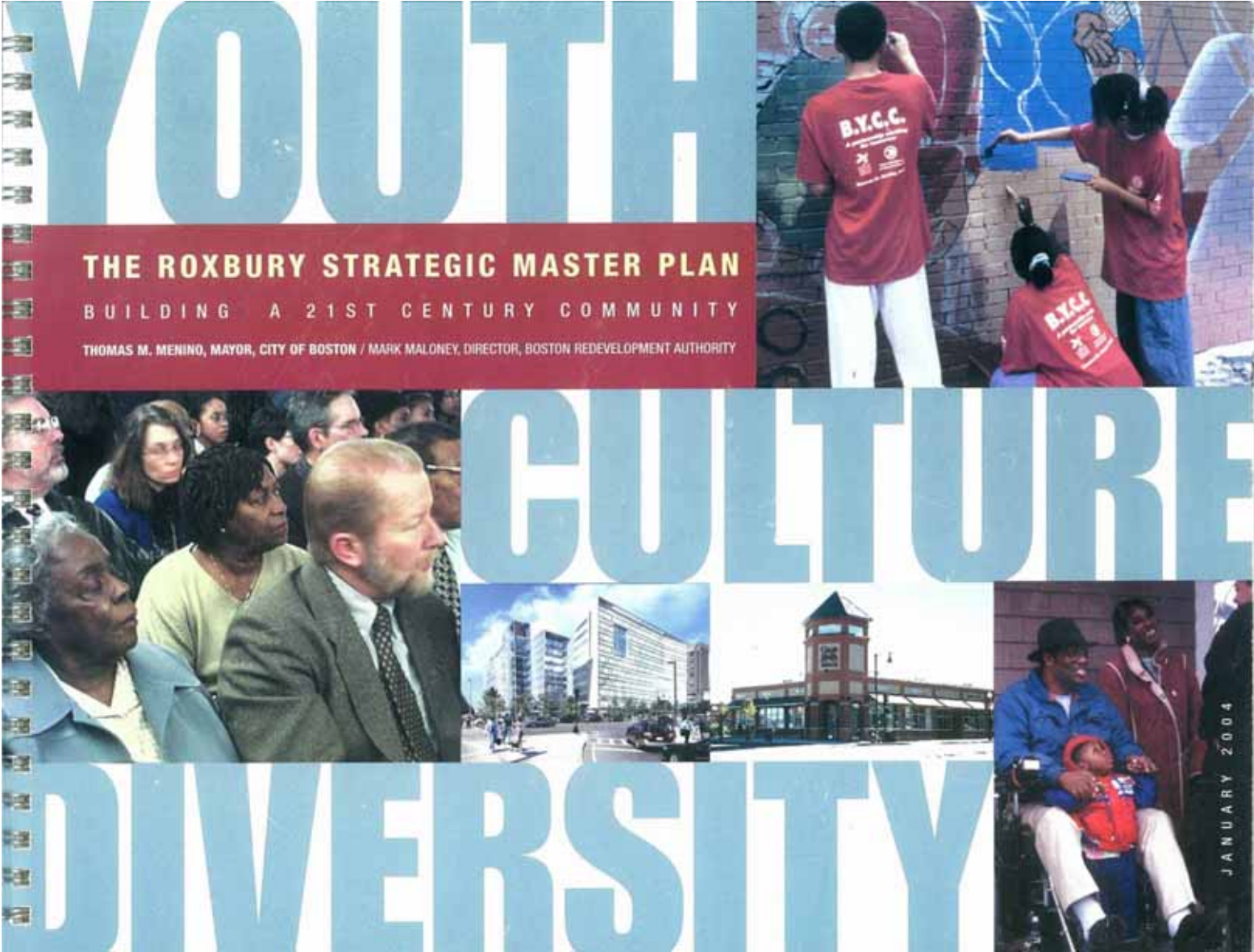
- Families of color
- A range of incomes
- Qualified homebuyers
- Growing and changing
- A community with power





# Your Voice at work

The Roxbury Strategic Master Plan

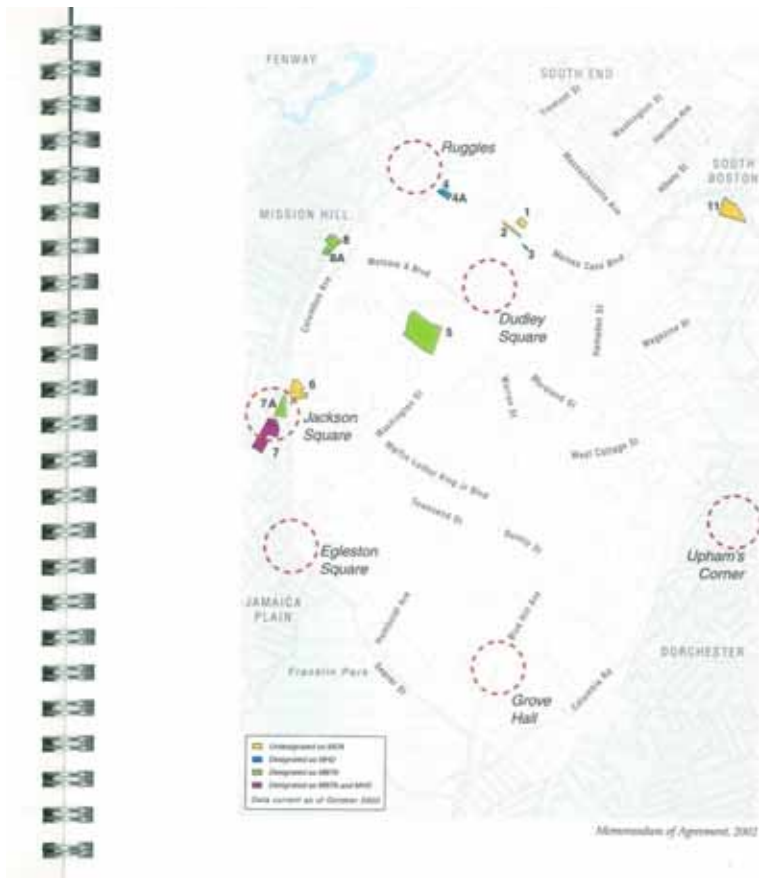




# A Future for Parcel 9

Publicly held land should be devoted to housing.

Maximize affordable housing.



**2. Build housing on publicly held land.** One of the priorities of the Mayor's "Leading the Way" strategy has been to inventory DND and BRA owned property that is zoned for residential uses and develop a schedule to advertise their availability for redevelopment in a timely way. Much of the inventory consists of small, scattered sites within neighborhoods throughout Boston including Roxbury. In some cases, the BRA and DND have worked together to join adjacent parcels of publicly held land into single development sites to create better redevelopment opportunities.

**3. Maximize Affordable Housing Units.** In keeping with the affordable housing needs as identified in "Leading the Way," the goal is to maximize the number of affordable housing units developed on publicly owned land. A majority of units created by DND on city owned property are affordable. As the city's agency responsible for the disbursement of all public funds for housing, the Department of Neighborhood Development intends to subsidize potential projects with the federal, state and city subsidies for affordable housing. The BRA aims to maximize affordable housing subject to local community objectives, the realities of the market and financial feasibility. Requests for Proposals for publicly owned land are issued under various disposition programs.

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# Encouraging economic diversity

Residents advocate for a range of housing types and an increase in both affordable and market rate homes - providing **housing for a mix of incomes.**

## KEEPING ROXBURY RESIDENTS IN THE COMMUNITY

While many Roxbury residents have enjoyed the benefits of the strong economy, many fear that these and related forces will push some residents out of the neighborhood. Housing production in the region has failed to keep pace with new demands created by job growth and as a result tremendous pressure has been placed on home sale prices and rents. As more and more working families are being priced out of the market, additional demand falls upon the stock of subsidized housing, causing an affordable housing deficit in the region.

The high number of subsidized units has caused some residents to advocate for a greater balance of incomes in Roxbury and for an increase in homeownership, both affordable and market rate.

Many residents agree that it is important to encourage economic diversity and provide housing for a mix of incomes in all new housing developments, both rented and owned. The community has not voiced disagreement about the critical importance of the existence and maintenance of high quality subsidized housing; the goal is to achieve more balance of housing types.

## OVERALL GOALS

There are four key components for any strategy aimed at ensuring an adequate and affordable supply of diverse housing stock to meet the needs of Roxbury residents. Planning for these components will be pursued in ways that respect the physical and social diversity of Roxbury and enhances the integration of housing with transportation and economic development. These four components reflect the concerns and suggestions made in many meetings with residents and community leaders.

- Maintain and expand affordable and decent housing
- Increase individual and cooperative homeownership
- Design and plan innovative housing and its integration with the neighborhood's social and economic structure
- Maintain and enhance the quality of public and subsidized housing



The Phoenix factory is a creative, adaptive reuse of a former industrial building for housing.



An example of a vacant lot that became a housing site.

## KEEPING ROXBURY RESIDENTS IN THE COMMUNITY

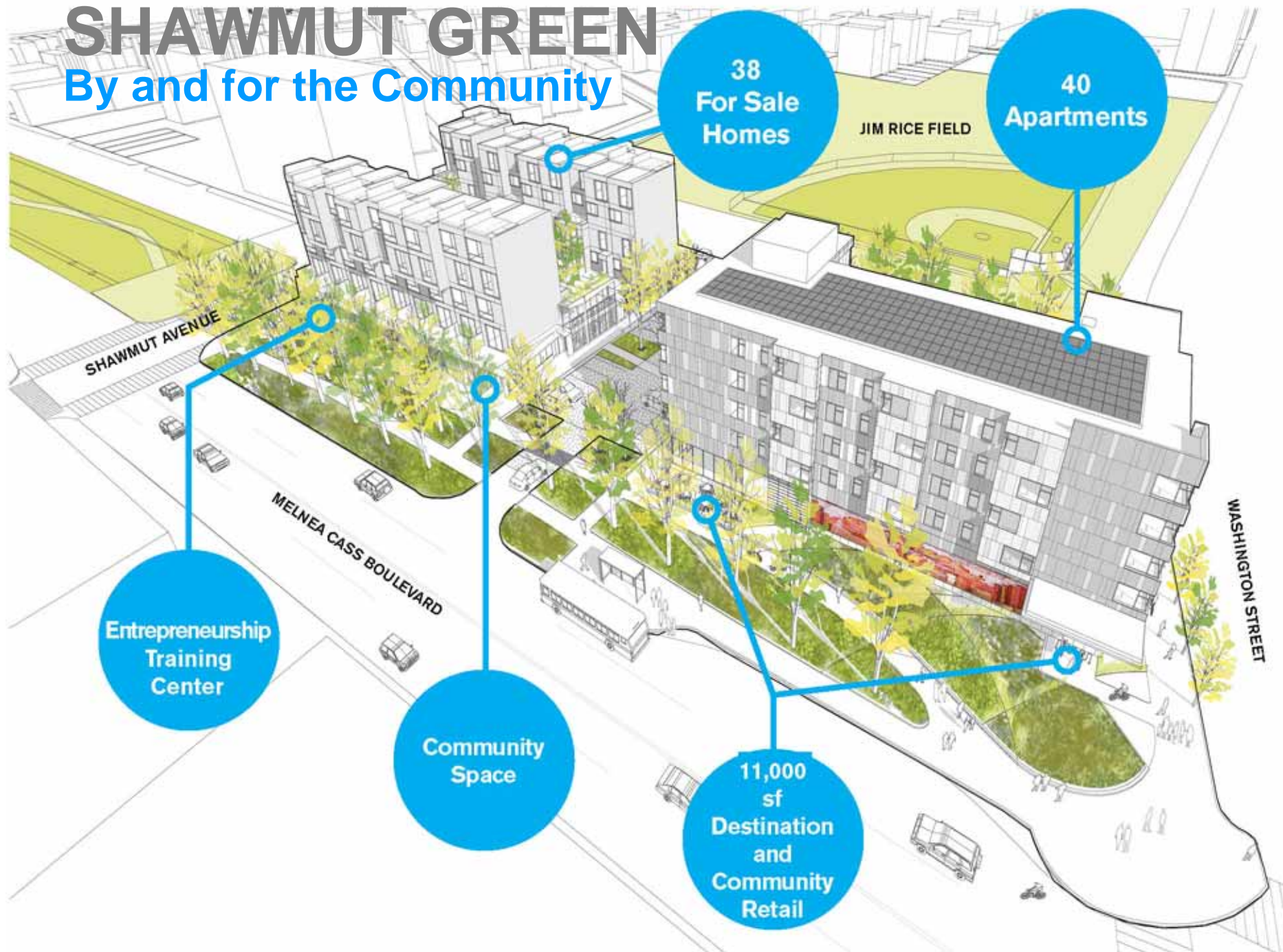
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# SHAWMUT GREEN

By and for the Community



38  
For Sale  
Homes

40  
Apartments

JIM RICE FIELD

SHAWMUT AVENUE

MELNEA CASS BOULEVARD

WASHINGTON STREET

Entrepreneurship  
Training  
Center

Community  
Space

11,000  
sf  
Destination  
and  
Community  
Retail



# WHO ARE WE SERVING?

Market Demand Strategy: Long-term neighborhood stability/sustainability

## RETAIL

- Destination retail brings name brand to key intersection
- Community amenity retail and ground level engenders community
- Key Value Drivers:
  - High visibility
  - Convenient, easy to access parking
  - Practical, clean layout

## HOUSING

A vital mix of sizes, tenure, and affordability to engender true diversity, and to be sure to include those already living in Dudley Square and Lower Roxbury – the 99%

# MIXED-INCOME WORKFORCE HOUSING

## Program Breakdown

### HOME OWNERSHIP: 38 TOTAL CONDOMINIUM HOMES

- 19 - 1,200 sf Unrestricted/Market homes selling for \$375,000 avg price
- 19 - 1,200-1,400 sf homes to 80% AMI HHs for \$185,000 avg price  
(80% AMI HH of 3 can earn up to \$69,500 / HH of 5 up to \$89,550)
- More overall amenities as compared to much smaller units in the South End at the same price point
- Homes provide more area/bedrooms over 2-levels
- Homes provide private outdoor private space and parking
- No comparable product – but proven market need



# MIXED-INCOME WORKFORCE HOUSING

## Program Breakdown

### RENTAL: 40 TOTAL APARTMENTS

- Mix of 1, 2 and 3 bedroom apartments
- Range HH incomes from 30% to 80% AMI
  - from \$20,250 for HH of 1 @ 1 bdrm rent of \$543 rent
  - to 80% AMI (\$89,500 for HH of 6) @ 3 bdrm rent of \$1,863

# THOUGHTFUL, DETAILED, DEVELOPMENT PROPOSAL

## Embedded cost-value decisions

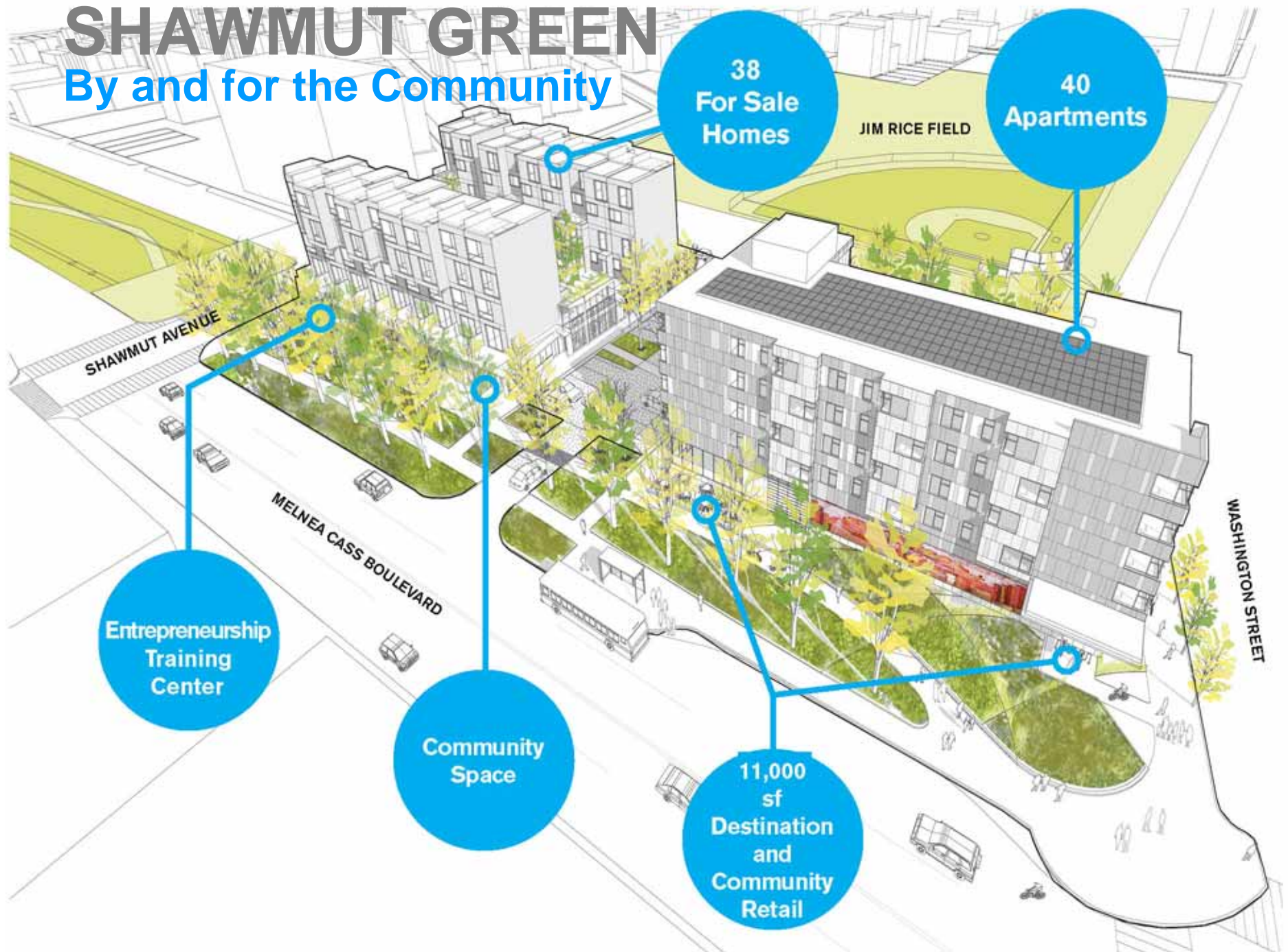
- Highly efficient buildings (net/gross, surface area/floor area ratio)
- No structured/underground parking
- Maximize height/density with wood frame construction
- Innovative wood frame construction technologies
- Just below high-rise code to avoid cost premiums

*Program meets all Zoning Requirements and can be implemented quickly!!*



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WASHINGTON STREET





# Parcel 9: A long-term community asset

Shawmut Green provides **uses that are affordable** to the community residents and businesses. **Community organizations are included** in the development process.



# The Village Center

The central drive is shared by **vehicles, pedestrians, plantings and terraces** to support surrounding community, residential, recreational and retail uses.





# The Village Center

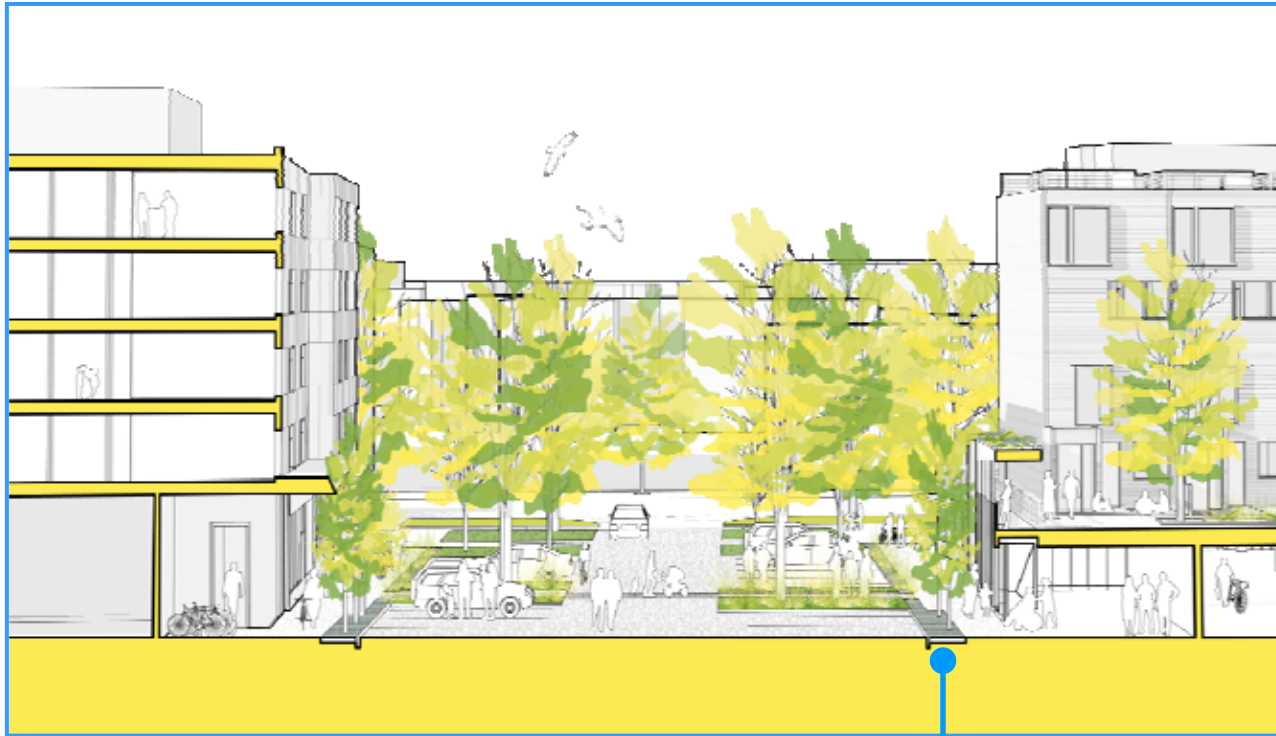
**Vehicles, pedestrians, plantings and terraces** support surrounding community, residential, recreational and retail uses.



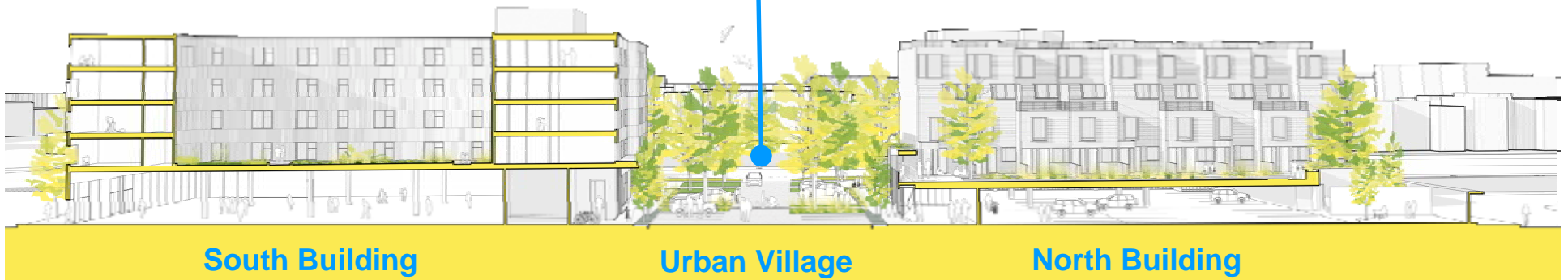


# A sustainable landscape

Plantings choices include native, remediating, low maintenance, and drought tolerant species. A storm water collection and filtration system reduces runoff.



Storm water collection and filtration



South Building

Urban Village

North Building

# Landscape: A model for future use

The landscape is both a pleasant amenity and a functional testing zone for future innovation.



Sustainable demonstration gardens line the bike and pedestrian path





# A balance of destination and community retail

Retail mix based on detailed analysis and understanding of urban retail.





# Streetscape and Community Art

Public art for the benefit of both residents and neighbors alike. Visual access to Jim Rice Field, a landscaped roof deck and beds that can be gardened by residents. Building materiality aims for a richly textured streetscape.



# Building community at multiple levels

Raised landscapes act as an important space for **community interaction**. Upper level outdoor space is available to each resident.





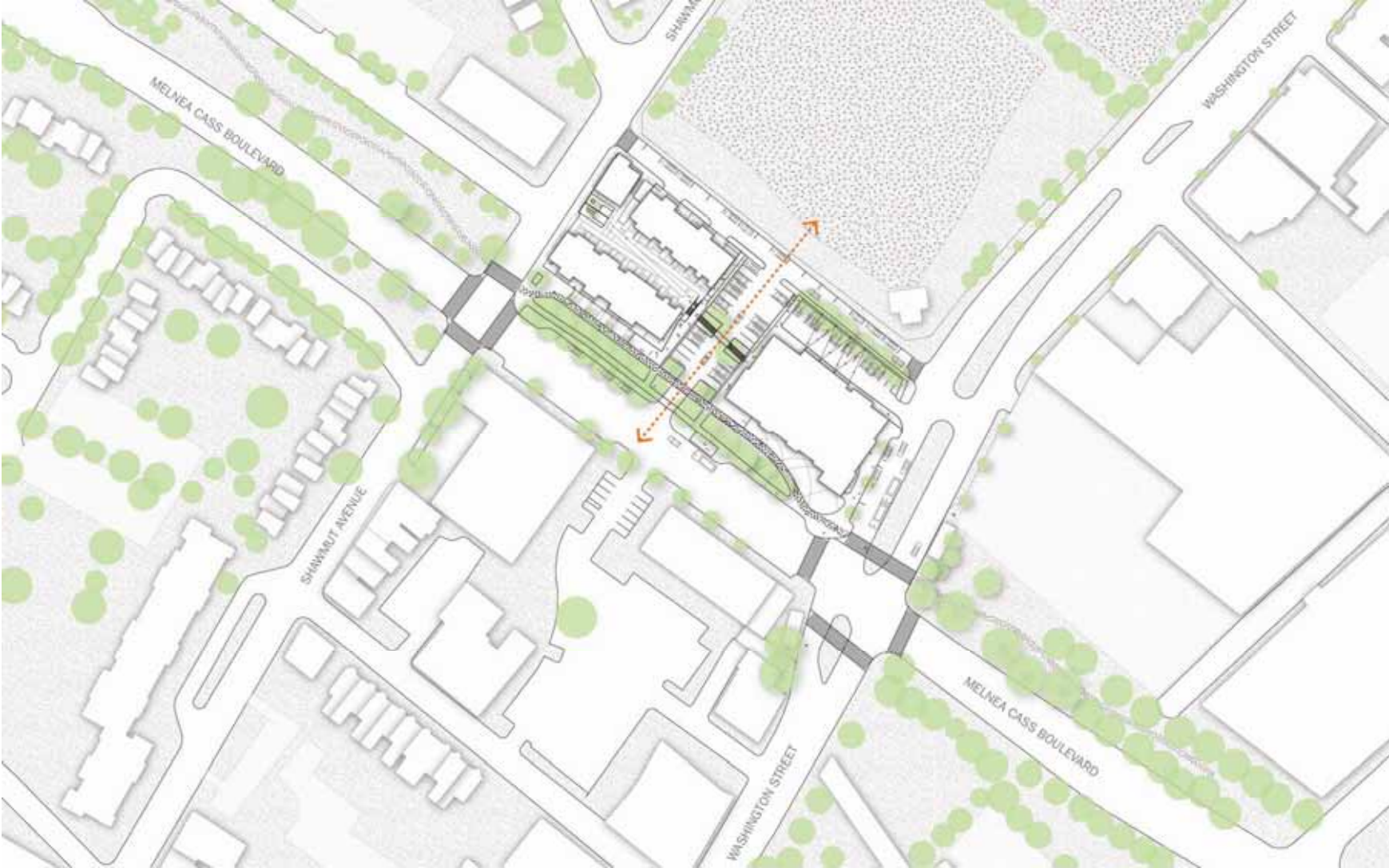
# New Urban Connections

A visual and pedestrian connection between Melnea Cass and the Jim Rice Field. The park becomes a part of the South Bay Harbor Trail experience.



# New Urban Connections

A visual and pedestrian connection between Melnea Cass and the Jim Rice Field. The park becomes a part of the South Bay Harbor Trail experience.





# Bridging Melnea Cass

The transformation of the Washington Street/Melnea Cass intersection into **a new center of activity** that links Dudley Square and the Washington Street corridor of the South End.





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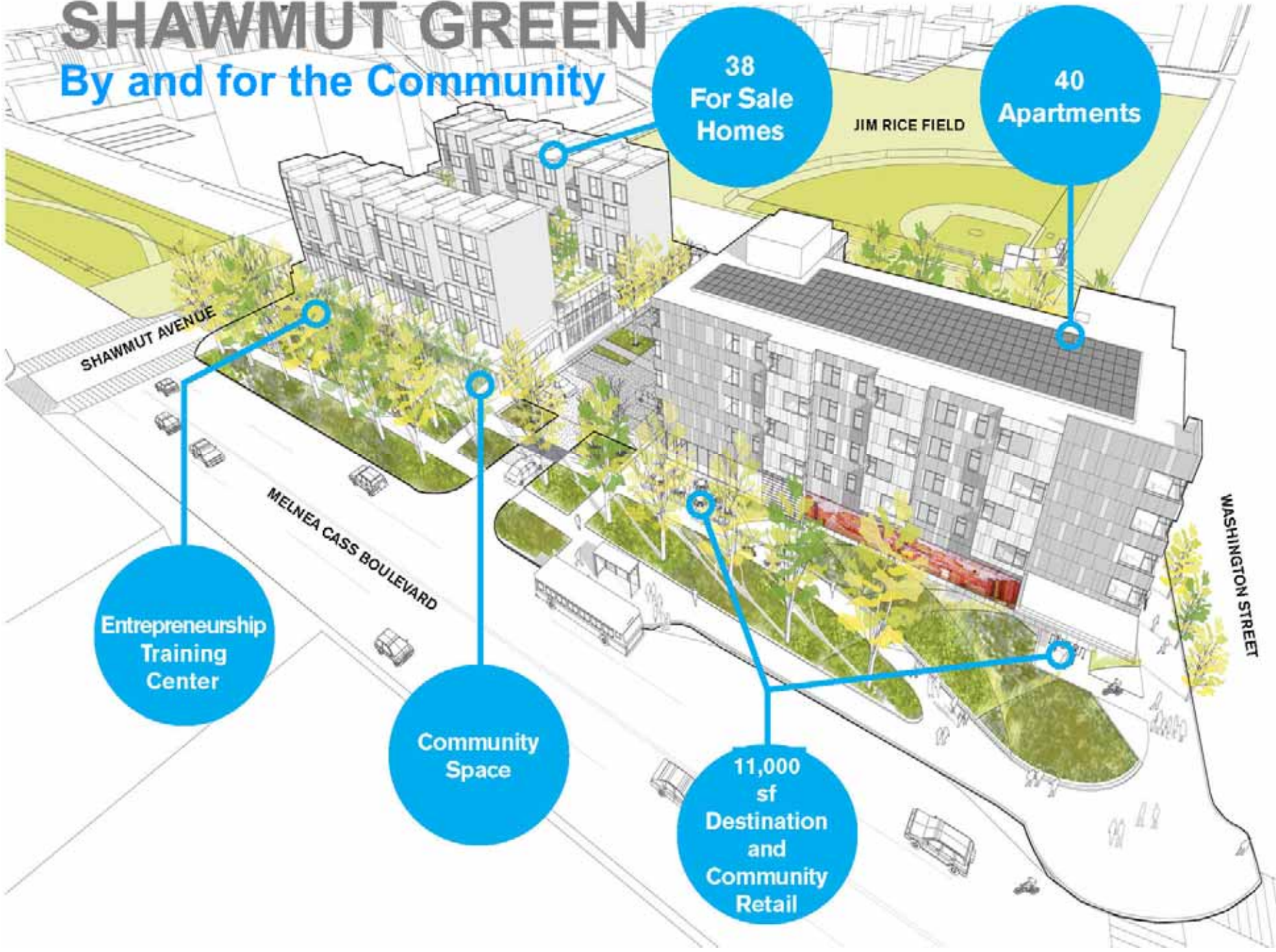
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JIM RICE FIELD

Entrepreneurship  
Training  
Center

Community  
Space

11,000  
sf  
Destination  
and  
Community  
Retail





# Shawmut Green

**Shawmut Green's proposal is by and for the community**, respecting the years of discussion culminating in the Roxbury Master Plan:

- building scale and FAR works entirely within existing zoning
- respects the Housing Priority Overlay
- provides uses that are affordable to community residents and businesses (including entrepreneurship training program)
- community organizations included in the proposal development process

**Shawmut Green's proponents have worked in the Lower Roxbury community for decades:**

- Nuestra is located in the heart of Dudley Square, and revitalized both Palladio Hall & the Dartmouth Hotel;
- New Atlantic revitalized 25 Ruggles and Hibernian Hall, both abandoned buildings, now serving the actual Lower Roxbury community

# Shawmut Green

## **Shawmut Green's proponents have a proven track record with projects of identical scale:**

-neither competing organization has experience at their proposed scale, and their proposed mix of uses

## **The Shawmut Green proposal does not include uses that will compete with nearby projects:**

- Crosstown and Roundhouse hotels nearby
- Crosstown institutional office space

## **Implementation of Shawmut Green's proposal can begin immediately:**

- no long re-zoning or Board of Appeal process;
- no state financing required for first (North) building;
- no waiting for the economy and financing markets to recover



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