



# ROXBURY STRATEGIC MASTER PLAN OVERSIGHT COMMITTEE

July 10, 2017

# AGENDA

- 1. Reiterate committee scope and responsibilities**
- 2. PLAN: Dudley Square Highlights**
- 3. Development Highlights**
- 4. RSMPOC Comments**
- 5. Community Input**

# FULL RSMPOC MEETING CALENDAR

First Monday of the month:

JANUARY 9, 2017

JUNE 5, 2017

FEBRUARY 6, 2017

JULY 10, 2017

MARCH 6, 2017 (*Cancelled*)

SEPTEMBER 11, 2017

APRIL 3, 2017 (*Cancelled*)

OCTOBER 2, 2017

MAY 1, 2017

NOVEMBER 6, 2017

# RSMPOC'S RESPONSIBILITIES

The RSMPOC is charged with a set of responsibilities including promoting the Plan, creating sub-committees, identifying and pursuing funding options, evaluating the Plan, increasing public awareness, and guiding the disposition of public parcels.

The committee will actively continue to participate in the disposition of BPDA parcels.

As part of the promotion of the Plan, the RSMPOC will review:

- publically-owned parcels within Roxbury; and
- privately-owned projects  $\geq$  50,000 sq ft of development in Dudley Square.

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**PLAN: Dudley Square Highlights**

## REASONS FOR PLAN: DUDLEY SQUARE

Open House

Walking Tour

Visioning

Transport. & Public Realm

Economic Development Planning

Housing Analysis Planning

Development Goals & Tools

Preferred Development Guidelines

### Capacity Building

#### What

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

#### Who

- Residents & stakeholders
- Boston Redevelopment Authority (BRA)
- Office of Economic Development (OED)

### Community Benefits

#### What

- Discuss opportunities that advance community priorities
- Evaluate tradeoffs

#### Who

- Residents & stakeholders
- Boston Redevelopment Authority (BRA)
- Office of Economic Development (OED)
- Next Street

### Scenario Development

#### What

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

#### Who

- Residents & stakeholders
- Boston Redevelopment Authority (BRA)
- Office of Economic Development (OED)
- Next Street

### RFP Guideline Review

#### What

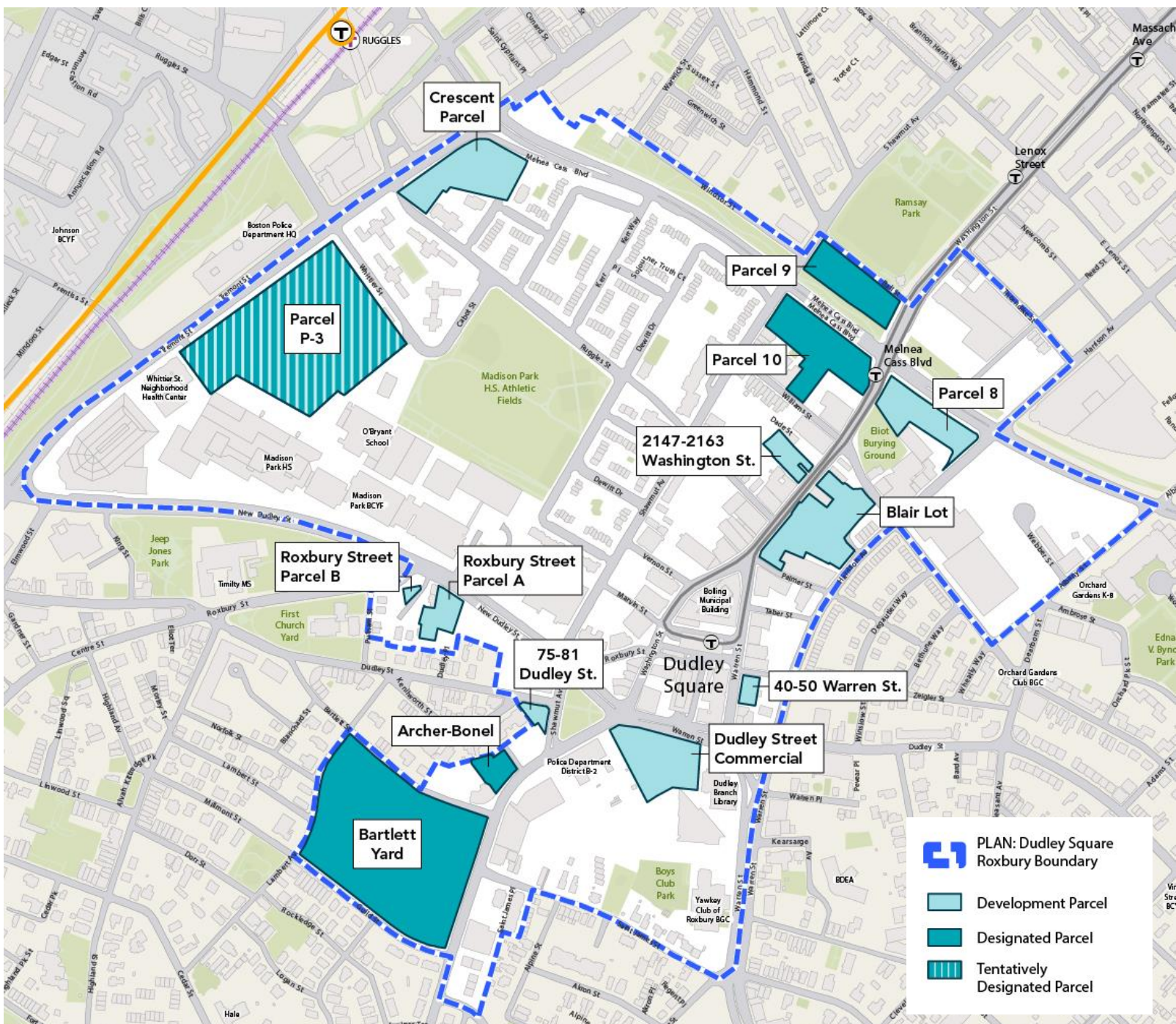
- Review recommended RFP guidelines for economic development





#### Who

- Residents & stakeholders
- Boston Redevelopment Authority (BRA)
- Office of Economic Development (OED)
- Next Street

## ORIGINAL 2004 MASTERPLAN GOALS

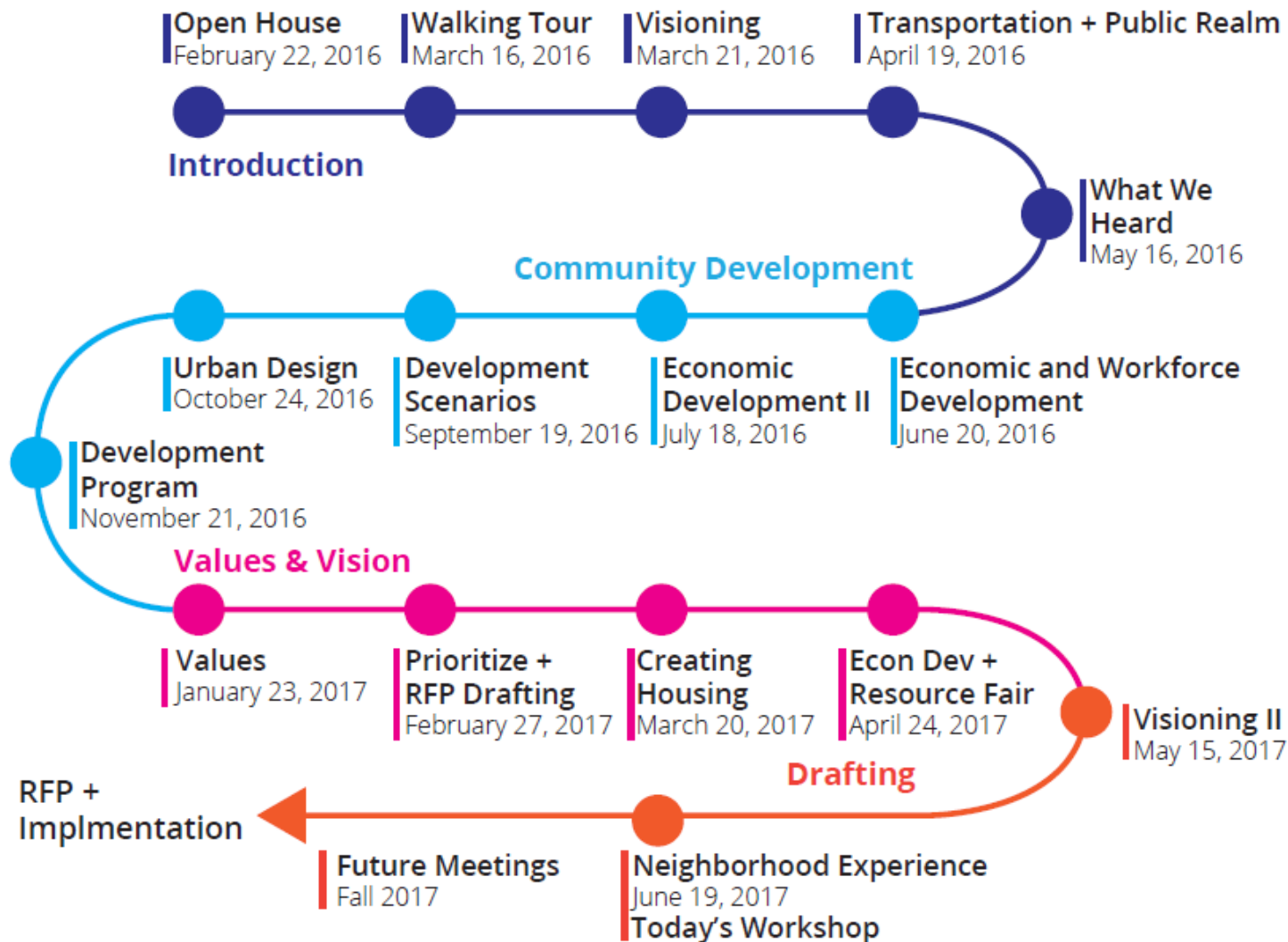
- Enhance **civic & cultural life** in the neighborhood
- Promote **diverse & sustainable growth** with jobs for local residents
- Ensure **safe & efficient public** and **private transportation**
- Expand & improve **housing for a variety** of socioeconomic and age groups
- Create a **safe, comfortable, & lively public realm** that reflects the diversity of local residents
- Increase **community participation** and empowerment through increased accountability of government, and institutions and businesses



-  PLAN: Dudley Square Roxbury Boundary
-  Development Parcel
-  Designated Parcel
-  Tentatively Designated Parcel



## PROCESS TO DATE



## PRIORITIZATION WORKSHOP

February 27, 2017



### Affordable Housing

<b>Prevent Displacement:</b>	
Prevent displacement and ensure that families who have made this neighborhood their home for generations can afford to stay here.	
<b>Existing Residents:</b>	
Establish that existing residents should be the primary recipients of the benefits that come from new growth in the neighborhood.	
<b>Mixed-Income Housing:</b>	
Housing should include a mix of affordable, moderate and market rate.	
<b>Workforce Housing:</b>	
Increase housing security for the next generation through more workforce targeted ownership opportunities in the neighborhood.	
<b>Diverse Housing Options:</b>	
Accommodation of a variety of household types and family sizes should be provided (i.e., accessible units, opportunities for multigenerational, millennial housing).	

### Job Creation

<b>Future High-Skilled Jobs:</b>	
Attract new jobs for the future and create a longer-term educational and training pathway for neighborhood residents to succeed in these new jobs, without leaving them behind.	
<b>Anchor Business or Institution:</b>	
Attract an anchor business to make Dudley Square a new nexus for business and growth to support new retail, services, and restaurant activities.	
<b>Jobs that Match Current Resident Skill Levels:</b>	
Create well-paying jobs that more closely match the skill levels of current residents, focusing on shorter-term job training programs, such as light industry or entry-level office work.	
<b>Livable Wages:</b>	
Increase access to livable wages.	



### Results:

1. Job Creation
2. Affordable Housing
3. Ownership
4. Destination
5. Arts, Culture and History

## HOUSING CREATION WORKSHOP

March 20, 2017 – Data Snapshot

### Risk of Displacement

Of the estimated **1,370 households** in the PLAN: Dudley Square SPA, risk of displacement varies.



**Low Risk**  
73%

1,000 Households living in income-restricted housing



**Moderate Risk**  
14%

190 Renters making more than \$75,000



**Increasing Risk**  
< 1%\*

Homeowners making below \$50,000

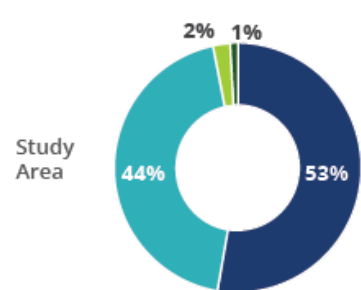


**Elevated Risk**  
13%

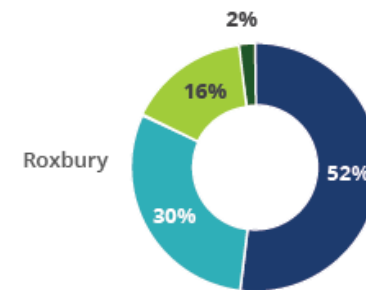
175 Households in market rate rental housing making below \$75,000.

### Income Restriction in Rental & Homeownership

*Including existing and approved*

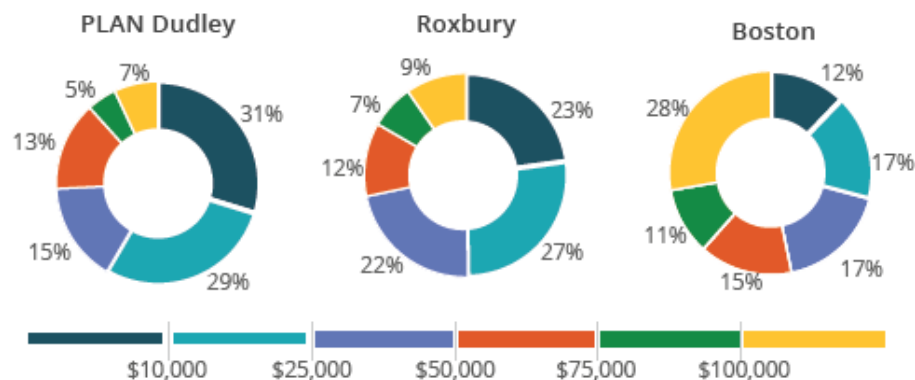


Total Income Restricted - 54%



Total Income Restricted - 54%

### Household Income



### Legend



## HOUSING CREATION WORKSHOP

March 20, 2017

### Homeownership Affordability Levels



Write the group's comments here

Homeownership for income levels in the community, opportunities to move up to higher income levels; consider option to buy but the affordability restriction (after 20 years) → bridge program

### Rental Affordability Levels

Table Number/Facilitator Name CECILIA



Write the group's comments here

So people who are already here can rent + stay here

### Homeownership & Rental



Write the group's comments here

Homeownership provides wealth creation and that is needed here. Homeownership provides roots in the community + stability

### Housing Type



Write the group's comments here

3 bedrooms are hard to find in the city; studio + 1 bedrooms because it is very difficult to find them at affordable levels

### Homeownership Affordability levels:

- The majority of groups prioritized moderate, then middle income, then market rate homeownership.

### Rental Affordability levels:

- The majority of groups prioritized low income, then moderate income, then market rate rental.

### Homeownership vs. Rental:

- A clear preference was shown for homeownership over rental.

### Housing Type:

- Small and medium sized families were prioritized the highest across groups, while large family units 4+ bedrooms was considered less of a priority.
- There was a split between groups regarding single or couple housing. However, no groups placed it as the highest priority

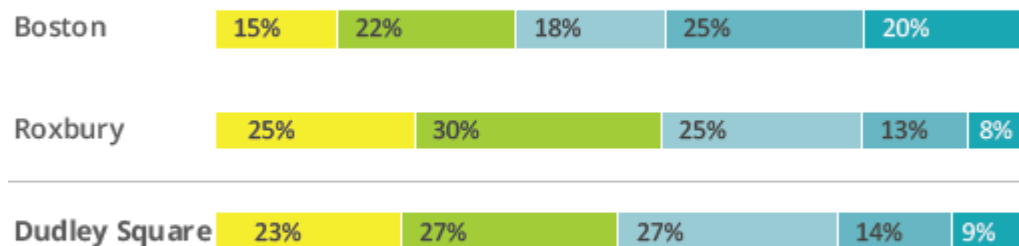


## ECONOMIC DEVELOPMENT WORKSHOP

April 24, 2017 – Data Snapshot:

### Current Existing Conditions Educational Attainment

Residents age 25+



### Growing in Boston

Five Growing Occupations with Level of Education and Median Wages

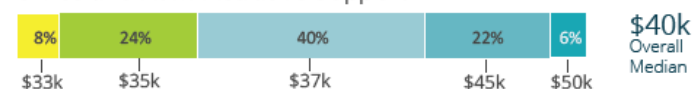
Business and Financial Operations



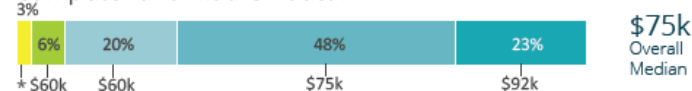
Healthcare Practitioners and Technical



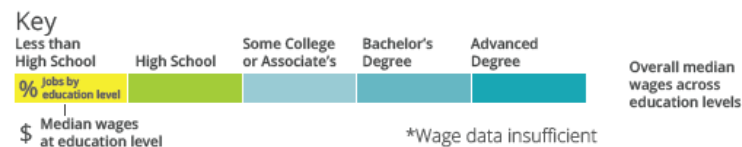
Office and Administrative Support



Computer and Mathematical



Food Preparation and Serving



How are the typologies different, based on the potential number and types of jobs each typology could create in Dudley?



What three typologies are the best fit for Dudley Square? And why?

- Administrative Support - wages + education → demographic opportunity for growth
- Arts + Entertainment - supports growing economy, makes Dudley a destination, most wanted
- Incubator - gives supply to a current need, potential growth for ↑ jobs, overall support a business district

# Arts and Entertainment

Movie Theater, restaurants, performance space, galleries, night-life

## Growth Potential

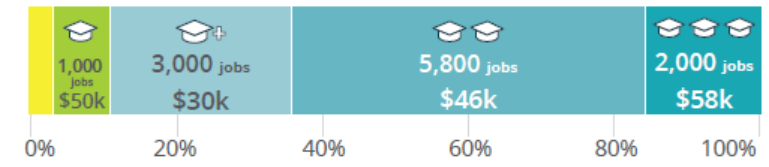
Less than average occupation growth in arts, design, and entertainment.

## Jobs Profile

Narrower range of opportunities focused in arts, design, entertainment. Smaller number of jobs. Some opportunities in food preparation and service in new restaurants.

## Primary Role Occupation Type (Boston Data)

Arts, Design, Entertainment, Sports



## Support/ Other Occupation Types

Food Preparation and Serving

## Location Preferences

Access to public and regional transportation networks. Walkable area with very high foot-traffic volume.



## VISIONING II WORKSHOP

May 15, 2017



### PLAN: Dudley | Achieving Community Priorities through Public Land and Supporting Uses

#### Goal of Activity:

1. Understand trade-offs needed to create economic development and affordable housing benefits.
2. Have a conversation about economic development and affordable housing benefit priorities.

#### Starting Instructions:

50 (+ extra) Yellow chips  
 50 Red chips    25 Orange chips  
 10 Purple chips    10 Green chips  
 10 Blue chips    Stickers  
 PLAN: Dudley Map

Each chip or chip and sticker represents a certain number of residential units or number of new jobs. The total number of chips available is based on area demand. Each chip roughly represents the same physical space.

#### Step 1 - Place Prioritized Uses

Starting with the larger parcels, place chips on each parcel where you as a table think would be a good fit. Use stickers to make the prioritized use you want.

#### Step 2 - Add up and distribute required Supporting Uses

Each prioritized use requires a supporting use to financially enable it. Try to place ALL of the corresponding supporting use chips same parcel as the prioritized use. Put un-placed, required supporting use chips in a pile at each parcel.

#### Step 3 - Balance Benefits and Development Scale

Add up the total development under "households" and "jobs". Is this too much? Too little? Do you have any unplaced, needed supporting uses left over? Consider the suggested "chip ranges" for each parcel, provided by the facilitator.

Redistribute Prioritized Uses as desired.

#### Step 4 - Summarize

Write a headline that best brands each parcel.

### Activity Legend

#### Prioritized Use



Rental Housing  
 Income-Restricted  
 Requires 3 additional  
 residential market chips to  
 support

(add blue sticker)

Moderate- & Low-income



Arts/Entertainment  
 Requires 6 additional  
 market residential chips  
 or 6 additional  
 administrative office  
 chips to support



Retail/Restaurant  
 Requires any mix of 5  
 residential chips and  
 office uses



Ownership Housing  
 Income-Restricted  
 Requires 3 additional  
 residential market chips to  
 support.

(add blue sticker)

Middle- & Moderate-income



Incubator  
 Requires 6 additional  
 administrative office  
 chips to subsidize

#### Supporting Use



Rental  
 Market-Rate



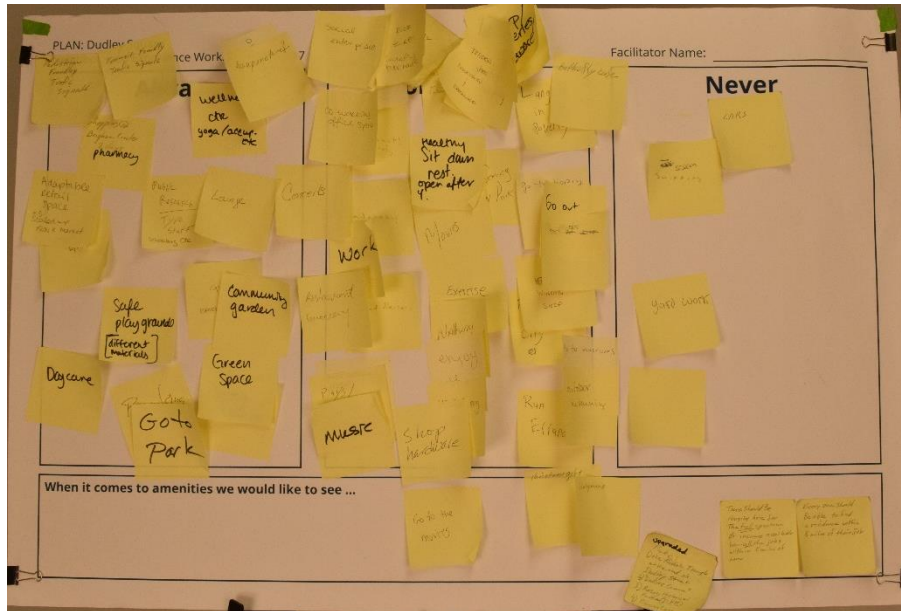
Ownership  
 Market-Rate  
 If you run out of red chips,  
 place a red sticker on an  
 extra yellow chip



Administrative  
 Support Offices

## NEIGHBORHOOD EXPERIENCE WORKSHOP

June 19, 2017



### Sample Results:

What do you do outside of home and work?

### Always:

- Restaurant
- Shopping
- Gym
- Movies
- Green Space

### Sometimes:

- Theater
- Food Shopping
- Hang out with friends
- Spend time outside







## PLAN: Dudley Photo Campaign

The BPDA is seeking **pictures from the community** for use in the PLAN: Dudley Square plan document and RFPs.

To help **communicate the vision for the future** we are looking for pictures that reflect happy times people have had in the neighborhood.

If you have pictures of **events or places in Dudley Square**, past or present, that make you smile please consider sharing some with us.

For more information please visit: **[bit.ly/PlanDudley](https://bit.ly/PlanDudley)**

## RESOURCES

### Office of Workforce Development (OWD)

Contact:

Brian Norton

617-635-5283

[owd.boston.gov](http://owd.boston.gov)

### Office of Housing Stability (DND)

Contact:

617-635-4200

[rentalhousing@boston.gov](mailto:rentalhousing@boston.gov)

[Boston.gov/housing/office-housing-stability](http://Boston.gov/housing/office-housing-stability)

### Boston Home Center (DND)

Contact:

617-635-4663

[bostonhomecenter.com](http://bostonhomecenter.com)

### Office of Small Business Development

Contact:

Karilyn Crockett

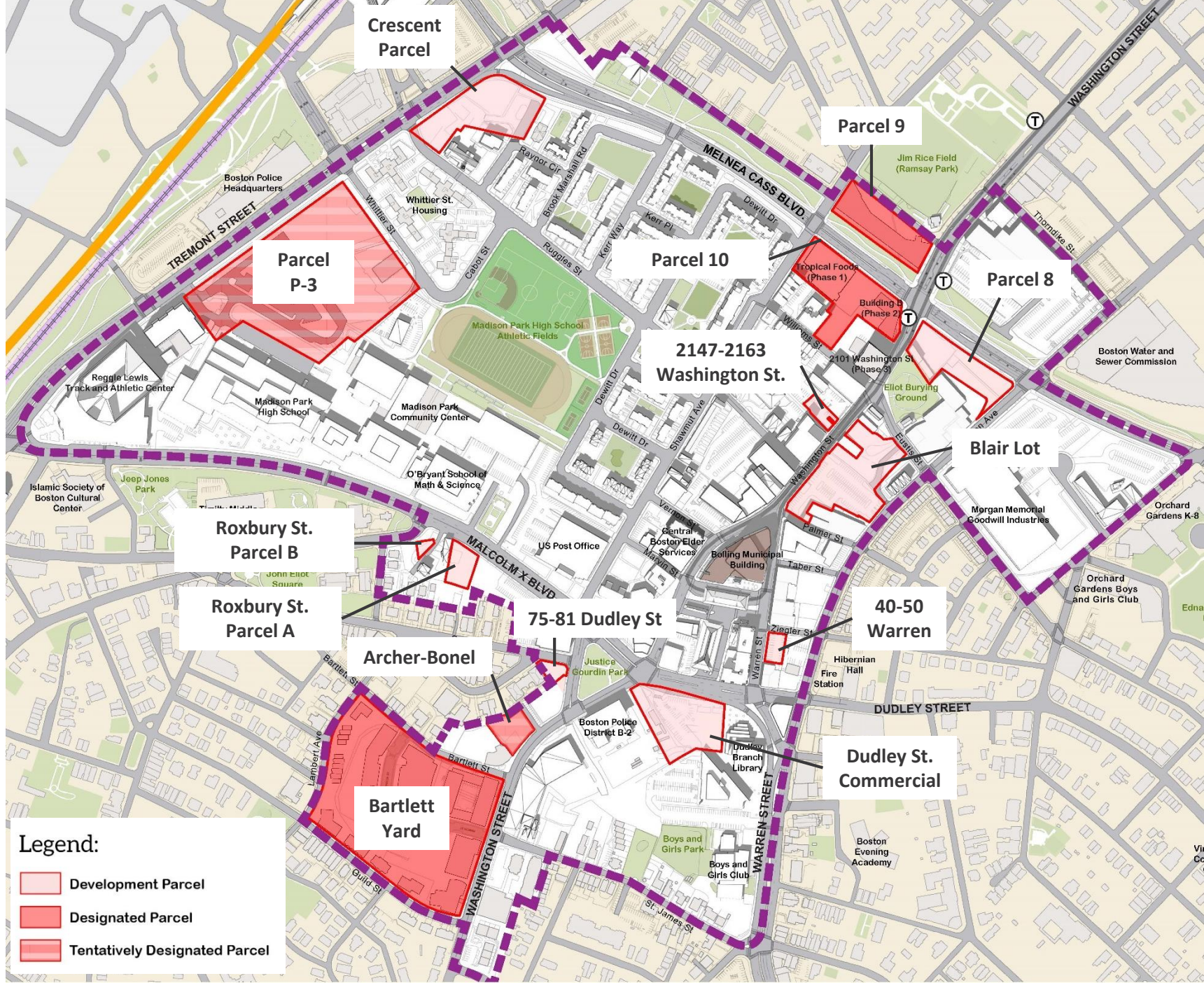
617-635-0355

[Boston.gov/departments/small-business-development](http://Boston.gov/departments/small-business-development)

# 3

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## Development Review Highlights



Crescent Parcel

Parcel 9

Parcel P-3

Parcel 10

Parcel 8

2147-2163 Washington St.

Blair Lot

Roxbury St. Parcel B

Roxbury St. Parcel A

75-81 Dudley St

40-50 Warren

Archer-Bonell

Dudley St. Commercial

Bartlett Yard

**Legend:**

- Development Parcel
- Designated Parcel
- Tentatively Designated Parcel

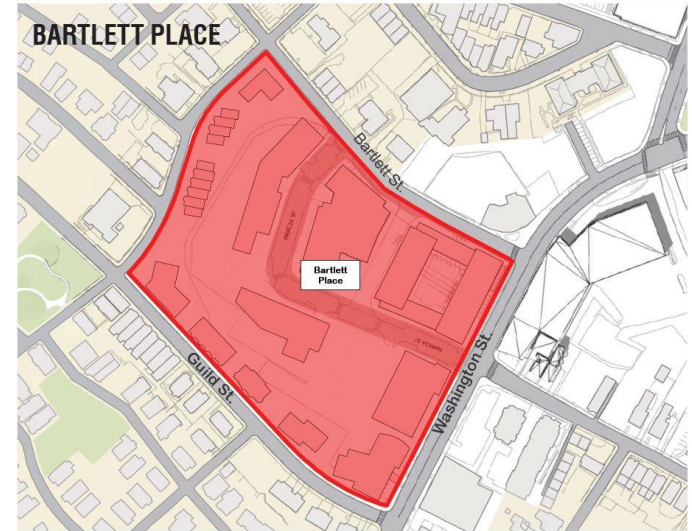
# BARTLETT PLACE (DESIGNATED)



# BARTLETT PLACE (DESIGNATED)

Name of Development Entity: Bartlett Place, LLC

Program Component	Size*
Commercial	54,000 sf
Residential	323 units
Surface Parking	92 spaces
<b>Total Development Cost</b>	<b>\$137 M</b>

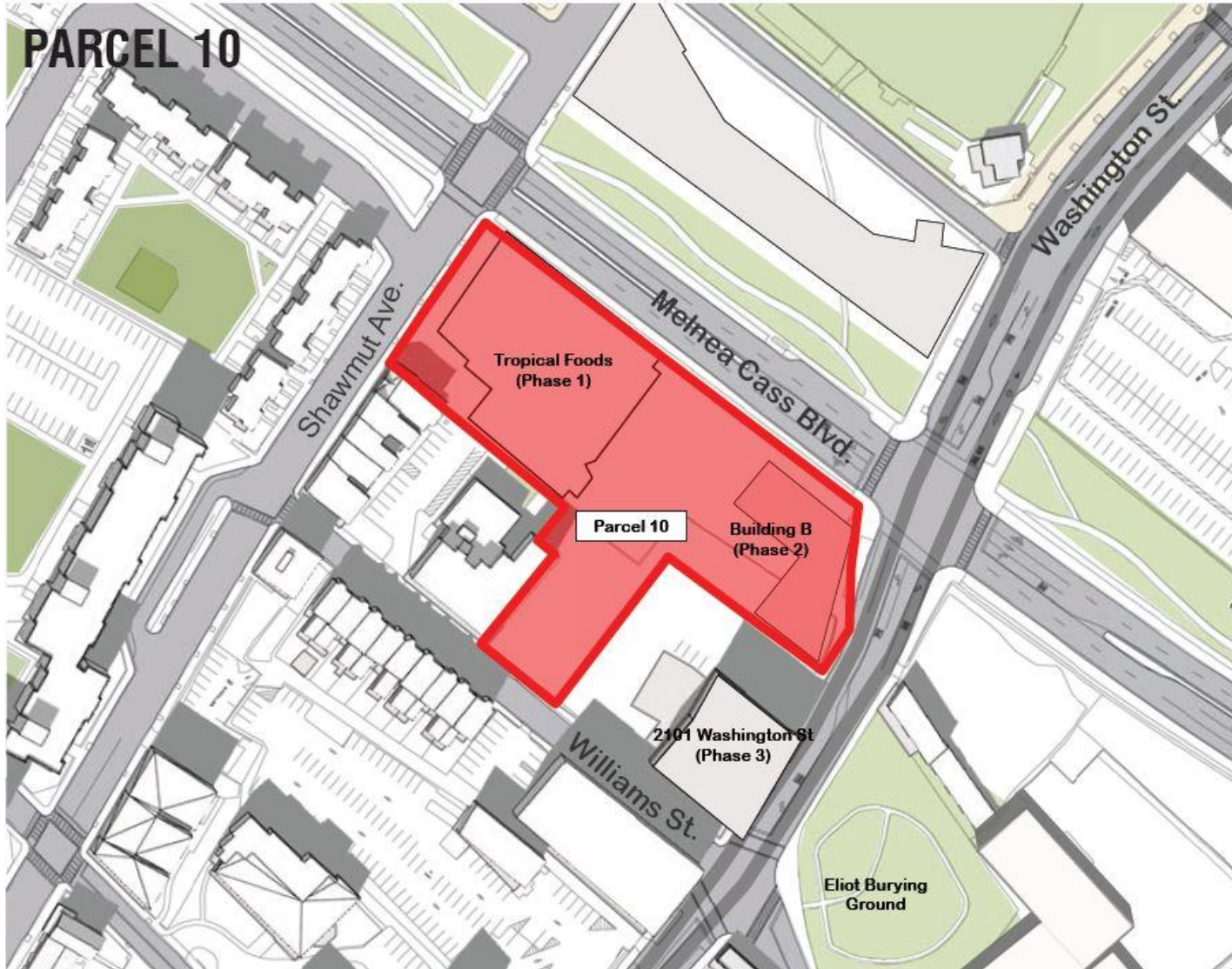


## Project update:

Building B- Construction Underway – Anticipated completion Nov 2018

Building E – Construction Underway – Anticipated completion April 2018

# MADISON TROPICAL COMMERCIAL DEVELOPMENT (DESIGNATED)



# MADISON TROPICAL COMMERCIAL DEVELOPMENT (DESIGNATED)

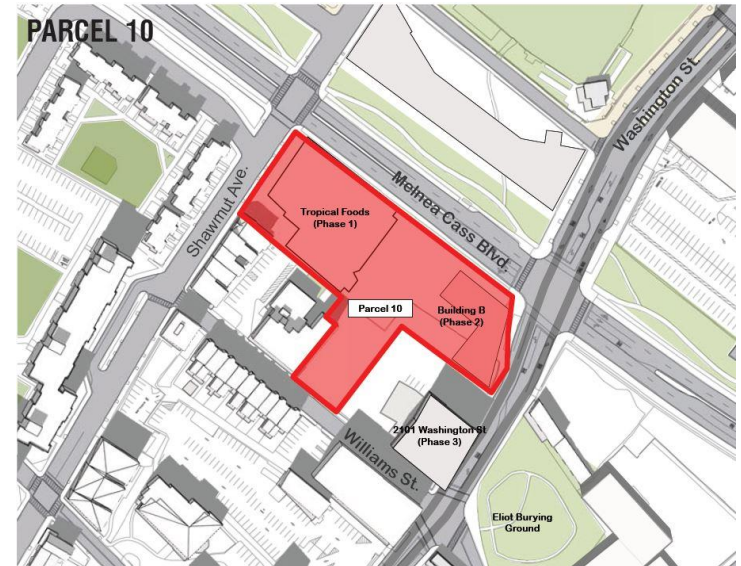
Name of development entity: Madison Tropical

Program Component	Size*
Office/retail building	59,000 sf
<b>Total Development Cost</b>	<b>\$52 M</b>

\* Sq Ft. or Units as applicable

## Job Creation Update:

To date, 197 people have worked on construction



## Schedule:

Tentative Designation through August 31, 2017

2101 Washington St. – Construction Started May 2016

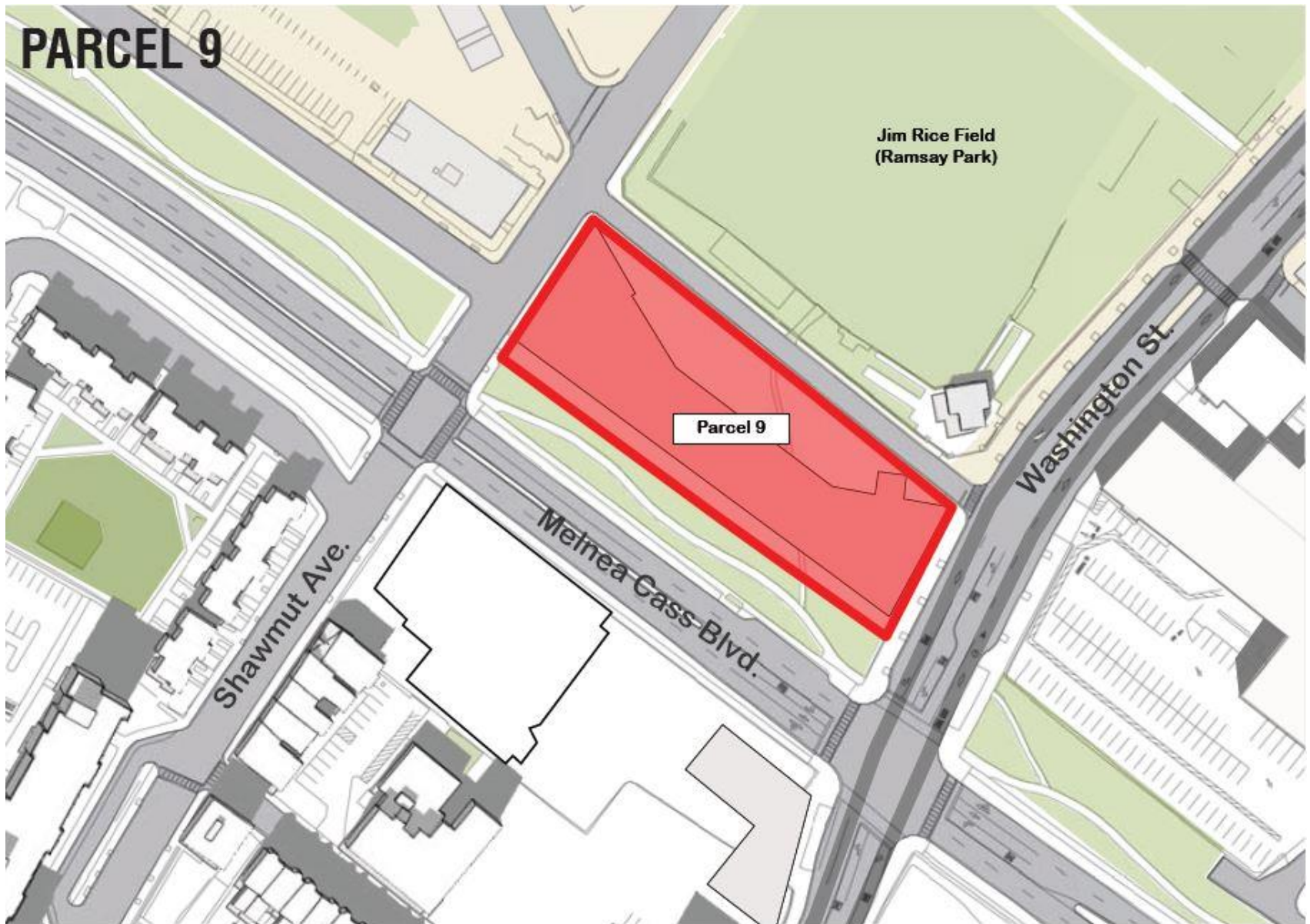
2101 Washington St. – Occupancy Fall 2017

2085 Washington St. – Preconstruction and Marketing Underway

– Construction to be determined



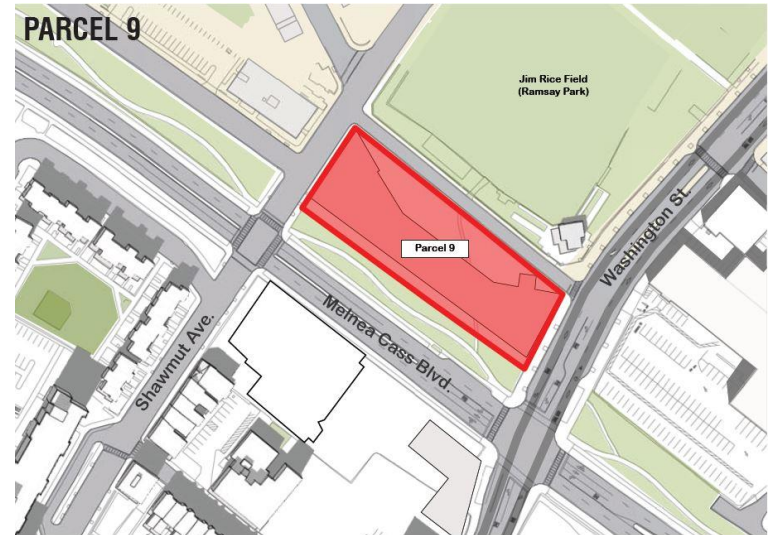
# MELNEA HOTEL AND RESIDENCES (DESIGNATED)



# MELNEA HOTEL AND RESIDENCES (DESIGNATED)

Name of Development Entity: Urbanica, Inc

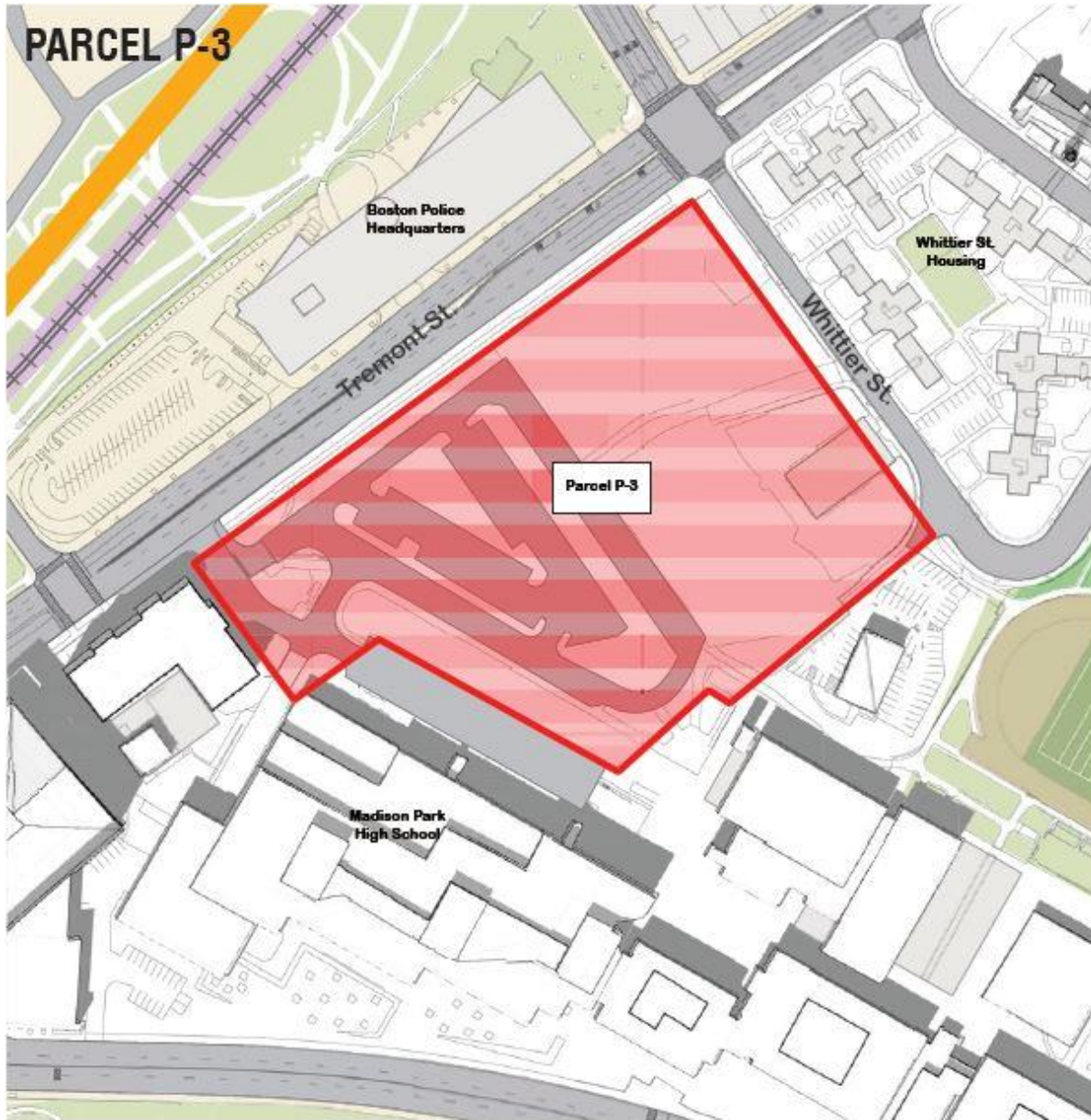
Program Component	Size
Hotel (135 rooms)	86,750 sf
Retail	8,000 sf
Surface Parking	65 spaces
Residential (50 units)	42,500 sf
<b>Total Development</b>	<b>137,250 sf</b>
<b>Total Development Cost</b>	<b>± 50 M</b>



## Schedule:

Schedule/Milestone Item	Status/Anticipated Completion
Final Designation Extension	Through June 30, 2017
Hotel Construction BPDA As-Built Approval	July 5
Hotel Construction As-built approval by ISD	Mid July
Residential BPDA Approval	Mid-July
Residential ISD Approval	End of July

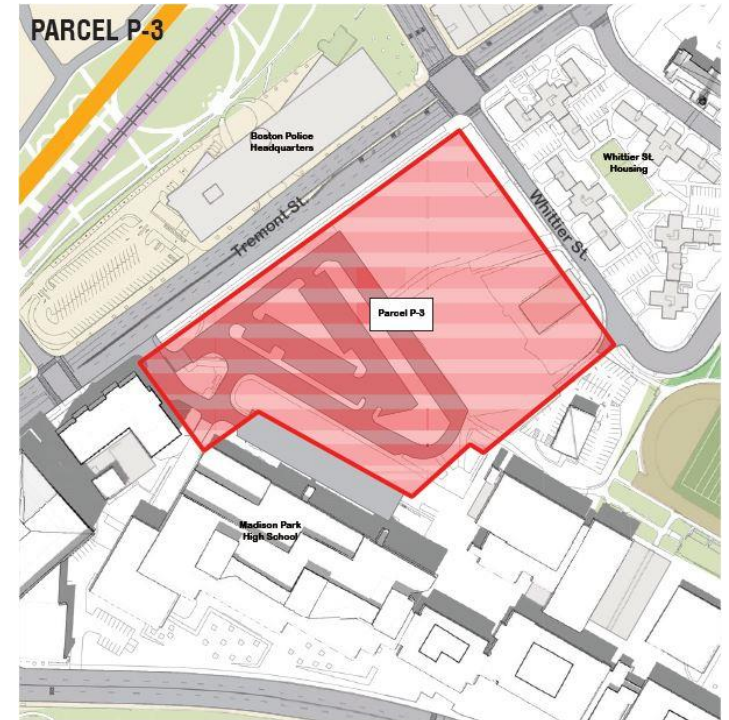
# TREMONT CROSSING (TENTATIVELY DESIGNATED)



# TREMONT CROSSING (TENTATIVELY DESIGNATED)

Name of Development Entity: P-3 Partners, LLC

Program Component	Size*
Destination & Neighborhood Retail	402,500 sf
NCAA Museum and Exhibition Space	31,000 sf
Tremont Street - Multifamily Residential	270,000 s/f (300 units)
East Drive - Multifamily Residential	374,000 s/f (418 units)
Whittier Townhouses	9400 sf (9 units)
Project Parking	1,371 spaces
Office	108,00 sf
<b>Total Development Cost</b>	<b>\$319 M *</b>



*\*Does not include cost of West Block multifamily residential to be incurred by our residential partner or the office building, which will be built in a 2nd phase (\$33 million cost).*

## Schedule:

Tentative Designation through - August 31, 2017

BPDA Board Approval- Article 80, Large Project Review - March 2, 2017

MEPA (Massachusetts Environmental Policy Act) Approval - March 3, 2017

**4**

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**RSMPOC comments**

# 5

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Community input