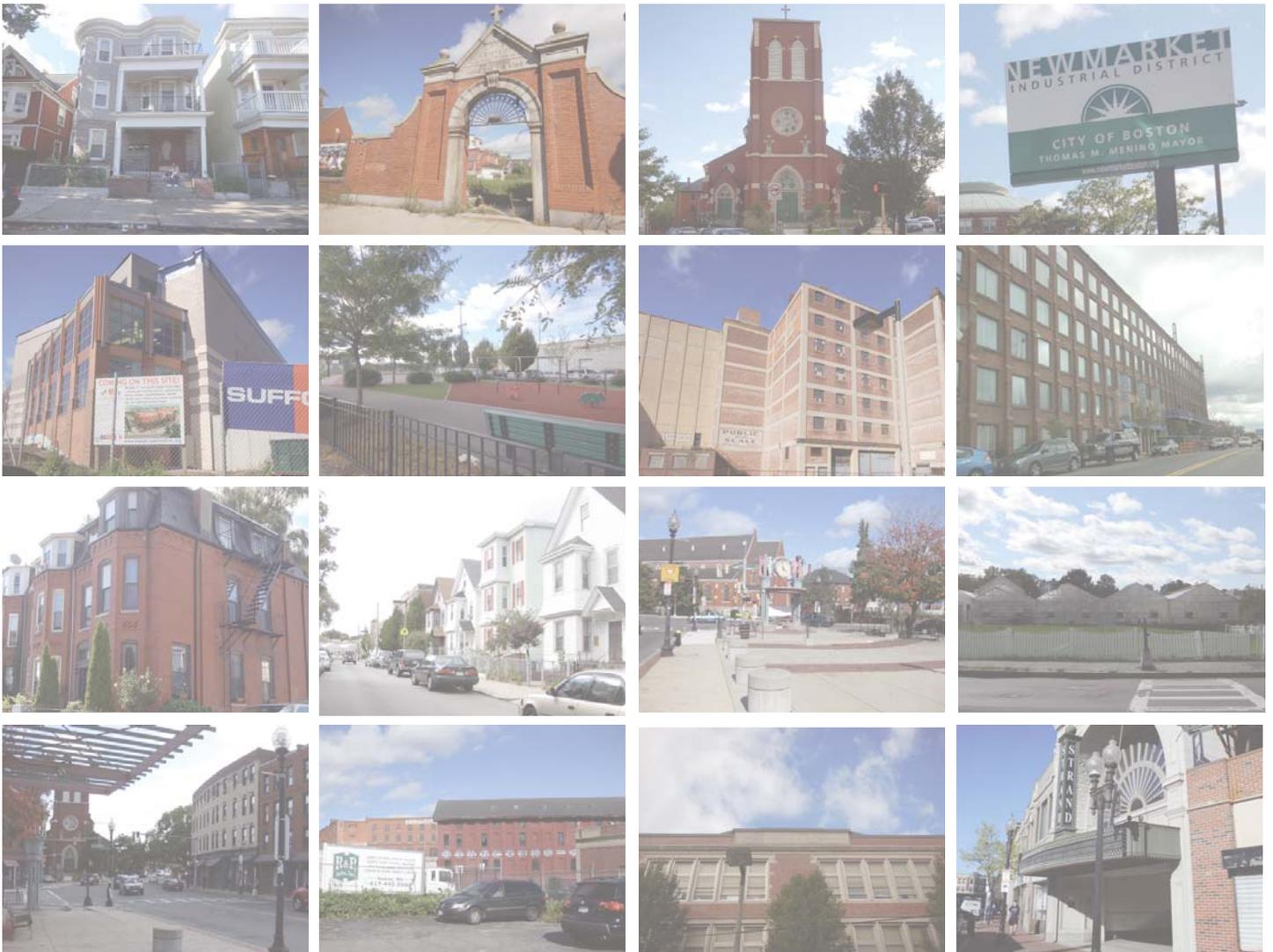


Newmarket and Upham's Corner Planning Initiative

Concepts for a Walk to Work Community



Newmarket and Upham's Corner Planning Initiative

Concepts for a Walk to Work Community

**The American City Coalition
Utile, Inc.**

with participation from

Dorchester Bay Economic Development Corporation
Dudley Street Neighborhood Initiative
Newmarket Business Association
Nuestra Comunidad
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Development Catalogue

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With Assistance From:



The City of Boston
Boston Redevelopment Authority

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This study would not have happened without the thoughtful participation of several stakeholder organizations which are dedicated to neighborhood improvement and economic growth in Boston – Newmarket Business Association, Dorchester Bay Economic Development Corporation, Nuestra Comunidad, Dudley Street Neighborhood Initiative, and Upham’s Corner Main Street. We are grateful for the individual contributions of Sue Sullivan, Mike Rothschild, Jeanne Dubois, Jason Webb, John Barros, Marcia Thornhill, and Zach Cohen who exercise leadership every-day by listening to the people they represent and by incorporating the perspectives and interests of many stakeholders to advance community and economic development.

Staff from the Boston Redevelopment Authority also provided thoughtful direction and input.

Thank you to Corey Zehngebot and Tim Love from Utile Design who turned disparate ideas into more streamlined concepts that will help organizations promote and advance economic development throughout the study area and in neighboring communities.

Special thanks to Mayor Thomas E. Menino for supporting the effort from the beginning, bringing attention to this community, and for his tireless commitment to improving Boston’s neighborhoods.

Chapter One: Introduction

Executive Summary

TACC brought together a small coalition of organizations to consider the development needs of the area between Newmarket and Upham's Corner in Boston, MA. We chose this part of the city because it is strategically critical to the functioning of the city; it is a point of connection between different neighborhoods, and it is an area with vast potential for the creation of sustainable inner city jobs.

The study area has been the object of efforts to preserve jobs for years, but it has not been the focus of dedicated collaborative planning efforts. This part of the city has the potential to demonstrate a future paradigm where places of employment and lively residential neighborhoods are more organically connected – which our group came to know as a “walk to work” area.

The study area is about 2.5 square miles and incorporates parts of Roxbury and Dorchester. It is home to 1885 housing units and approximately 6000 people, as well as to hundreds of businesses and thousands of employees, and abuts several neighborhoods which are among the lowest income communities in the city. While this area is complicated and faces many challenges to commercial and residential development, it is hard to walk through the streets of the community and not recognize the great potential for more Boston-based jobs and high quality homes for the next generation of Boston's workers.

Striking advantages of the area include its proximity to clusters of Boston's most competitive industries. The study area is adjacent to Crosstown, and moments away from the financial district, Back Bay and the Longwood Medical Area. Direct connections to the Mass Turnpike (I-90) and The Southeast Expressway (I-93) and Boston's Logan Airport are also central to its advantage as a business location.

Developing this study was an exercise in cooperation and creativity for the organizations that work in and around the community. The outcomes presented here are nascent ideas, which, with the involvement of creative developers and pragmatic community leaders, have great potential to improve the community.

The American City Coalition pursued this study to encourage stakeholders who work in Newmarket and the surrounding communities to:

- Cultivate collaboration
- Spark discussion
- Develop and promote development sites which have the potential to create jobs
- Promote projects which thoughtfully incorporate community input
- Provide tools that help promote this neighborhood to a more diverse audience

The report that follows presents the efforts and outcomes of a number of meetings and discussions that took place from November 2010 to February 2011. The stakeholders of this effort see this report as tool to bring attention to priority projects and as part of an ongoing effort rather than as a conclusive statement or definitive direction for specific sites. If any aspect of what is presented here is compelling to readers, they are encouraged to contact any of the stakeholder organizations.

Neil McCullagh

Executive Director, The American City Coalition



The **Eco-Industrial Zone Program** is intended to advance an array of sustainable business development, energy, and environmental goals by:

- Convening stakeholders and partners, including industrial district business stakeholders, academic and government leaders, residents, non-governmental organizations, community groups, and state agencies to examine opportunities for, and barriers to, the adoption and implementation of emissions reductions, energy efficiency, and renewable energy policies and programming in the City's industrial districts;
- Examining the opportunities and barriers to the development of district-wide energy resources, including wind, biomass, geothermal energy, combined heat and power, and solar, and the creation of a unified eco-industrial zone;
- Examining district-wide planning issues—for example, transportation—with significant effects on energy consumption and emissions of greenhouse gases and other air pollutants;
- Developing strategies for implementing best practice measures identified through the assessment process;
- Preparing and disseminating a strategy report that describes both short-term and long-term strategies for retrofitting and transforming existing urban industrial areas into “eco-industrial zones” with a high degree of efficiency and synergies.







Character of Neighborhood Zones

The character of the neighborhoods within and just beyond the study are diverse. The study area, acts as a critical point of convergence between established neighborhoods in Boston, including the South End, South Boston, Dorchester, and Roxbury. Understanding how the urban fabric changes across this study area was key to understanding priority projects, and how they might be best positioned to facilitate multimodal circulation, redevelopment opportunities, and job growth.



Massachusetts Avenue Corridor

This corridor is comprised largely of construction support businesses and light industrial uses. The Best Western Roundhouse Suites at the North end of Massachusetts Avenue serves as a gateway feature to this district, while the center of Corridor is dominated by 1010 Massachusetts Avenue, Eustis Park, and South Bay Shopping Center. A new stop on the MBTA Fairmont Line, Newmarket, is scheduled to begin construction shortly; it is hoped that better transit access to this area will change the complexion of development along this stretch of Massachusetts Avenue.





Newmarket

Newmarket is comprised of light and heavy industrial uses, and is characterized by a handsome, but aging building stock of brick warehouses and manufacturing facilities. Street conditions vary widely, impacted by high levels of truck traffic. Newmarket Square, a triangular-shaped industrial “square,” functions as an important food processing hub in the city.

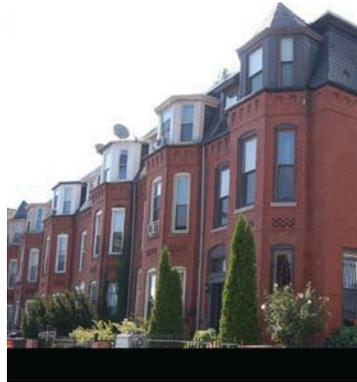




Dudley Street + Upham's Corner

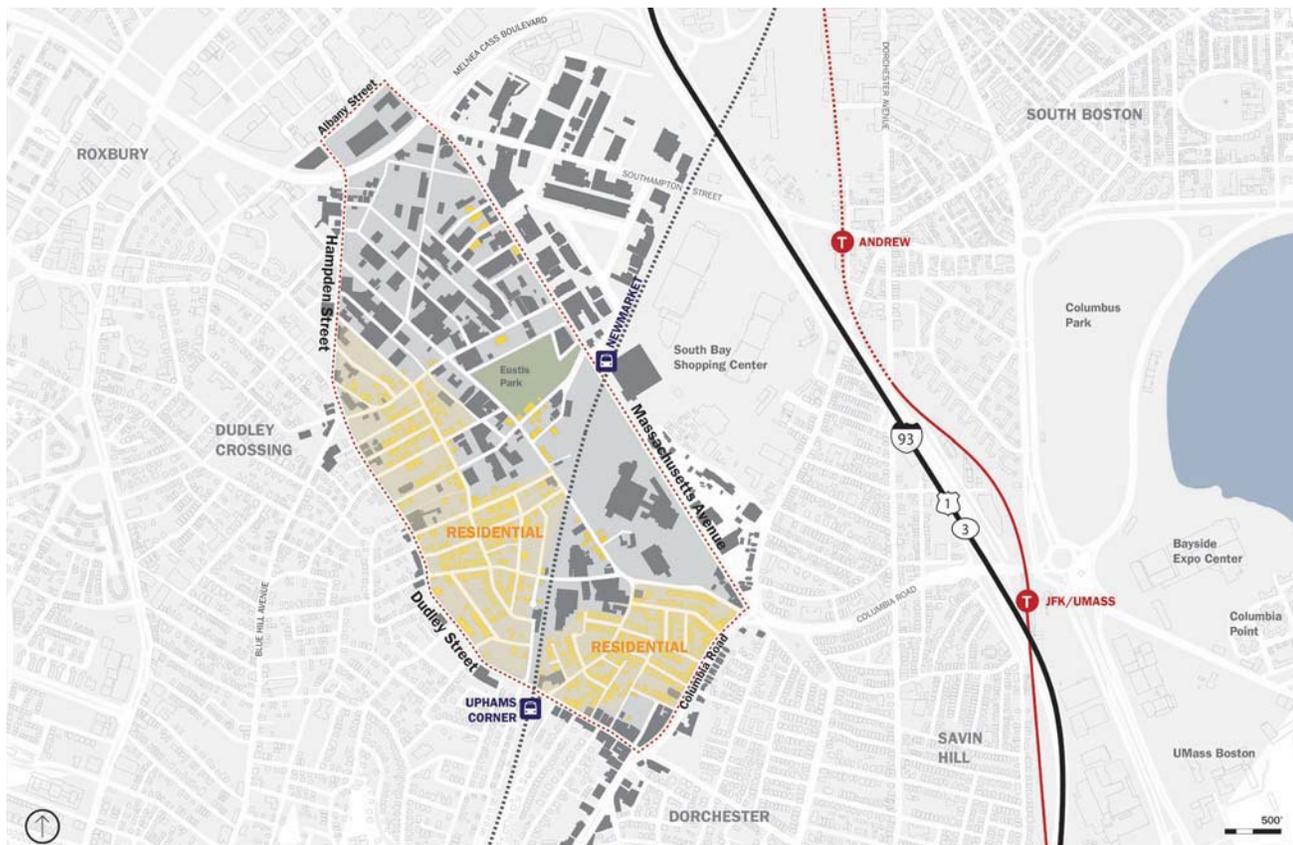
Dudley Street and Upham's Corner include discontinuous pockets of street level retail activity along their lengths. These mixed-use corridors include office space, multi-family housing, and social services, often in historic buildings. Community-led initiatives have driven development in recent years. The recently-completed Kroc Center, a large community center adjacent to the Upham's Corner MBTA commuter rail stop, has created a large presence connecting Dudley Crossing to Upham's Corner.





Residential

The housing stock throughout the study area is diverse, and includes two-family and triple decker typologies prevalent throughout Roxbury and Dorchester. Older brick rowhouses and new attractive multi-family housing developments are also present, concentrated primarily along major roads such as Dudley Street and Columbia Road. A higher concentration of garages attached to single, two, and three family homes is observed.

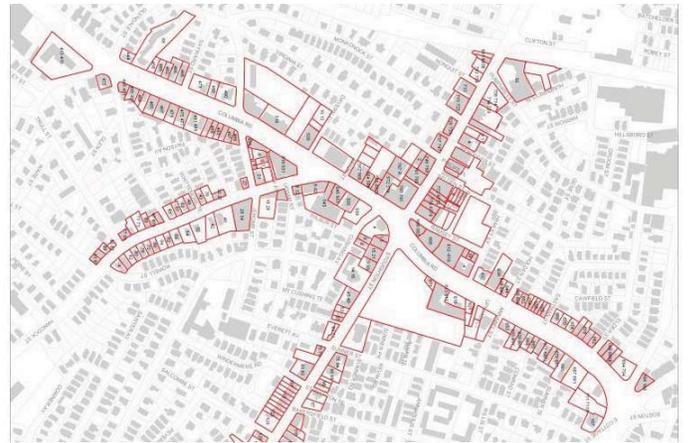
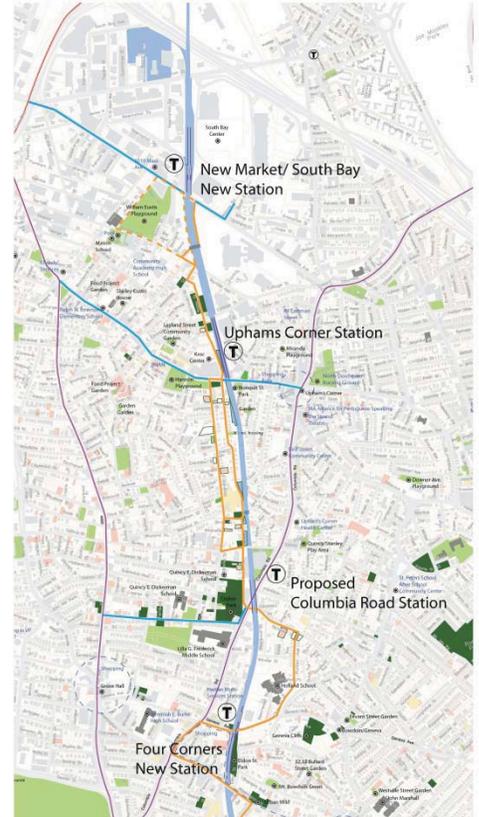


Current Projects and Initiatives in and around Newmarket

Included below are images taken from projects in and around the Newmarket study area. Clockwise from top, projects include the following: the Fairmont Greeway, Upham's Corner Main Streets, the BRA-led Upham's Corner District Improvement Plan, multifamily housing development in Dudley Crossing by Nuestra Comunidad, and the Newmarket MBTA stop on the Fairmont / Indigo Line.

KEY

- Station
- MBTA Property
- Existing Open Space
- Community Parcels
- Community Parcels (from public meetings)
- Possible Additional Greenway Parcels
- City Owned Parcel
- CDC Owned Parcel
- Pedestrian over/underpass
- Greenway - Proposed Location
- Neighborhood Loops (from public meetings)
- Neighborhood Loops and Connections
- Bicycle Lanes (proposed by others)
- Existing Greenways/ Multi-use Paths



URBAN DESIGN MASTERPLAN

THE NARROW GATE

- PUBLIC PARKING LOT SHARED BY RESIDENTS AND COMMERCIAL DISTRICT (36 SPACES +/-)
- RENOVATED HISTORIC BUILDING REDUCED FROM 9 TO 6 UNITS
- NEW BUILDING REALIGNS STREET WALL TO RELIEVE NARROW SIDEWALK (12 UNITS)
- NEW ARCHITECTURAL HIGHLIGHT AT PROMINENT CORNER
- OPPORTUNITY FOR ACTIVE STREET USES
- NEW 2 UNIT BUILDING REINFORCES STREET WALL ON HAMPDEN STREET AND PROVIDES 'EYES' ON TOWN COMMONS
- 12 UNIT BUILDING WITH STREET LEVEL COMMERCIAL SPACE AT CORNER ADDS STREET LIFE
- NEW LANDSCAPING ENHANCES PEDESTRIAN AND RESIDENTIAL ENVIRONMENT
- REVITALIZED POCKET PARK LINKS LIVELY GROUND FLOOR COMMERCIAL SPACES WITH PLAY AREA AND COMMUNITY GARDEN
- ST. PATRICK'S CHURCH YARD PLAYS A VITAL BUFFERING ROLE FOR DUNMORE STREET
- ST. PATRICK'S CHURCH REMAINS DEFINING LANDMARK IN DUDLEY CROSSING

Boston Redevelopment Authority *news & updates*

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Home > Planning > Upham's Corner District Improvement Plan



UPHAM'S CORNER DISTRICT IMPROVEMENT PLAN

POSTED BY COMMUNICATIONS ON FEB 11, 2011 IN PLANNING

Upham's Corner District Improvement Plan

Upham's Corner, a bustling Boston retail district rich in history and filled with opportunities for innovation, is set to undergo a District Improvement Plan. As a result of the BRA board approval, the BRA will spend \$150,000 on a community based planning process to increase the economic vitality and success of the business district to enhance the sustainability of the district and surrounding neighborhood. The Upham's Corner District Improvement Plan will be a joint venture among the BRA, Department of Neighborhood Development, Boston Transportation Department and the Office of Neighborhood Services.

Goals of the Upham's Corner District Improvement Plan:

- Community Vision to guide improvements and promote sustainability
- Business District Market Assessment and Strategic Economic Plan
- A Comprehensive Public Realm Action Plan with recommendations for short and long term transportation and 30+ mid-scale improvements
- District Development Plan promoting long-term growth and sustainability
- Development Scenarios for selected publicly and privately owned sites
- Use & Design Guidelines for selected parcels
- Zoning Updates to support recommendations

TAGS

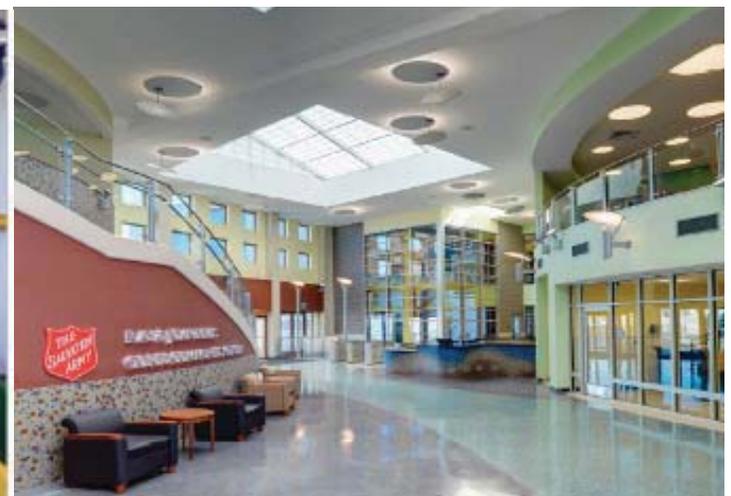
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The 90,000 sf Ray and Joan Kroc Center recently opened. This new neighborhood amenity is located on Dudley Street next to the Upham's Corner MBTA platform.



Description of Stakeholders

A group of stakeholder organizations from the study area was identified and organized by TACC to participate in the process. Regular convening of the stakeholders proved important, not only for the brainstorming necessary to the study, but as an impetus for mobilizing other projects and ideas that fell outside the scope of this initiative. Included below is a description of the different stakeholder organizations.

TACC - The American City Coalition

<http://www.tamcc.org>

The American City Coalition (TACC) was founded in 1994 to promote innovation in neighborhood revitalization. TACC showcased successful practices that evolved from the redevelopment of the Columbia Point public housing project in Boston's Dorchester neighborhood. The transformation of this community into Harbor Point was the largest and most successful mixed-income development at the time and it subsequently served as a national model and catalyst for neighborhood revitalization efforts. TACC successfully demonstrated how community advocates, elected officials, developers, and residents can take control to turnaround a neighborhood. TACC promotes improvements in security, education, employment training and personalized social services to go hand in hand with housing improvement. TACC partners with dedicated leaders, in neighborhoods committed to pursuing a comprehensive path towards revitalization.

Dorchester Bay Economic Development Corporation

<http://www.dbedc.org>

Dorchester Bay Economic Development Corporation was founded in 1979 by local civic associations and leaders to address the problems resulting from economic disinvestment, the shortage of quality and affordable housing, unemployment, crime, and community tensions undermining Dorchester and Roxbury neighborhoods. Dorchester Bay Economic Development Corporation acts to build a strong, thriving, and diverse community in Boston's north Dorchester neighborhoods. Working closely with neighborhood residents and partners, DBEDC access resources to: develop and preserve home ownership and rental housing across income levels, create and sustain commercial and economic development opportunities for business and individuals, and build community through organizing and leadership development.

Dudley Street Neighborhood Initiative

<http://www.dsni.org>

The Dudley Street Neighborhood Initiative (DSNI) is a nonprofit community-based planning and organizing entity rooted in the Roxbury/North Dorchester neighborhoods of Boston. DSNI's approach to neighborhood revitalization is comprehensive including economic, human, physical, and environmental growth. It was formed in 1984 when residents of the Dudley Street area came together out of fear and anger to revive their neighborhood that was devastated by arson, disinvestment, neglect and redlining practices, and protect it from outside speculators. DSNI works to implement resident-driven plans partnering with nonprofit organizations, community development corporations (CDCs), businesses and religious institutions serving the neighborhood, as well as banks, government agencies, corporations and foundations. The Dudley Street Neighborhood Initiative has grown into a collaborative effort of over 3,000 residents, businesses, non-profits and religious institutions members committed to revitalizing this culturally diverse neighborhood of 24,000 people and maintaining its character and affordability. DSNI is the only community-based nonprofit in the country which has been granted eminent domain authority over abandoned and within its boundaries.

Newmarket Business Association

<http://www.newmarketboston.org>

The Newmarket Square area was created in 1953 to relocate many of the meatpacking and food processing companies from the Faneuil Hall Market and Haymarket in downtown Boston so that Quincy Market could be developed for office space, tourism, retail shops and restaurants. While businesses began to grow in their new locations, infrastructure improvements were minimal, traffic controls were minimal and the area was in need of attention and organization. In 1976, a small group of 5-10 Newmarket area business and property owners formed to establish and communicate some common goals. Their goals were the continued growth of business in the area, increased communication with government, and stronger business-to-business interaction. From this small meeting, the Newmarket Business Association was born. Today, the NBA represents 200 member businesses in varied industries. Providing one-on-one advocacy for individual businesses and representing the concerns of the membership, the NBA continues to be the strongest voice in support of business growth and creation in the Newmarket district.

Nuestra Comunidad

<http://www.nuestracdc.org>

Nuestra Comunidad Development Corporation works within the Roxbury and North Dorchester communities with excellence and innovation in affordable housing, economic development and community planning and action. Nuestra's mission is to enhance the physical, economic and social well-being of the community through a resident-drive process that promotes self-sufficiency and neighborhood revitalization. In 1981, residents of the Dudley Street neighborhood in Roxbury and Dorchester created Nuestra Comunidad Development Corporation to take control of hundreds of acres of vacant land created by arson and landlord neglect over the prior decade. Subsequently, Nuestra established a strong record through development of affordable apartments, building and selling homes to owner-occupants, commercial district revitalization and homeownership promotion and preservation. Nuestra's history shows that together, community organizations and residents can lead the revitalization of our neighborhoods and realize a shared vision of stronger, healthier neighborhoods and families.

Upham's Corner Main Street

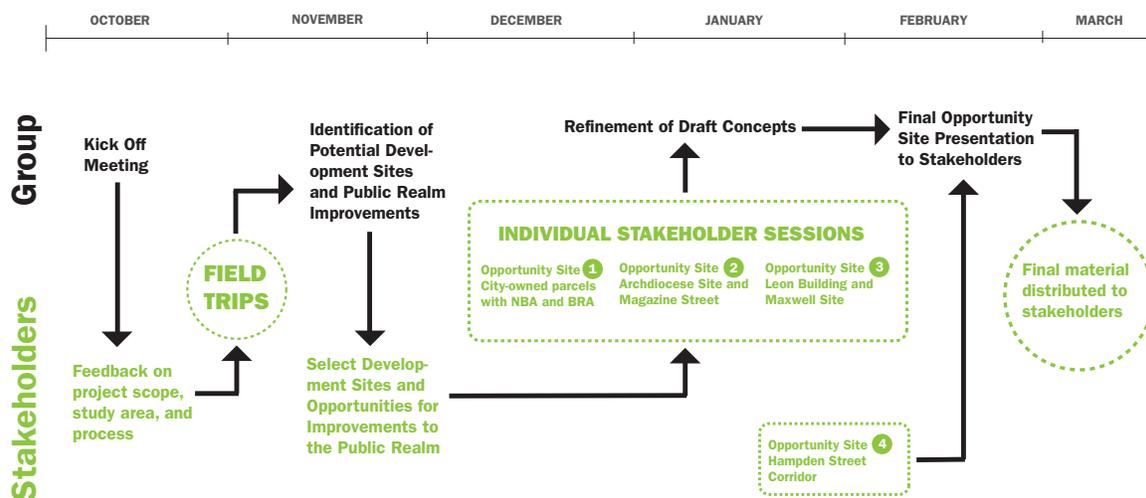
<http://www.uphamscorner.org>

Upham's Corner Main Street, Inc. (UCMS) is a business district planning agency that works to build a vibrant commercial district in Upham's Corner, a bustling town center in Dorchester, Massachusetts. Through a partnership of merchants, residents and civic leaders, UCMS works to help Upham's Corner's businesses thrive in ways that improve the quality of life of the Upham's Corner community. UCMS was first created in 1996, when a group of concerned neighborhood residents, merchants, and civic leaders banded together with a goal of advocating, planning, and managing the revitalization of the Upham's Corner business district to create new permanent jobs, and an optimal mix of retail businesses that fits the needs of residents.

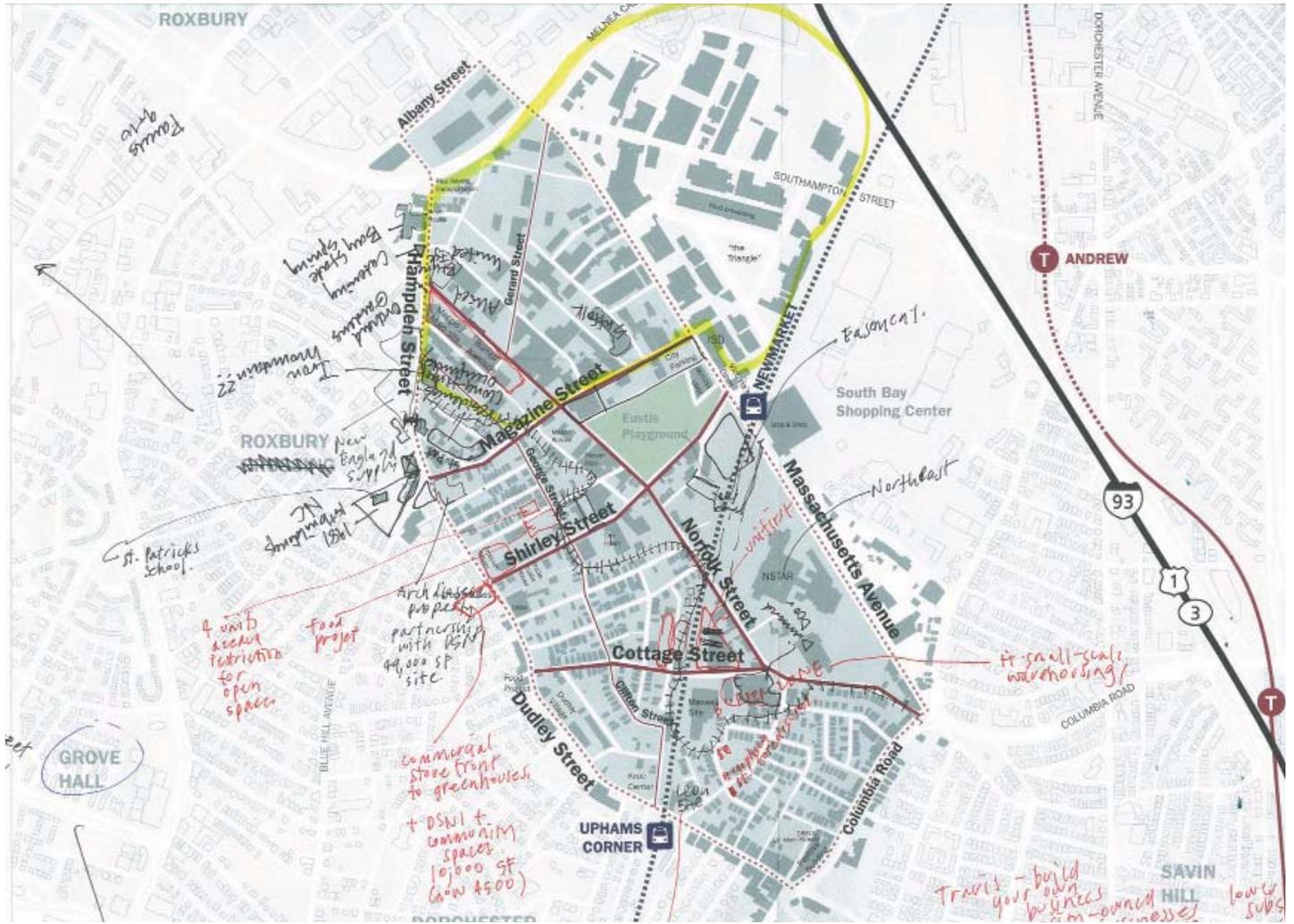
Process

In order to build consensus and guide future development, this planning initiative was designed to be short and focused, taking advantage of the momentum being built by various planning and building projects in the area. These include the Newmarket MBTA stop, Kroc Center, Dudley Village, the Fairmont Collaborative, and affordable and mixed-income housing developments. The recent designation of Newmarket as an “Eco-Industrial Zone” underscores the City’s commitment to preserving and re-imagining its industrial space, a trend reflected in cities across the US.

This study took place over a roughly six month period, beginning in Fall 2010 and ending in early Spring 2011. An initial period of research, followed by “field trips” to different parts of the study area with stakeholders, led to the identification of priority sites for further investigation. Once consensus had been reached on priority opportunity sites, Utile worked to produce three “test fit” scenarios or concepts designed to understand redevelopment possibilities on these sites and impacts to the larger study area. These ideas are explored in greater detail in subsequent sections.



Chapter Two: Methodology



ABOVE: Study map with notes taken during stakeholder field trip.



Dorchester Bay Economic Development Corporation



Dudley Street Neighborhood Initiative

Stakeholder Field Trips

The methodology for the planning initiative was driven largely by the stakeholders themselves. To best understand the latent opportunities embedded in the study area, a series of field trips were scheduled with each of the stakeholder organizations. During one to two hour drives, Utile Architecture and Planning, TACC, and a stakeholder representative drove in and around the study area, thus able to see and better understand past projects, current initiatives, and future desires. During the drives, the following three questions were asked:

1. What are your signature projects and why did you choose to pursue these?
2. What is your history and how does it impact your approach to planning and development?
3. What else do you know?

The goal of these field trips was to develop list of priority sites that could be evaluated against a set of criteria that support development opportunities as part of a larger “Walk to Work” economic development initiative. Routes taken during these stakeholder field trips were mapped and redevelopment opportunity buildings/sites recorded, creating a visual record of stakeholder interests. Presenting these field trip results both as individual maps and as overlays to all of the stakeholders, helped to visualize overlapping priorities.



Upham's Corner Main Streets



Newmarket Business Association

Opportunity Site Identification and Consensus

Given the specificity of the stakeholder interests and their priorities within a relatively small study area, a list of opportunity sites was identified. With the field trip routes overlaid to create a composite map, consensus on a list of redevelopment opportunities was reached easily. Priority sites were chosen based on these maps and on information collected during stakeholder meetings. The uses and ideas proposed for the full list of opportunity sites was collected by Utile and TACC and compiled into an “Opportunity Catalogue” included in this report.

The Opportunity Catalogue was developed as a tool for future use by stakeholders, developers, and other interested parties. Basic data on the sites, including site area, existing building information (if any), and other ideas or stories were also included. Based on this opportunity catalogue, the priority sites were chosen for further elaboration. These scenarios are designed with enough specificity to understand their impact on the adjacent streetscape and neighborhood. Through an iterative design process that studied new building options within a digital three-dimensional model of the study area, decisions were made about the appropriate mix of uses, heights, and massing for each of the priority opportunity sites.

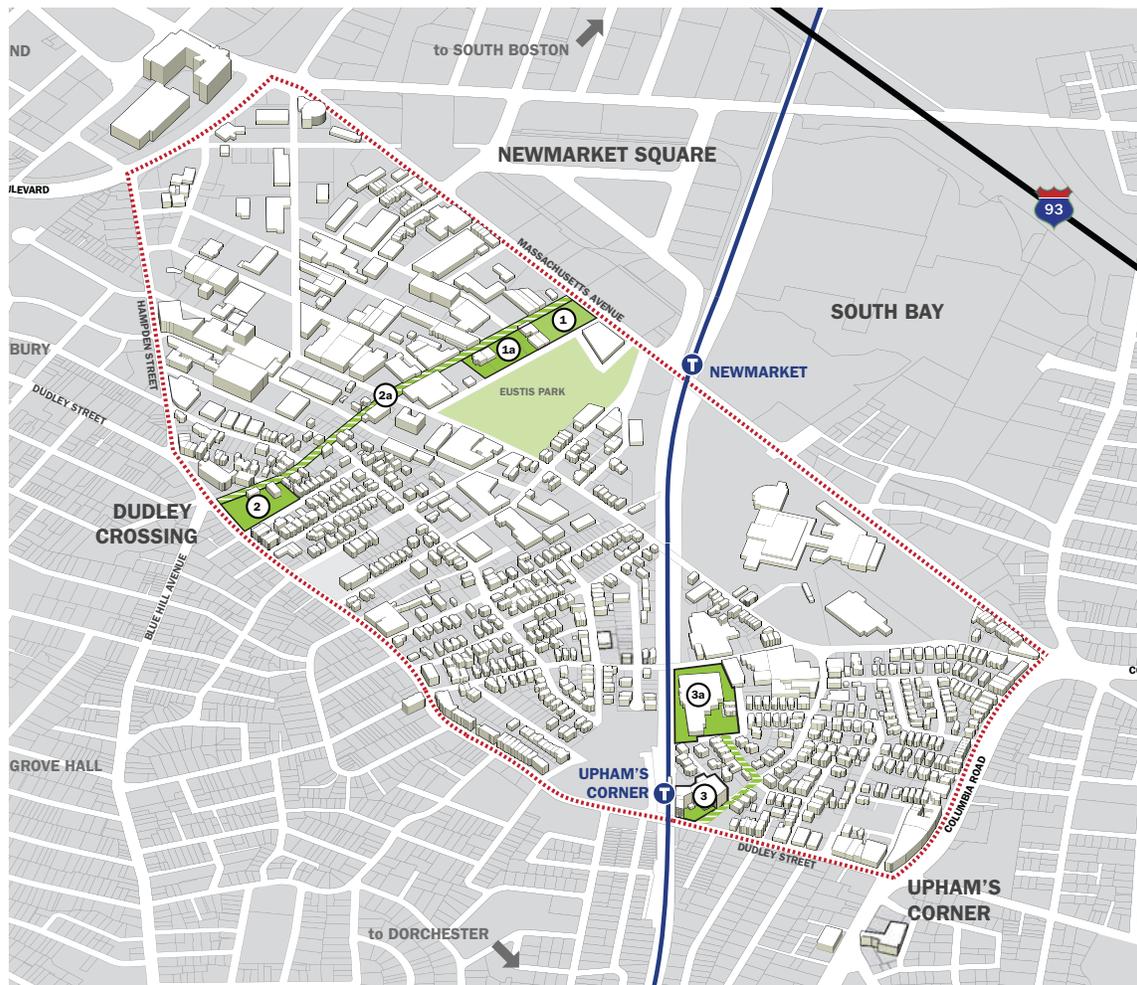
Priority Opportunity Sites

- 1 + 1a City-owned Parcels opposite Massachusetts Avenue
- 2 Archdiocese Site + 2a Magazine Street Corridor
- 3 Leon Building + 3a Maxwell Site

Secondary Opportunity Sites

- 4 Hampden Street Corridor
- 5 Food Project Building
- 6 Newmarket Square
- 7 Norfolk Avenue Parcels
- 8 Strand Theater
- 9 Pilgrim Church
- 10 Greenhouse Sites
- 11 Langdon Street
- 12 Shirley Street greenfields
- 13 Robey Street parcels

NOTE: For detailed information regarding opportunity sites, including address, ownership, and notes, please review the Opportunity Site catalogue included in the Appendix.



Priority Opportunity Sites

Three priority sites were chosen by the stakeholders, Utile and TACC. The priority sites include vacant or “soft” sites, streetscapes, or buildings in different areas of the study area, selected as part of a deliberate strategy to distribute design concepts across the study area, and to identify sites or buildings that, if improved, would have a positive effect on the surrounding community. The three chosen included the following:

- 1) a linear strip of parcels owned by the City of Boston, located along Massachusetts Avenue and fronting Eustis Park
- 2) the largely-vacant Archdiocese Property in the heart of Dudley Crossing, currently for sale, and
- 3) the Maxwell property and Leon Building: two under-utilized industrial buildings near the Upham's Corner MBTA commuter rail stop.

The Hampden Street Corridor, an important buffer street between Orchard Park, an affordable housing development, and Newmarket's heavy industrial zone, was also identified as a priority site. However, it was determined that it would be best studied as part of a separate initiative, with a dedicated group of stakeholders with a distinctly commercial focus.



Secondary Opportunity Sites

Secondary sites are scattered throughout the study area. These sites have been recorded and preliminary data collected as part of the Opportunity Catalogue. Uses are varied; residential development, streetscape improvements, civic/cultural buildings, and adaptive re-use projects have all been identified as potential projects. The methodology used to determine and incorporate these sites was not scientific, but rather reflects the collective interests and knowledge of the stakeholders.

Chapter Three

Priority Site I:
Massachusetts Avenue
City-owned Parcels

Existing Conditions

The City of Boston owns a linear strip of continuous parcels opposite 1010 Massachusetts Avenue. These parcels are bordered by Massachusetts Ave to the east, Magazine Street to the north, and Eustis Park/Proctor Street to the south. These parcels are located steps from the future Newmarket MBTA commuter rail stop, and just a five minute walk from the edge of the South End. Many busses traffic the area, providing quick access to downtown and other neighborhoods throughout the City.

Currently, these parcels are vacant or underutilized. The largest of these, directly facing Massachusetts Ave, functions as a privately-managed parking lot for city employees and visitors to 1010 Massachusetts Ave. This city-owned building houses several local government agencies – most notably Inspectional Services Department (ISD) - which attract a steady stream of construction support professionals to the area.

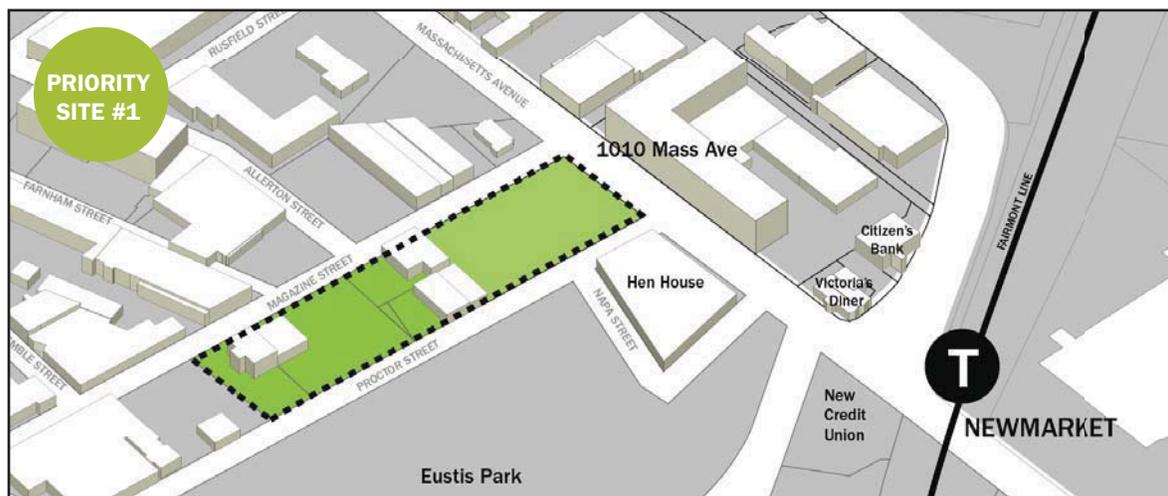
Despite the high demand, parking in the area is extremely limited. Visitors and contractors, unable to find adequate public short-term parking, park illegally in the street. Aware of the parking woes surrounding 1010 Mass Ave, Economic Development and Industrial Corporation of Boston (EDIC) recently commissioned a traffic study by traffic consultants to better understanding parking demand and traffic impacts to the area. This issue has become more urgent as progress is made on the Newmarket Station stop, whose construction will impact those adjacent streets where illegal parking is prevalent.

Stakeholders and the representatives from the Boston Redevelopment Authority agree that the larger site is a good candidate for development of a new “multimodal hub,” providing parking to contractors, but also as a showcase garage for other sustainable technologies and infrastructure. Coupled with additional development, this site could have significant impacts on the Mass Ave Corridor and adjacent Eustis Park, bolstered by the new and improved transit opportunities.

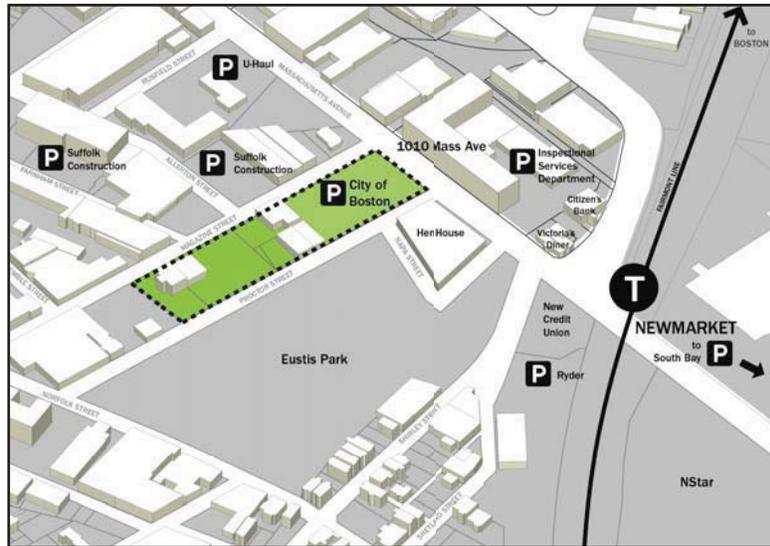


ABOVE: Views of Eustis Park

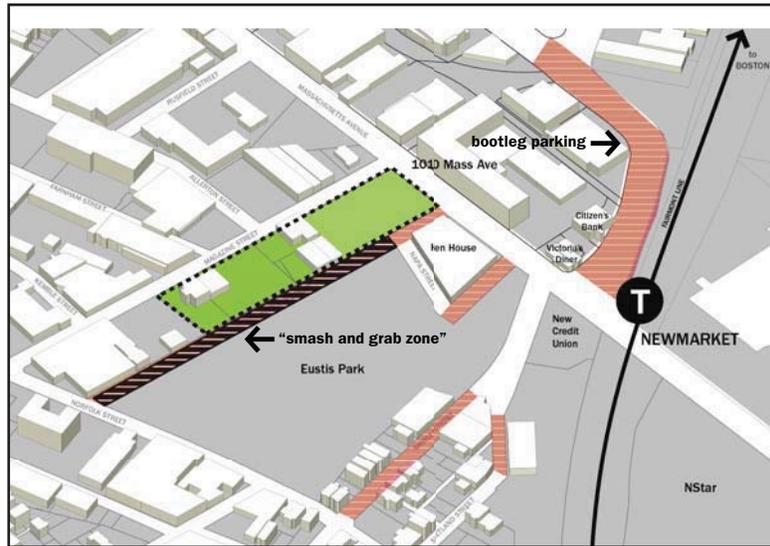
BELOW: Parcels Owned by City of Boston, shown in context.



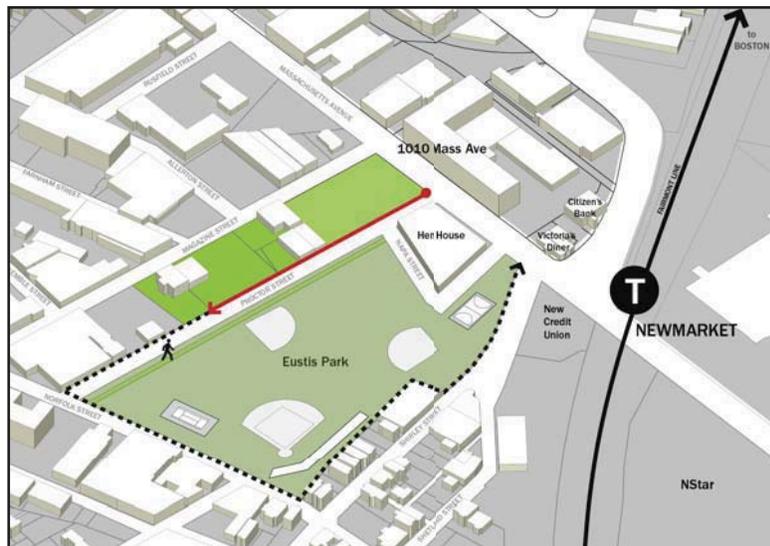
There is a surplus of private parking in the area, but little public parking to accommodate the construction support professionals who come to Newmarket to do business at ISD or at any of the area businesses. Improving multimodal transit options (bicycle, walking, car share, and electric vehicle charging) make this site a possible location for a multimodal hub, using technologies and programming strategies that support the idea of Newmarket as an Eco-Industrial District.



Without access to parking, contractors and visitors coming to do business with the city, illegally park their oversized vehicles in the streets, creating a disordered crush of cars which impede traffic flow. Parking along Proctor Street next to Eustis Park is vulnerable to “smash and grab” robberies in the absence of any visual oversight.



The city-owned parcels make up a significant percentage of the northern edge of Eustis Park. While actively used by children and adults, the park suffers by being surrounded by industrial uses and illegal parking. Thoughtfully orienting development along the park edge may facilitate a more harmonious relationship between the park and surrounding neighborhood.



TOP: Private Parking near Site I and 1010 Massachusetts Avenue

MIDDLE: Bootleg and illegal parking is prevalent on adjacent streets. North edge of Eustis Park described as “smash + grab” zone.

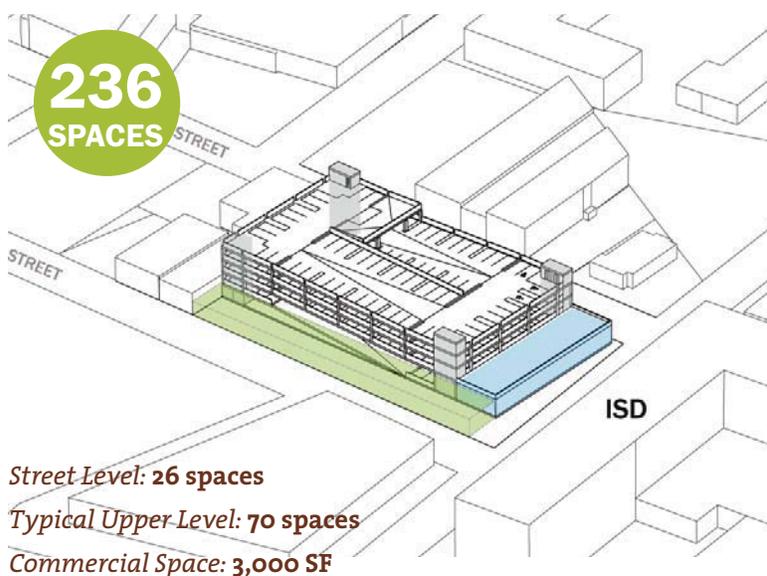
BOTTOM: Site provides opportunity to activate edge of Park.

Design Options

To better understand the parking capacity of the city-owned parcels, parking garage scenarios were tested that fit within the neighboring context of low to mid-rise buildings. For the purposes of these test fits, a maximum height of four to five stories was assumed, given the adjacent building fabric and the close proximity to Eustis Park. Stakeholders seemed to share the opinion that single parking structure that completely filled all of the city-owned parcels was undesirable. To break down the scale of a multimodal hub, the development was coupled with a larger commercial or residential development to the west.

Each of the options assumed ground floor retail facing Massachusetts Ave. Two ramp types – a continuous sloped garage and central ramp – are suitable given the parcel dimensions. A “green” buffer along the South edge could be designed to house multimodal functions such as short and long-term bike parking, electric-vehicle car charging, and car share programs (e.g. Zipcar).

The options included below provide a brief overview of possible configurations and scale.

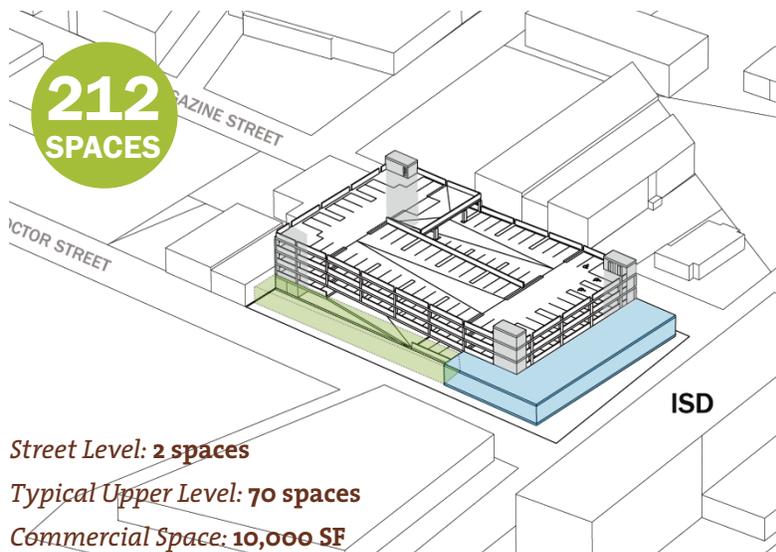


Option I

This four story, continuous ramp option provides for small-scale retail on the street level. This scheme allows for a wider green buffer of approximately 30 feet along the park.

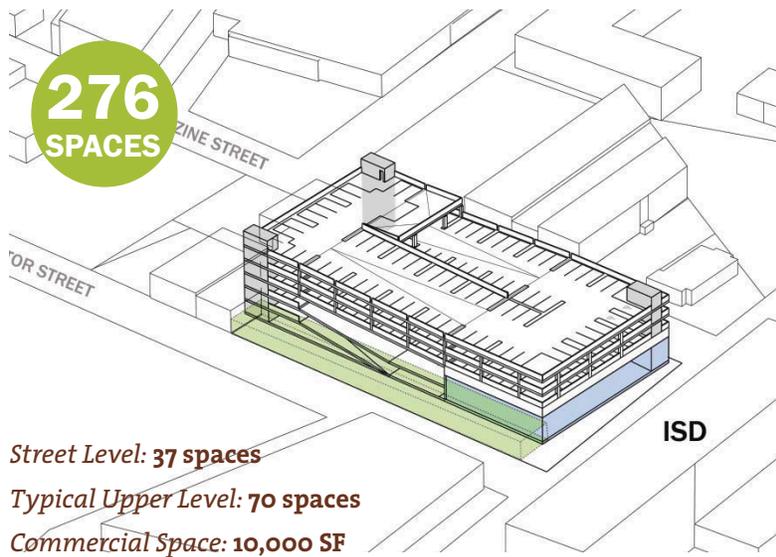
Option II

This four story, continuous ramp option assumes medium-scale retail on the street level, with a floor plate depth of approximately 80' to accommodate larger tenants and therefore greater retail flexibility. This scheme offer very limited street level parking.



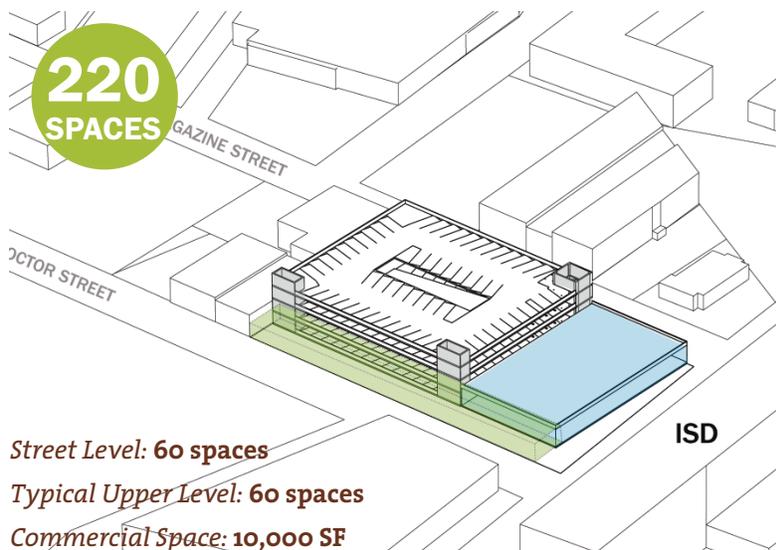
Option III

This six story, single ramp option provides space for medium-scale retail at street level. The garage in this scheme does not step back from Mass Ave, but subsumes the retail space below.



Option IV

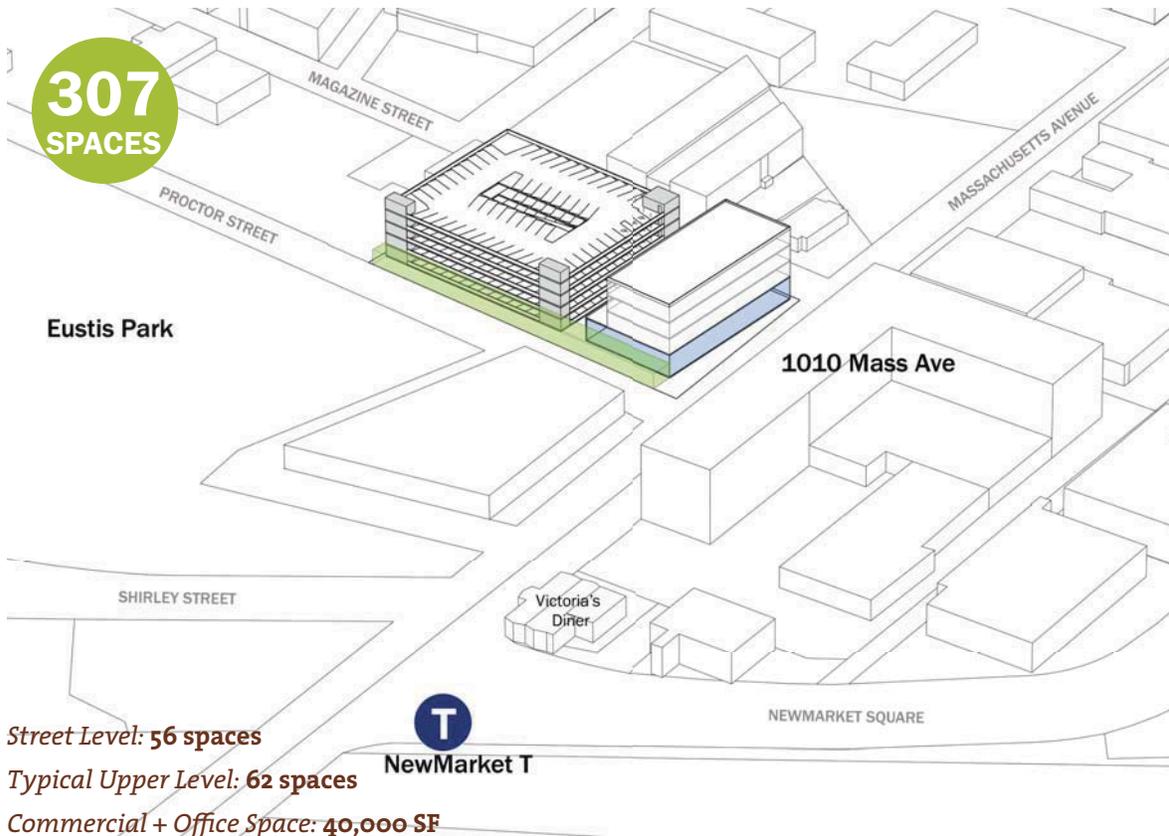
This four story, central ramp option provides space for medium-scale retail on the street level. This scheme offers an equal distribution of parking spaces on each of its levels. The advantage of flate floor plates is that better facades result.



Recommended Option

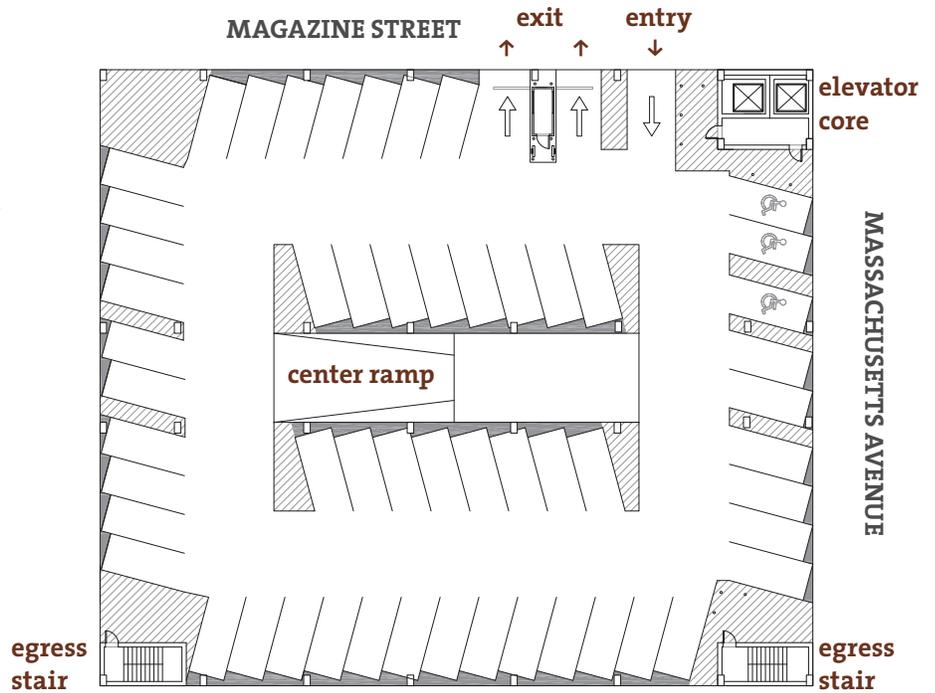
The recommended scenario includes a five story central ramp parking structure, and a separate mixed-use building comprised of ground floor retail and an upper level commercial oriented towards Mass Ave. This option provides the greatest number of parking spaces, as well as a physical separation between the parking structure and commercial development. Orienting commercial development of approximately 40,000 sf along Mass Ave helps to mask the parking structure from the street, in much the same way that a green buffer helps to mediate the southern edge adjacent to the park. Provision for truck loading is inserted between the garage and commercial building with an access alley. Ground floor retail is assumed to be of medium-scale for greatest flexibility in terms of lease-out and attracting possible tenants.

Option V

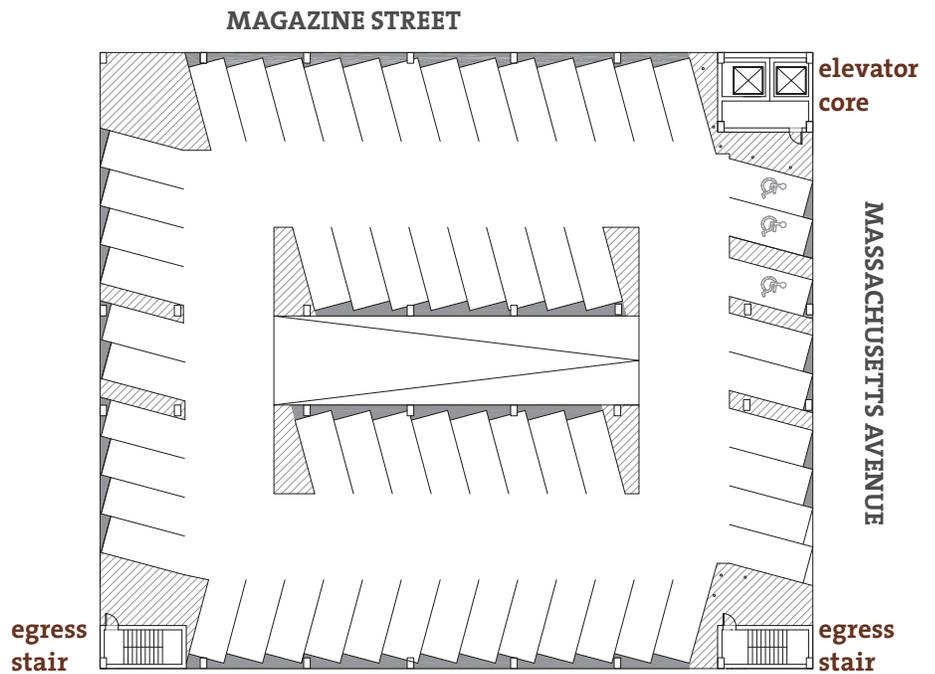


Garage Plans

Development of a new parking structure should be coordinated with a parking management plan for the district. Instituting pricing that is competitive with street meters on the ground level reduces the number of trucks circling the neighborhood and the local street congestion.



ABOVE: Ground Level Plan



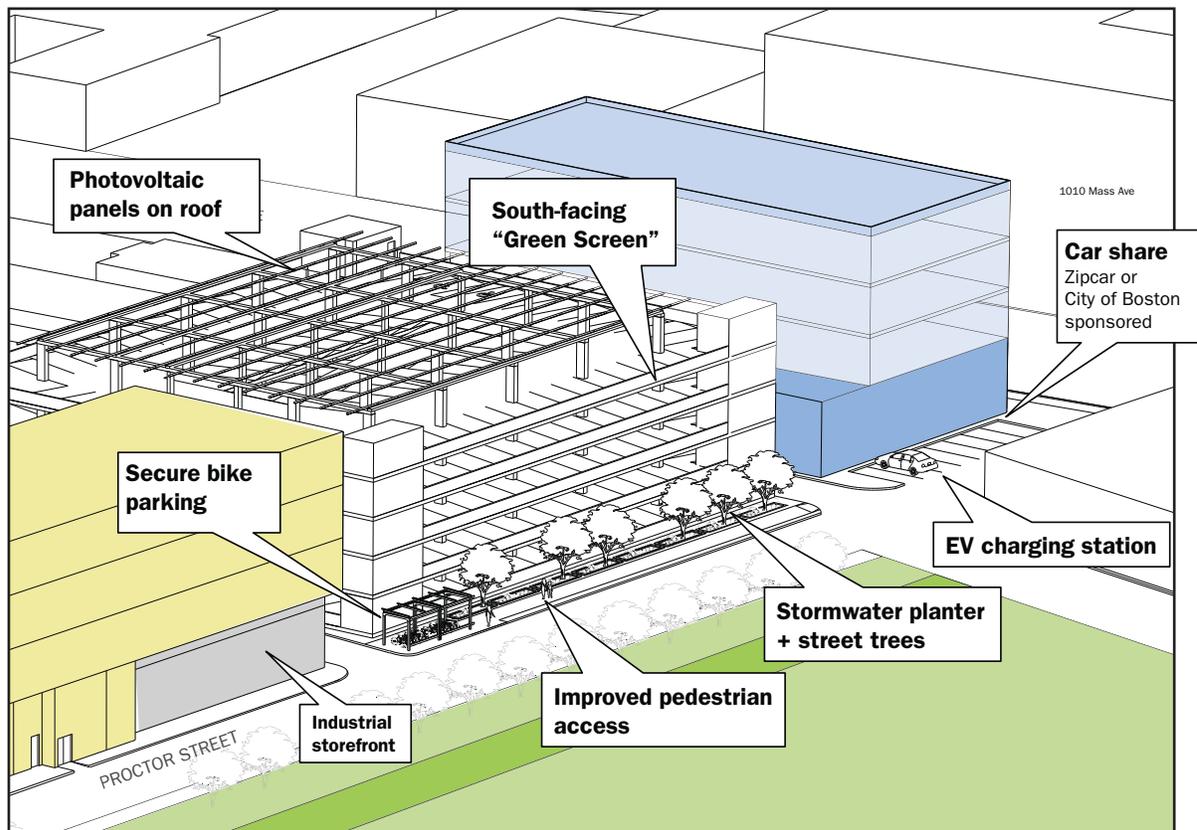
ABOVE: Typical Upper Level Plan

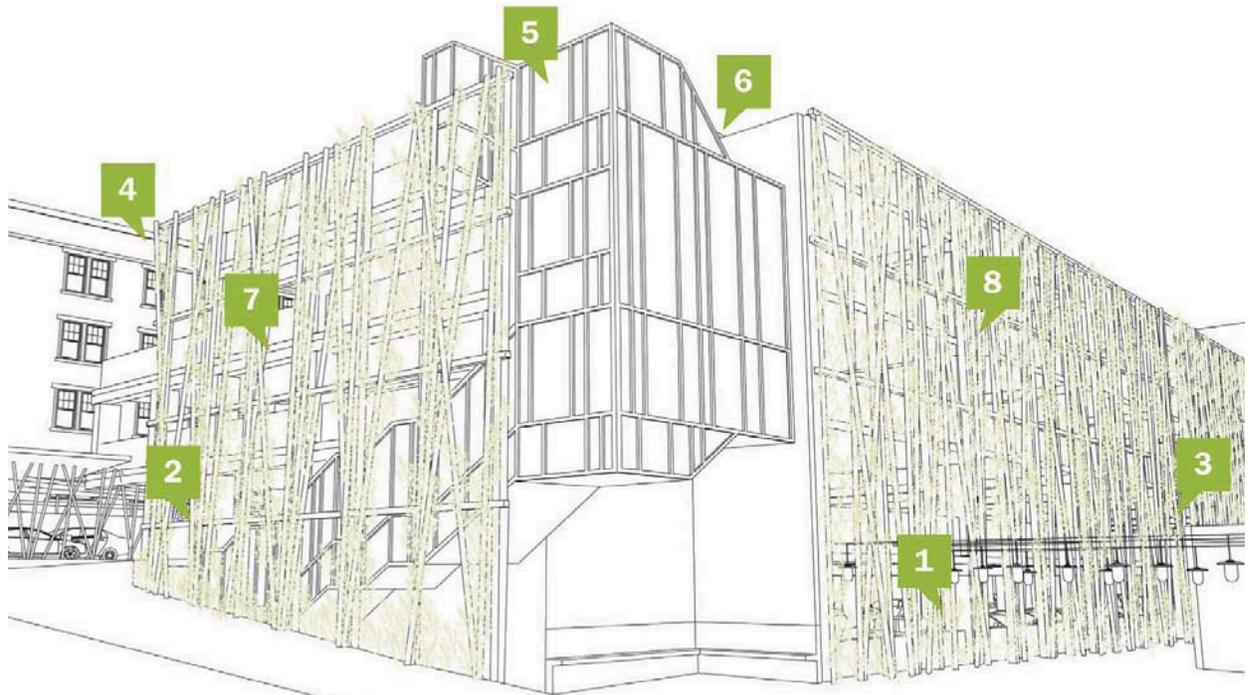
Sustainable Strategies

To promote the image of Newmarket as a forward-thinking district in the City of Boston, and to attract additional funding, the City should maximize sustainability features integrated into the "multi modal hub". Photovoltaic panels can be installed above the top level parking on a lightweight steel trellis. The solar-collecting structure can be located and dimensioned to be visible from the street, but set back enough from the upper parapet so that it does not dominate the visual image of the garage. In addition to the solar panels, the design should also look for sustainable approaches to storm water management. The parcel's open space to the south of the garage structure may be a suitable location for a bioswale and/or rain garden that can slow the rate of runoff entering the City's storm water system.

If the structure is branded as a "Green Multi-modal Hub," it will be a ground-breaking project, helping to bring positive attention to Newmarket and to the City of Boston. This project has the potential to serve as a proud demonstration of the city's long-term commitment and forward-thinking strategy to developing sustainable infrastructure in diverse neighborhoods.

BELOW: Multimodal hub identifying sustainable strategies.

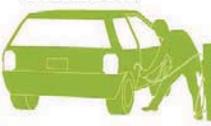




- 1** Bicycle parking


- 2** Car-sharing spaces


- 3** Electric car recharging stations

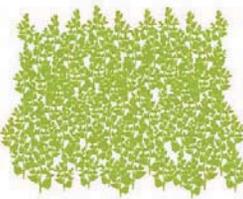

- 4** Bioswale


- 5** LED lighting


- 6** Photovoltaic panels


- 7** 40 percent+ exterior openings on facade


- 8** Green screen



ABOVE: Generic garage shown with sustainable features.

Multimodal Hub Multimodal transport refers to movement by multiple modes of transit such as car, bike, bus, and rail. This project is designed to function as a “hub,” connecting to local bus connections, bike parking, the Newmarket commuter rail stop, private automobile parking, and car share programs.

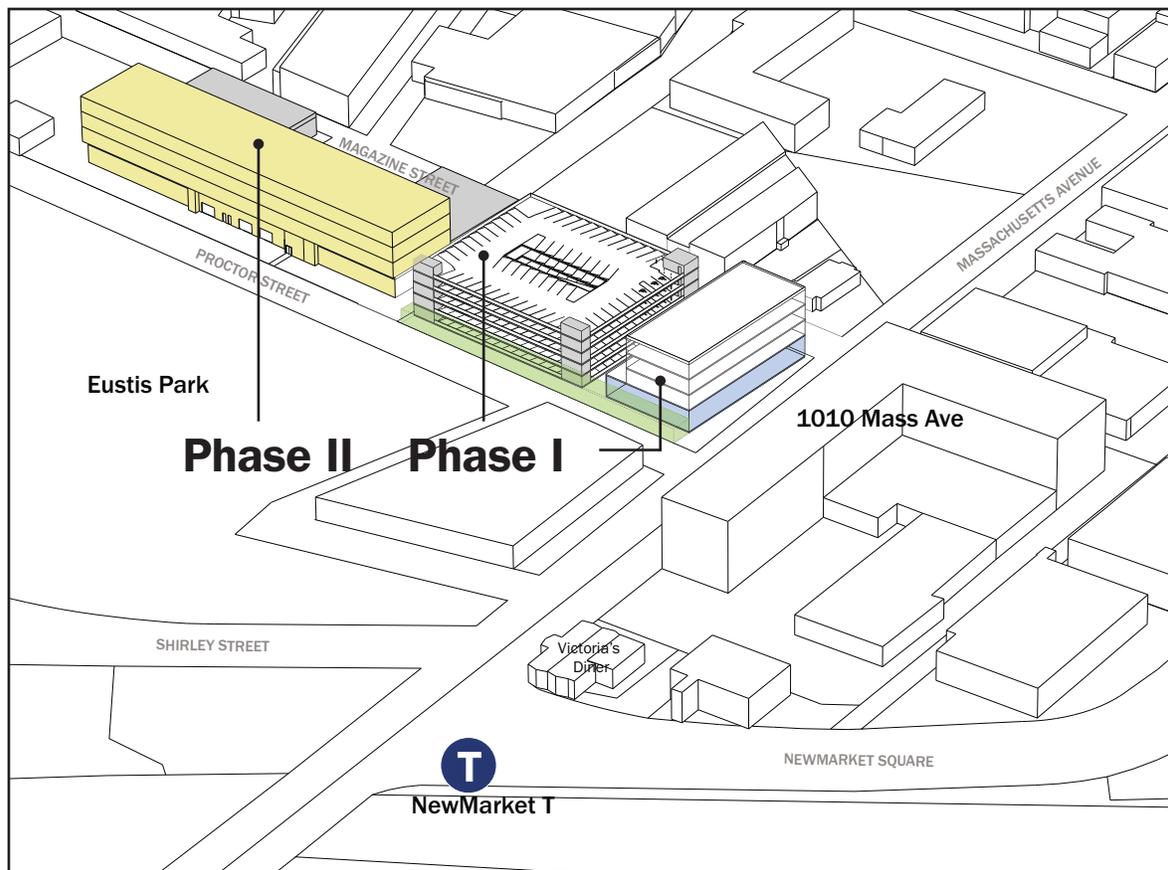
Bioswales are landscape elements designed to remove silt and pollution from surface runoff water. They consist of a swaled drainage course with gently sloped sides (less than six percent) and filled with vegetation, compost and/or riprap. The water’s flow path, along with the wide and shallow ditch, is designed to maximize the time water spends in the swale, which aids the trapping of pollutants and silt. A common application is around parking lots, where substantial automotive pollution is collected by the paving and then flushed by rain. The bioswale, or other type of biofilter, wraps around the parking lot and treats the runoff before releasing it to the watershed or storm sewer.

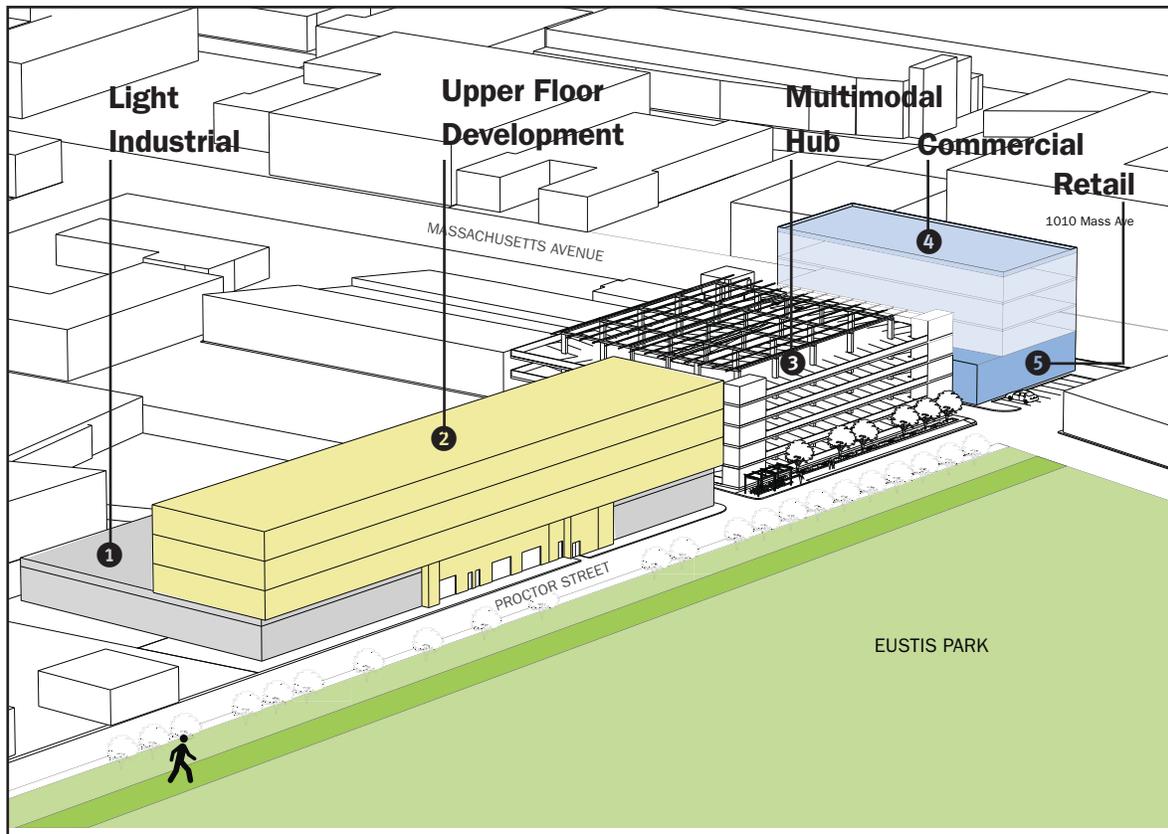
Building a Sustainable Neighborhood

Taking steps to demonstrate commitment to the development of the district as an Eco-Industrial Zone is vital to promoting the district; hence, the development of a multimodal hub. This hub creates parking and facilitates incentives for use of alternative energy transport (plug ins for electric cars), shared use vehicles (parking for shared use public and private fleet cars) and zero carbon forms of transport (bike racks).

Another important urban design consideration is the opportunity to create a gateway to Newmarket. The presence of a distinctive structure opposite 1010 Mass Ave will help to better situate Newmarket on a Boston resident's "mental map" of the City. Realigning this area's sense of place as a center of commerce and government is an important goal for this opportunity site.

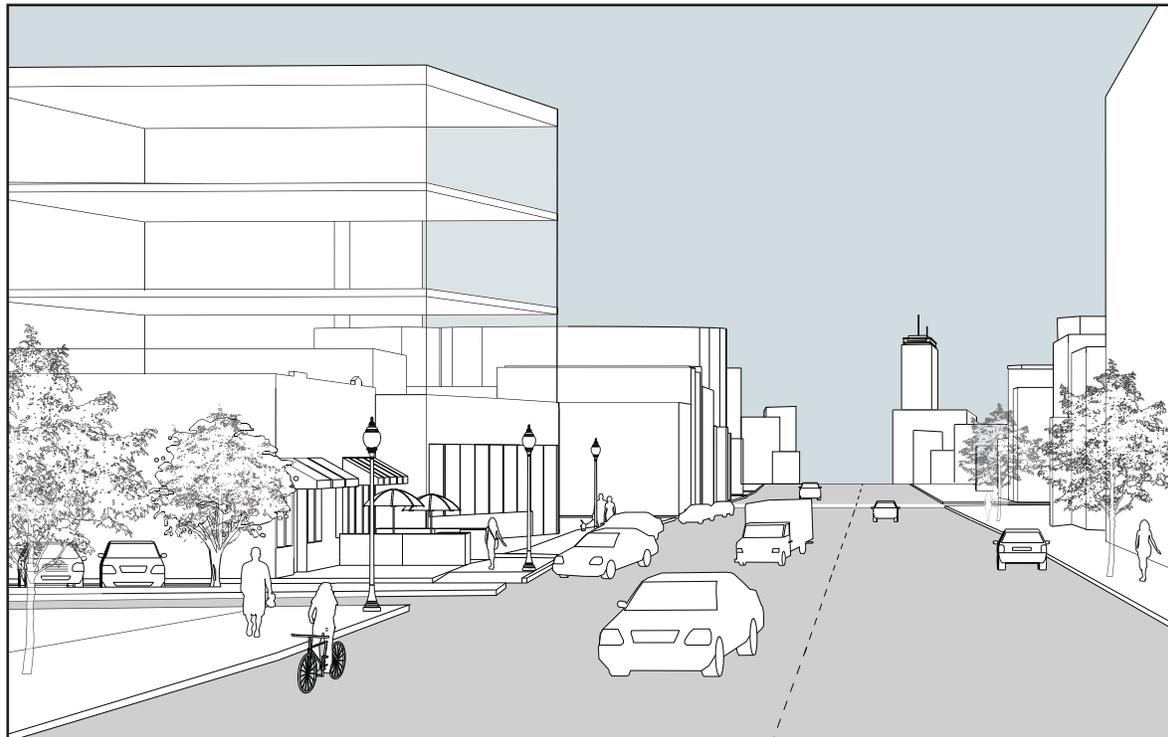
BELOW: This site offers opportunity for phased development. This future build-out scenario shows residential and industrial development behind the multimodal hub. Multifamily housing is oriented towards the park but provides views towards downtown Boston from upper levels. Light industrial uses function as a ground-level plinth.





ABOVE: Alternate view of future build-out scenario.

BELOW: View North down Massachusetts Avenue Corridor. 1010 Massachusetts Ave opposite new development at left.



Recommendations

1. Build a Multimodal Hub to Accommodate Future Development and Ameliorate Existing Parking Woes.

A new multimodal hub in Newmarket would ameliorate existing parking woes, accommodate city employees and visitors, and facilitate future development. Transit projects proximate to this site, including the Newmarket MBTA stop and the improved Fairmont/Indigo line, underscore the need for associated multimodal infrastructure.

2. Develop a Comprehensive Parking Management Plan for the Area, including Pricing Program.

New parking supply alone will not alleviate the on-street parking challenges, especially if there is a fee to park at the garage. Improved parking management practices are necessary to moderate heavily used prime parking areas and to incentivize the use of a new garage. During this planning initiative, EDIC, in collaboration with Nelson Nygaard, was working on a comprehensive parking and traffic study for the area.

3. Demand Distinctive Architecture with Sustainable Strategies as a “Gateway” to the Newmarket District.

This new garage should be architecturally distinctive, so that it can contribute positively to the ongoing success and evolution of Newmarket. Solar panels and other sustainable features should be included in the design to elevate the garage to a noteworthy project.

4. Consider Hybrid Uses as Part of a Larger Urban Strategy to activate Eustis Park, Improve Pedestrian Connections, and Mitigate Crime.

Parking alone will not catalyze improvement. Commercial, residential, or industrial uses should be explored as phased, hybrid options for the site. The edge of Eustis Park along Proctor Street has been victim to crime due to the lack of vigilance; a new development could help to activate the northern edge of the park and simultaneously mitigate crime. With views towards Boston to the north, and a short distance to downtown on the MBTA Fairmount line, new commercial and/or residential uses could be good candidates for this location.

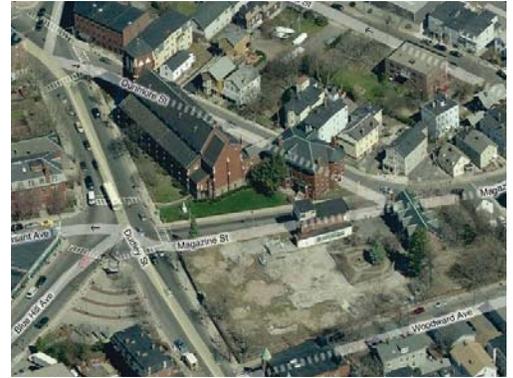
Chapter Three

Priority Site II: Archdiocese Site and Magazine Street Corridor

Archdiocese Site: Existing Conditions

The archdiocese site is located in the heart of Dudley Crossing, a small retail corridor at the intersection of Dudley Street, Hampden Street, Blue Hill Avenue, and Magazine Street. An assortment of handsome brick buildings, punctuated by St. Patrick's Church, give Dudley Crossing its historic character and charm.

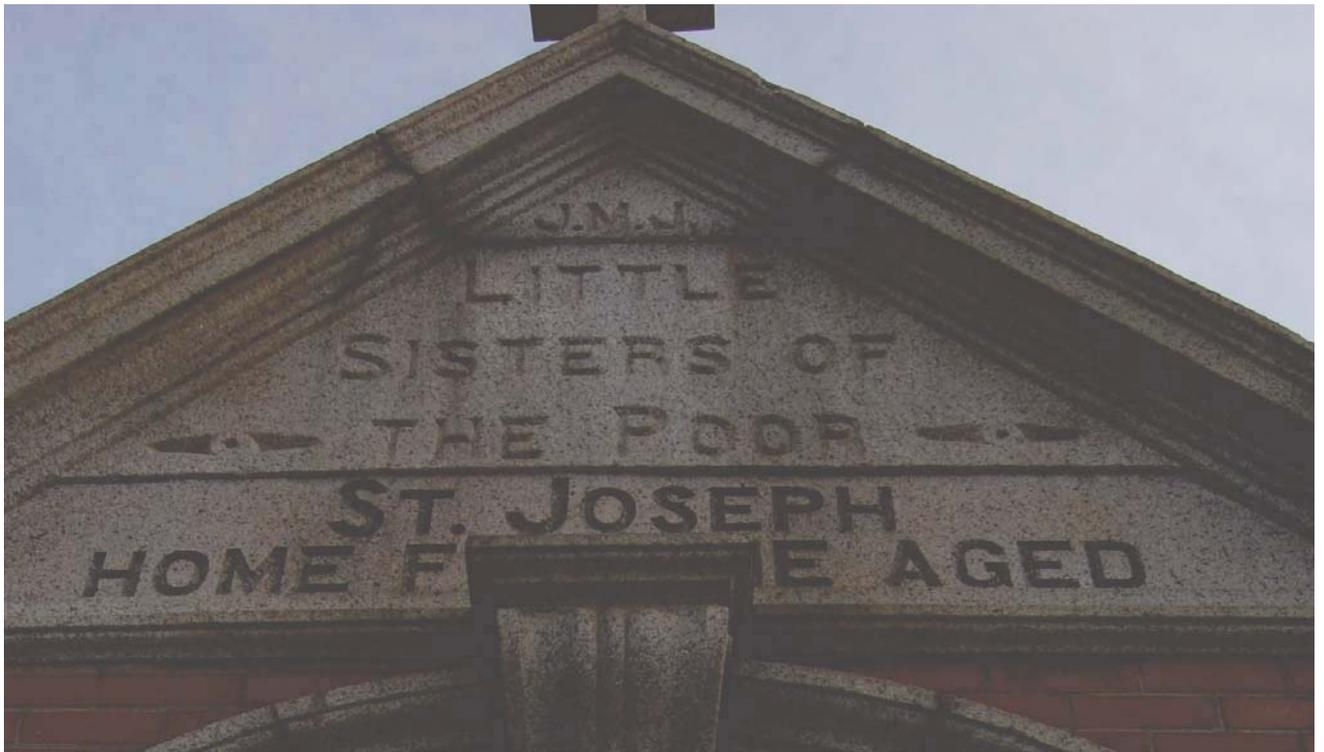
The site is presently vacant and listed for sale by the Archdiocese of Boston. Efforts to purchase the site by Nuestra Comunidad back in 2007 fell through, due in part to the perceived level of soil contamination and the anticipated costs necessary for cleanup. Despite efforts to purchase and develop the site back in 2007, the site has remained empty with the notable exception of two outbuildings used by the church. The smaller of the two buildings functions as housing for priests, while the larger building is used as a community space and housing for nuns.



ABOVE, TOP: Aerial view of Dudley Crossing

BELOW: Panoramic photo of Archdiocese property, looking out towards Dudley Crossing.





ABOVE: Close-up of historical gate on property.

BELOW: Context map illustrating location of Archdiocese property.

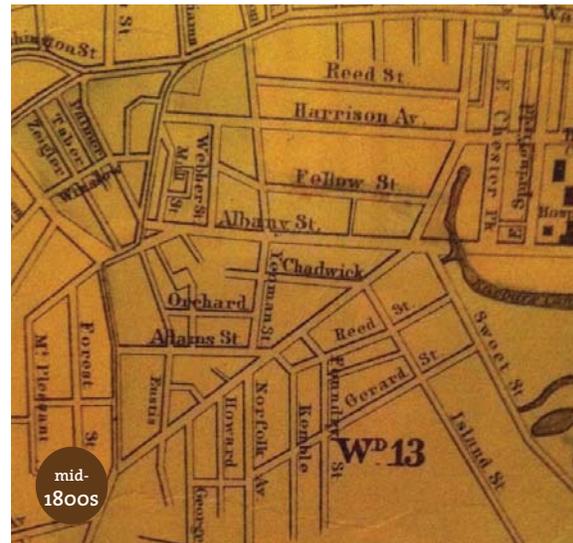
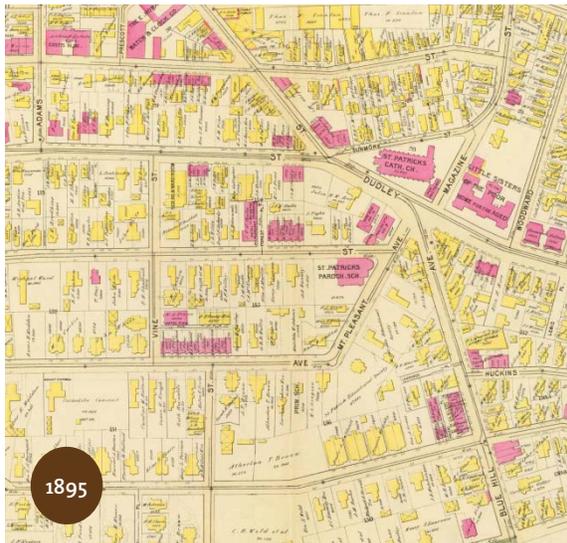


Archdiocese Site: Existing Conditions

The site has high visibility from the public park located directly opposite on Dudley Street. This well-situated park stands to benefit from new development on the Archdiocese site, because increased residential density would help to activate this space. The small-scale retail activity along Blue Hill Avenue consists of casual eateries, a tire repair store, a barber shop, a hair salon, a bargain store, and an insurance business. Nuestra Comunidad and Dudley Street Neighborhood Initiative (DSNI) have both expressed strong interest in developing a mixed-use project on the site, understanding this project could have positive impacts on the quality and quantity of retail and housing within this neighborhood.

BELOW: Photo of public plaza at Dudley Crossing, looking towards St. Patrick's Church (left) and the Archdiocese property. (right).





History of Dudley Crossing

Early maps show Magazine Street as one of the first major thoroughfares in the area. At one point, Magazine Street was only a short distance from the coastline, as Boston's waterfront used to be located just to the east bordering present-day Norfolk Street, near what is present-day Upham's Corner. The topography of the area shows higher ground clustered around Dudley Crossing, making the area a good location for a church "campus" and other civic buildings for this growing streetcar neighborhood. At that time, St. Patrick's was developed on this "hilltop" site, with the present-day archdiocese site directly adjacent. Prior to demolition, the site housed the Little Sisters of the Poor, St. Joseph's Home for the Aged, whose gate remains today as a vestige of the site's former life.

Archdiocese Site: Current Studies

Nuestra Comunidad hired Narrow Gate Architecture in 2008 to complete schematic designs for a new multifamily housing development on the site. Two options were explored as part of this earlier study. Option One proposed a residential-only scheme, while Option Two offered a mixed-use residential development with ground floor retail. Discussions with DSNI and Nuestra Comunidad confirmed a preference in the community for a mixed-use development on the site. Given their agreement in the proposed use and constituency overlap, Nuestra Comunidad and DSNI have discussed a possible partnership to develop the site in the future.



PROJECT INFO

4 Story Mixed-Use Building

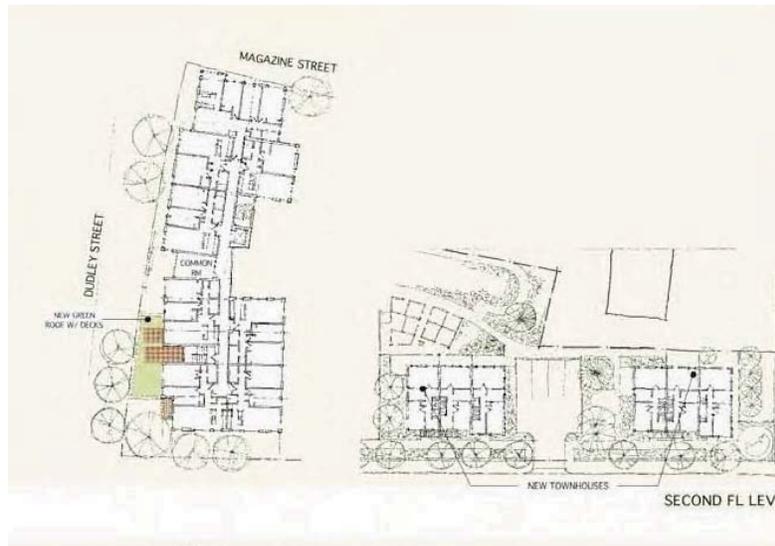
39,077 sf site

- 2 Townhouses
- 30 units
- 28 parking spaces

38,890 sf residential

5,900 sf commercial

44,790 sf TOTAL sf



FACING PAGE,: Photos of existing buildings on Archdiocese site.

TOP: Upper level plan of Narrow Gate scheme (multifamily residential apartments)

MIDDLE: Narrow Gate Architecture ground level plan with Dudley Street retail and surface parking.

BOTTOM: Rendering of mixed-use development by Narrow Gate.

Archdiocese Site: Recommendations

For this planning initiative, Utile conducted a peer review of Narrow Gate's schemes. In summary, the team felt that the massing was scaled appropriately relative to the adjacent context. Both options retained the historic gate, creating a pedestrian portal into an interior courtyard, a nice amenity for residents. The largest of the residential buildings are oriented along Dudley Street, and include ground-floor retail with provision for a medium-sized tenant. Above the retail are three stories of mixed-income apartments, some with balconies that overlook Dudley Crossing. Behind these Dudley Street buildings are a series of smaller townhouses, stepping down from Dudley Street along Woodward Avenue. Another nice feature is the effort to break required parking into smaller lots in order to reduce the impact of surface parking.

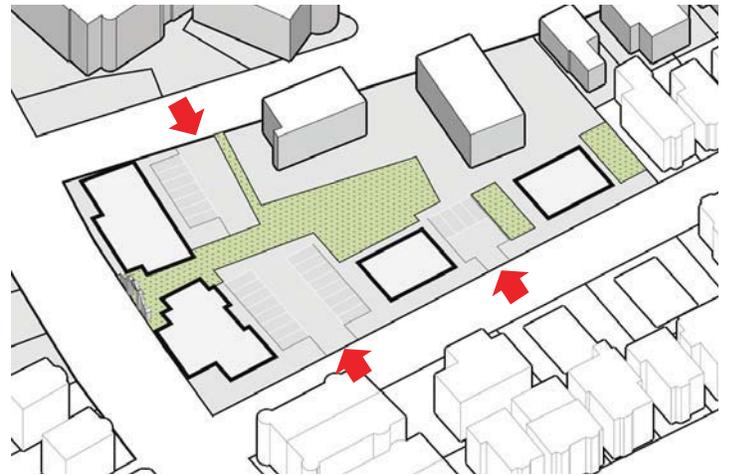
Conversations with stakeholders suggests that there may be some additional opportunities which could be explored during a future design phase. These include a phased approach to development, an approach that might reconsider how the outbuildings on the site might be improved or reconfigured to blend the current uses of St. Patrick's with a future mixed-use development.

Given that there is an approximately 15 foot slope from the front edge of the site at Dudley Street to its back edge perpendicular to Magazine Street, the site is a good candidate for on-site stormwater management. We recommend co-locating bioswales or stormwater planters near smaller surface lots and at the back edge of the site for storm water infiltration and groundwater recharge.



BELOW: Alternative build-out scenario





LEFT: Narrowgate scheme showing surface parking and access.



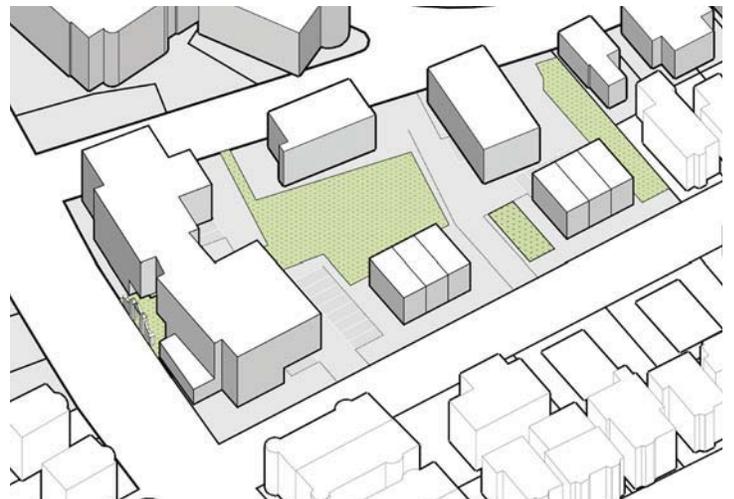
LEFT: Photo illustrating slope on site.



RIGHT: Diagram of future stormwater management strategy.



LEFT: Photo of St. Patrick's buildings



RIGHT: Orienting future development to existing community and church uses.

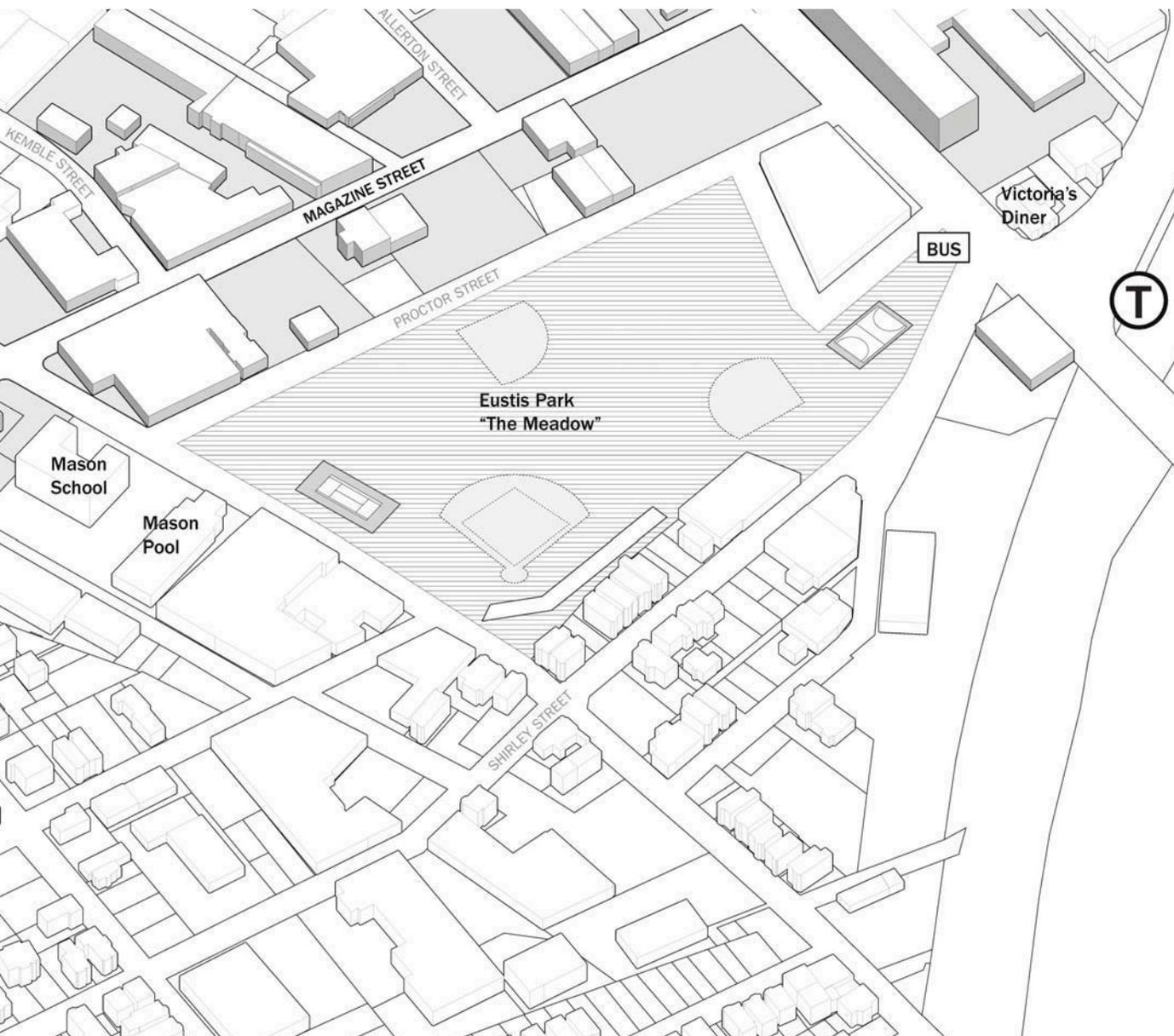
Magazine Street Corridor: Existing Conditions

Magazine Street is one of just three east-west streets which cut through the study area, connecting Dudley Street to Massachusetts Avenue and to transit connections and to the South Bay Shopping Center. The street is prototypical for the study area in that it is divided fairly evenly between residential and industrial uses. There is a cluster of civic buildings in and around Dudley Crossing, but also a second grouping of civic buildings at the intersection of Magazine Street and Norfolk Ave. Here, the Mason School and a pool facility are located a short distance off of Magazine Street facing Eustis Park.



This intersection marks an abrupt change in use, with this half of Magazine Street closer to Massachusetts Avenue being characterized by light industrial uses.

Magazine Street provides the shortest distance between Roxbury to the Newmarket T and Massachusetts Avenue transit connections. It is just a seven to eight minute walk between St. Patrick's Church and 1010 Massachusetts Avenue, though perception is that the distance is much greater.



Magazine Street Corridor: Challenges

The major urban design challenges to the Magazine Street corridor are the lack of visibility and street parking. While street parking is typically portrayed in a negative light as an impediment to pedestrian circulation, the complete lack of street parking makes the street appear inactive. Without the normal activity of people walking to and from their cars, and combined with the “blank faces” of industrial properties along a segment of the block, the street appears eerily empty.

The second major challenge is the lack of visibility. Though Magazine Street offers the shortest “cut-through” from Dudley Crossing to Massachusetts Avenue, the perception is that it is much longer. Even though this is a walk that clocks in just under seven to eight minutes, the curvature prevents one from seeing very far. These blocked view corridors are undesirable, since wary pedestrians are less likely to travel very far without a clear sightline.

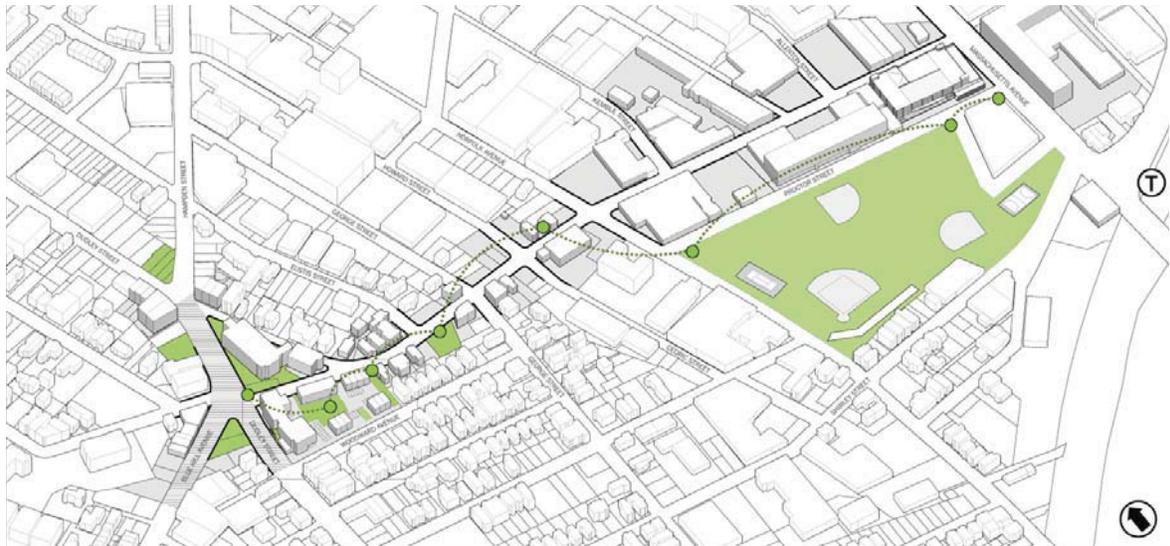
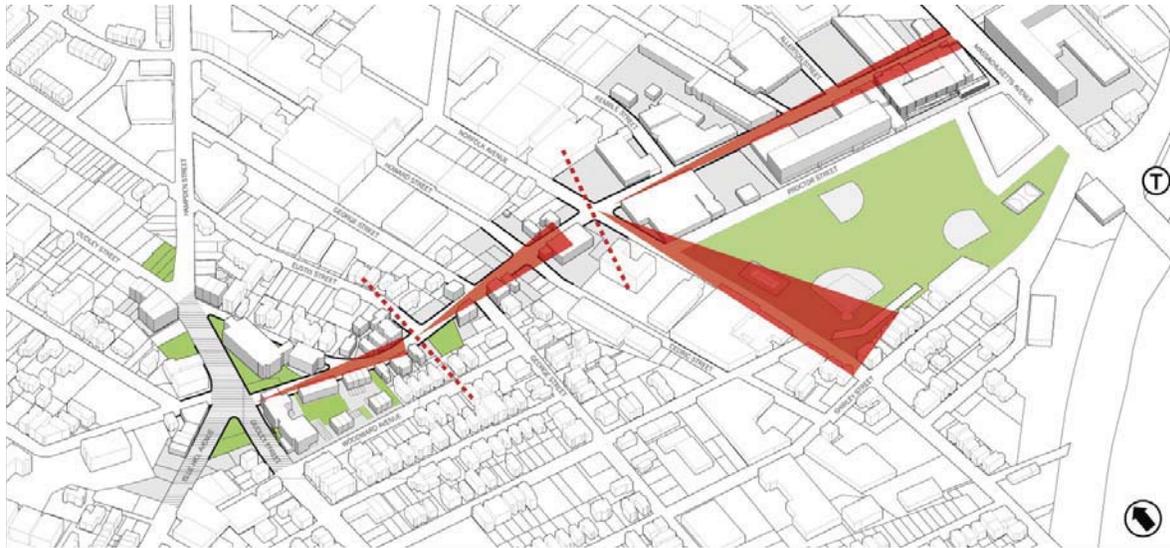


ABOVE and LEFT: Photos of Magazine Street Corridor

FACING PAGE, TOP: Bend in the street prevents clear sightline down Magazine Street.

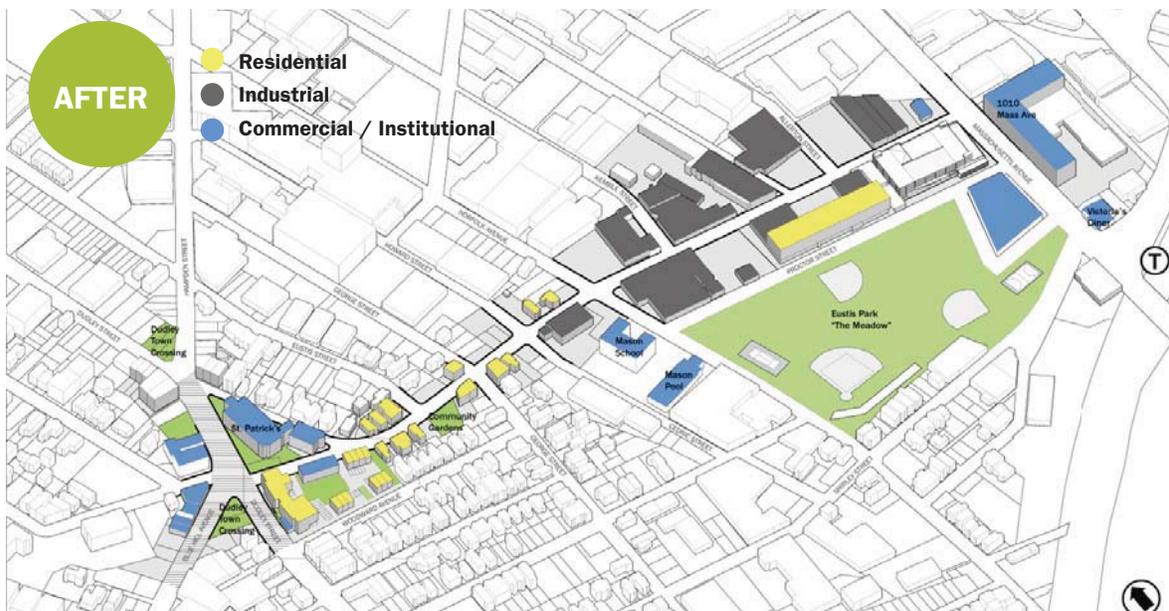
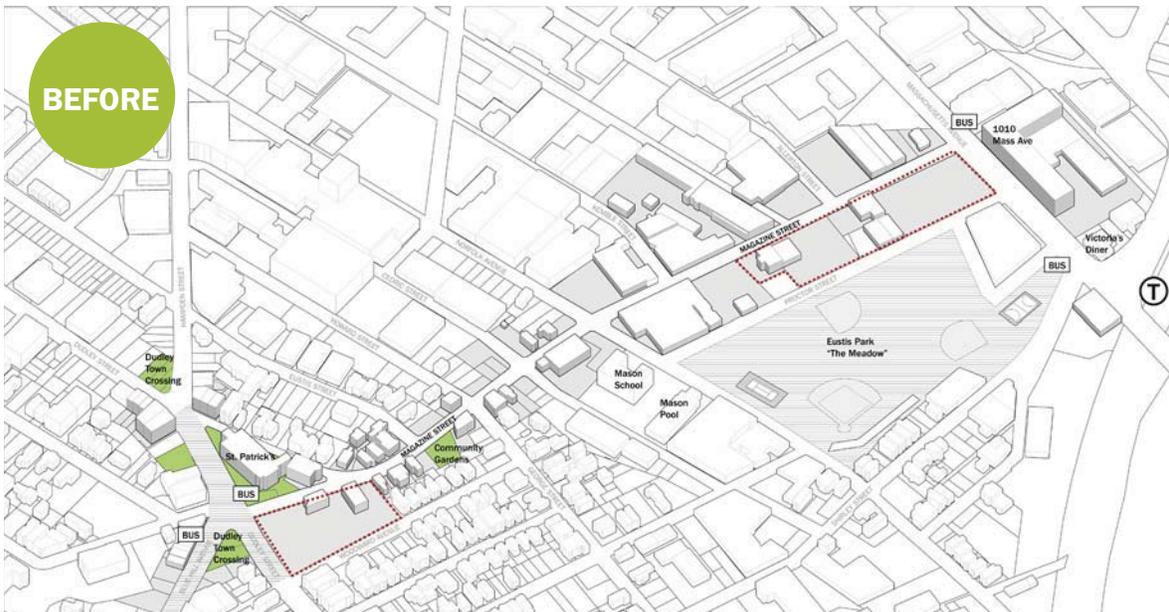
FACING PAGE, MIDDLE: View of Magazine Street with blocked view corridor.

FACING PAGE, BOTTOM: Linking greenspaces along Magazine street corridor facilitate increased walkability.



Magazine Street Corridor: Opportunities

There is a clear opportunity to improve walkability along the Magazine Street Corridor. The northern edge of Eustis Park already has a well-defined footpath. Linking this path to the first half of Magazine Street creates a direct, protected, and more pleasant walk for pedestrians. Wayfinding can be improved through better greenscape connectivity, linking the smaller gardens and “green pockets” such as the small community garden along Magazine Street with the larger open spaces such as Eustis Park.

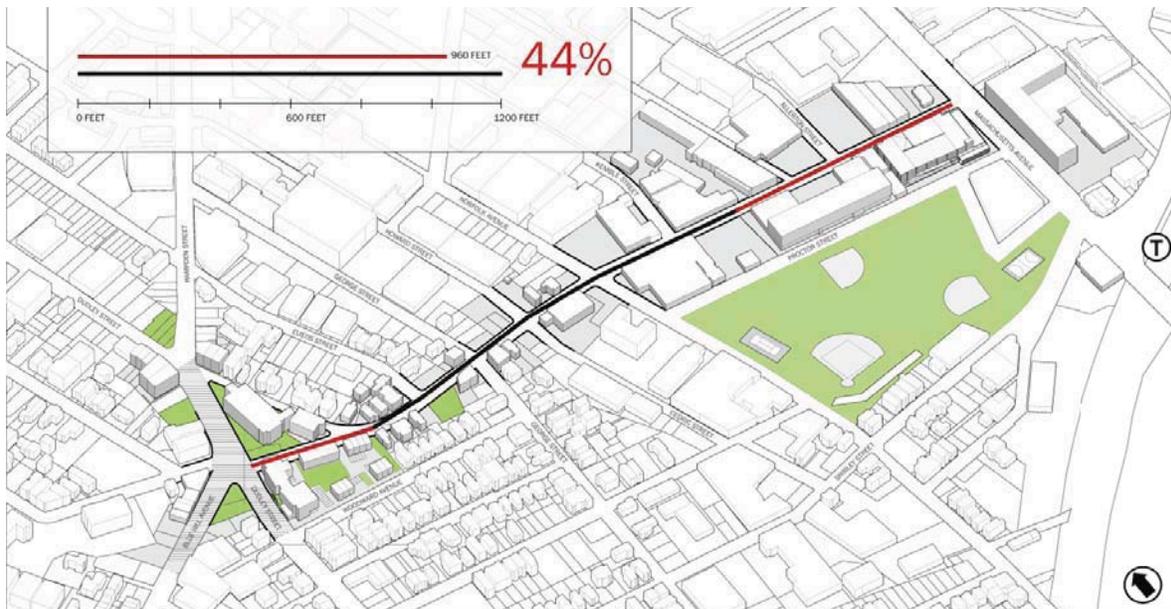


Leveraging Priority Sites for Streetscape Improvements

The Archdiocese site and St. Patrick’s Church lie at the end of Dudley Street, while the Massachusetts Avenue end terminates at 1010 Massachusetts Avenue and the city-owned parcels discussed in the previous chapter. These two bookends could be leveraged to catalyze streetscape improvements along the Magazine Street Corridor. Indeed, these two sites alone account for 44%, nearly half of the overall street length.

RIGHT: Existing pedestrian path through Eustis Park.

BELOW: The Archdiocese site and city-owned parcels at Massachusetts Avenue account for nearly half of the length of Magazine Street.



Magazine Street Existing Conditions

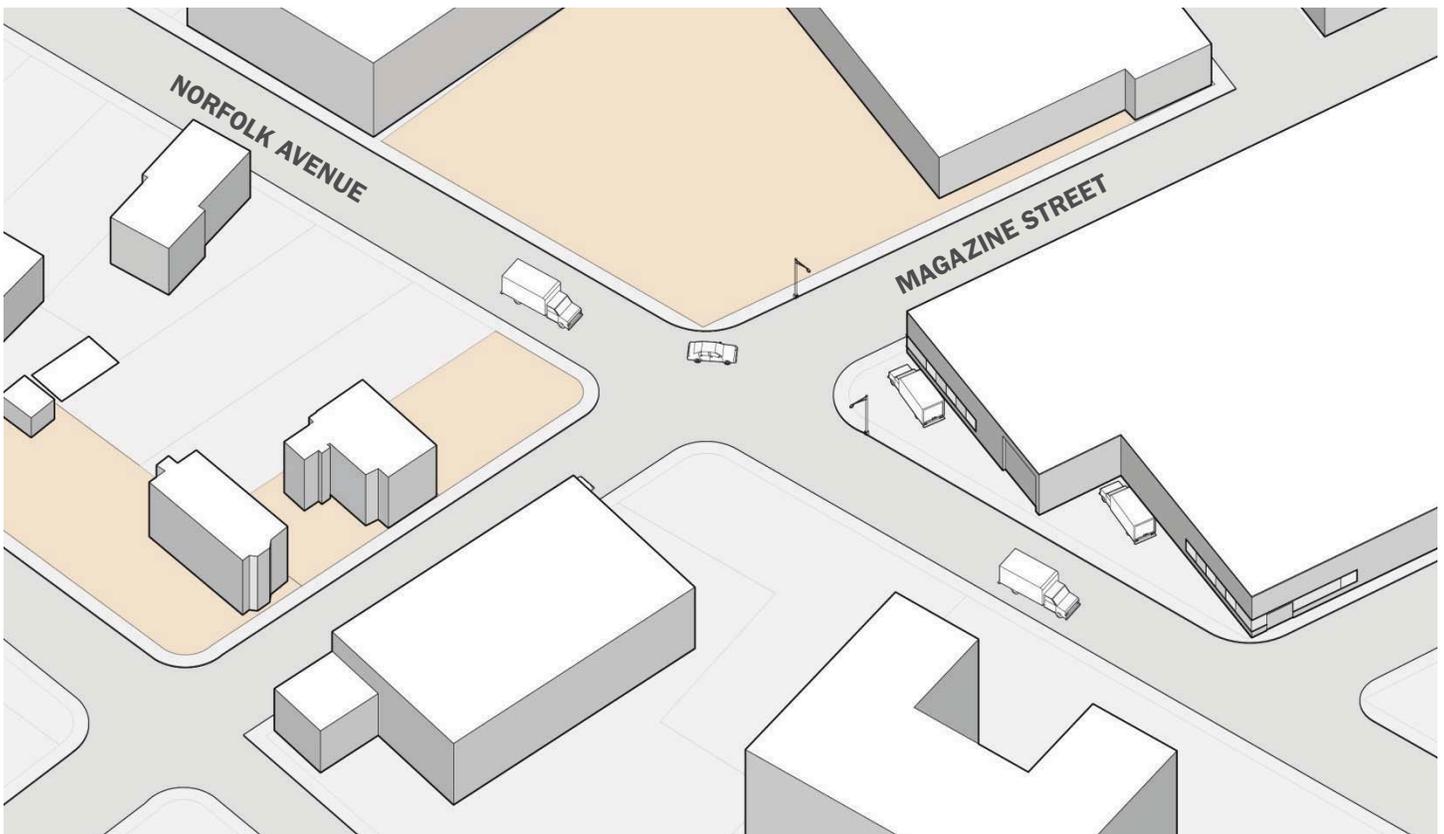
Photos taken along the length of Magazine Street illustrate many opportunities for improvements to the public realm.





Magazine Street and Norfolk Avenue Intersection Design

An urban analysis of Magazine Street points to the intersection at Magazine Street and Norfolk Avenue as the most problematic “hot spot” for conflicts between pedestrians and truck traffic. In order to address the inconsistent quality of the streetscape, a series of best practices were identified; these include thermoplastic crossings, consolidated lighting, storm water planters, porous concrete, and environmental supergraphics. Using these tools, our team experimented with some improved intersection designs. Coupled with improvements at either end of Magazine Street, the team believes the character of the street could undergo a dramatic transformation, becoming friendly for pedestrians walking to public transit and future jobs within this growth district.



Existing Conditions



Thermoplastic Crossings



Consolidated Lighting



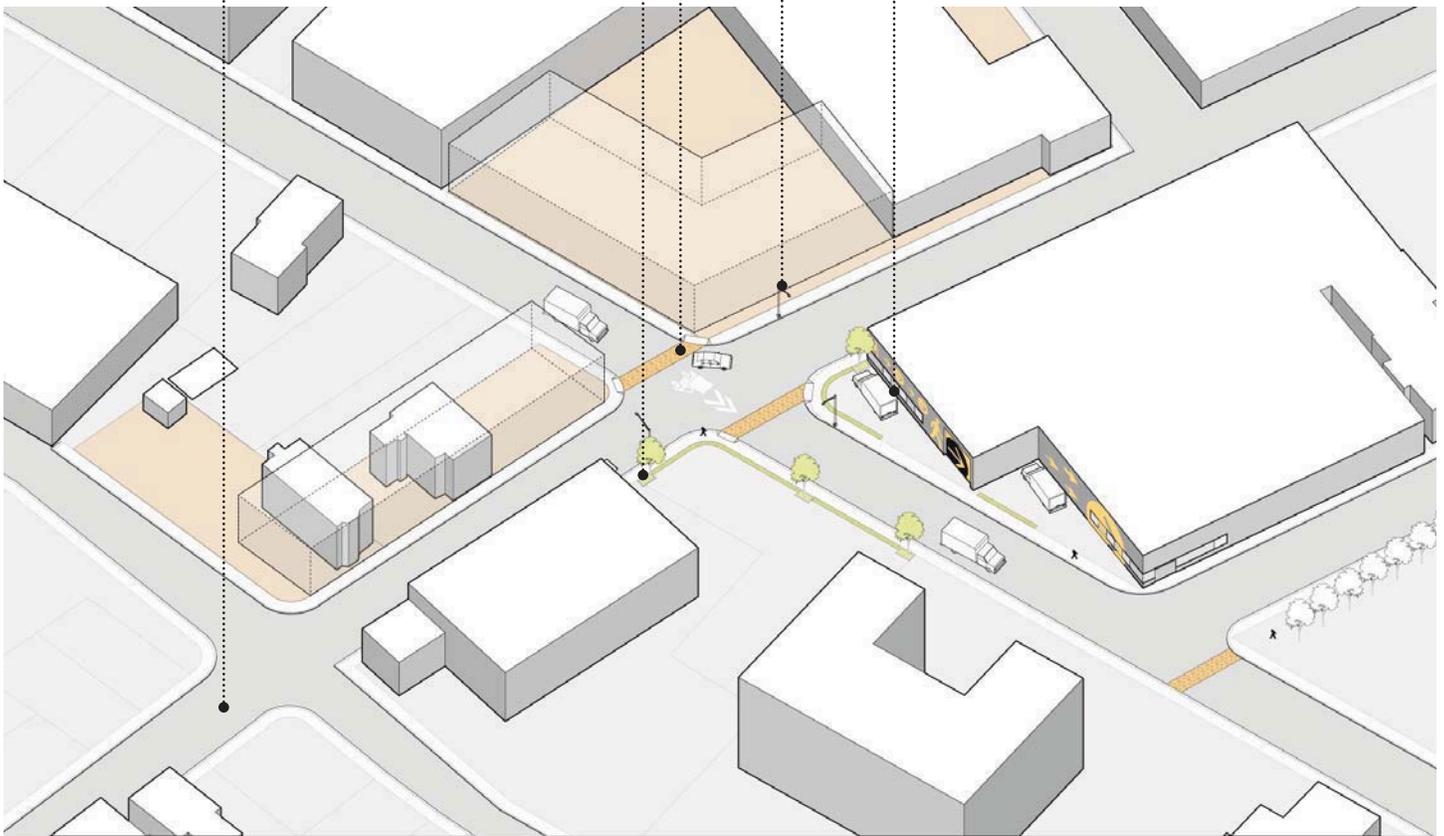
Porous Concrete



Stormwater Planter



Environmental Supergraphics

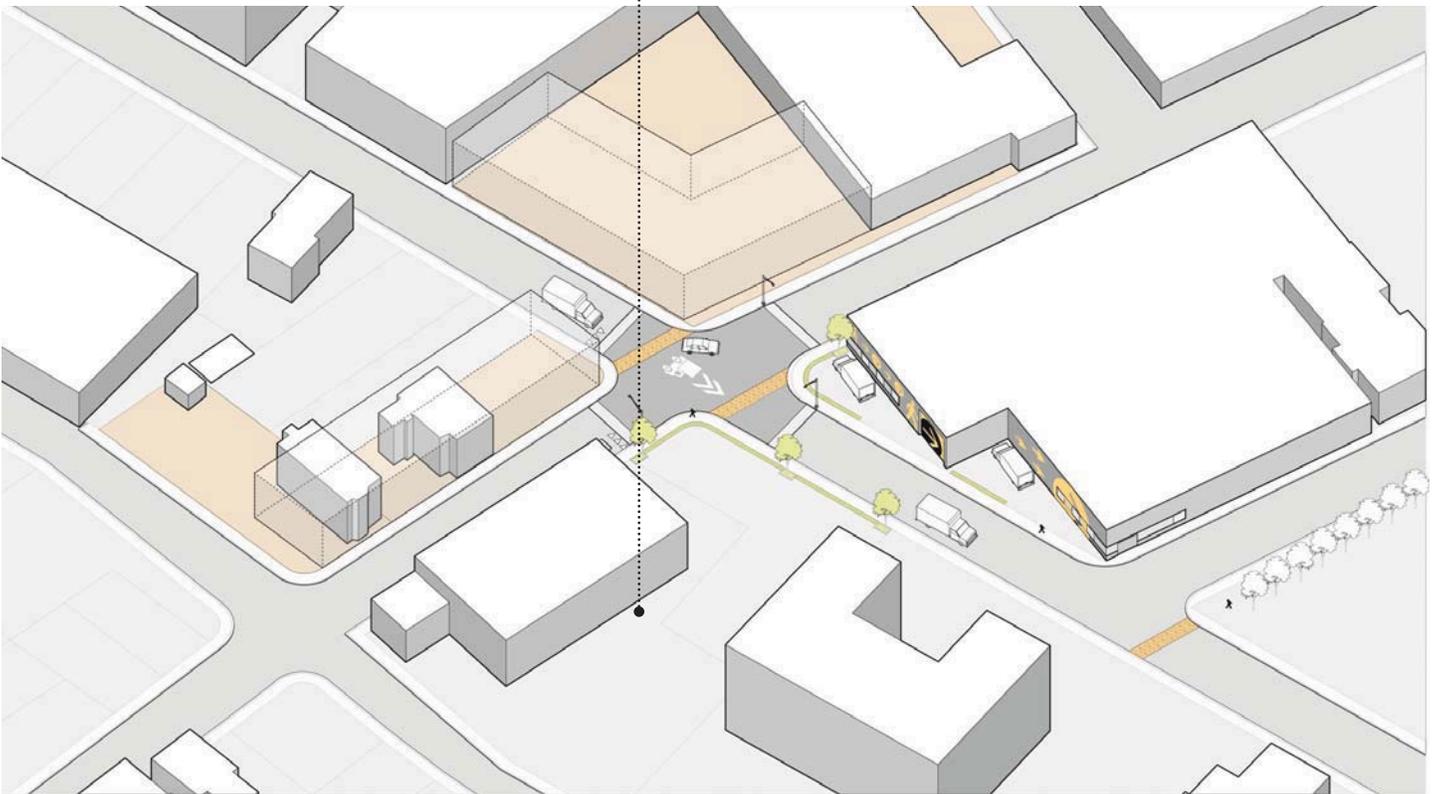


Scheme I: Improved Intersection Design

Two design scenarios are illustrated and on the following pages. The first assumes a less aggressive intervention, applying the best practice tools where their impact will be greatest.



Raised Intersection Design



Scheme II: Raised Intersection Design

The second design promotes a raised intersection; this option is desirable in that the intersection acts as an attenuated “speed hump” for trucks, while also protecting the curb from damage from heavy truck traffic with large turning radii. Design strategies to curb speed are also desirable given the short distance to both the Mason School and to the park. In sum, these strategies are relatively low in cost, can be quickly implemented, improve walking paths towards Newmarket Station, and require no redirection of traffic.

Magazine Street and Norfolk Avenue Recommendations

1. Leverage Redevelopment Opportunities to Catalyze Improvements to the Public Realm, particularly along Magazine Street.

It is a rare occurrence that two parcels can account for nearly half of a street length, particularly one strung with seemingly-incompatible uses. It is important that development opportunities along this “connector corridor” be coordinated to improve walkability. The potential for the Magazine Street corridor to become an important pedestrian link from one neighborhood to another is strong. Moreover, this is a low cost strategy that can be quickly implemented without any diversion of traffic.

2. Look for Compatible Community Uses to integrate into Archdiocese Redevelopment.

Integrating community and church uses into the mixed-use development on the Archdiocese property may yield positive effects for both residents and retailers. A phased development might be appropriate for this site, taking into account the existing programming and community uses on the site.

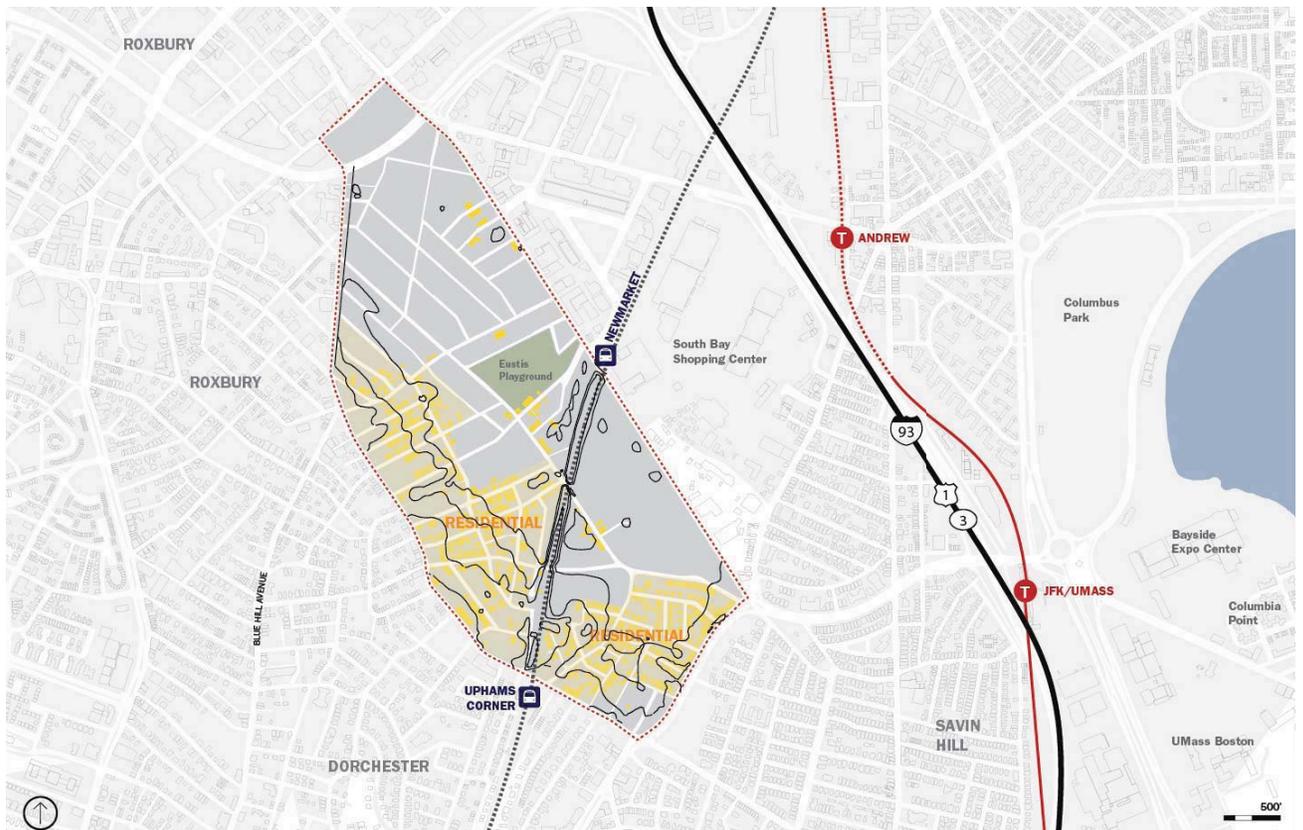
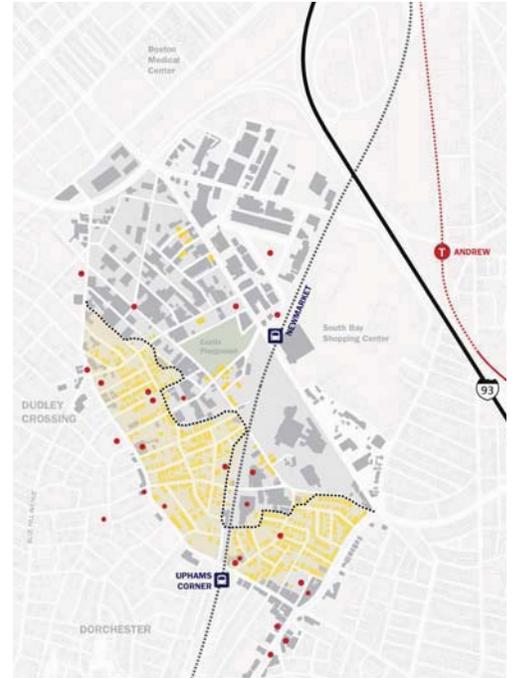
3. Prioritize Intersection at Magazine Street and Norfolk Avenue as a Place for Industrial-Residential “Complete Streets” Implementation.

Focusing on the Magazine Street-Norfolk Avenue intersection as a important “hot spot” can produce immediate benefits for residents of Newmarket, Roxbury, and Dorchester. Taken in combination with new opportunities at either end of the corridor, there is an opportunity to make Magazine Street a model streetscape improvement project using strategies appropriate for both industrial and residential street types.

Chapter Five: Leon Building and Maxwell Site

Maxwell Site: Existing Conditions

The Maxwell site is a comparatively large, 120,000 sf site located along East Cottage Street, a major truck route, and one of the three east-west connector streets located within the area. To the west is the elevated rail line, and a short distance to the south is the Upham's Corner MBTA station. Rail traffic is separated from ground circulation with a bridge overpass over East Cottage Street, a feature that segregates residential from industrial use. To the east is a small cluster of houses, while industrial uses are strewn along the street edge and neighborhood west of the underpass. This abrupt transition from residential to industrial is characteristic of the Maxwell site on all sides. Just north of the site are light industrial businesses, including Unifirst (uniform company) and Diamond Window and Doors. To the south, and at a significantly higher grade than the existing building, is a small residential enclave. Humphrey Street Studios, an adaptive re-use of a former industrial building, now functions as a consortium of artist's studios east of the site. The studios functional also as an important buffer program between disparate uses. The studio's "backyard" contains some outdoor sculptures, creating visual interest nearby.

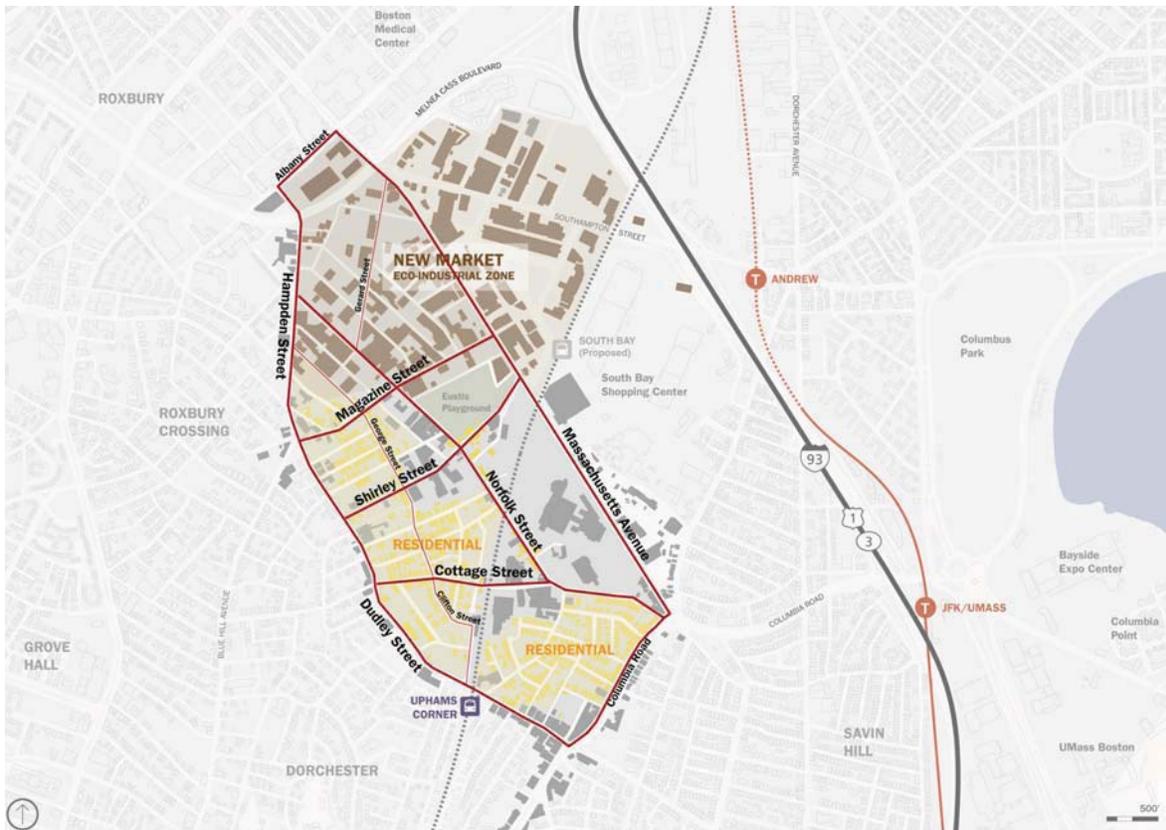


Accentuating the contour lines demonstrates a close correlation between land use and elevation. As a general rule, housing is situated on higher ground, while industrial uses populate the low-lying areas to the north and east. The eastern-most contour line almost precisely mimics the sinuous line dividing residential from industrial uses. The Maxwell site is particularly interesting in that it includes a significant grade drop of nearly 40 feet. From a development standpoint, this grade differential offers interesting possibilities for including a mix of uses on a single site.

FACING PAGE TOP: Soft edge between residential and industrial use.

FACING PAGE BOTTOM: Residential use with contour lines overlaid, illustrating the concentration of housing on higher ground.

THIS PAGE, BELOW: There is an abrupt transition from residential to industrial within the study area.





CLOCKWISE FROM TOP: 1.) View from back of site towards existing building; 2.) East Cottage Street driveway; 3.) View from Hillsboro with site and Boston skyline beyond; 4.) Close adjacency of housing and industrial buildings

Maxwell Site

Straddling the sometimes precarious line between housing and industry, the Maxwell site has two faces. The back “face” is built into the hillside, camouflaging the height of the existing building. At its tallest, the building reaches 4 stories, and contains approximately 22,000 sf. The front “face” of the building is lower in height and oriented towards East Cottage Street, whose adjacent industrial uses are also one to two stories. Historical maps of the parcel show that the site has functioned as an industrial facility since the early 1900’s. First used as a baking company, access to the rail line – and associated spur – made the site ideal for small-scale production and distribution. More recently, the site was used by the Maxwell Company for the manufacturing boxes.



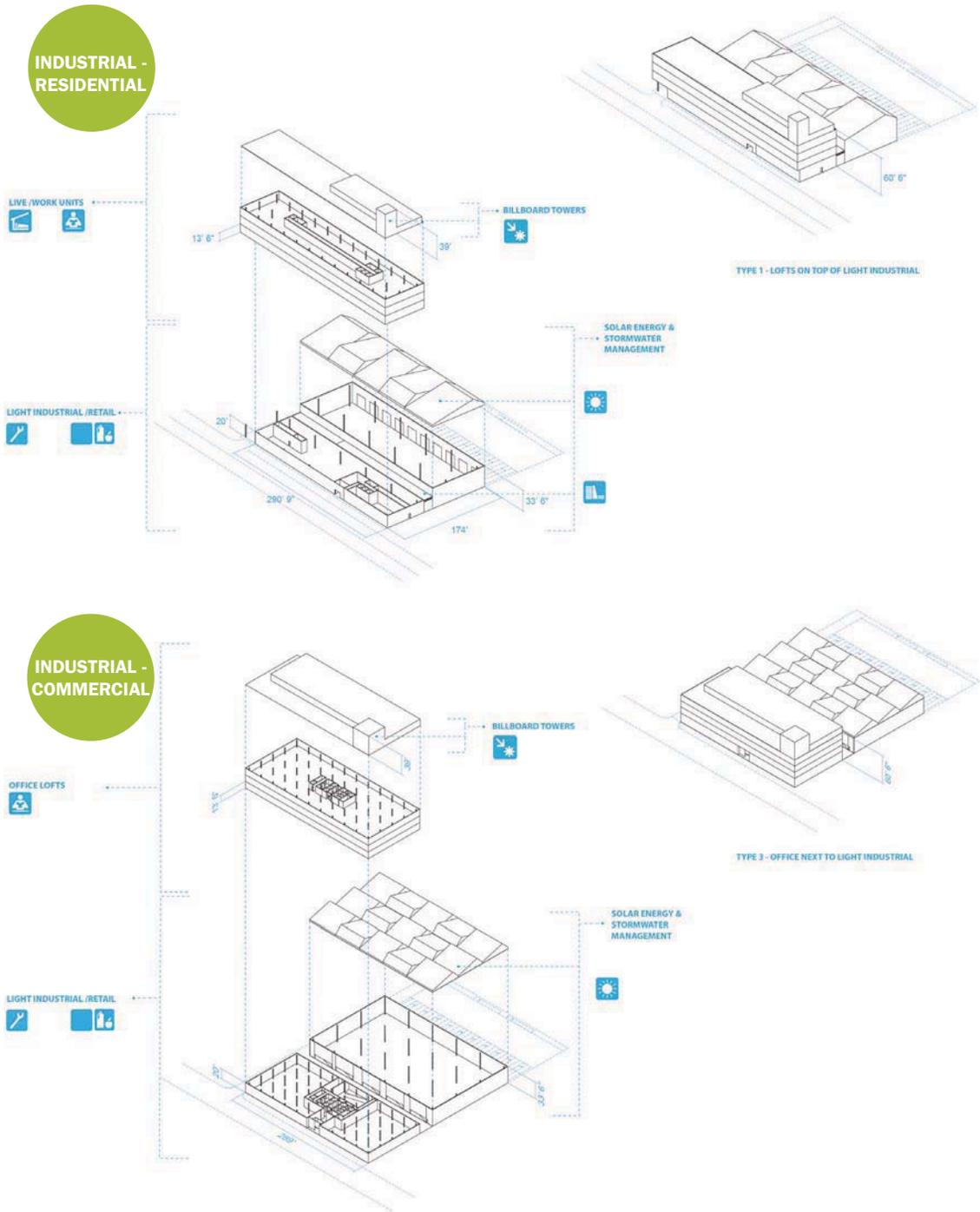
CLOCKWISE FROM TOP: 1.) Roof of front Maxwell site building; 2.) View from Upham’s Corner platform towards western edge of Maxwell Building and decommissioned rail spur; 3.) View of rail spur 4.) View of building through trees.

Industrial-Residential Prototypes + Precedents

There is a legacy of building types across North America that attempt to marry industrial to residential uses. Within the study area, the large number of attached garages reflect this trend, albeit at a smaller scale. Given the proximity of Newmarket to smaller residential neighborhoods, this exercise included a brief study of different prototypes which seek to comeingle housing and industry within a single building. Some precedents were explored and different configurations quickly tested on the site footprint to understand how the scale and loading requirements of a light industrial facility might be designed in combination with a multi-family residential development.



ABOVE: Early-stage plan options developed for Maxwell site.



Prototypes

Utile developed industrial-residential and industrial-commercial prototypes which could be deployed for different sites within the study area, of which the Maxwell site is an excellent candidate. Two of these prototypes are shown above. In the future, these prototypes may function as useful tools for developing a master plan for the Hampden Street corridor.

Maxwell Site: Opportunities + Challenges

The grading and location of the site suggested a wide range of opportunities. Located side-by-side to the rail line and within close walking distance to the Upham's Corner MBTA platform, this site is well-suited for multifamily housing development. Moreover, given its perch atop a hill, views towards the Boston skyline are excellent. The existing topography may also allow for new direct access to the MBTA platform, a desirable amenity for tenants.

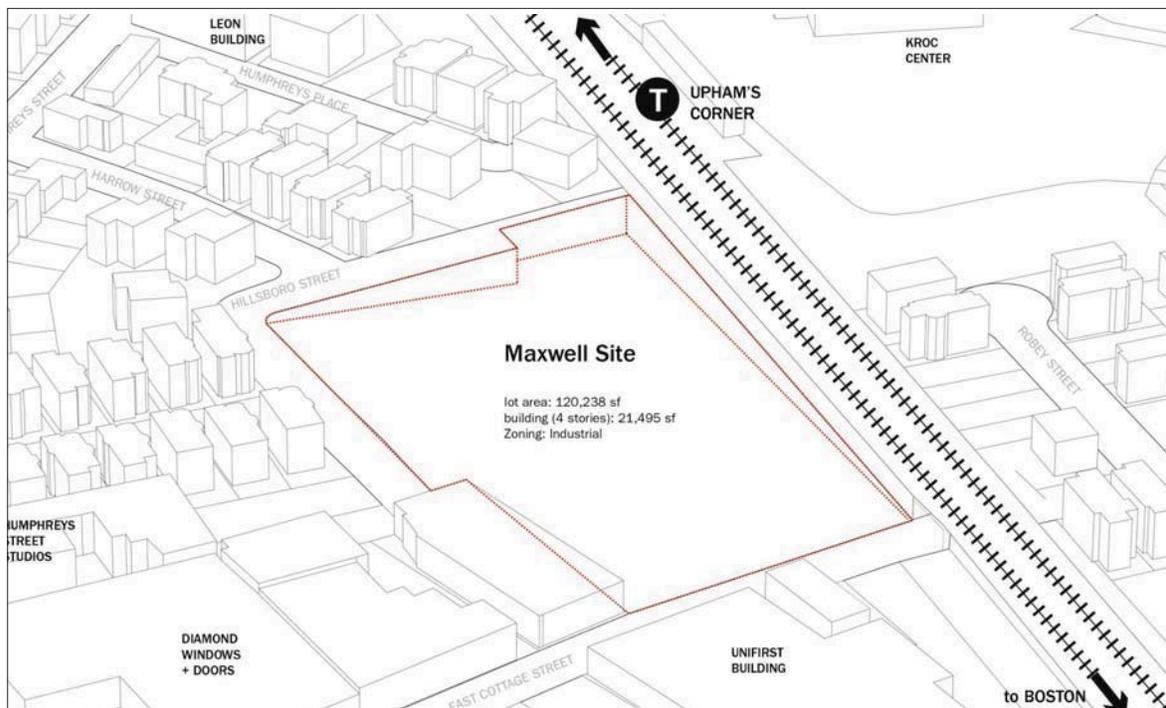
Furthermore, the site is one of the largest in the study area, allowing for site planning approaches that include multiple buildings. The adjacent residential fabric also suggests that a series of smaller buildings might ease the transition from the relatively large footprint industrial buildings to a residential neighborhood scale.

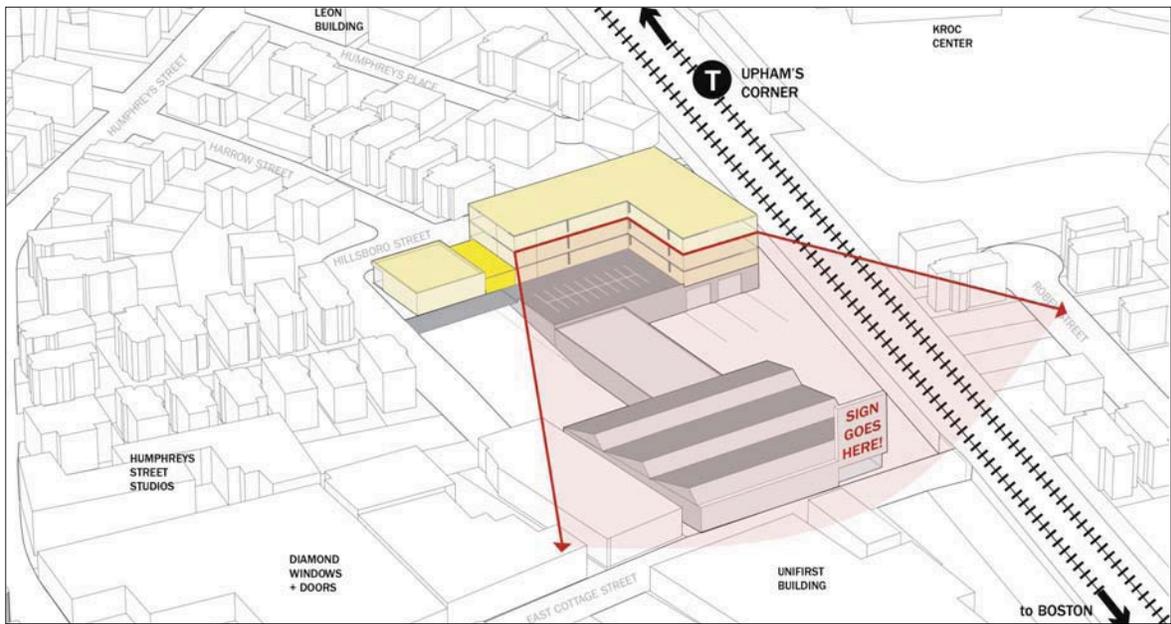
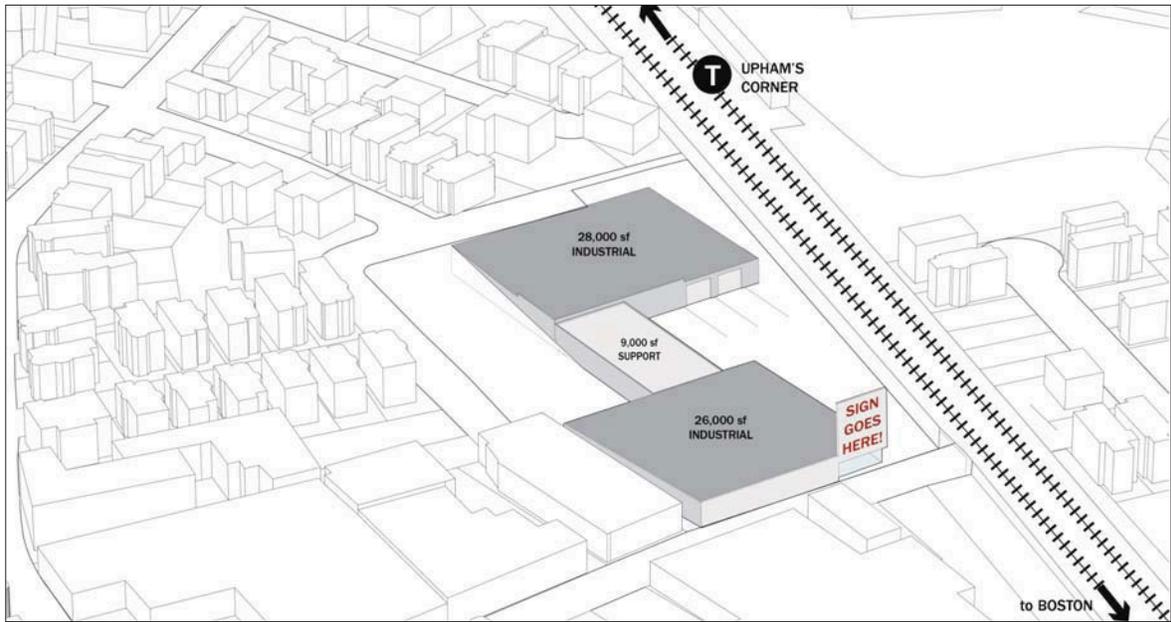
BELOW: Site in context

FACING PAGE, TOP: Industrial uses aligned with East Cottage Street elevation

FACING PAGE, MIDDLE: Residential development stacked on industrial plinth provide view to Boston.

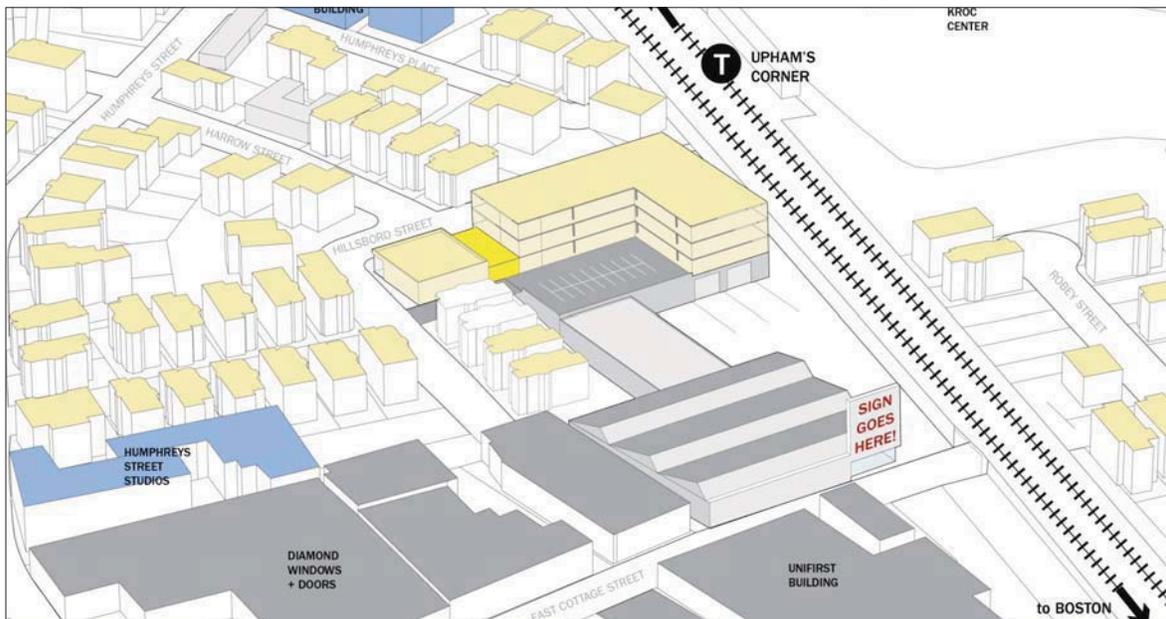
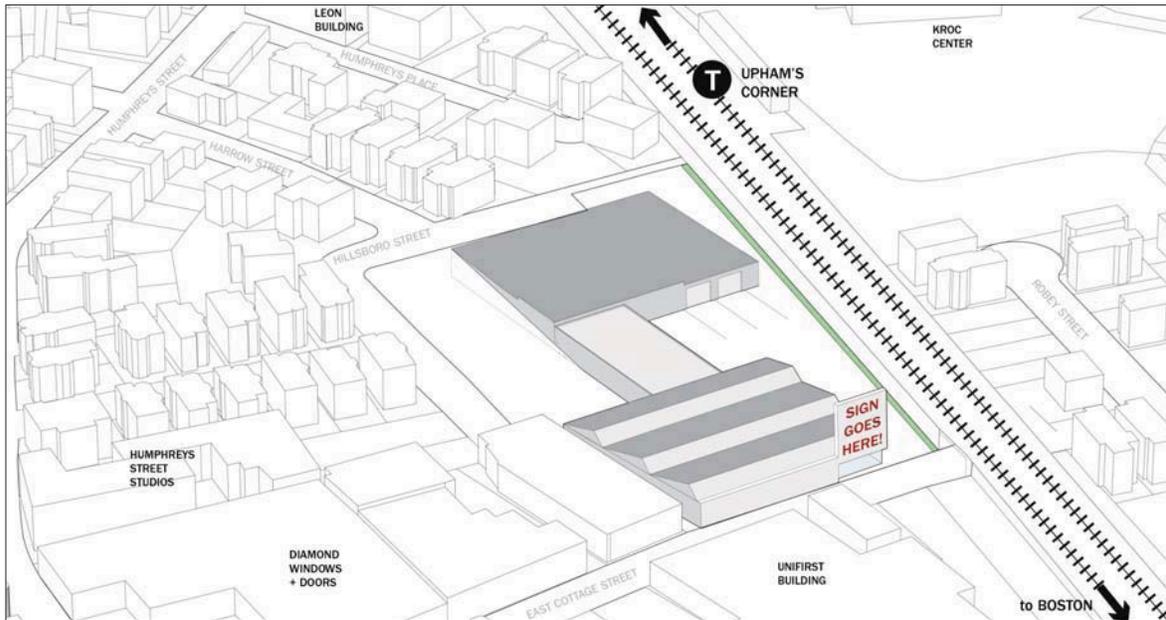
FACING PAGE, BOTTOM: Photos of site





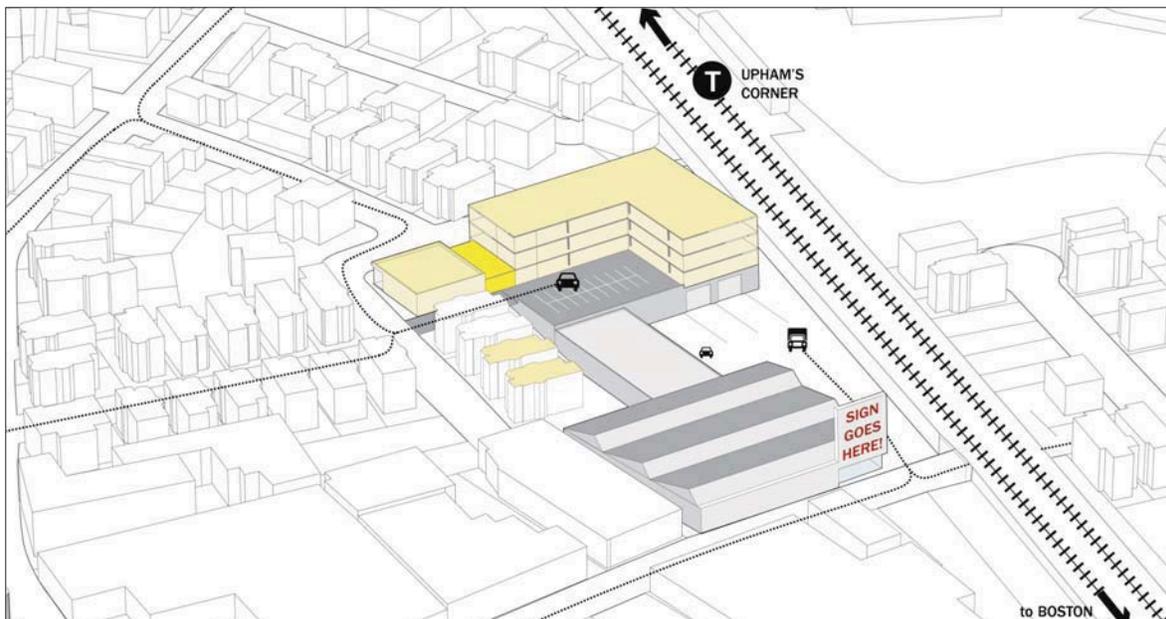
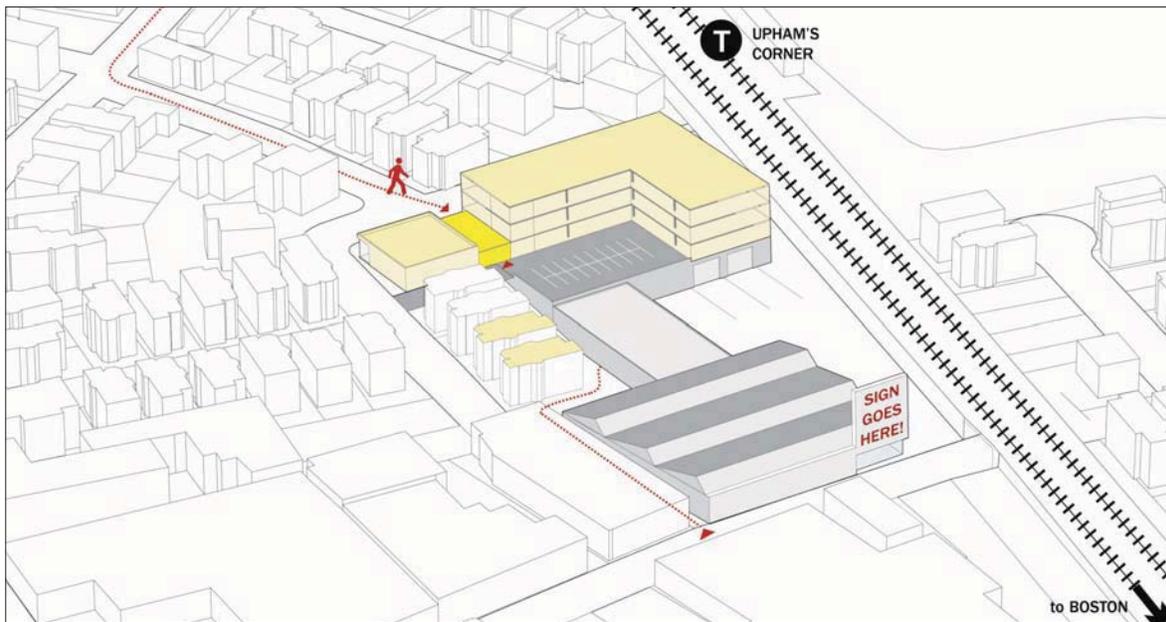
Maxwell Site: Opportunities + Challenges

One goal of the scenarios was to find a way to integrate both residential and industrial uses into a single development, but avoid conflicts between pedestrian and truck circulation. The



ABOVE: Industrial uses correspond to Cottage Street businesses, while multifamily housing development relates to neighborhood above.

large grade differential suggests that creating two levels might be the best strategy for blending industrial with residential. Indeed, it may also be possible to redraw the parcel boundaries so that uses can be more definitively segregated.

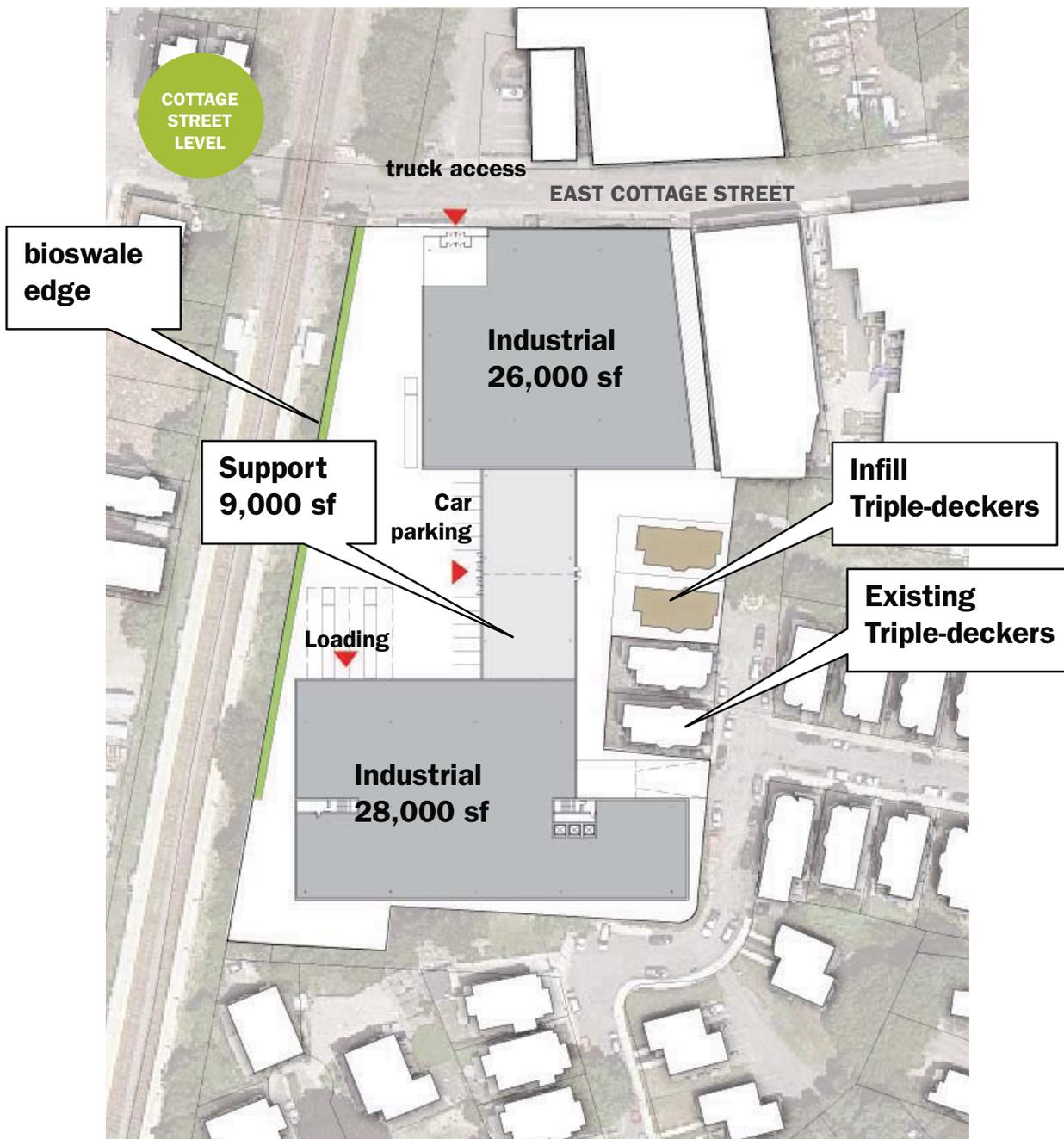


ABOVE: Stacking strategy separates pedestrian and truck circulation.

Plan Alternative I

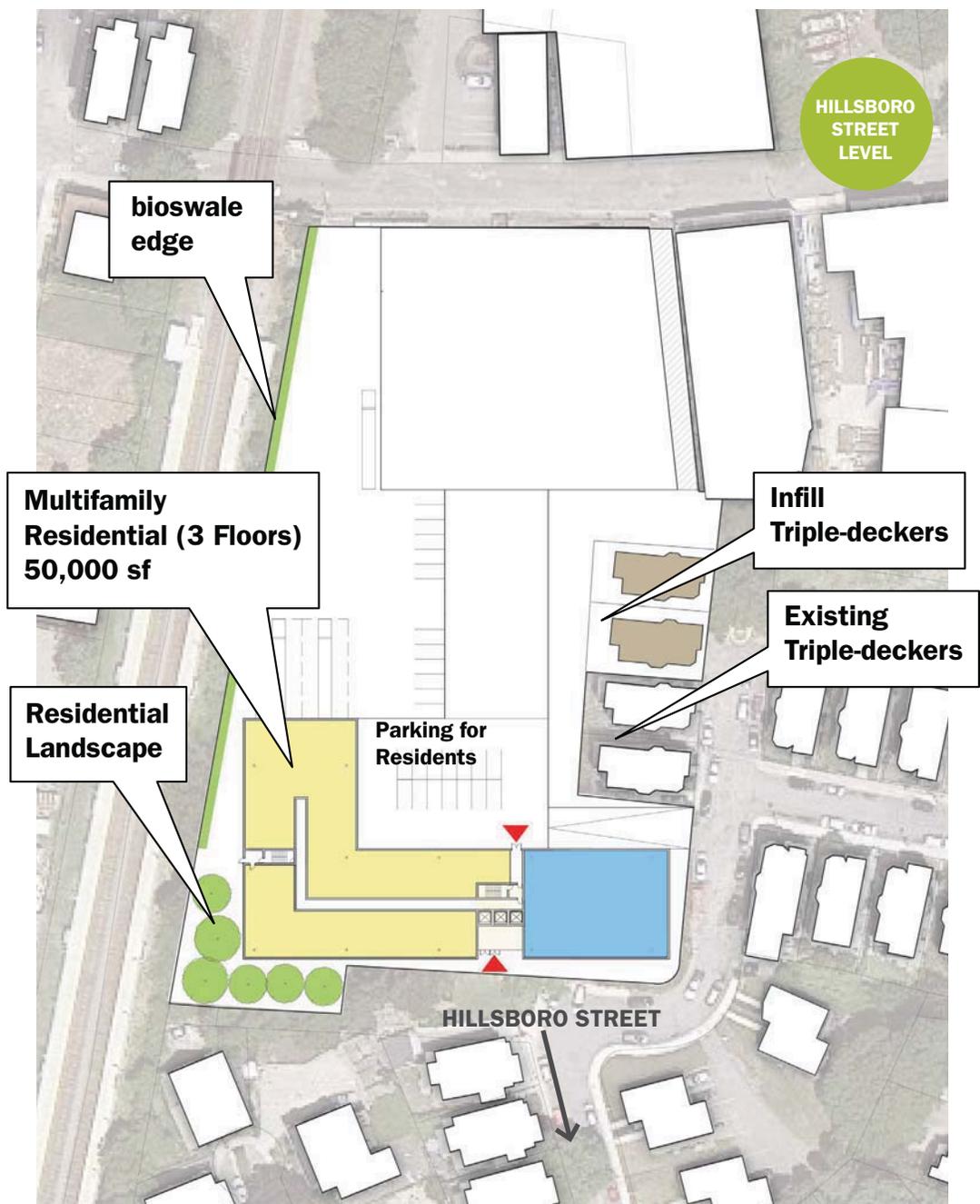
Industrial "Face"

This plan alternative assumes a barbell configuration of industrial uses at the Cottage Street elevation. Loading is aligned along the rail edge, where a bioswale is also suggested for improved on site stormwater management. Connecting the two industrial buildings is 9,000 sf of support space with adjacent car parking.



Residential “Face”

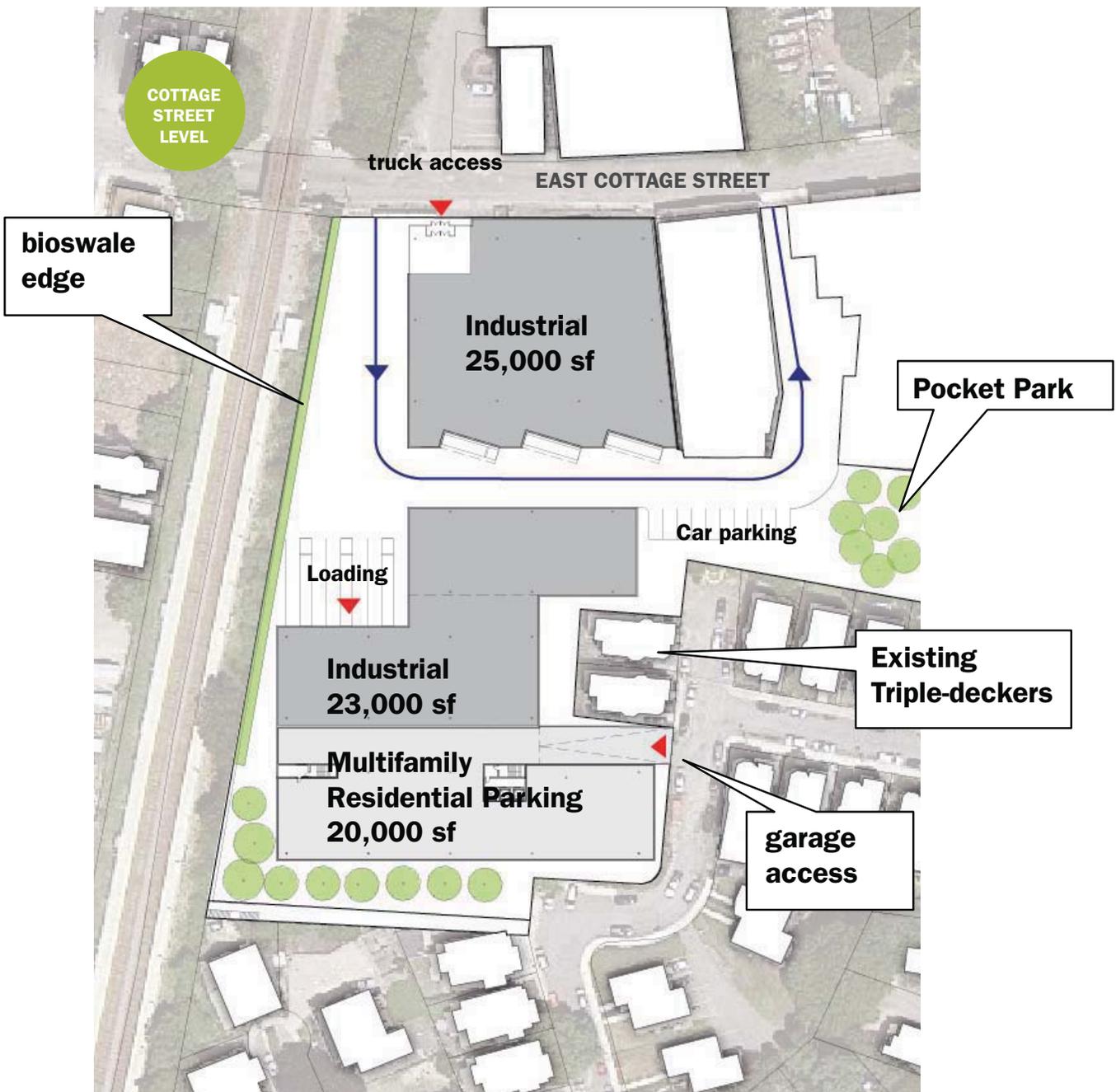
An “L” shaped, 50,000 sf residential bar building is proposed for the Hillboro street elevation and oriented to that the lobby entrance is aligned with the terminus of the adjacent residential street. This configuration also maximizes views to downtown Boston, allows for limited parking on top the industrial plinth below, and supplements the existing triple deckers with contextually appropriate infill housing to the north.



Plan Alternative II

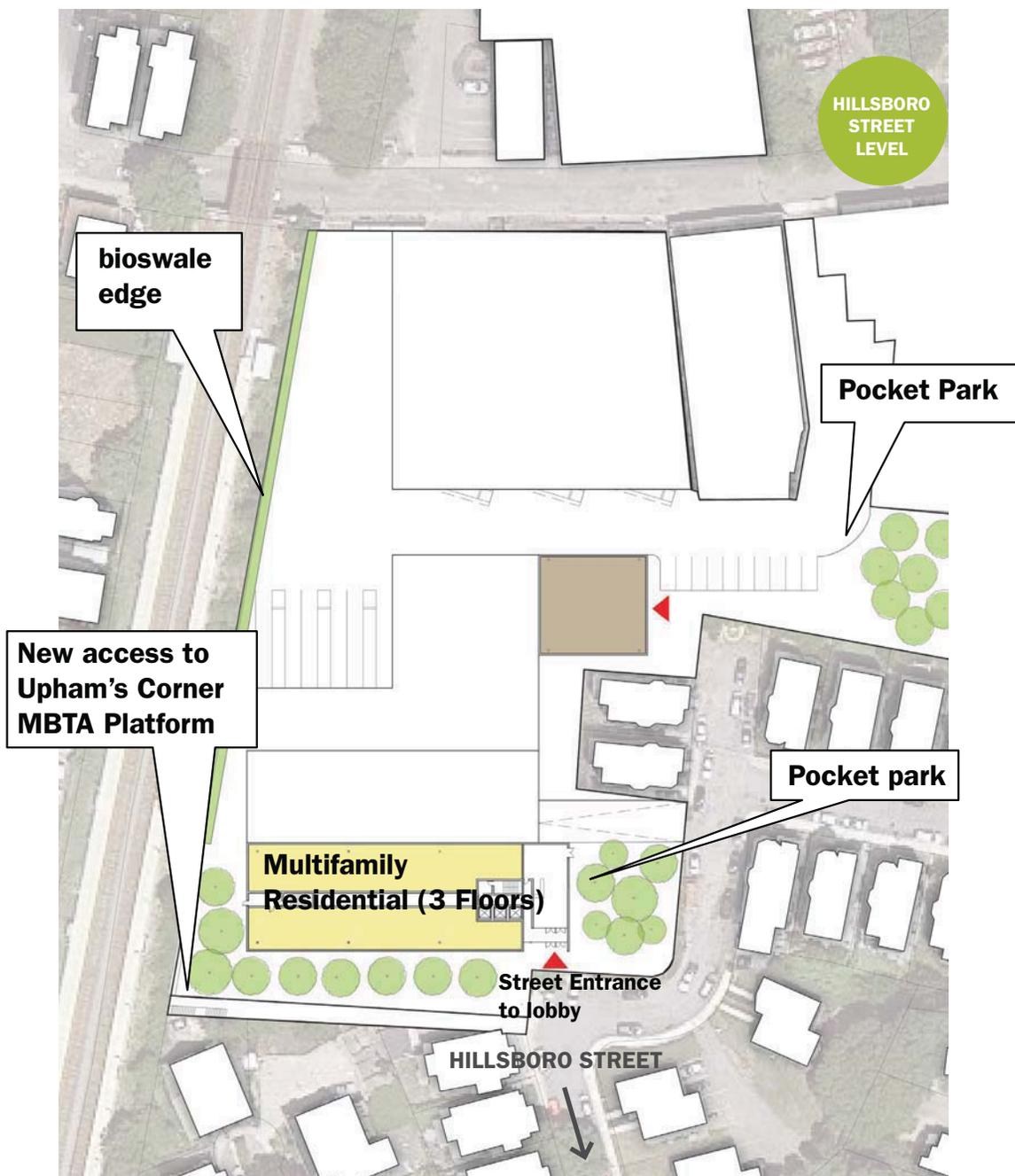
Industrial "Face"

This plan alternative assumes two individual industrial buildings at the East Cottage Street elevation, separated by a truck circulation alley. Loading is aligned along the rail edge for the back building where a bioswale is also suggested for improved on site stormwater management. Loading for the front building is provided in loading docks and accessed via the circulation alley. A pocket park is suggested near the Humphrey Street Studios.



Residential “Face”

A single multifamily residential building is proposed for the Hillboro street elevation and oriented so that the lobby entrance is aligned with the terminus of the street. This configuration also maximizes views to downtown Boston, allows for limited parking on top the industrial plinth below, as well as sub-grade garage parking. A new connection to the MBTA platform to the West is suggested.



Leon Building: Existing Conditions

The Leon building is a large early 20th century industrial building occupying a critical location along Dudley Street on the south side of Upham's Corner MBTA stop. Dudley Street function as an important retail and commercial corridor originating in Upham's Corner to the south and stretching north to Dudley Crossing at the Intersection of Blue Hill Avenue and Hampden Street. To the east and west are residential neighborhoods, surrounding what was formerly an industrial building with housing. Because of the building's context, the Leon Building has shed its industrial identity and appears to be a possible candidate for adaptive reuse. Indeed, the DBCDC and other developers have considered converting the building into housing and/or commercial space. Given the large and deep floorplates, this could present a challenge since these floorplates are not easily convertible to residential or commercial uses.

With the recent completion of the Kroc Center just north of the Upham's Corner stop, the presence of the Leon Building has become an even more dramatic gap along Dudley Street. Compounding the issue is a parking lot at the front of the building, breaking up the street wall with a vacant lot.

BELOW: Photo of existing Leon Building.





TOP: Lack of development at the Leon Building negatively impacts development of a continuous retail corridor from Upham's Corner to the newly-opened Kroc Center.

BOTTOM: With the Kroc Center now open, there is an opportunity to create a new identity at Upham's Corner MBTA stop, as well as greater density of multifamily housing.

Leon Building: Opportunities and Challenges

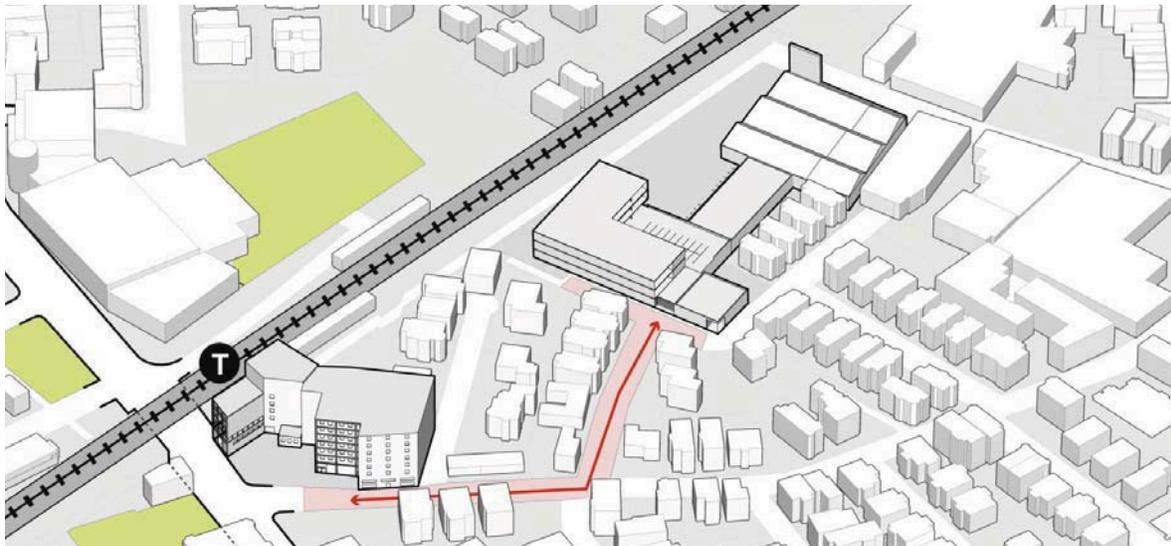
The location of the Leon Building presents many development opportunities. The building is located just a few feet from the Upham's Corner MBTA platform, making it ideally situated for residents or workers looking to quickly travel into Boston. The oversized and currently blank wall directly facing the platform could become a strategic location for a super-graphic or the installation of new windows, providing excellent views towards downtown Boston. The six story building is one of the tallest in the areas, functioning as a natural beacon for the MBTA and adjacent neighborhood.

BELOW: Site photos, illustrating the short distance between Upham's Corner MBTA platform and the Leon Building.

FACING PAGE, TOP: Aligning the lobby with Hillsboro Street promotes walking connections to transit and retail.

FACING PAGE, BOTTOM: Developing retail at Leon building can help bridge the gap between Upham's Corner and Dudley Crossing.

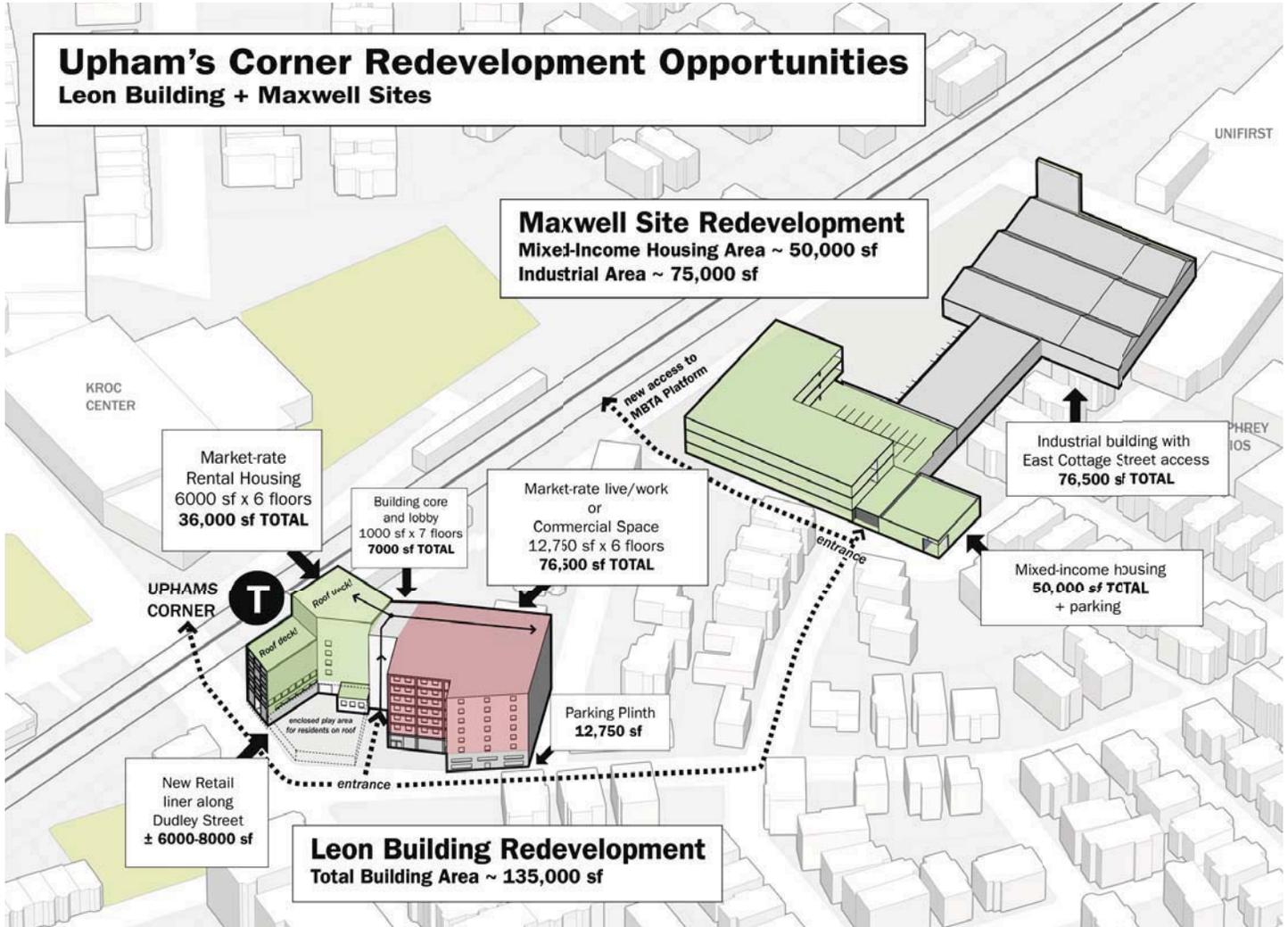




Connections

The ground level of the Leon Building is presently vacant and set back from the street wall. Creating a retail liner in the vacant front lot would address the lack of inactivity at street level. Furthermore, developments at both the Leon Building and Maxwell site might be coordinated in such a way that two opportunities might be leveraged to create improvements to the public realm. Creating more “pedestrian friendly” streets in the adjacent residential area is consistent with the notion of a “Walk to Work” initiative.

The Leon Building could provide the linchpin, which is currently not living up to its potential to facilitate urban connections in two critical directions. The site sits at a strategic north-south position along the Dudley Street Corridor, but also as a gateway property to the residential neighborhood to the east. The ideas explored for the Maxwell site in the earlier part of this chapter also suggest a more coordinated vision for multifamily housing clustered around the Upham’s Corner MBTA stop.



ABOVE: Summary of redevelopment opportunities clustered around Upham's Corner MBTA stop.

Leon Building + Maxwell Site: Recommendations

1. Explore development of a residential-industrial hybrid building on the Maxwell site as a strategy to negotiate steep slope and ease the transition between seemingly incompatible uses.

The slope and relatively large parcel size on both the Maxwell and Leon sites offer a somewhat unique possibility for blending uses on a single site. The Maxwell site, in particular, is sandwiched between industrial uses on one side, and a residential neighborhood on the other. The steep slope also allows for a possible separation of uses by situating them at different elevations.

2. Promote new access points to Upham's Corner MBTA platform and development of "pocket parks" as neighborhood amenities.

The recently-completed Kroc Center underscores the lack of neighborhood amenities around the Upham's Corner MBTA stop. Developing the Maxwell site in tandem with the Leon Building will have an immediate impact on the density of housing and commercial space in the area. Balancing this development with improved access to open space is also critical, providing recreational outlets for neighborhood residents.

3. Leverage redevelopment opportunities for both Leon and Maxwell sites to improve streetscape and "walk to work" opportunities.

These two sites account for the majority of space along the railroad track from Dudley Street to East Cottage Street. A considered redevelopment strategy would be to use these sites to facilitate additional streetscape improvements to both Dudley Street and the residential streets immediately adjacent.

Conclusion

TACC, Utile, and a group of neighborhood organizations came together to focus on a specific area of central Boston that could serve as a paradigm for future city neighborhoods because of the highly concentrated diversity of uses that already exist. The central goal of the plan is to inspire the creation of a model “Walk to Work” neighborhood where a concentration of manufacturing and transportation jobs are within walking distance of residential neighborhoods with an available well-trained workforce. The area between Newmarket and Uphams Corner contains an existing job base, a concentration of underdeveloped parcels ripe for new manufacturing and back office commercial space, and the edges of residential areas of Roxbury and Dorchester. The boundary between these residential neighborhoods and the industrial district of Newmarket/Mass Ave – and the kinds of new uses that might occupy this boundary – became the particular focus of the plan.

Rather than organize future land uses into the broad categories framed by conventional zoning – residential, commercial, industrial, etc. – our plan recommends a much more carefully feathered parcel-by-parcel approach. The draft recommendations for the Maxwell site and the City –owned parcels on Massachusetts Avenue are indicative of this approach. In both development scenarios, residential and industrial/manufacturing uses are integrated to reinforce the existing neighborhoods on the edges of the properties and introduce live/work possibilities into the study area.

The second development scenario – proposed for the Archdiocese-owned site at the corner of Dudley and Magazine streets – adopts the recommendations of an earlier study prepared by Nuestra Comunidad and expands that thinking to include the entire parcel. This expanded vision more fully capitalizes on neighborhood connections along Magazine Street, and is tied to concepts for the City-owned parcel at Mass Ave. As the report makes clear, the two Magazine Street development proposals occupy almost half of the street’s frontage, making Magazine Street a likely candidate for future publicly-funded improvements to the streetscape.

The stakeholder organizations provided hands-on advice and feedback during the course of the planning initiative - from identifying the priority development sites to fine-tuning the program mix and scale of the development scenarios. Without the insights and support of DSNI, Neustra Comunidad, the Newmarket Business Association, and the Dorchester Bay Economic Development Corporation, the plan would not have been as fine-grained and responsive to emerging and near-term opportunities. The three development scenarios proposed in this plan should serve as a useful blueprint for the kind of highly specific thinking that should be brought to bear for any future development opportunities in the study area. It is hoped that the generous collaboration of the stakeholder groups involved with this plan will continue for future planning and development initiatives.

Tim Love
Principal

Utile Architecture and Planning

NewMarket / Upham's Corner Opportunity Catalog

Real Estate Development Opportunity Assessment
Boston, MA



Opportunity Sites

- 1 + 1a City-owned Parcels opposite Massachusetts Avenue
- 2 Archdiocese Site + 2a Magazine Street Corridor
- 3 Leon Building + 3a Maxwell Site
- 4 Norfolk Avenue - Hampden Street Parcels

These sites were selected in collaboration with the following stakeholders:

DBEDC Dorchester Bay Economic Development Corporation

NBA New Market Business Association

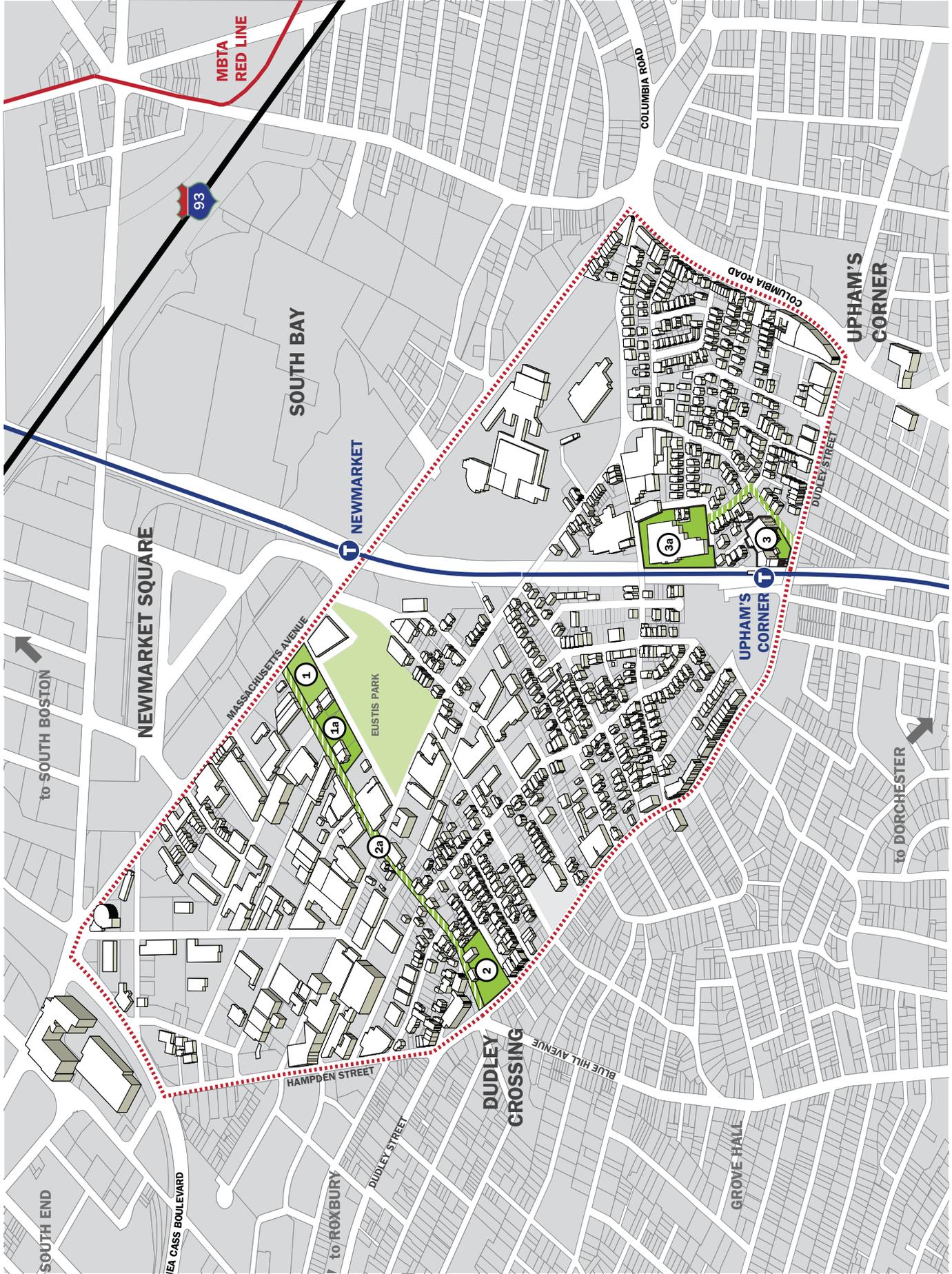
DSNI Dudley Street Neighborhood Initiative

NC Nuestra Comunidad

UCMS Upham's Corner Main Street

BRA Boston Redevelopment Authority





MBTA
RED LINE

93

SOUTH BAY

NEWMARKET

NEWMARKET SQUARE

to SOUTH BOSTON

MASSACHUSETTS AVENUE

ELSTIS PARK

COLUMBIA ROAD

UPHAM'S
CORNER

UPHAM'S
CORNER

to DORCHESTER

DUDLEY
CROSSING

HAMPDEN STREET

to ROXBURY

GROVE HALL

SOUTH END

DEA CASS BOULEVARD

DUDLEY STREET

BLUE HILL AVENUE

1

1a

2a

2

3a

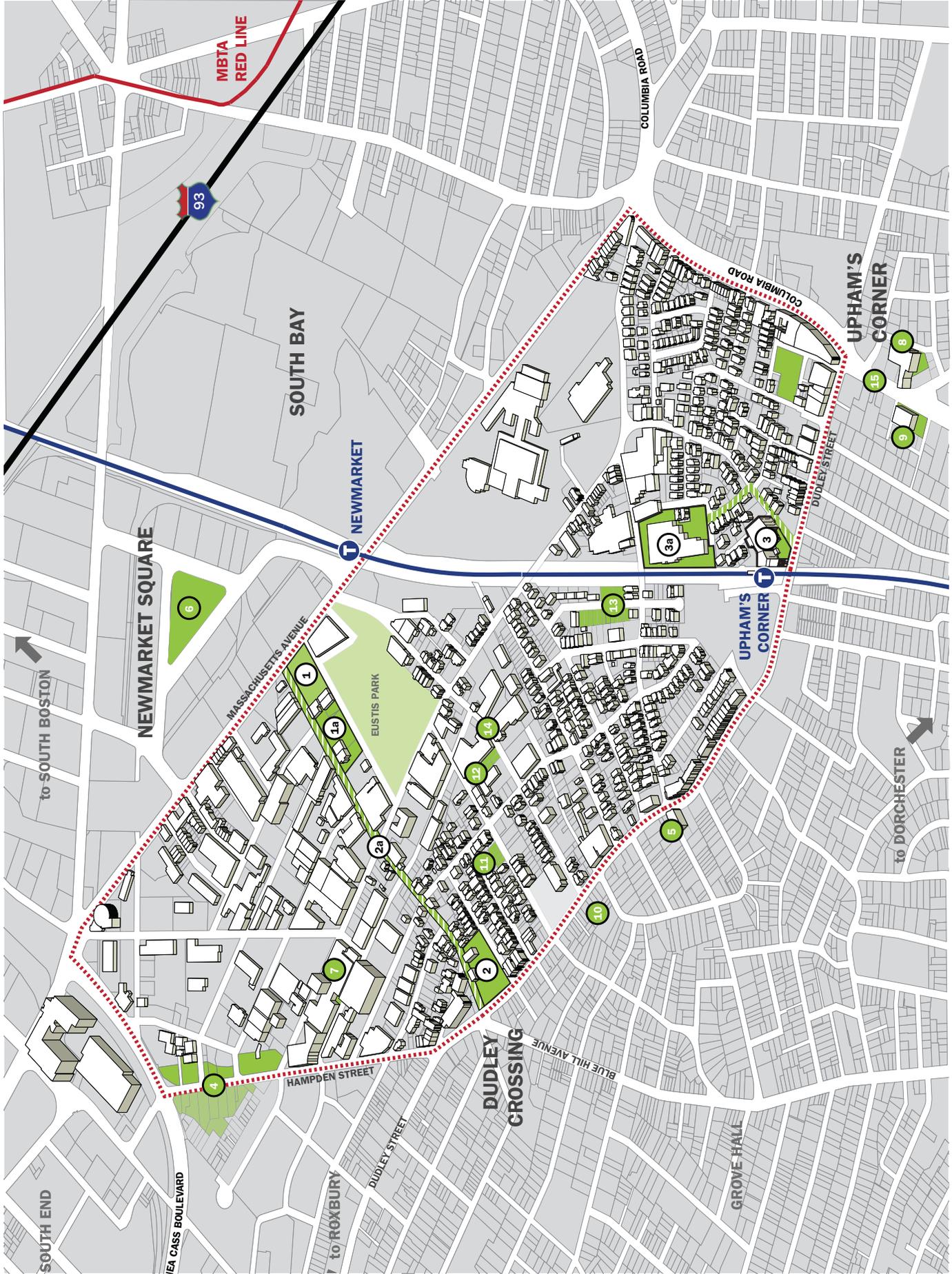
3

Additional Opportunity Sites

- 5** Food Project Building
- 6** Newmarket Square
- 7** Norfolk Avenue
- 8** Strand Theatre
- 9** Pilgrim Church
- 10** Greenhouse Sites
- 11** Langdon Street
- 12** Shirley Street greenfields
- 13** Robey Street parcels

Streetscape Improvement Sites

- 14** Shirley Street (mixed-use residential)
- 15** Columbia Street (commercial)
- 16** Norfolk Street (industrial)



MBTA
RED LINE

93

SOUTH BAY

NEWMARKET

NEWMARKET SQUARE

to SOUTH BOSTON

6

MASSACHUSETTS AVENUE

1

14

15

2a

7

2

HAMPDEN STREET

DEA CASS BOULEVARD

to ROXBURY

DUDLEY STREET

DUDLEY CROSSING

BLUE HILL AVENUE

GROVE HALL

COLUMBIA ROAD

COLUMBIA ROAD

UPHAM'S CORNER

UPHAM'S CORNER

to DORCHESTER

8

9

15

5

10

12

13

3a

3

Priority Opportunity Sites

1

Opportunity Site

City-owned Parcels opposite Massachusetts Avenue

Lot Area: 41,926 sf

Current Zoning: Newmarket Industrial Development Area (IDA) Subdistrict

FAR: 2.0

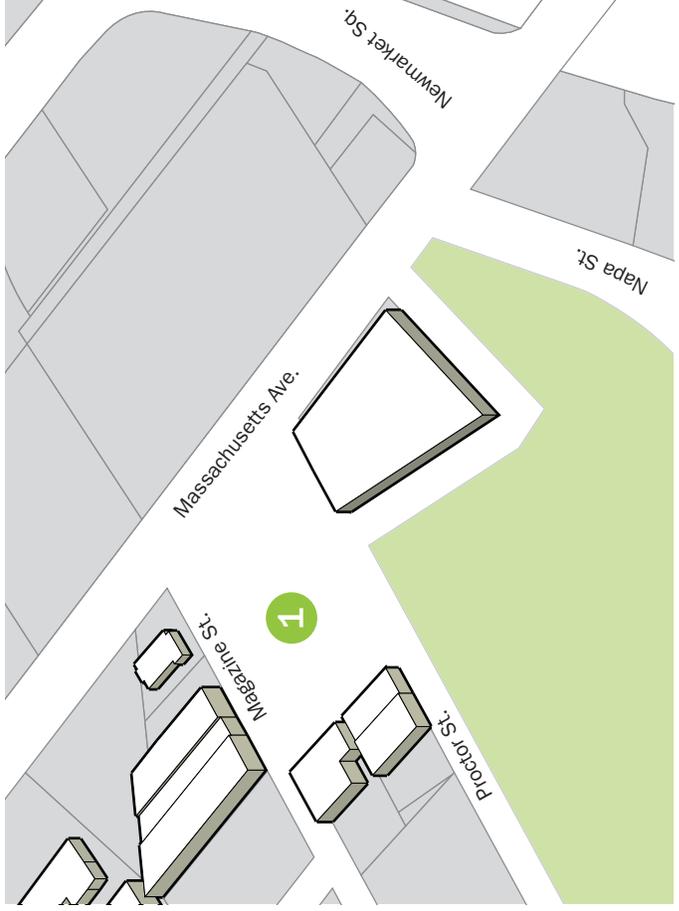
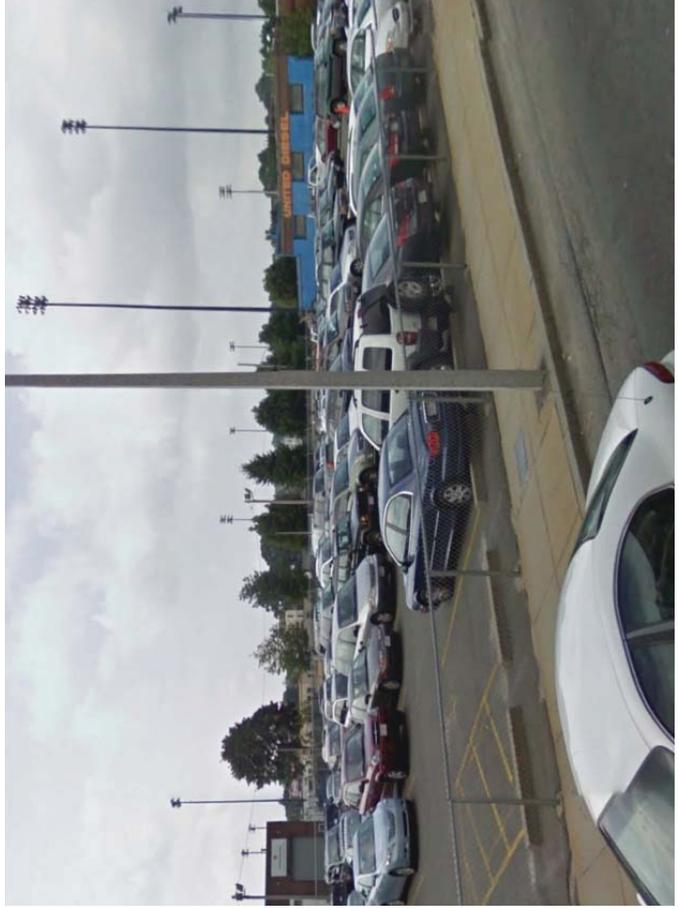
Site Address: Magazine Street

Current Owner: City of Boston

Development type: Ground-up

Stakeholder: NBA

Notes: See Chapter I



1a

Opportunity Site

City-owned Parcels opposite Massachusetts Avenue

PARCEL 1

Lot Area: 41,926 sf
Current Zoning: Newmarket IDA
FAR: 2.0
Site Address: Magazine Street
Current Owner: City of Boston
Development type: Ground-up

PARCEL 4

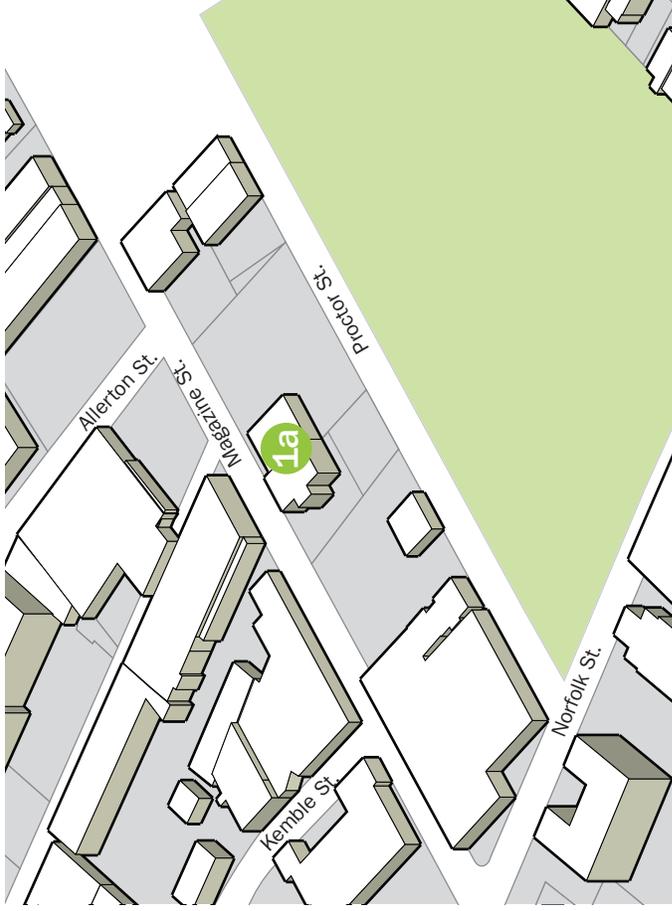
Lot Area: 35,345 sf
Building Area: 4,800 sf (2 floors)
Current Zoning: Newmarket IDA
FAR: 2.0
Site Address: 95 Magazine Street
Current Owner: City of Boston
Development type: Renovation and/or Addition

PARCEL 2

Lot Area: 9,711 sf
Building Area: 5,325 sf (1 floor)
Current Zoning: Newmarket IDA
FAR: 2.0
Site Address: 25 Proctor Street
Current Owner: City of Boston
Development type: Renovation and/or Addition

PARCEL 3

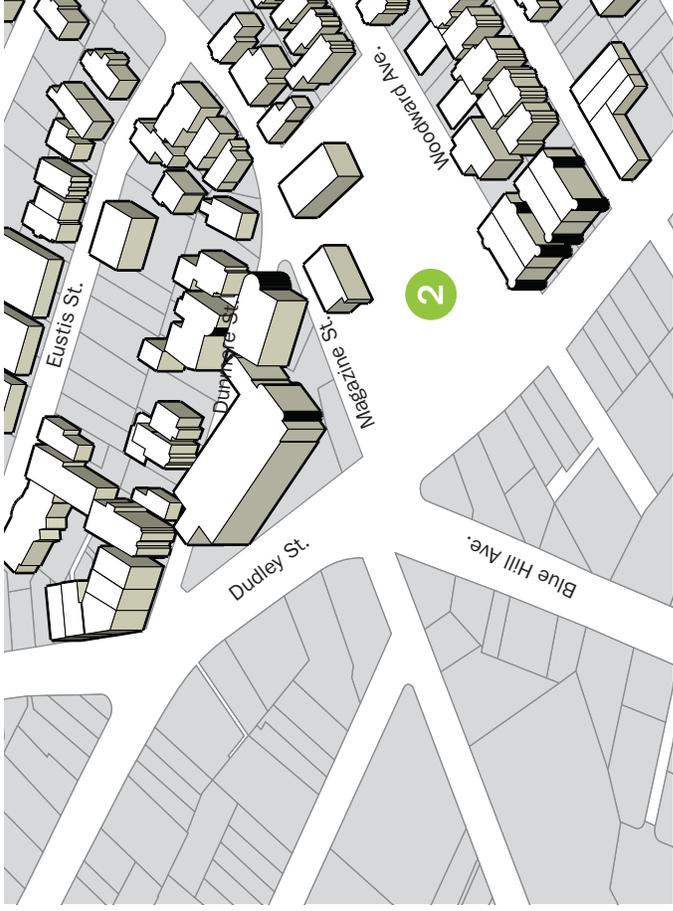
Lot Area: 591 sf
Current Zoning: Newmarket IDA
FAR: 2.0
Site Address: Magazine Street
Current Owner: City of Boston
Development type: Ground-up



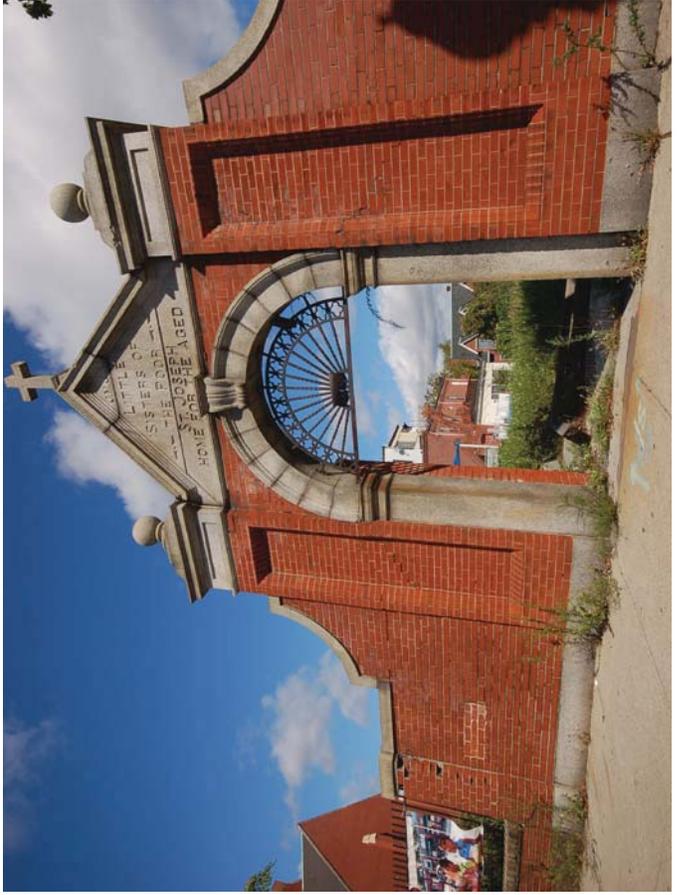
2

Opportunity Sites

Archdiocese Site + Magazine Street Cor-
Area: 56,304 sf
Current Zoning: St. Patrick's Neighborhood Subdistrict
FAR: 1.0
Site Address: Magazine Street
Current Owner: Roman Catholic Archbishop
Development type: Ground-up
Stakeholder: DSNI, NC
Notes: See Chapter II



Archdiocese Site Panorama

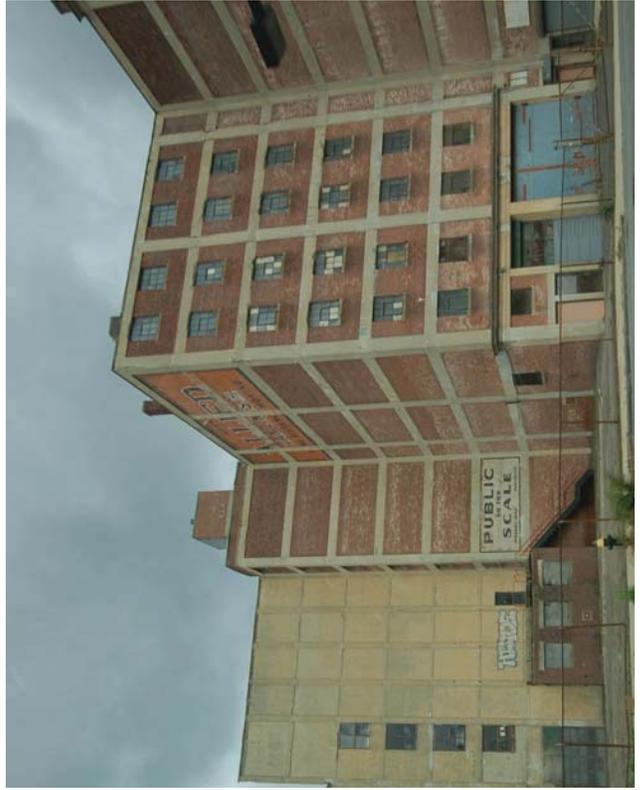


3

Opportunity Site

The Leon Building

- Lot Area: 29,735 sf
- Current Zoning: Local Industrial Subdistrict
- FAR: 2.0
- Site Address: 55 Humphreys Street / 692 Dudley Street
- Current Owner: Leon Family LLC
- Development type: Renovation and/or Addition
- Stakeholders: DBEDC, UCMS, DSNI
- Notes: See Chapter III



3a

Opportunity Site

The Maxwell Site

- Lot Area: 120,238 sf
- Building Gross Area: 21,495 sf (4 floors)
- Current Zoning: Local Industrial Subdistrict
- FAR: 2.0
- Site Address: 65 E Cottage Street
- Current Owner: City of Boston
- Development type: Renovation and/or Addition
- Notes: See Chapter III



4

Opportunity Site

Norfolk Avenue - Hampden Street Parcels



Notes:
Ideas for this area of Newmarket will be developed as part of a future planning initiative with The American City Coalition, Utile, Newmarket Business Association, and other stakeholder organizations.



Additional Opportunity Sites

5

Opportunity Site

Food Project Building

Lot Area: 5,297 sf

Building Area: 21, 495 (4 floors)

Current Zoning: Multifamily Residential

FAR: 1.0

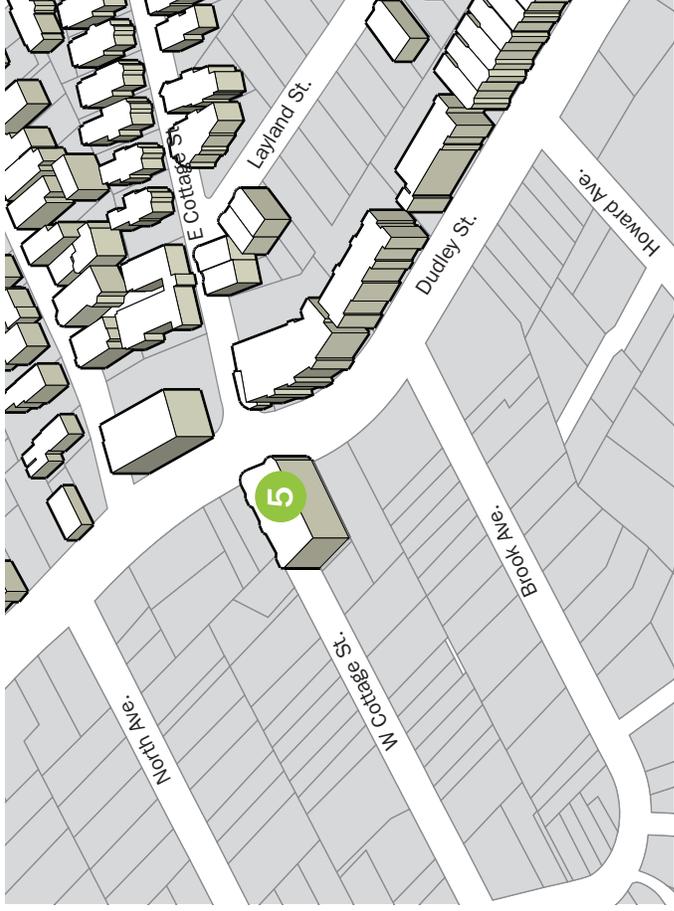
Site Address: 555-559 Dudley Street

Current Owner: DBEDC

Development type: Renovation and/or Addition

Stakeholder: DBEDC, DSNi

Notes: Currently being developed into 13 units of housing with 3 ground-floor commercial by DBEDC, in combination with 21 Ramsey St. and 3 West Cottage. Funding provided DHCD, DND, and the Neighborhood Housing Trust.



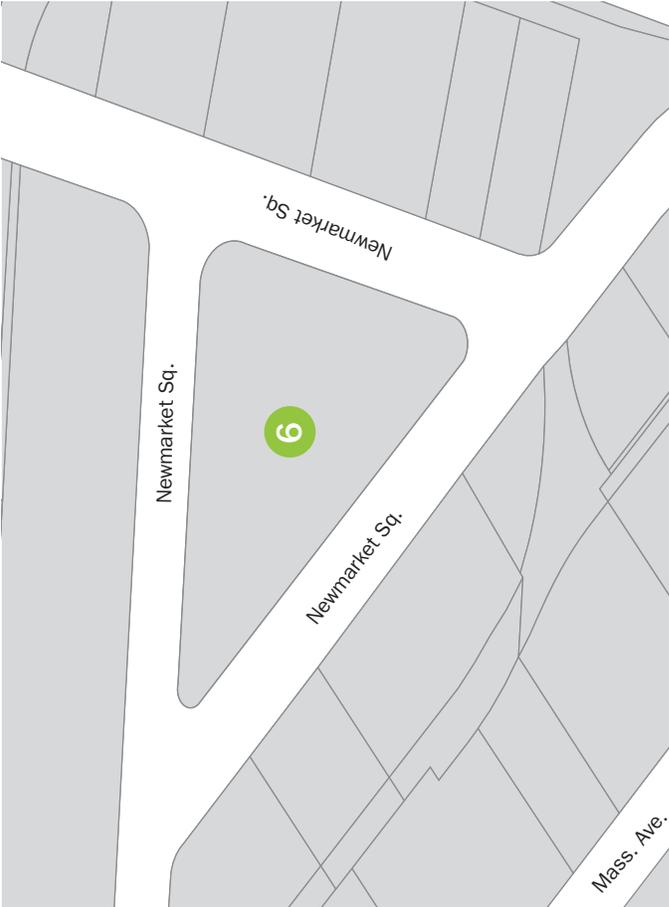
6

Opportunity Site

“The Triangle”

Area: 93,744 sf
Current Zoning: Commercial, Large-Scale
Site Address: Newmarket Square
Current Owner: Multiple Owners
Development type: Ground-up
Stakeholder: NBA

Notes: Complicated parcel to develop due to 22 easement holders. Past efforts by the City of Boston to acquire by eminent domain, providing current tenants with leaseback option for parking were unsuccessful. MASSCO also considered purchasing a few years ago. Though parcel is still within Newmarket Subdistrict, it is technically a part of South Boston.



7

Opportunity Site

Norfolk Avenue Sites

PARCEL 1

Area: 15,261 sf
 Building Area: 18,375 sf (1 floor)
 Current Zoning: Newmarket IDA (all)
 FAR: 2.0 (all parcels)
 Site Address: 57-75 Norfolk Avenue
 Current Owner: Candeloro J. Maggio
 Development type: Renovation and/or Addition (all parcels)
 Stakeholder: NBA

PARCEL 2

Lot Area: 21,500 sf
 Building Area: 20,262 sf (1 floor)
 Site Address: 34 Howard Street
 Current Owner: Candeloro J. Maggio

PARCEL 3

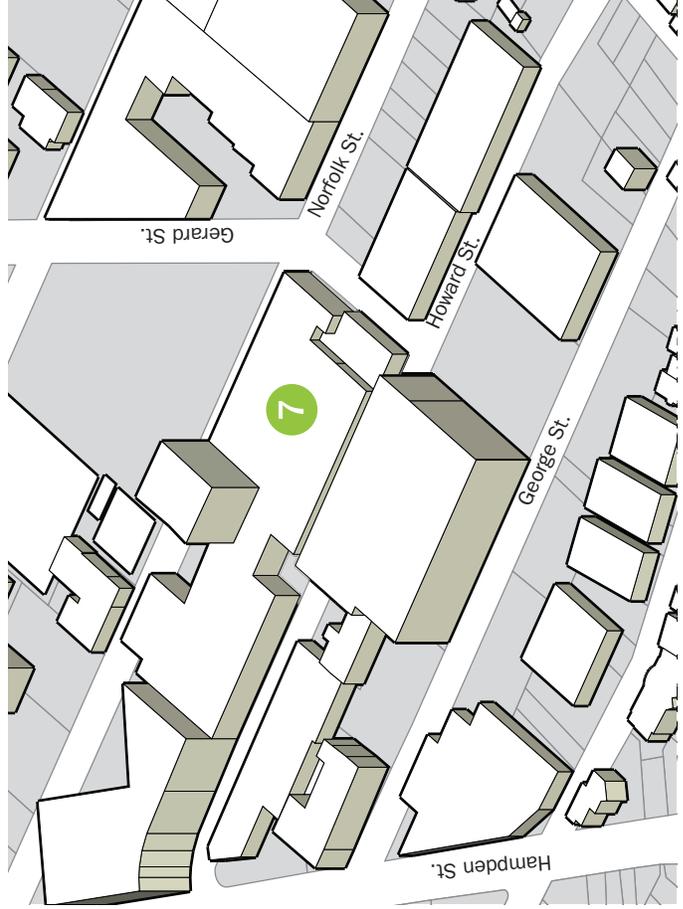
Lot Area: 4,913 sf
 Building Area: 39,184 sf (8 floor)
 Site Address: 51-55 Norfolk Street
 Current Owner: Ice House Realty TS

PARCEL 4

Area: 13,700 sf
 Building Area: 59,800 sf (4 floor)
 Site Address: 114-124 Gerard St
 Current Owner: Mayo Group Development, LLC

PARCEL 5

Area: 77,503 sf
 Building Area: 61,809 sf (1 floor)
 Site Address: 86-110 Norfolk Ave
 Current Owner: Eng Joe Lim



Notes: Building depicted at right burned down in 2010; No jobs or active uses currently on site.

8

Opportunity Site

Strand Theatre

Area: 24,533 sf

Building Area: 37,062 sf (1.5 floors)

Current Zoning: Neighborhood Shopping Subdistrict

Site Address: 543 Columbia Road

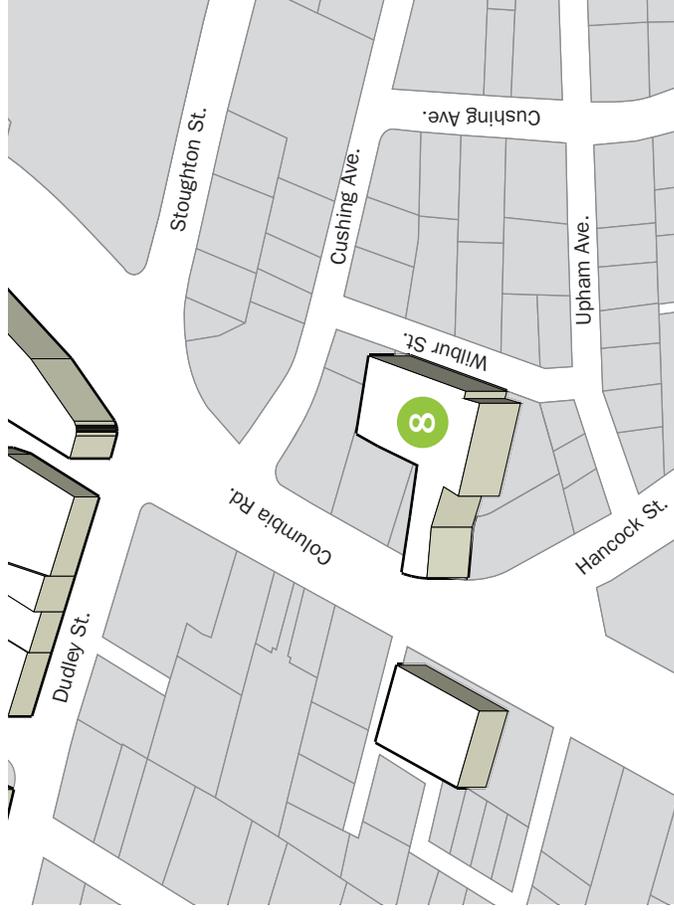
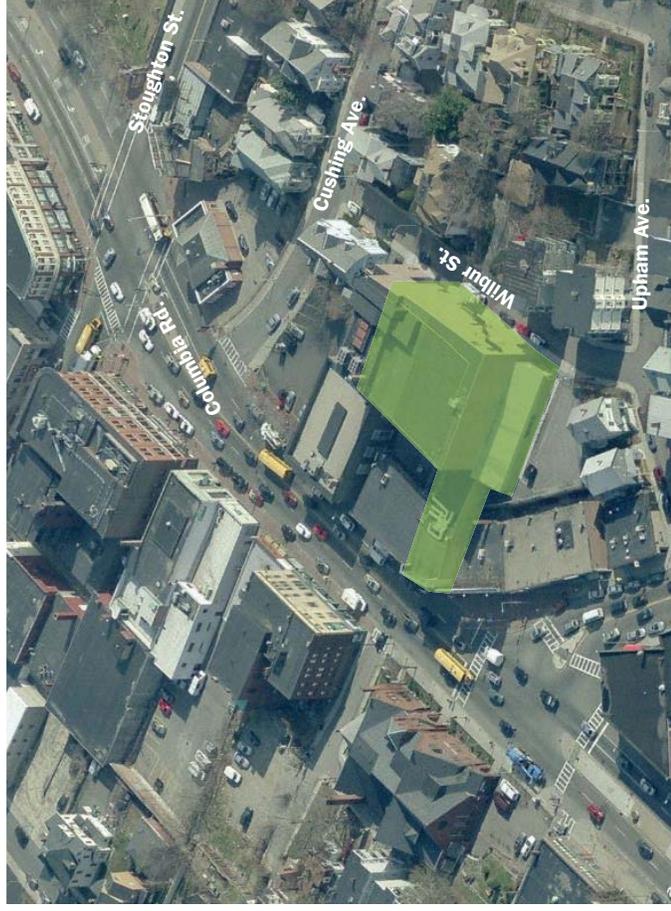
Current Owner: City of Boston

Development type: Renovation and/or Addition

Notes:

Notes:

Future redevelopment would require additional parking; Though site has been historically used as a theater, alternative uses could be explored. Prime opportunity for synergistic development with Pilgrim Church (See Opportunity Site 9).





Opportunity Site

Pilgrim Church

Area: 19,397 sf

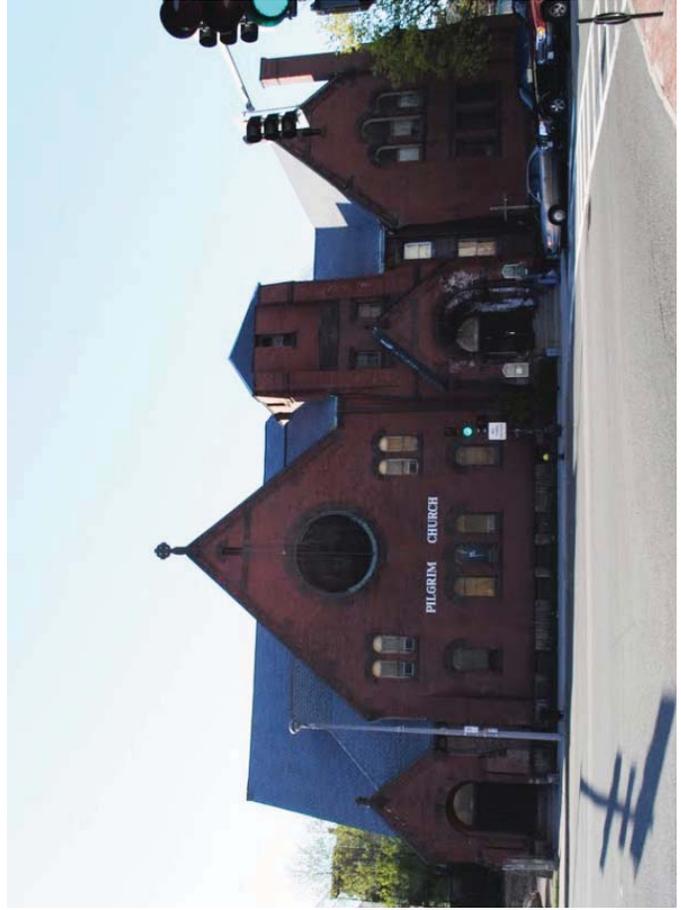
Current Zoning: Neighborhood Shopping Subdistrict

Site Address: Columbia Road

Current Owner: The Pilgrim Church

Development type: Renovation and/or Addition

Notes: Congregation is using facility on a limited basis. Building and congregation provide valuable community services, including a homeless shelter. Prime opportunity for synergistic development with Strand Theatre (Opportunity Site 8).



10

Opportunity Site

Greenhouse Parcels

PARCEL 1

Notes: Recommend development that is synergistic with future use of Emerson School + current greenhouses. Current ownership of parcel 1 tied up in probate.

Lot Area: 2,160 sf

Current Zoning: 3F-5000

FAR: 0.8

Site Address: 483-483A Dudley St

Current Owner: Marvin Peck

Development type: Ground-up

Stakeholder: DSNI

PARCEL 2

Lot Area: 2,400 sf

Current Zoning: 3F-5000

FAR: 0.8

Site Address:

485-487 Dudley Street

Current Owner: City of Boston

Development type: Ground-up

PARCEL 4

Lot Area:

Current Zoning: 3F-5000

FAR: 0.8

Site Address: Dudley Street

Current Owner: City of Boston

Development type: Ground-up

PARCEL 3

Lot Area: 2,425 sf

Current Zoning: 3F-5000

FAR: 0.8

Site Address: 489-491 Dudley Street

Current Owner: John Hosmer TS

Development type: Ground-up

PARCEL 5

Lot Area:

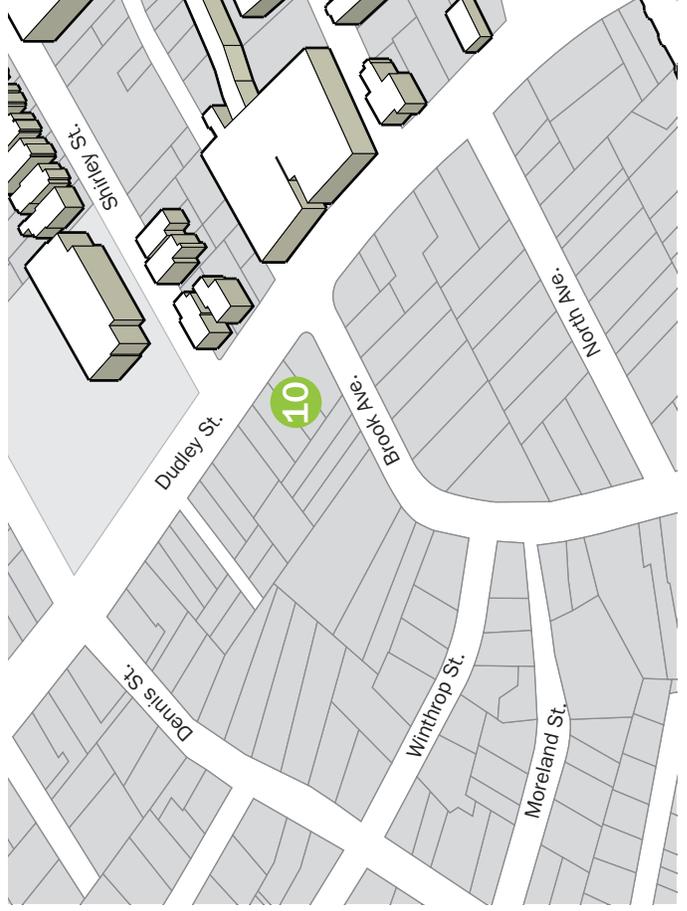
Current Zoning: 3F-5000

FAR: 0.8

Site Address: Dudley Street

Current Owner: City of Boston

Development type: Ground-up



11

Opportunity Site

Langdon Street

PARCEL 1

Lot Area: 1,508 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 28 Langdon Street
Current Owner: Saini Mohan
Development type: Ground-up
Stakeholder: DSNI, NC

PARCEL 2

Lot Area: 1,507 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 30 Langdon Street
Current Owner: Saini Mohan
Development type: Ground-up

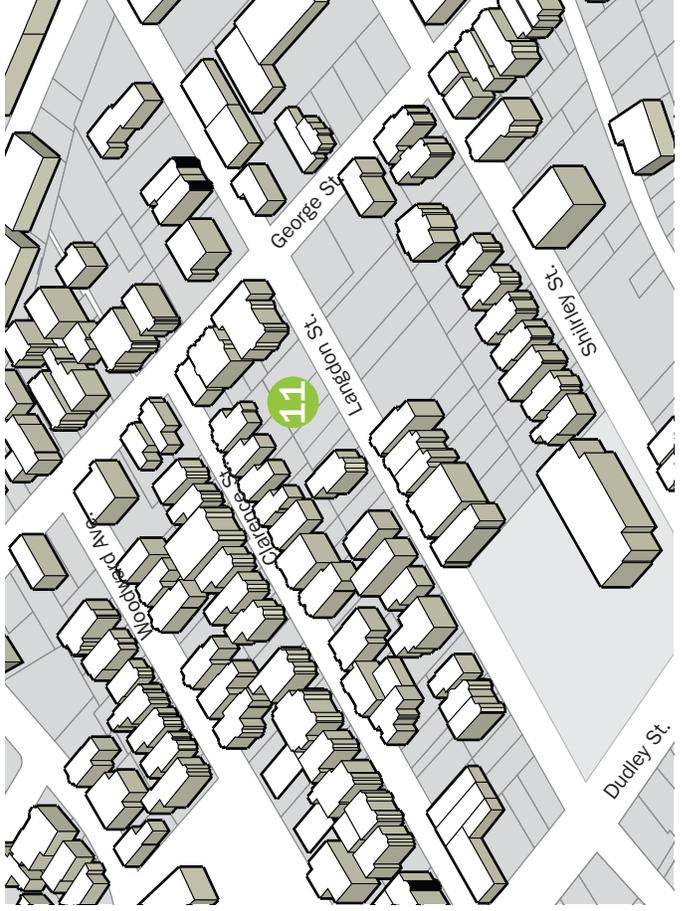
PARCEL 3

Lot Area: 1,506 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 32 Langdon Street
Current Owner: Saini Mohan
Development type: Ground-up

PARCEL 4

Lot Area: 1,506 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 34 Langdon Street
Current Owner: Saini Mohan
Development type: Ground-up

Notes: DSNI gone through community process for development of housing with parking; Current owner unwilling to sell; Deed restriction requires Parcel 4 to be left as open space; designated as a shared parking as part of housing proposal.



12

Opportunity Site

Shirley Street Greenfields

PARCEL 1

Lot Area: 1,740 sf
Current Zoning: Newmarket IDA
FAR:2.0
Site Address: 82 Shirley Street
Current Owner: Solutek Corporation
Development type: Ground-up
Stakeholder: NBA, DBEDC, DSNI

PARCEL 3

Lot Area: 3,600 sf
Current Zoning: Newmarket IDA
FAR: 2.0
Site Address: Shirley Street
Current Owner: Solutek Corporation
Development type: Ground-up
Stakeholder: NBA, DBEDC, DSNI

Notes: Proposal for small-scale urban farming with City Fresh, located opposite on Shirley Street.

Lot Area: 1,860 sf
Current Zoning: Newmarket IDA
FAR: 2.0
Site Address: 82R Shirley Street
Current Owner: Solutek Corporation
Development type: Ground-up
Stakeholder: NBA, DBEDC, DSNI



13

Opportunity Site

Robey Street Parcels

PARCEL 1

Lot Area: 2,209 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 21-23 Robey Street
Current Owner: Gordon Leonard
Development type: Ground-up
Stakeholder: DBEDC, DSNi

PARCEL 2

Lot Area: 2,174 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 25 Robey Street
Current Owner: Anthony F. Lepardo Sr.
Development type: Ground-up

PARCEL 3

Lot Area: 2,215 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 29-31 Robey Street
Current Owner: Anthony F. Lepardo Sr.
Development type: Ground-up

PARCEL 4

Lot Area: 2,178 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 33 Robey Street
Current Owner: Anthony F. Lepardo Sr.
Development type: Ground-up



PARCEL 5

Lot Area: 2,140 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 37 Robey Street
Current Owner: Anthony F. Lepardo Sr.
Development type: Ground-up

PARCEL 9

Lot Area: 2,066 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 45 Robey Street
Current Owner: Victor Jurevicz
Development type: Ground-up

PARCEL 13

Lot Area: 1,429 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 61-63 Robey Street
Current Owner: Anthony F. Lepardo Sr.
Development type: Ground-up

PARCEL 6

Lot Area: 2,103 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 41 Robey Street
Current Owner: Anthony F. Lepardo Sr.
Development type: Ground-up

PARCEL 10

Lot Area: 1,958 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 49-51 Robey Street
Current Owner: Anthony F. Lepardo Sr.
Development type: Ground-up

PARCEL 14

Lot Area: 2,380 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 65-67 Robey Street
Current Owner: Anthony F. Lepardo Sr.
Development type: Ground-up

PARCEL 7

Lot Area: 6,000 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 46-52 Robey Street
Current Owner: Anthony F. Lepardo Sr.
Development type: Ground-up

PARCEL 11

Lot Area: 1,727 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 53-55 Robey Street
Current Owner: Anthony F. Lepardo Sr.

Notes: Former trash transfer station;
Neighborhood-appropriate housing
preferred for this site; Close proximity to
recently-opened Kroc Center and transit
(Upham's Corner MBTA Station).

PARCEL 8

Lot Area: 6,000 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: Robey Street
Current Owner: Anthony F. Lepardo Sr.
Development type: Ground-up

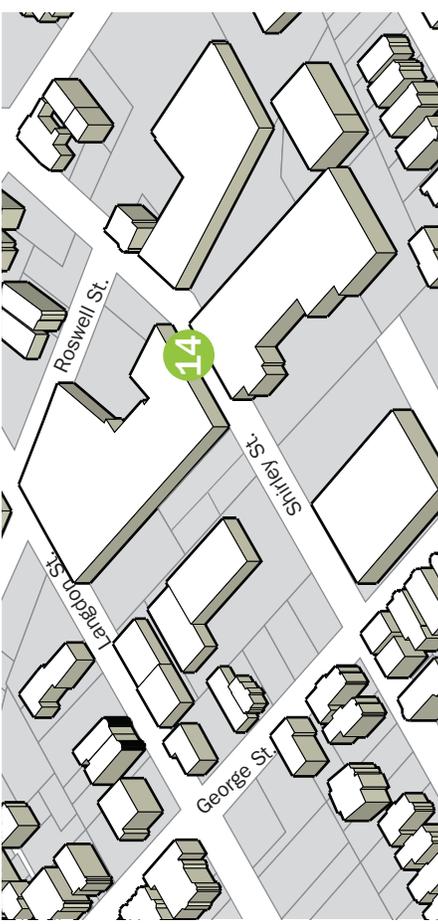
PARCEL 12

Lot Area: 1,471 sf
Current Zoning: 3F-4000
FAR: 0.8
Site Address: 57-59 Robey Street
Current Owner: Anthony F. Lepardo Sr.
Development type: Ground-up

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Streetscape Opportunity

Shirley Street (mixed-use residential)



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Streetscape Opportunity

Columbia Road at Upham's Corner

