DEVELOPMENT WORKSHOP:
INCORPORATING DESIGN PRINCIPLES
October 24, 2016
ECONOMIC & WORKFORCE DEVELOPMENT
Process & Outcomes

Capacity Building

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

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

Community Benefits

What
- Discuss opportunities that advance community priorities
- Evaluate tradeoffs

Who
- Residents & stakeholders
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- Next Street

Scenario Development

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

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RFP Guideline Review

What
- Review recommended RFP guidelines for economic development

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GETTING PARCELS READY FOR DEVELOPMENT

How do we create Request for Proposals ("RFP’s") that make sense

Questions we have asked:

- What is the vision for the district…and what might be desired for these parcels?
- What is the economic landscape…and what might be feasible ?
- What might be the building blocks for development ?

The next important questions:

- How do we translate what we have learned – desired outcomes and building blocks – into the physical ?
- What does this mean for crafting an RFP?
PLAN DUDLEY SQ.

URBAN DESIGN PRINCIPLES
How do we create Request for Proposals (“RFP’s”) that make sense

Questions we have asked:
- What is the vision for the district...and what might be desired for these parcels?
- What is the economic landscape...and what might be feasible?
- What might be the building blocks for development?
- What are the tradeoffs?

The next important questions:
- How do we translate what we have learned – desired outcomes and building blocks – into the physical?
- What does this mean for crafting an RFP?
URBAN DESIGN PRINCIPLES

Activate Public Realm
Enhance Connectivity
Provide Quality Building Design
Proper Building Form
Activate Public Realm

Provide Lively place-making

Active ground floor
Activate Public Realm

Provide Lively place-making

Active ground floor
Enhance Connectivity

Well-integrated and connected to existing neighborhood

Permeable and accessible
Enhance Connectivity

Well-integrated and connected to existing neighborhood

Permeable and accessible
Provide Quality Building Design

Recognize architectural character of surrounding neighborhood

Thoughtful design of windows, materials, and architectural detail
Provide Quality Building Design

Recognize architectural character of surrounding neighborhood

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Provide Quality Building Design

Recognize architectural character of surrounding neighborhood

Thoughtful design of windows, materials, and architectural detail
Proper Building Form

Respond to the physical character of neighborhood

Carefully craft massing and height
### SCENARIOS: FINANCIAL FEASIBILITY OF MIXED USES

In each scenario, a “driver use” (where revenues exceed costs) is able to subsidize another use that is challenged with a rent gap that would otherwise not be feasible.

<table>
<thead>
<tr>
<th>Driver</th>
<th>Subsidized Use</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>140 units of Mixed-Income Housing</td>
<td>15,000 SF of ground-level retail</td>
<td>30-50 jobs</td>
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<tr>
<td>140 units of Mixed-Income Housing</td>
<td>10,000 SF of ground-level makerspace</td>
<td>20-25 jobs</td>
</tr>
<tr>
<td>175,000 SF of Corporate Office</td>
<td>25,000 SF of incubator office</td>
<td>100 incubator jobs (+ 700 corporate jobs)</td>
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**Trade-offs:**
- Requires land subsidy for feasibility
- Housing includes 13% affordable (IDP) units
GETTING THE DUDLEY COMMERCIAL PARCEL READY FOR DEVELOPMENT

How do we create Request for Proposals ("RFP's") that make sense

Questions we have asked:

- What is the vision for the district...and what might be desired for these parcels?
  
  What we’ve learned from you during previous development workshops
  - Outdoor community space or café or other community/entertainment space
  - Green space
  - Retail first level
  - Residential above
  - Vestibule for pocket park on Dudley Street
  - Cultural/music edge along Dudley Street
  - Corporate office

The next important question:

- How do we translate what we have learned – desired outcomes and building blocks – into the physical?
Dudley Commercial Site
Former B-2 Station Site

Lot area of 70,000 SF (1.6 acres)
Zoned as Dudley Square Economic Development Area, 55 feet height, 2.0 FAR

Envisioned as mixed-use site, commercial & housing

BTD Complete Streets proposal
- Redesign Dudley Street
- Widen Sidewalk Enhancing Crossings
- Cycle track
Direct Translation of Financial Feasibility
Residential Use w/ Retail

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12 stories residential
12,500 SF retail
Direct Translation of Financial Feasibility
Office w/ Incubator Space

175,000 SF of Corporate Office
25,000 SF of incubator office
Urban Design Principles

- **Activate Public Realm**
- **Enhance Connectivity**
- **Provide Quality Building Design**
- **Proper Building Form**
Direct Translation of Financial Feasibility
Residential Use w/ Retail

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6 stories Residential (75')
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12 stories Residential (135')

7 stories Office (125')

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Street Wall Concept

- Dudley Branch Library
- Boston Municipal
- Boston Police District B-2
- Bolling Building
- Dudley Station
- Gourdin Park
Direct Translation of Financial Feasibility
Residential Use w/ Retail

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140 units of Mixed-Income Housing

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6 stories Residential (75’)

[Image of a 3D city model with highlighted residential and retail areas]
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5 stories Office (80')
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- **11 stories Residential (125')**
- **7 stories Office (125')**
GROUP DISCUSSION / BREAKOUT EXERCISE

Questions:

- How should the Dudley Commercial Site relate to the District?
- What is your reaction to the various potential concepts for developing the site?

**Program Concepts**
- Single Use Residential
- Single Use Office/Incubator
- Multi-use

**Design Concepts**
- Central Plaza
- Street Wall

- How might trade-offs be managed to result in the desired project benefits (e.g. incubator, cultural, etc.)?
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