



Middle Income Housing Strategy

June 2016

BACKGROUND

Bloomberg Philanthropies



City of Boston

Department of Neighborhood Development

THE MAYOR'S OFFICE OF
**NEW URBAN
MECHANICS**

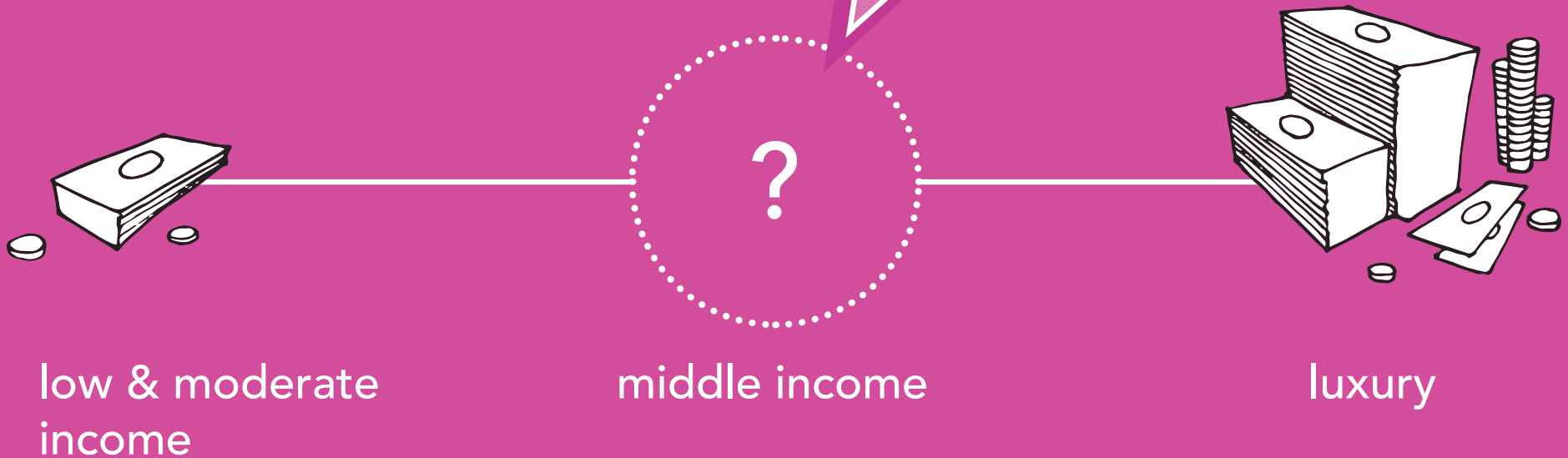


BOSTON

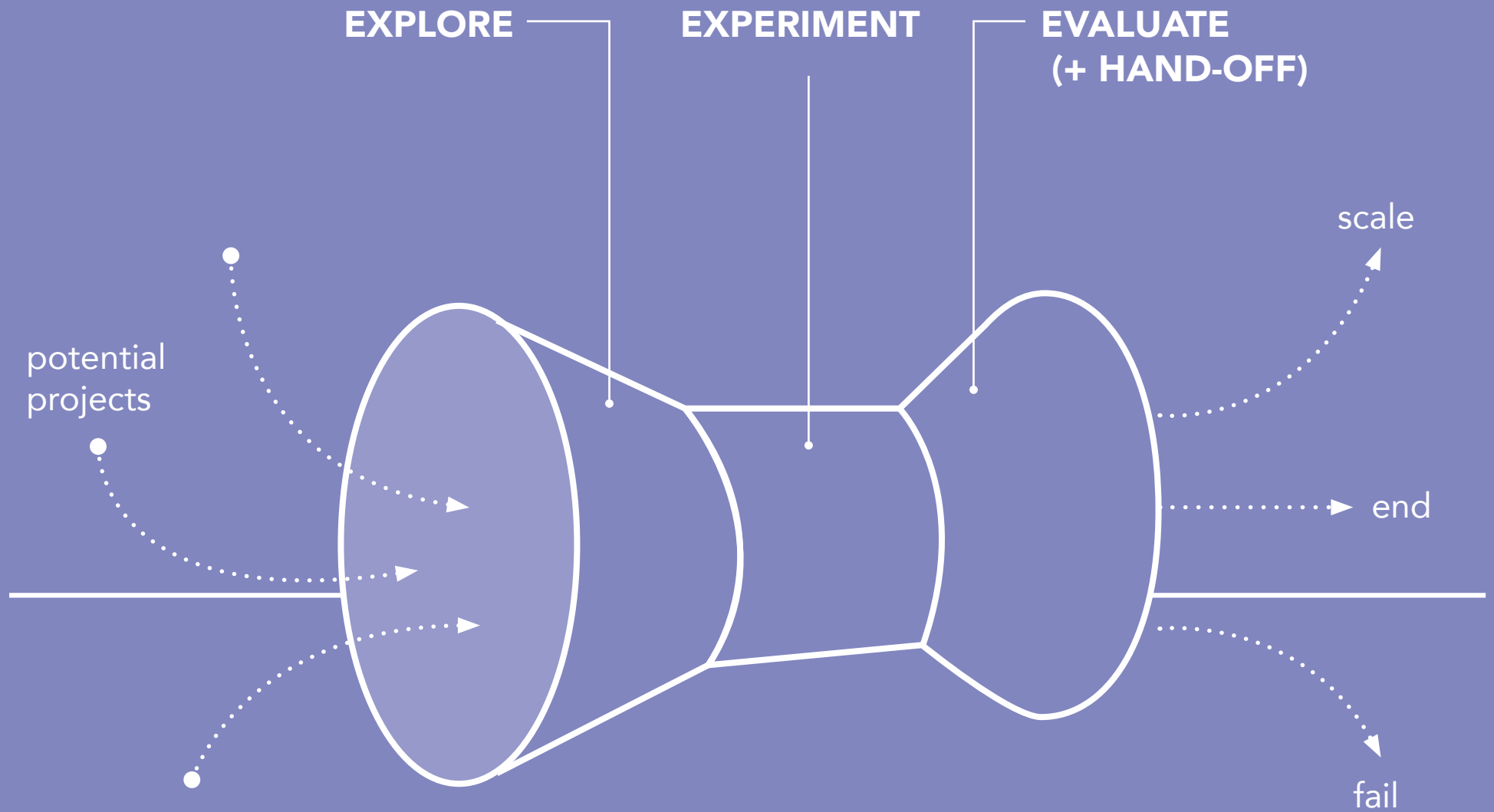
CONTEXT

"Maintaining a strong middle class is critical to ensuring that Boston continues to be a thriving, diverse city where people want to live and employers want to locate."

- Mayor Martin J. Walsh



OUR APPROACH



EXPLORE

EXPLORE



define

MIDDLE INCOME - HOUSEHOLDS -

— also referred to
Middle Class
Working Class

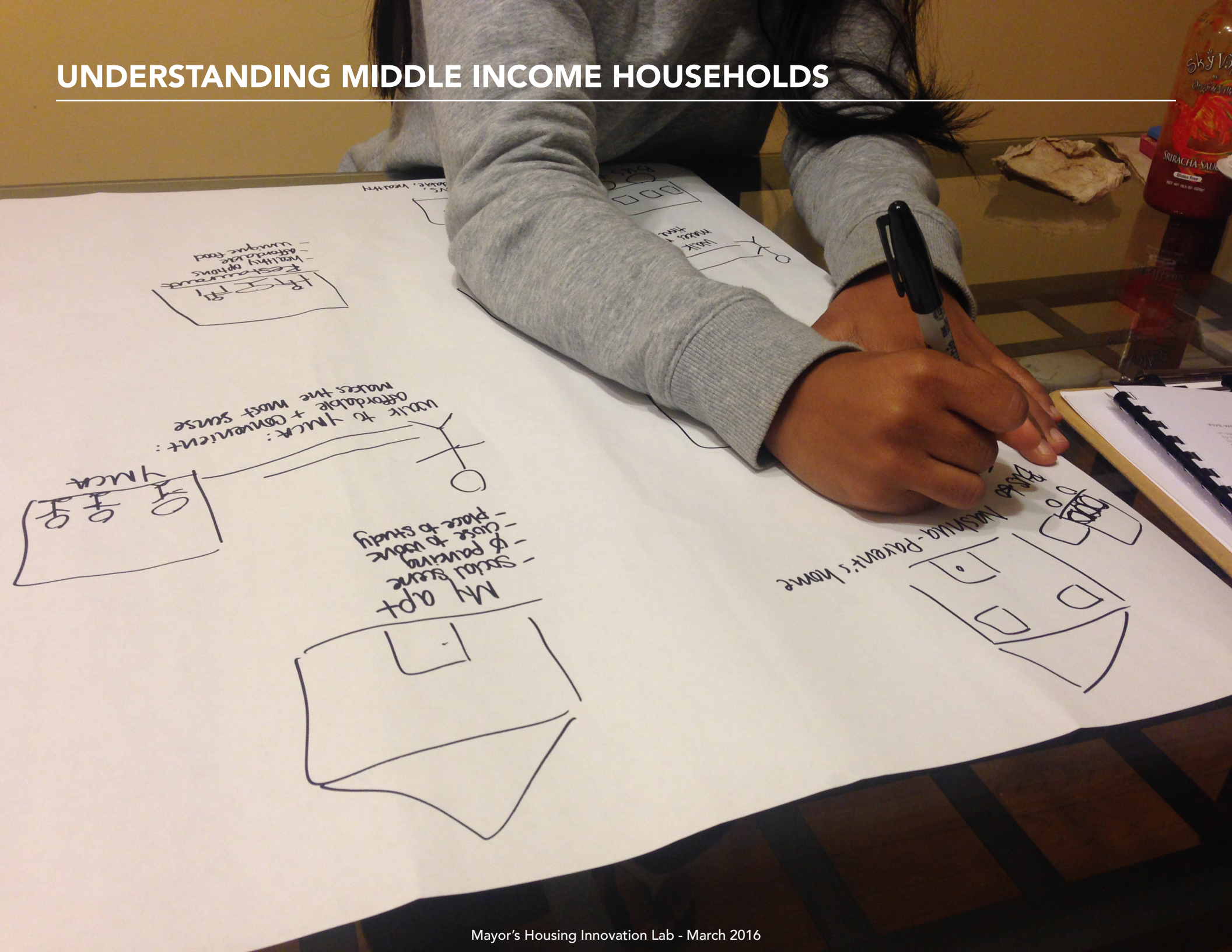
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• how do pe

WHO ARE THEY?

- goals
- needs → living in
- motivations
- painpoints

UNDERSTANDING MIDDLE INCOME HOUSEHOLDS



Feastaurant
- healthy options
- affordable
- unique food

locate to Yucca:
affordable + convenient:
makes the most sense

Yucca
I
I
I
I
I

My apt
- social secure
- \$ parking
- close to work
- place to study

Mushua - Parent's home
Mushua
Mushua
Mushua
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Mushua



PERSONA CLUSTERS

ACCESS & CONVENIENCE



BELONGING & BALANCE



FAMILIARITY & AUTHENTICITY

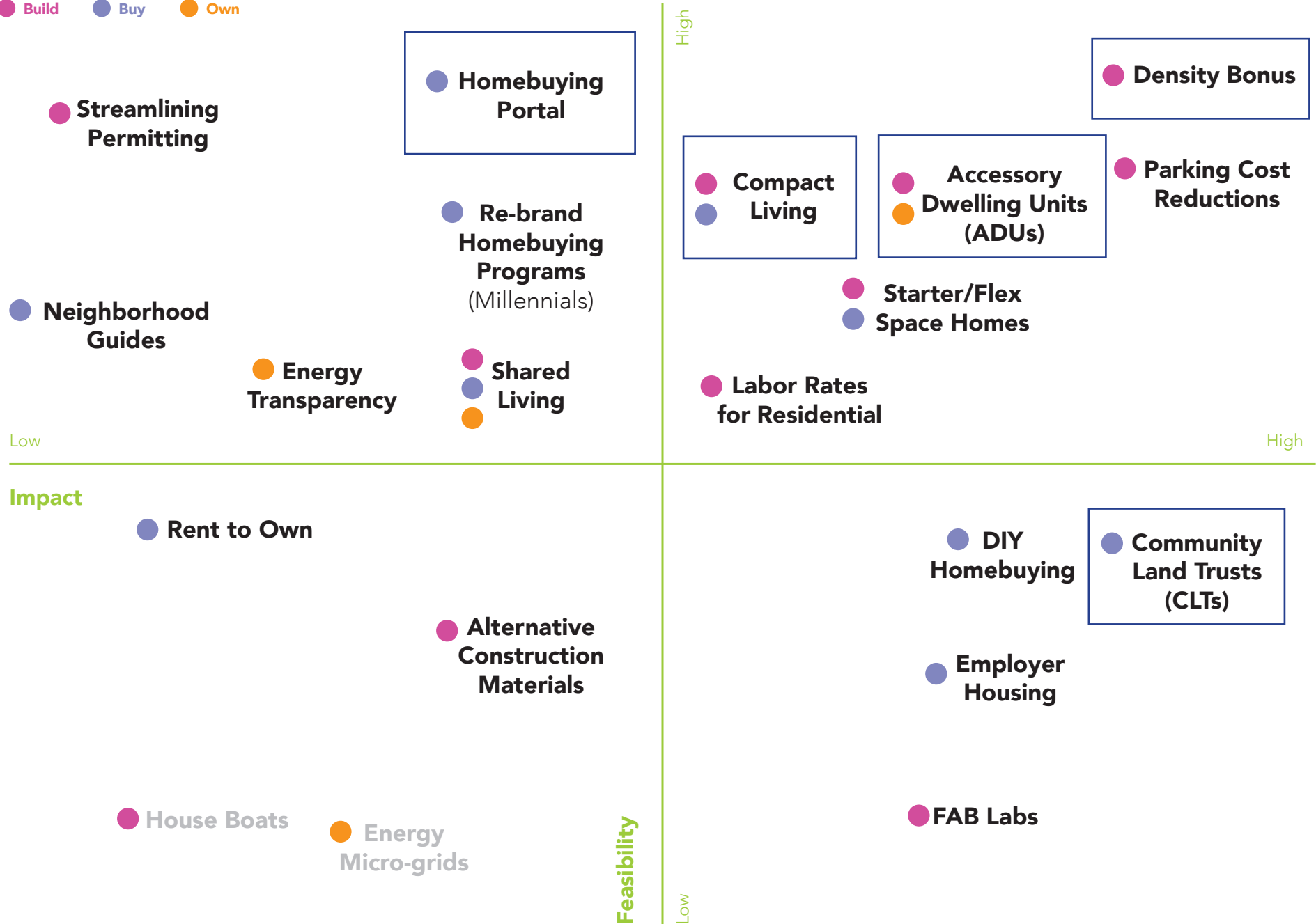


POTENTIAL & PURPOSE

EXPERIMENT

GENERATE IDEAS

● Build ● Buy ● Own



HOMEBUYING PORTAL



PROJECT GOAL

Leverage advances in technology to lower the cost and difficulty of finding, buying and owning a first home in Boston's highly competitive housing market.

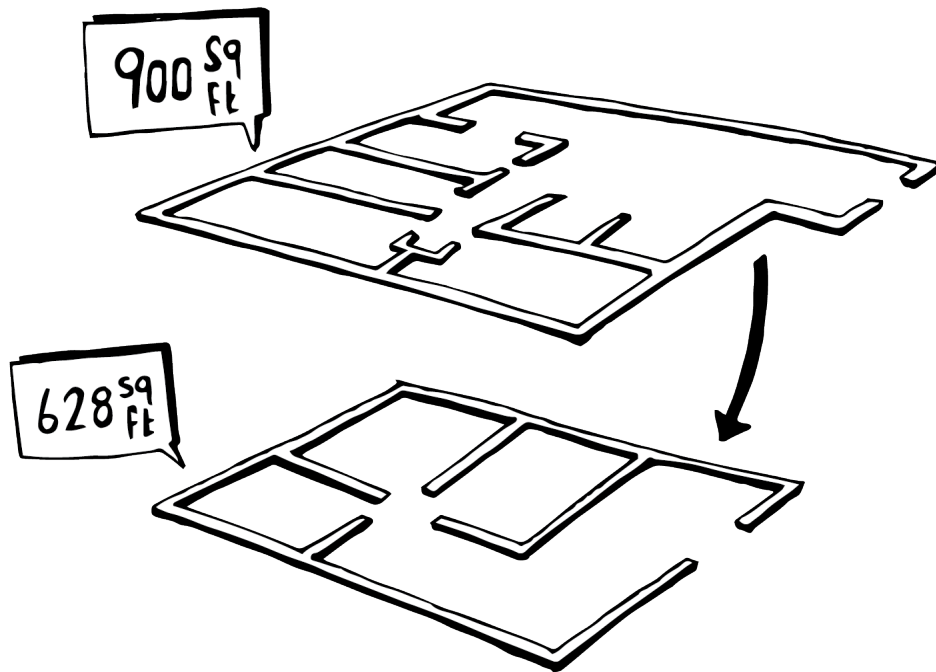
PILOT

Develop and test first time homebuyer website

PARTNERS

- Cambridge Financial Technologies
- Boston Home Center, DND
- MassHousing
- Mass Housing Partnerships

COMPACT LIVING



PROJECT GOAL

Establish lower sq ft minimums in neighborhoods for young families and seniors.

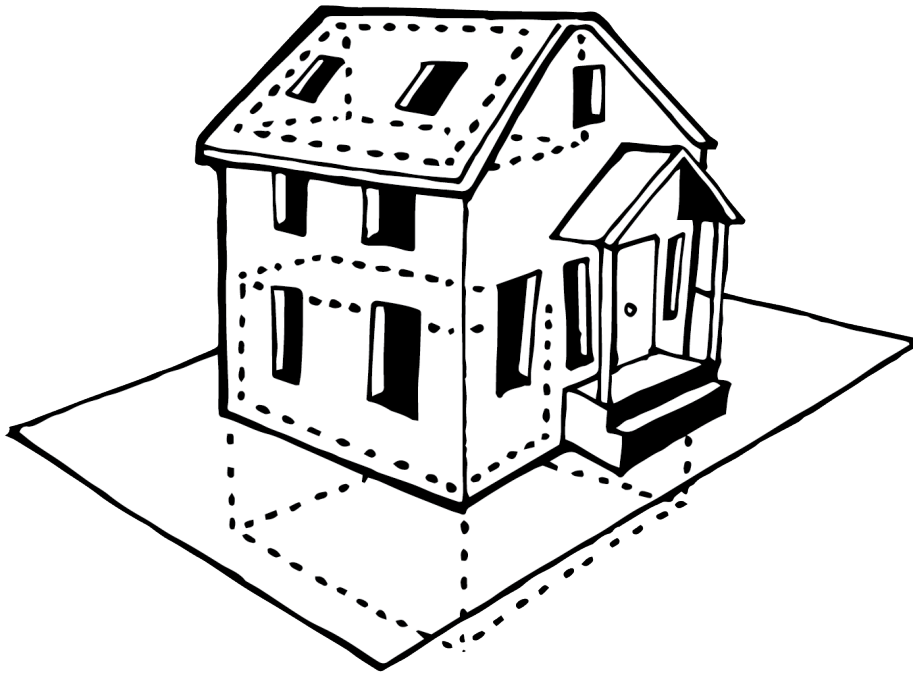
PILOT

- 1. Three month, six site compact unit roadshow**
- 2. Housing Innovation Competition on DND parcel**

PARTNERS

- Boston Society of Architects (BSA)
- Boston Redevelopment Authority (BRA)
- Department of Neighborhood Development (DND)
- Garrison Trotter Neighborhood Association

ACCESSORY DWELLING UNITS (ADUs)



PROJECT GOAL

Create more units by allowing residents to divide existing homes or add an attachment to the existing.

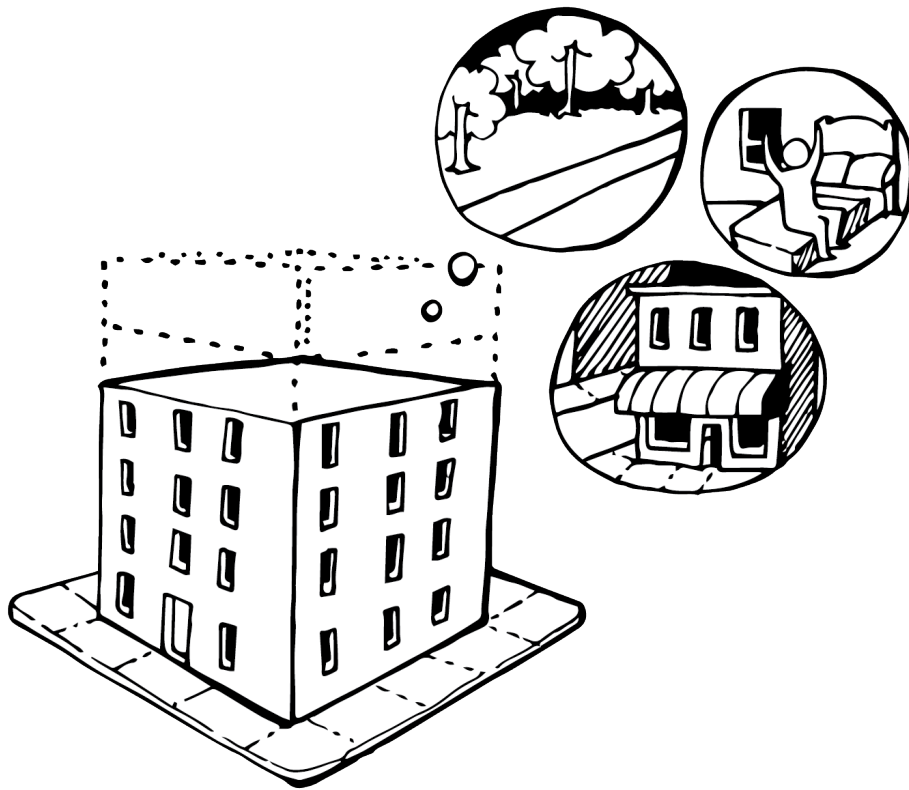
PILOT

A year long, allowance of ADUs in select neighborhoods

PARTNERS

- Inspectional Services Department (ISD)
- Boston Redevelopment Authority (BRA)
- Department of Neighborhood Development (DND)
- Northeastern University (NEU)
- Office of Neighborhood Services (ONS)

DENSITY BONUS



PROJECT GOAL

Create as of right density bonus in zoning, which allows developers to increase density as a trade off for more middle-income housing.

PILOT

Include as-of-right density bonus in Strategic Planning Areas (SPAs)

PARTNERS

- Boston Redevelopment Authority (BRA)
- Department of Neighborhood Development (DND)
- Developer Working Group

COMMUNITY LAND TRUSTS (CLTs)



PROJECT GOAL

Utilize models of democratic community control of land as a sustainable model for maintained housing affordability and displacement prevention.

PILOT

A year long, CLT technical assistance program

PARTNERS

- Department of Neighborhood Development (DND)
- Greater Boston CLT Network

EVALUATE

METRICS

QUAL + QUANT

We've identified potential quantitative and qualitative metrics for each initiative

SHORT TERM + LONG TERM

These metrics have been further divided into:

- short-term (did the initiative demonstrate success?)**
- long-term (how will we know if the initiative contributes to reaching the challenge goals?)**

DATA COLLECTION

We are working out ways in which the data for both of these types of metrics to be practically/feasibly collected.



Thank You

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