

# HIGHLAND MARCELLA PACKAGE 3 & 5

*Project Update and Developer Presentation*



**English:** For interpretation in Haitian Creole or Spanish:

1. Go to the horizontal control bar at the bottom of your screen. Click on "Interpretation."
2. Then click on the language that you would like to hear.
3. You are now accessing this meeting in your selected language.

**Haitian Creole:** Pou entèpretasyon Kreyòl ayisyen:

1. Ale nan kontwòl ba nan pati anba ekran an epi Klike sou "Interpretation"
2. Apre sa, klike sou lang ke ou ta renmen tande a.
3. Kounye a ou gen aksè a reyinyon an Kreyòl ayisyen

**Spanish:** Para traducción en Español:

1. Vaya a la parte baja de la pantalla, en la barra horizontal, y presione la tecla "Interpretation".
2. Luego seleccione el idioma que desea escuchar.
3. Después de seleccionar, usted entrará a la reunión en el idioma "Español".



3.



# MEETING AGENDA



- ◆ **Introductions**
- ◆ **Project Update**
- ◆ **RFP Overview & Proposal Summary**
- ◆ **Developer Presentation Followed by Q&A**
- ◆ **Next Steps**

# PROJECT UPDATE

*Highland Marcella Package 3 & 5*



# MOH LAND DISPOSITION PROCESS

## MOH RFP Land Disposition:

1. Identify site.
2. Evaluate development feasibility.
3. Meet with the community and stakeholders to determine/refine RFP guidelines.
4. Issue RFP Including Community Feedback.
5. Advertise/Developer list.
6. RFP Pre-Applicant Conference/Information Session.

## MOH Procurement Process:

- [M.G.L. c. 30B \(Chapter 30B\)](#) establishes an advertised proposal process that COB must follow in acquiring and disposing real estate property by purchase, sale or rental with a cost greater than \$35,000.
- **Under Chapter 30B** we are required to conduct an **open and fair competitive process** that places all proposers on common footing, solicit information that will allow **manageable and meaningful comparisons of offers** and base decisions solely on the information solicited. (what we've heard from the community).

# PROJECT SUMMARY

- **Available Property:** 8 parcels in 2 development packages.
- **Location:** Highland Park Neighborhood of Roxbury.
- **Parcel Area:** 8,567 sf (Package 3), and 7,333 sf (Package 5).
- **Background:** The Mayor's Office of Housing (MOH) and the Highland Park Review Committee (HPPRC) worked closely to identify best uses for public land in the Highland Park neighborhood.

In January 2018 MOH issued an RFP for Highland Marcella Packages 1, 2, 3, 4, and 5 totaling 33 sites. Development teams were subsequently selected for Packages 1, 2, and 4. MOH re-issued an RFP for Highland Marcella Packages 3 & 5 in May 2022.



Site Map

# PROJECT TIMELINE

**Community Engagement**

MOH and HPPRC sponsored multiple community meetings to identify development goals and best uses. January 2018 - MOH issued an RFP for 5 Packages totaling 33 sites, including Package 3 & 5.

● [2018]

**Developer Presentation**

MOH and HPPRC presents eligible applicant to the community (12.15.22). Meeting to be recorded and shared on MOH project page. Attendees encouraged to submit “comment” on the proposal presented.

● [Fall-Winter 2022]

● [Spring-Summer 2022]

**Request for Proposals**

MOH re-issued RFP for package 3 & 5 (May 2, 2022). Pre-Applicant Conference held via Zoom (May 25, 2022). Proposals due (June 30, 2022).

● [Winter 2023]

**Developer Recommendation**

RFP Review Committee will make a developer recommendation informed by community feedback.

# RFP OVERVIEW & PROPOSAL SUMMARY

*Highland Marcella Package 3 & 5*





## RFP & Related Events:

- RFP issued May 2, 2022 with proposals due on June 30, 2022 by 4:00 PM (EST).
- RFP Pre-Applicant Conference held on May 25, 2022 from 1:00-2:00 PM via Zoom.

## Available Parcels:

- **Package 3:** 237 Highland Street, and 75 Marcella Street, Roxbury.
- **Package 5:** 255, 257, 259 Highland Street, and 84, 86, 88 Marcella Street, Roxbury.

## Development Goals:

- *Maximize affordable housing development, advance neighborhood sustainability, and provide local development opportunities. To provide homeownership housing units in a residential building consistent with the neighborhood context. Design, buildings and unit number to be based on neighborhood context.*

## Preferred Uses:

- *Affordable Homeownership Housing*

## Sustainability:

- *MOH's Zero Emission Building requirement. Achieve USGBC's LEED for Homes Platinum requirements.*

# PROPOSAL SUMMARY

- Partnership formed between **Highland Park Community Land Trust** (HPCLT) and **Urbanica, Inc** to develop the sites. **Northeastern University Solar Decathlon** team is a volunteer member. Urbanica will perform the role of developer and general contractor on the project.
- **18 mixed-income homeownership units** across the two sites. Units will be income-restricted to households **ranging from 80% to 120%** of Area Median Income (AMI). 10% of the units will be accessible.
- The project will include **9 onsite parking** spaces to minimize the impact on local traffic. Storage for 30 bicycles.
- Buildings will be constructed using **MOH's Net Zero Carbon Building** requirements, **Passive House Principles** and strive to meet **LEED Gold Certifiable** standards. Project aims to achieve sustainability through high energy efficiency and ecologically responsible development models.
- Commitment to **achieve or exceed BRJP goals** (51% Boston residents, 40% people of color, and 12% women workforce).

# PROPOSAL SUMMARY



## Package 3:

- **Address:** 237 Highland Street, and 75 Marcella Street, Roxbury.
- **Unit Mix:** 8 homeownership units, (6) 3-BR, and (2) 1-BR.

## Package 5:

- **Address:** 255, 257, 259 Highland Street, and 84, 86, 88 Marcella Street, Roxbury.
- **Unit Mix:** 10 homeownership units, (10) 3-BR.

## Affordability Matrix:

- **80% AMI:** 12 ownership units
- **100% AMI:** 3 ownership units
- **120% AMI:** 3 ownership units

**Total COB Subsidy Request:** \$2,689,298

An aerial wireframe illustration of a cityscape, showing various building footprints and street layouts in a light blue color against a darker blue background. The perspective is from a high angle, looking down on the city.

# URBANICA INC.

*Development Proposal*

DEPARTMENT HEAD



An aerial photograph of a residential development. The image shows several houses with grey roofs, some of which are highlighted with orange and grey overlays. A central road curves through the development, with several cars parked along its sides. In the bottom left corner, there are two tennis courts with blue and green surfaces. The surrounding area is mostly bare trees and brownish ground, suggesting a late autumn or winter setting.

# ECO HOMES HIGHLAND PARK

# OUR TEAM – ECO HOMES HIGHLAND PARK



## NUSD

- Representative: Ted Walinkas and Aasav Harania
- Program run by the Department of Education to have universities build net-zero energy solar homes in their communities

## URBANICA

- Representative: Kamran Zahedi
- Boston-based, vertically integrated, development and design firm
- Specialize in public-private partnerships and affordable/sustainable housing

## HPCLT

- Representative: Jon Ellertson
- Incorporated in 2017 with 100+ members
- Mission centered around community open space stewardship and affordable housing development

# NORTHEASTERN UNIVERSITY SOLAR DECATHALON (NUSD)



- Volunteer group of Northeastern students working to design and build energy-positive solar homes
- Focused on studying the history of Roxbury/Highland Park, and addressing affordable housing & sustainable development
- Won the Student Project of the Year Award at BE+'s yearly Green Building Showcase for the Package 3 & 5 Proposal

# HIGHLAND PARK COMMUNITY LAND TRUST (HPCLT)



- Incorporated in 2017 and grown to 100+ members
- Have elected board of directors and an active committee structure to represent neighborhood's diversity
- Mission is to **preserve Highland Park's historic racial, ethnic and socio-economic diversity through affordable housing development for homeownership and community open space stewardship**
- Active member in the Greater Boston CLT Network





**405 WASHINGTON ST**  
405 WASHINGTON,  
DORCHESTER, MA  
(Pre-Development)



**120 HANCOCK ST**  
120-122 HANCOCK,  
DORCHESTER, MA  
(Pre-Development)

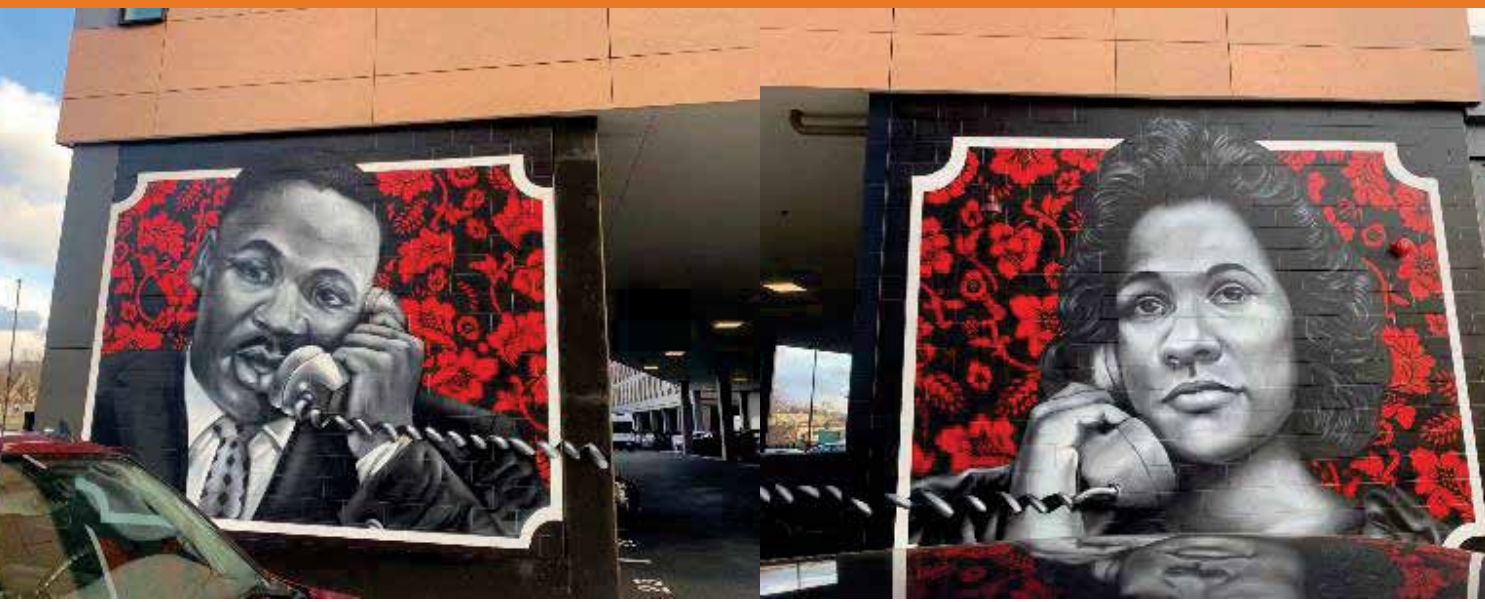


**NUBA HOMES & APARTMENTS**  
PARCELS, BOSTON, MA  
(Pre-development)



- Local development/design company specializing in the transformation of under-utilized buildings and sites into extraordinary, affordable, and sustainable living spaces in the metro-Boston area
- Focused on Request for Proposals for City/Town/Municipality-owned historic buildings and vacant parcels
- Long standing history of executing successful private-public partnerships
- Highly experienced in efficient and sustainable design and construction practices

# URBANICA IN ROXBURY



**ROXBURY LOVE STORY MURAL**  
Located at Melnea Residences in Roxbury

- Active member of the Roxbury community and dedicated to the transformation and long-term success of the neighborhood
- Experience in creating exceptional public realm and programming to activate the street and promote Roxbury arts & culture and support the local artists
- Supports numerous local organizations and businesses such as **"NO BOOKS NO BALL"**

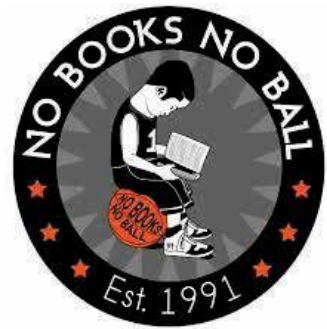


Dec 16  
**Warriors In The Garden - Closing Exhibition**  
Meet the artist and learn the meaning behind 'Warriors In The Garden'  
By Urbanica Gallery [Follow](#)

**When and where**

<b>Date and time</b> Fri, December 16, 2022, 5:00 PM - 8:00 PM EST	<b>Location</b> 429 Melnea Cass Blvd 429 Melnea Cass Boulevard Boston, MA 02119 <a href="#">Hide map</a>
--	---

**EXBITION FOR LOCAL ARTIST AT GALLERY**  
Located at Melnea Residences in Roxbury



# TRACK RECORD OF MINORITY PARTICIPATION

- Minority participation numbers from BPDA Statistical Reporting for Urbanica's most recent projects:

Total Hours	Minority Hours	Minority Percent	Female Hours	Female Percent	Resident Hours	Resident Percent	Total Employed	Minority Employed	Female Employed	Resident Employed
-------------	----------------	------------------	--------------	----------------	----------------	------------------	----------------	-------------------	-----------------	-------------------

- Melnea Hotel: Completed 2018

Totals for Project:	109,709.08	72,878.08	66.4%	10,616.50	9.7%	58,941.50	53.7%	524	237	35	130
Report is for 28 contractors											

- Melnea Residences : Completed 2019

Totals for Project:	62,935.22	48,227.82	76.6%	6,355.55	10.1%	24,123.22	38.3%	334	217	22	91
Report is for 21 contractors											

- Parcel U Phase B: Completed 2021

Totals for Project:	56,841.74	51,227.24	90.1%	6,838.25	12.0%	21,097.75	37.1%	147	121	19	43
Report is for 17 contractors											

# SITE- PARCELS #3 and #5



# ZONING ANALYSIS

## Site #3

Plot Area 8,567 sf  
 Proposed Area 11,122 gsf  
 Project Address 237 Highland St; 75 Marcella St.  
 Zoning District Roxbury Neighborhood  
 Zoning Subdistrict Row House Residential  
 Overlays Neighborhood Design Overlay District

Dimensional Regulation	3F-4000	Proposed	Var.
Min. Lot Area per Unit	2000sf	1070sf	Y
Min. Lot Width	45'	84'	N
Min. Lot Frontage	45'	62'	N
Max. Floor Area Ratio	0.8	1.3	Y
Max. Number of Stories	3	4	Y
Max Building Height	35'	44'	Y
Min. Usable Open Space per Unit	650 sf	689 sf	N
Min. Front Yard Depth (d)	20'	5'	Y
Min. Side Yard Width (f)	10'	10'	N
Min. Rear Yard Depth	30'	39.5'	N
Max. Rear Yard Occupancy	25%	0%	N

## Site #5

Plot Area 7,333 sf  
 Proposed Area 12,892 gsf  
 Project Address 255/257/259 Highland St;  
 84/86/88 Marcella St.  
 Zoning District Roxbury Neighborhood  
 Zoning Subdistrict Row House Residential  
 Overlays Neighborhood Design Overlay District

Dimensional Regulation	3F-4000	Proposed	Var.
Min. Lot Area per Unit	2000sf	733sf	Y
Min. Lot Width	45'	50'	N
Min. Lot Frontage	45'	32'	Y
Max. Floor Area Ratio	0.8	1.75	Y
Max. Number of Stories	3	3	N
Max Building Height	35'	33'	N
Min. Usable Open Space per Unit	650 sf	361 sf	Y
Min. Front Yard Depth (d)	20'	5'	Y
Min. Side Yard Width (f)	10'	5'	Y
Min. Rear Yard Depth	30'	5'	Y
Max. Rear Yard Occupancy	25%	0%	N

# PROGRAM

## UNIT COUNT

### Site #3

(6) 3BR Units (900-1080sf)

(2) 1BR Units (600sf)

### Site #5

(10) 3BR Units (980-1000sf)

## 18 TOTAL UNITS

(10% accessible)

### Amenities:

- 9 parking spaces
- storage for 30 bikes
- covered recycling/trash areas
- energy efficient mech. systems

## AFFORDABILITY

Number of Units	SRO	Studio	1-Bdr	2-Bdr	3-Bdr	4-Bdr	Total
<30% AMI							0
<60% AMI							0
<80% AMI			2		10		12
Market 100% - 120% AMI					6		6

Rents	SRO	Studio	1-Bdr	2-Bdr	3-Bdr	4-Bdr
<30% AMI						
<60% AMI						
<80% AMI						
Market						

-12 units at <80% AMI

-6 units at 100-120% AMI

# SITE- PARCELS #3 and #5



# EXISTING CONTEXT





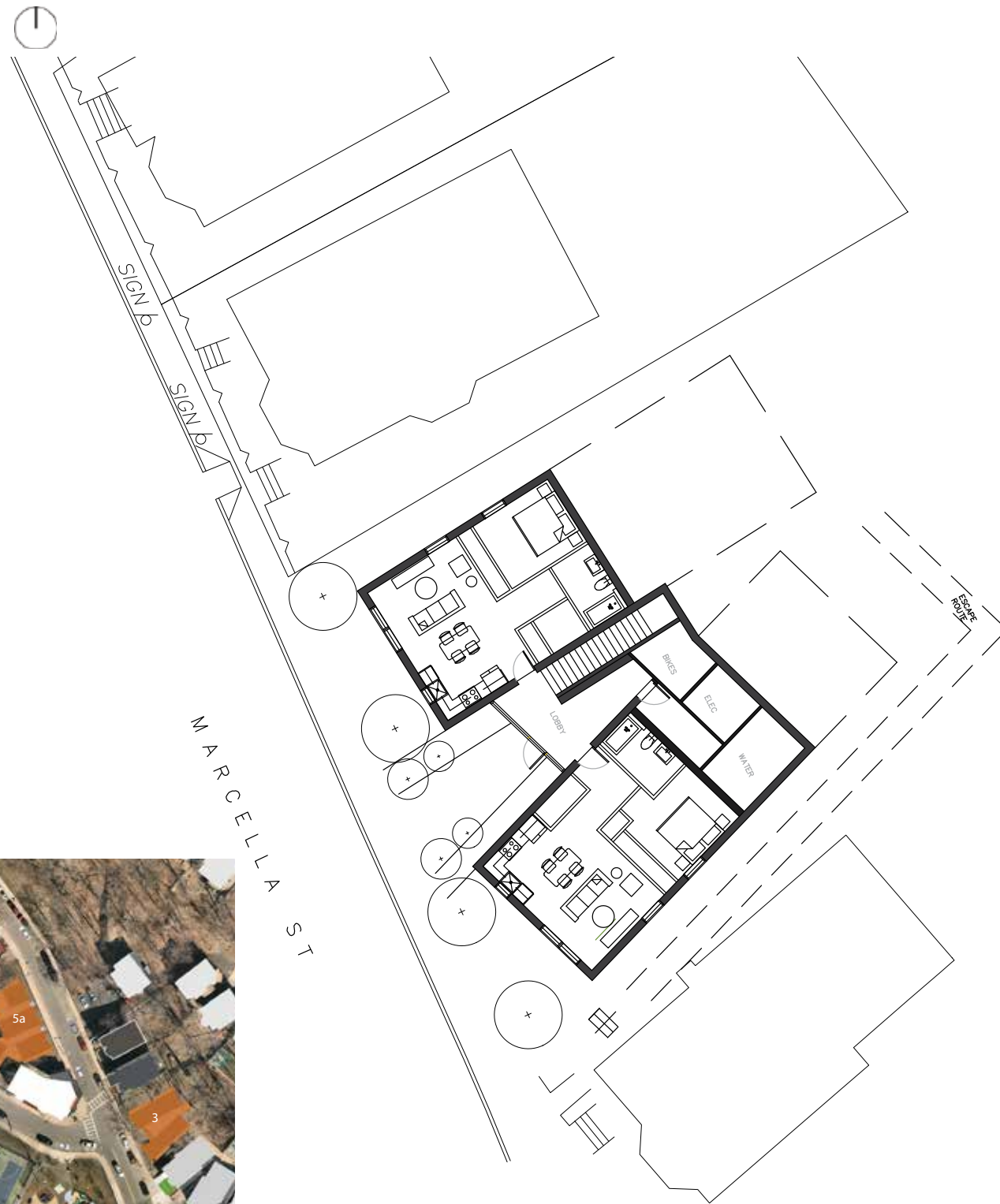
# RENDERING: SITE #3- "TRIPLE DECKERS"



# FLOOR PLANS: SITE #3- "TRIPLE DECKERS"

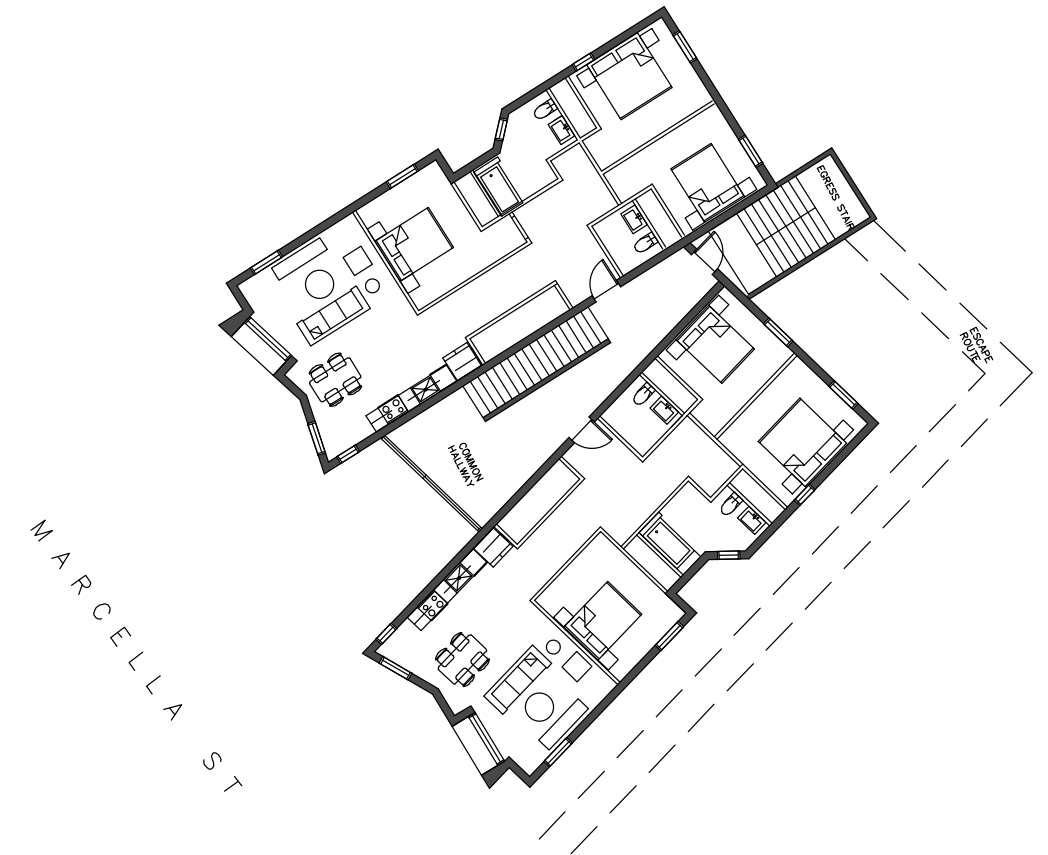
Site 3:

1/16"=1'-0"

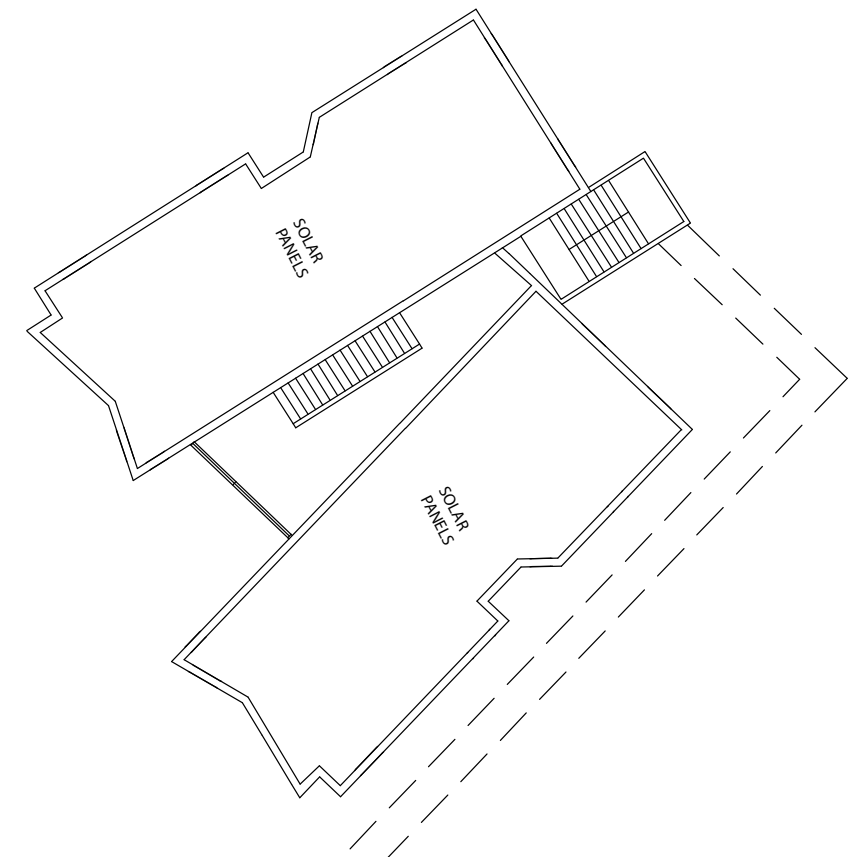


Site 3:

1/16"=1'-0"



Floors 2-4



Roof

# RENDERING: SITE #5A- "TOWNHOUSES"



# FLOOR PLANS: SITE #5A- "TOWNHOUSES"

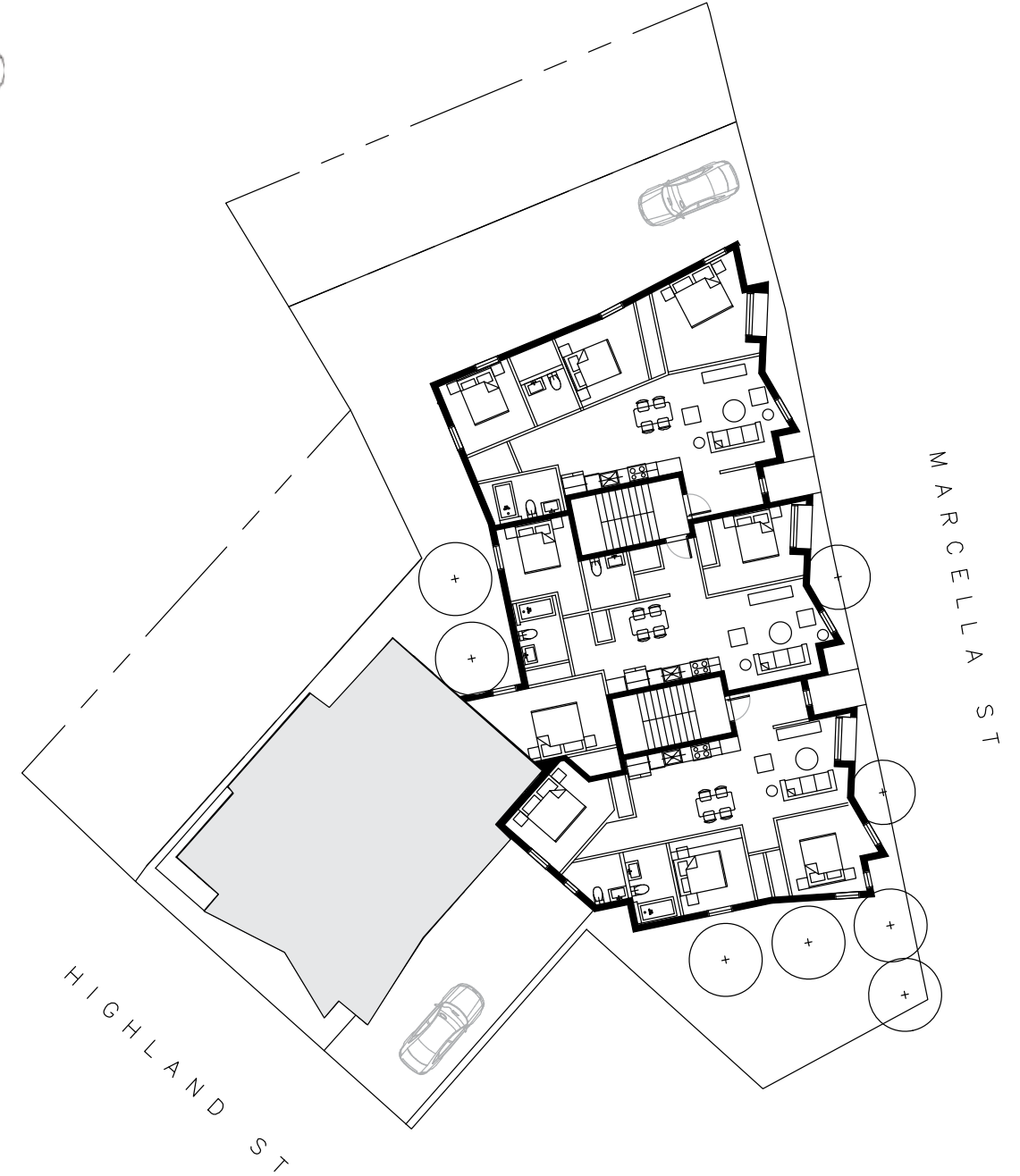
Site 5:

1/16"=1'-0"



Site 5:

1/16"=1'-0"



Floor 3



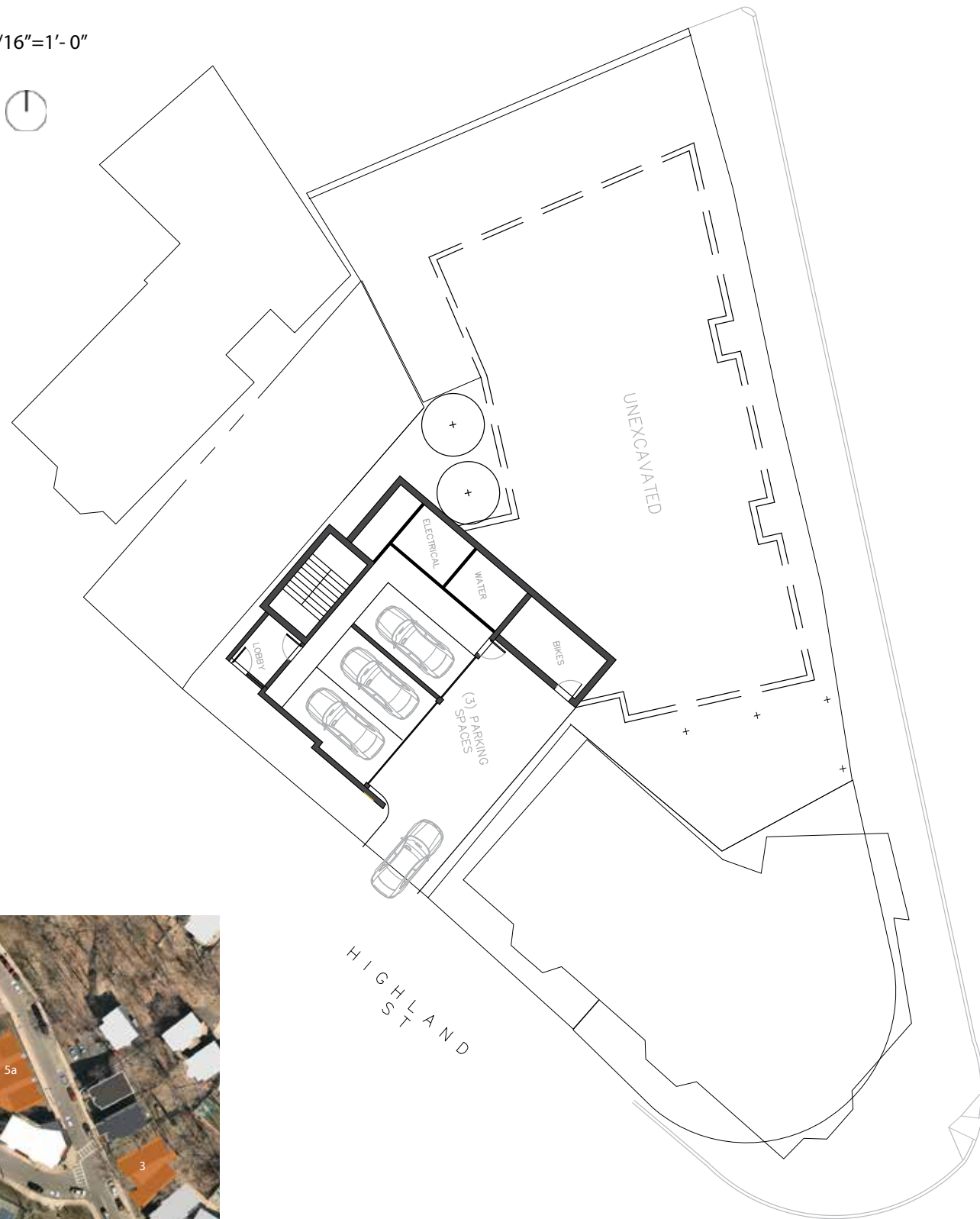
# RENDERING: SITE #5B- "HOUSE"



# FLOOR PLANS: SITE #5B- "HOUSE"

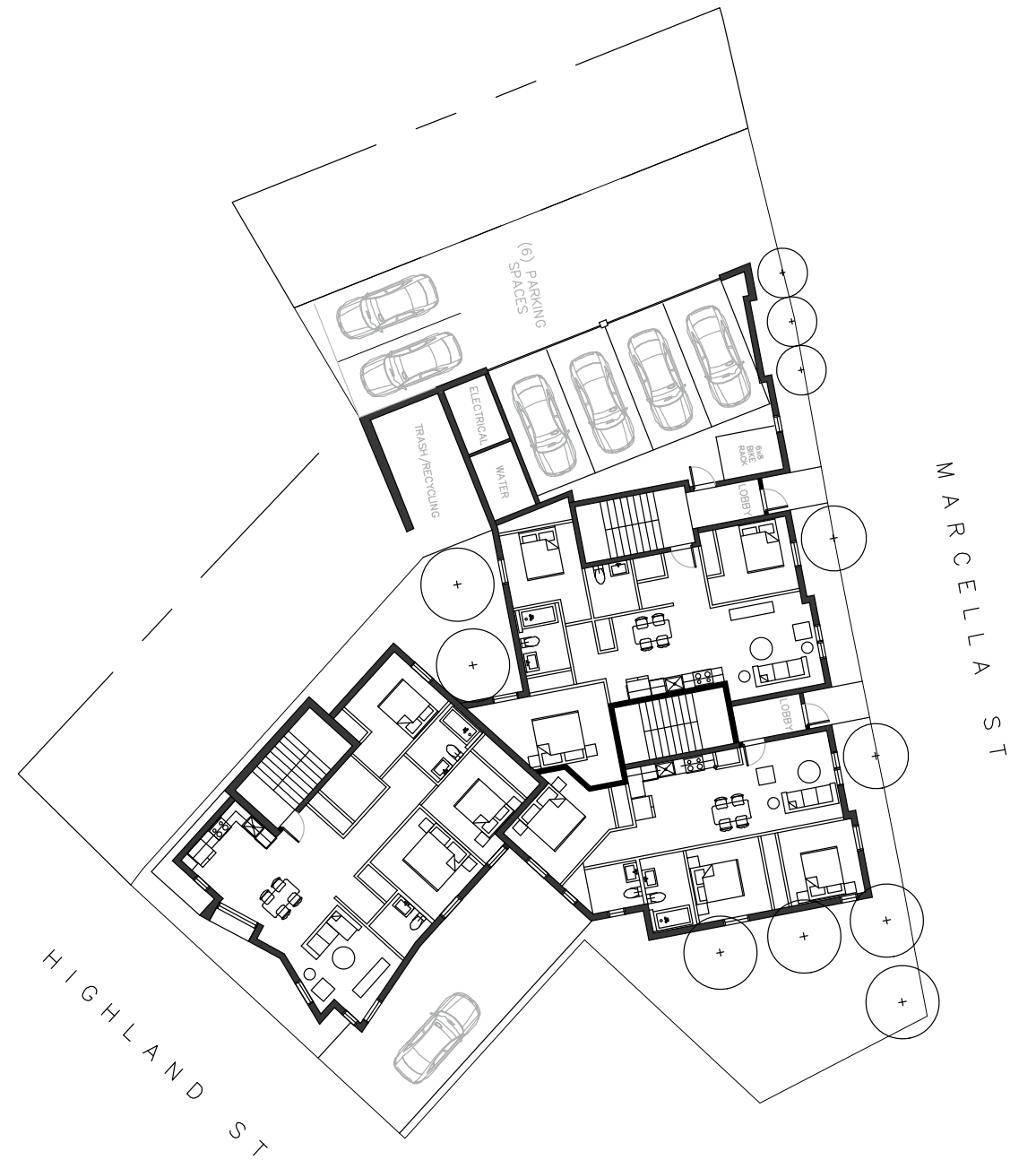
Site 5:

1/16"=1'-0"



Site 5:

1/16"=1'-0"



Floor 1



# ENERGY EFFICIENT DESIGN

## Passive Strategies include:

### Passive Solar:

The southern façade is fully glazed to take advantage of solar heat gain in the winter. Deep overhangs and window depths reduce heat gain in the summer months.

### Day lighting:

Every room in the home has access to a window, including the interior corridors, reducing the reliance on artificial lighting. The southern façade is fully glazed to allow for light to spill into the main living spaces.

### Super-Insulated and Improved Building Envelope:

Wall construction - Double 2x4 dense-packed cellulose with a 4" gap. 7" stud fill(3.5\*2) with a 4" continuous.

Uvalue at U-0.024

Air-tight sealants and tapes are used between critical framing details.

Windows: Serious Brand, Low-E, double pane fiberglass windows are utilized.

Window Treatment: Duette Honeycomb Shade at U-0.172

Doors: Thermatru Doors are R4.5.

Ceiling/Roof: 14" TJI with dense-packed cellulose and R-15 rigid above. U-value at U-0.017.

Floor Over Basement: 14" TJI with dense-packed cellulose. U-value at U-0.028.

### Passive Ventilation:

Air flow is allowed to move from the lower floors of the home to the top floor. Upper level windows and a clerestory condition allow for venting excess heat and help to provide more consistent interior temperatures.

### Building form and massing:

The overall massing is designed to adapt to the specific form of the triangular site, take advantage of insulation conditions and respond to prevailing winds. The roof hips run from North to South, effectively deflecting East/West winter winds and accepting the Spring, Summer and Fall breezes as needed.

### Site Water Management:

Rainwater harvesting through rain barrels at downspouts are included.

Bio Swales are used to minimize site run-off into municipal sewers.

Rain gardens, with drought-resistant native plantings are incorporated.

Turf is minimized, to reduce required irrigation.

Rain barrels are used to supplement on-site grey water irrigation.

## Active Systems Include:

### Air source heat pump for heating and cooling

19 Seer, 9 HSPF, 7kW backup heat

### Ventilation

Energy Recovery Ventilator at 83% sensible recovery and 53% Total Recovery.

### Infiltration and Duct Leakage

Infiltration will be 1 ACH (air change per hour) at 50 Pascals pressure difference.

Mini-split heat pumps are used, so no ductwork is required for heating and cooling.

### Solar Thermal

A 50 square foot solar thermal array with an 80 gallon storage tank.

### Potable Water Management

Efficient shower heads (2.0 gpm).

Calculations were done to increase the efficiency to a 1.12 Energy Factor.

### Photovoltaics

17 Watts/sf with an inverter efficiency of 95%.

### Lighting

100% CFL modeled. Lighting is calculated as:  $(455 + 0.08 * \text{conditioned floor area})$

### Appliances

Washing machine at 1.0 efficiency

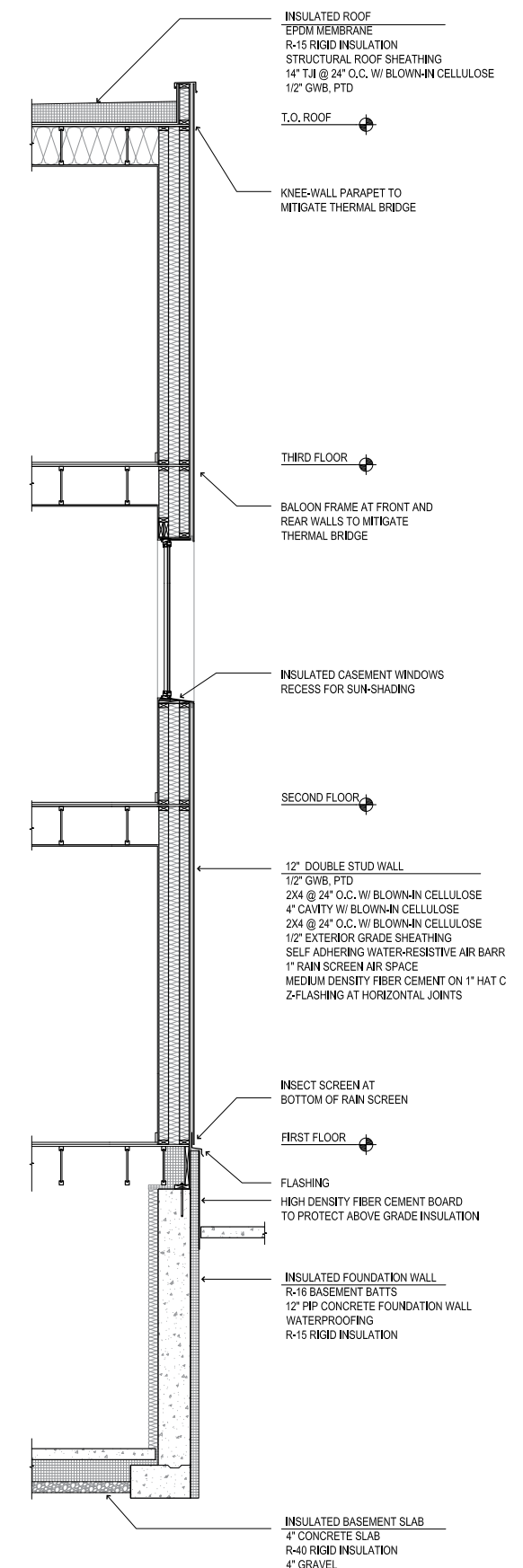
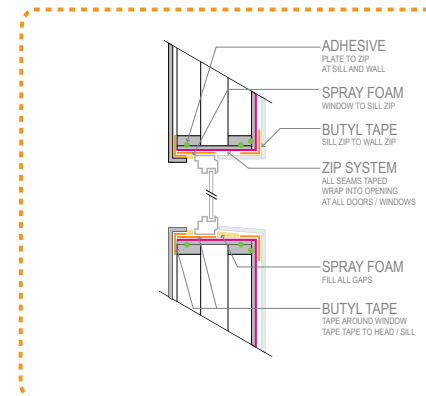
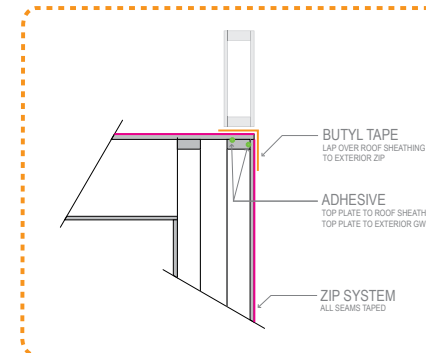
Refrigerator at 250 kWh/yr.

Dishwasher is modeled as a 1.0 Energy Factor.

Cooktop and Oven run on natural Gas.

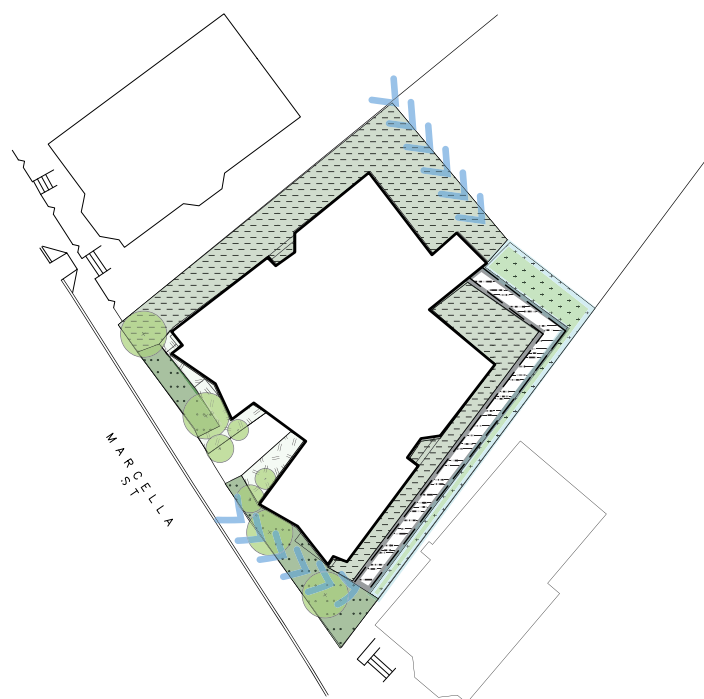
Front Loading Hi Efficiency Condensing Clothes Dryer

Hi-Efficiency front-loading Clothes Dryer



Inspired by the German Passivhaus approach, the scheme emphasizes a highly insulated building envelope allowing for a smaller, less expensive mechanical system. The envelope is crucial as it does not rely on user choices to perform efficiently. This approach will include double-stud wall construction, significant insulation levels throughout the building envelope and precise attention to air infiltration prevention at seams and transitions. The envelope strategy provides a thermally robust wall and can easily be field-built by local labor. In the construction phase, easy to read diagrams help workers create a super tight envelope by taking careful air sealing measures.

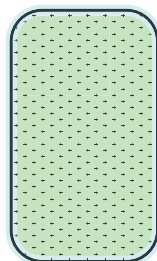
# LANDSCAPE DESIGN



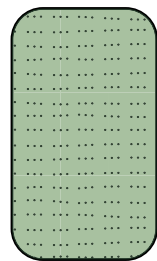
PERMEABLE  
PAVERS



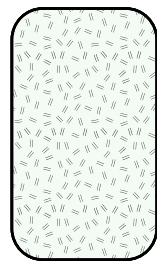
BIO-SWALE



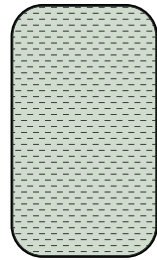
RAIN GARDEN



NATIVE TALL  
SHRUBS +  
GRASSES

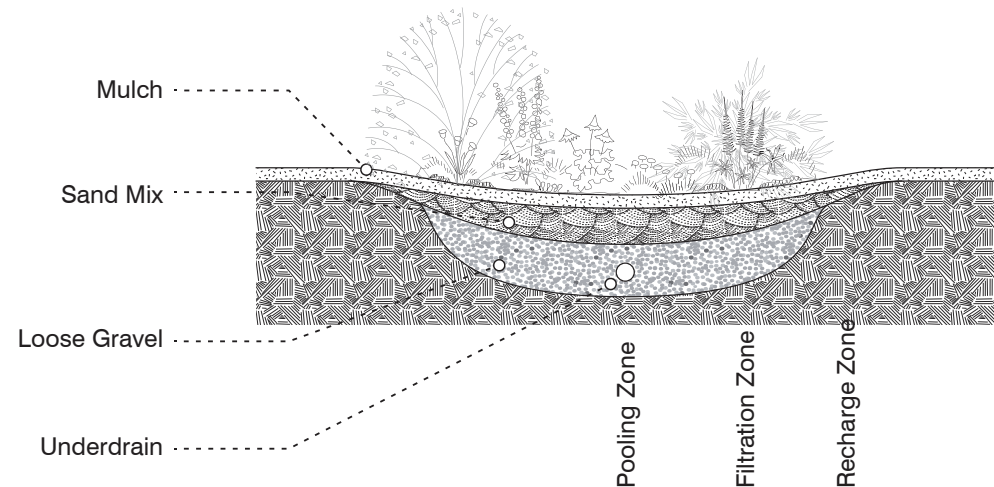


DROUGHT-  
RESISTENT  
FESCUE TURF



## AMS (LANDSCAPE)

### RAIN GARDEN



### GRASSES + GROUND COVERS



Tall Fescue Grass  
[Drought-Tolerant Lawn]



Burreed  
[Native]  
[Wetland]



Norther Reed Grass  
[Native]  
[Wetland]



Allegheny Spurge Pachysandra  
[Native]  
[Shade-Tolerant]  
[Grass-Alternative]

### FLOWERS



Black-Eyed Susan  
[Native]  
[Drought Tolerant]



New England Aster  
[Native]  
[Drought-Tolerant]



Liatris  
[Native]  
[Drought-Tolerant]



Blanket Flower  
[Native]  
[Drought-Tolerant]

### SHRUBS + TREES



Silky Dogwood  
[Outer Wetland]



American Cranberry  
[Native]  
[Wetland]



Common Juniper  
[Native]  
[Drought-Tolerant]



Staghorn Sumac  
[Native]  
[Drought-Tolerant]



# VIEW OF "HOUSE"



# VIEW OF "TRIPLE DECKERS"



# VIEW OF "TRIPLE DECKERS"



# VIEW OF "TOWNHOUSES"



# VIEW OF "TOWNHOUSES"



## NEXT STEPS

---

The meeting will be recorded and shared on the *Building Housing* project page along with a copy of this presentation. Comment Period: You can continue to [submit comments](#) after this event until January 2, 2023. All comments will be reviewed by the proposal review team as part of the proposal evaluation. At the conclusion of the Comment Period, the review team will recommend a developer designation decision to MOH, based on review of the proposal against RFP Evaluation Criteria and public comments.

The *Building Housing* project page also includes additional information and a development timeline. You can register for the mailing list to receive email updates.

[bit.ly/highlandmarcella3](https://bit.ly/highlandmarcella3)

### MOH Contacts:

- Julio Pilier, Development Officer  
(617) 635-0214, [julio.pilier@boston.gov](mailto:julio.pilier@boston.gov)
- John Feuerbach, Senior Development Officer  
(617) 635-0353, [john.feuerbach@boston.gov](mailto:john.feuerbach@boston.gov)

**THANK YOU**

