

**Harvard University - Graduate School of Design
Unit for Housing and Urbanization**

**CASE STUDY - NEW MARKET
ROXBURY, BOSTON**

References:

Synthesis and illustrations from documents provided by the South End
Neighborhood Action Program.

NEWMARKET INDUSTRIAL PARK, ROXBURY, BOSTON

BACKGROUND

The Crosstown/ Newmarket area of Roxbury is one of Boston's oldest and most concentrated industrial districts. It lies within the boundaries of the newly defined Empowerment Zone in the south of Boston and acts as a gateway to a number of Boston's poorer and workingclass neighborhoods including Roxbury, the South End, Dorchester and South Boston. This location is strategic: it lies just to the south of the South End Medical Area with Boston City Hospital, the Boston University Medical Center and the Biosquare development. It is also close to the Longwood Medical Area and the Harvard Medical School. Melnea Cass Boulevard, a major crosstown arterial, is at the heart of the Newmarket industrial district.

Once dominated by meat wholesalers, the largest of which have closed in recent years, many smaller wholesalers remain along with a variety of small manufacturers, printers, trucking operations and trash transfer stations. The downturn in the computer industry, as well as competition from manufacturing and meatpacking centers in other regions, has contributed to the general economic decline in the Newmarket area. In the poorer neighborhood's of the Southend and Lower Roxbury, the loss of employment has contributed to both economic and social instability; the improvement of the job market in the area is critical to the establishment of a stable community.

Although there are scattered vacant and underutilized parcels throughout the area, many of the existing businesses are active and well-maintained, and in some cases would like to expand operations. The inadequate road system, outdated infrastructure and incompatible uses are major obstacles to full redevelopment. The lack of a positive district-wide identity along with a general impression of visual incoherence compounds the problem and mask's the area's substantial development potential.

NEWMARKET INDUSTRIAL GATEWAY

The development of Newmarket as an industrial park would capitalize on its strategic location, the physical orientation of Melnea Cass Boulevard as well as the availability of a local residential employee base. Melnea Cass Boulevard connects some 12 major development sites, many of which are under the control of public agencies. Their proximity to the biomedical research centers, educational campuses and transit, makes them ideally suited to industrial redevelopment.

The development of Newmarket Industrial Park would be promoted through:

1. the use of Boston's planning and landuse policies and regulations, as well as its redevelopment powers
2. the creation and promotion of a development plan
3. targeting of infrastructure improvements
4. pre-permitting of the development area

The City will assemble underutilized parcels of land where necessary to create a coherent geographic area. Boston will also improve the infrastructure of Newmarket Industrial Park by securing funding that will support economic development from the City's Capital Plan, the state's Public Works for Economic Development (PWED) program and U.S. Economic Development Administration programs.

In addition, Boston will work with the Commonwealth of Massachusetts to secure state environmental permits for Newmarket. The city will be able to offer attractive sites with state environmental approvals already in place. In addition to offering "ready to go" sites, Boston Edison and the City will offer discounts on utility costs.

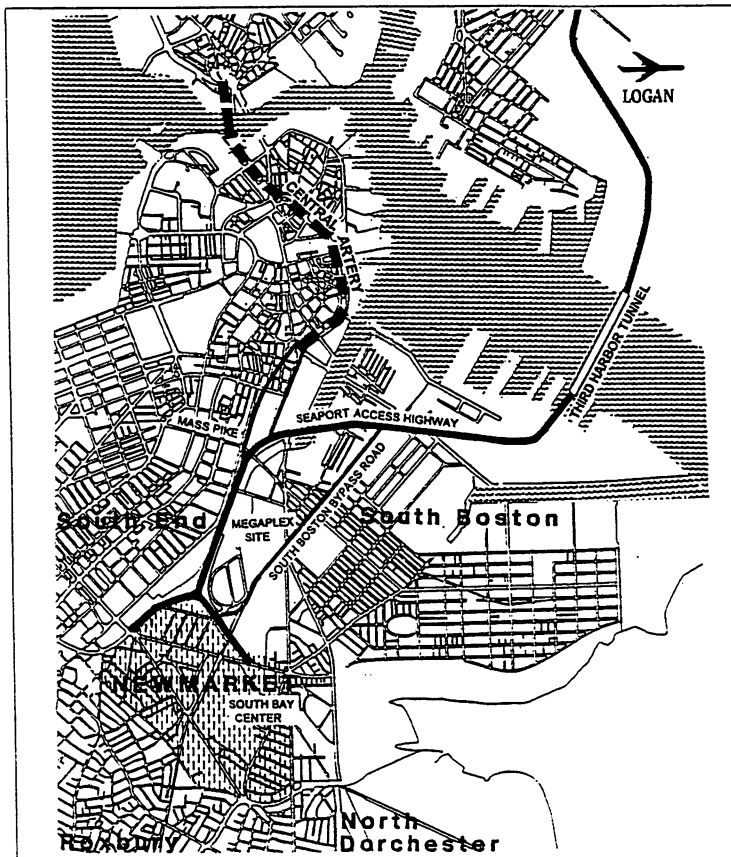
The advantage of Newmarket is its Business Association which can be an effective entrepreneurial body to advance business interests. Such an association also lends itself to collaborative arrangements with other neighborhood-based development organizations. For example, the Southend Neighborhood Action Program (SNAP), has demonstrated that collaborative efforts between developers and community groups, facilitated by public agencies such as the Boston Redevelopment Agency (BRA), can work for mutually rewarding benefits. SNAP, among other things, has produced a study through the engagement of local residents, that has provided the basis for the formulation of development strategy in the Newmarket area.

As a strategic location, Newmarket has the potential to attract industries such as light-manufacturing, bio-medical and foodprocessing. An economic development plan will provide the framework for a more effective public-private sector collaboration to revitalize the area. It will incorporate guidelines, incentives and assistance to incubator and existing industries and other enterprises. Integral to such a plan is a mechanism to efficiently allocate land resources and a vigorous effort to create a dynamic and attractive identity.

LOCATION OF MAJOR PROJECTS

Public investment projects that will have a great impact on the Newmarket area include:

1. the Third Harbor Tunnel across to Logan Airport
2. the Central Artery adjacent to Downtown Boston
3. the Urban Ring connecting inner-city neighborhoods
4. the proposed Megaplex center



Base Map: Assessor's Dept.

JOB CREATION






Through an aggressive investment program, Newmarket can be shaped into an integrated industrial development area where investors and industries thrive. Most importantly, a significant number of Boston residents, especially from the adjacent neighborhoods of Roxbury, Dorchester, South Boston and the South End can find employment. Within a co-operative climate, fostered by a new city administration, such a partnership can mature into a healthy partnership between the business sector, public sector, and the community.

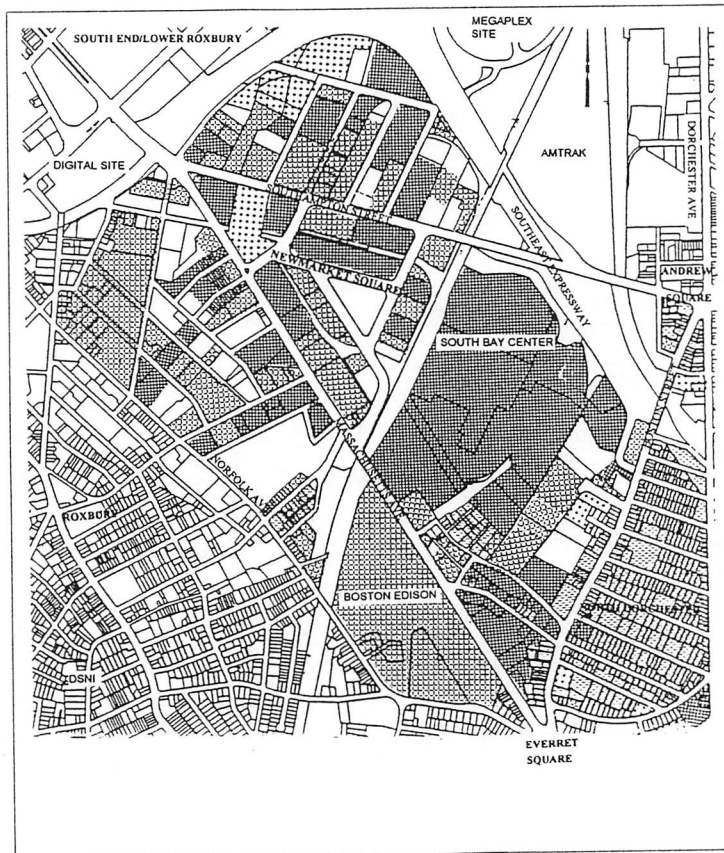
LAND USES

1.	Residential	20%
2.	Retail	12.4
3.	Utilities	25.2
4.	Wholesale	9.4
5.	Industry	12.8
6.	Institutional	6.3
7.	Vacant/ Open space	14.2

Land Use Map

LEGEND

	Industrial
	Commercial
	Institutional/or Tax Exempt
	Residential
	Vacant or Open Space



Base Map: Assessor's Dept.

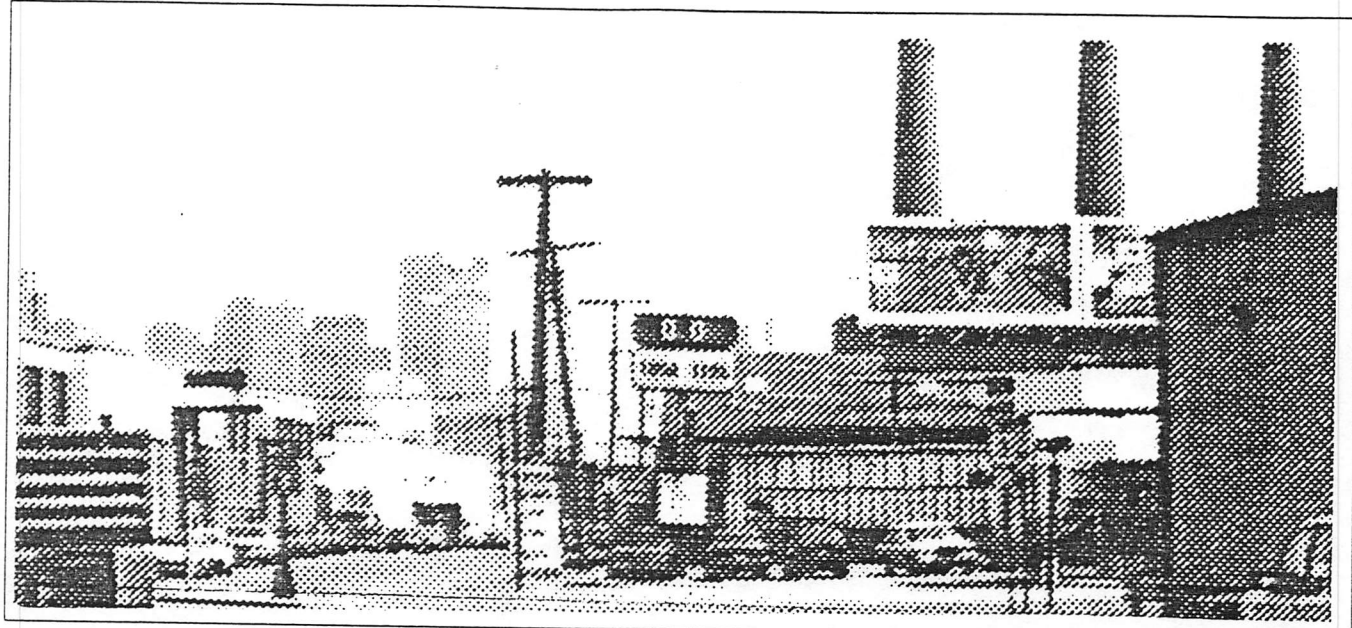


Photo: Colon, Goon, Strother

