

# BLUE HILLS FEASIBILITY STUDY



Blue Hills Civic Association

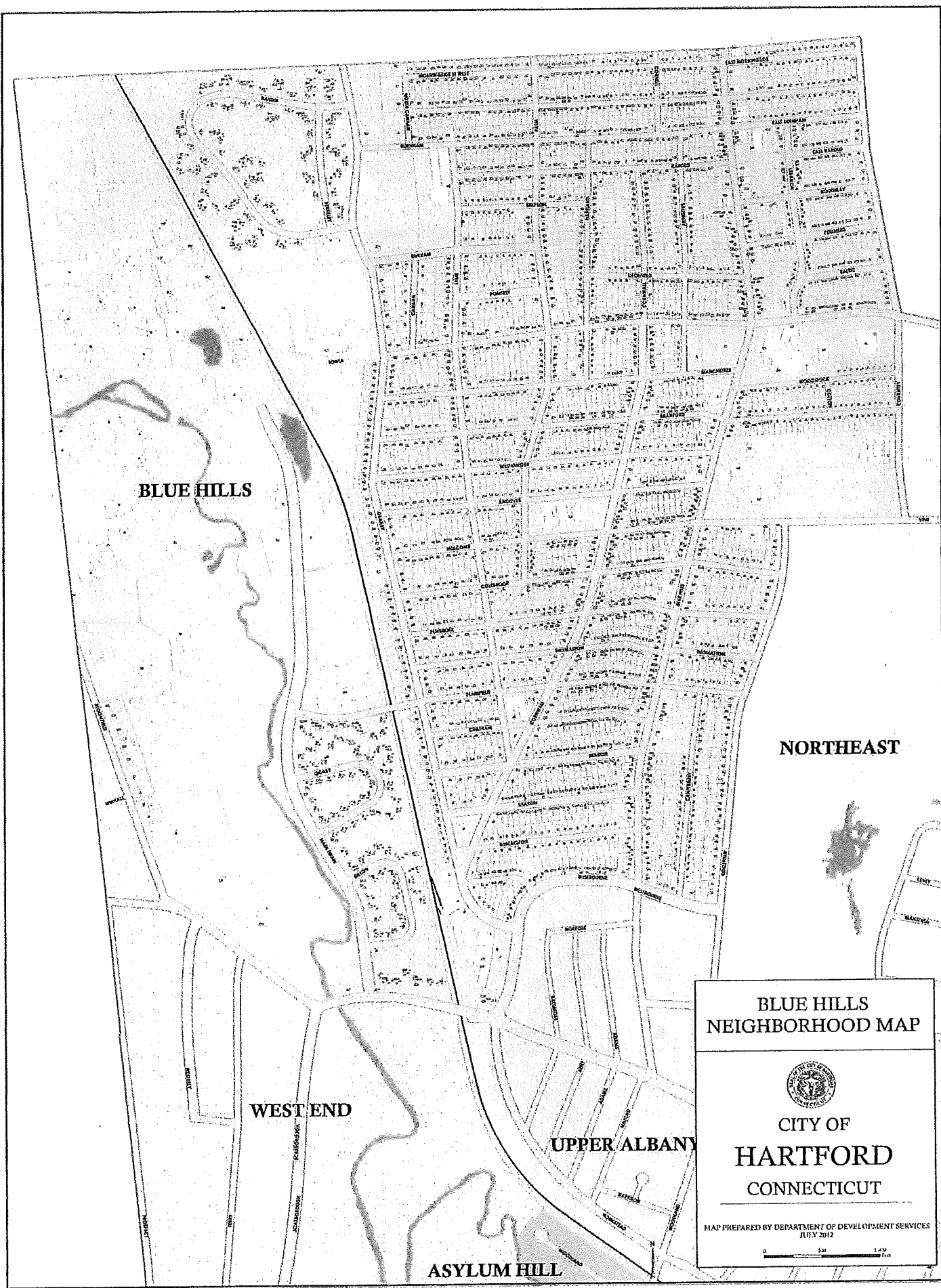
By

TORAAL DEVELOPMENT, LLC

January 15, 2013

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**BLUE HILLS**

**NORTHEAST**

**WEST END**

**UPPER ALBANY**

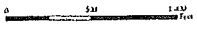
**ASYLUM HILL**

**BLUE HILLS  
NEIGHBORHOOD MAP**



**CITY OF  
HARTFORD  
CONNECTICUT**

MAP PREPARED BY DEPARTMENT OF DEVELOPMENT SERVICES  
JULY 2012



## **The Blue Hills Neighborhood Feasibility Study**

### **Introduction:**

The neighborhood is situated in the northwest corner of the City of Hartford and boasts a stable residential population supported by a significant level of homeownership believed to be the highest in the City. The area is also home to strong institutions such as Oak Hill School (Connecticut School for the Blind), Saint Francis Medical Center/Mount Sinai Hospital Campus, The Village for Families & Children, and part of the University of Hartford.

The boundaries of the Blue Hills neighborhood are from Keney Park north along Coventry Street, west along the Bloomfield municipal boundary, and then south along Bloomfield Avenue continuing along Albany Avenue and then northeast along Westbourne Parkway to Ridgefield Street.

The north-south orientation of Blue Hills Avenue, providing spectacular views to the western ridge, gave rise to the neighborhood's name Blue Hills. The neighborhood occupies a strategic position between the older central city and the Bloomfield farm lands, the later suburban development to the north and west.

The Blue Hills neighborhood was Hartford's northwestern suburb developing in the early 1900's to the north of the very formidable Weaver High School and along the areas ridge line, Blue Hills Ave. The new suburb was settled by the upward mobile Irish and Jewish populations moving out of the north end tenements into large single family and two family homes. These populations also developed churches and schools to support their interest. The Irish built the St. Justin's church, parish house, school and nun dormitory. The Synagogues on Greenfield, one with attached school, were close enough to continue to serve the expansion. This form of development and population growth continued through the 1940's. A neighborhood shopping area blossomed at the intersection of Blue Hills Ave. and Burnham and East Burnham Streets where it remains today.

The neighborhood's housing stock consists of a variety of housing types indicative of the periods of development. The large single family homes on Canterbury and Ridgefield streets would have been considered the northern suburb of Hartford at the turn of the century. Westbourne Parkway and southern portion of Blue Hills Ave. developed in the 1920's and 30's offered suburban two family living. Blue Hills Ave. the north-south arterial connecting the central city to Bloomfield and the farms to the north is the high ridge of the land area with the neighborhood sloping down from the ridge to the east and west. The neighborhood expansion boom occurred in the 50's when the small single family 2-3 bedroom ranch style homes were built for the WWII returning veterans. Also built in the late 40's early 50's were Westbrook Village and Bowles Park; some 700 units of public housing.

As one of the last neighborhoods in the City to be developed, the character of Blue Hills reflects the suburban scale that flourished as the area was transformed from a

predominantly rural farming area to a low density white collar neighborhood. This transformation was fueled by a growing insurance and banking industry.

The quality of life afforded residents of Blue Hills has historically attracted upwardly-mobile people from a range of ethnic backgrounds and cultures. Increasingly, perceptions of inferior schools, drug trafficking, and taxes are eroding the neighborhood's confidence in its ability to sustain its standard for living.

### **Blue Hills Feasibility Study**

Feasibility studies aim to objectively and rationally uncover the strengths and weaknesses of the existing business or proposed venture, opportunities and threats as presented by the environment, the resources required to carry out and ultimately the prospects for success.

The purpose of this study is to determine if development opportunities are possible, practical and viable in the Blue Hills neighborhood.

When faced with a business opportunity, many optimistic entrepreneurs tend to focus on the positive aspects. A feasibility study enables one to take a realistic look at both the positive and negative aspects of the opportunity.

This study will provide national information establishing a backdrop for evaluating the potential of the Blue Hills neighborhood based upon demographics and other data and trends.

Demographic vs Psychographic customer data, businesses gather demographic and psychographic data in order to determine the identity of their customers. Demographic data describes specific characteristics of an individual or group such as age, level of education, occupation, income, marital status and address. Psychographic (lifestyle) data describes an individual's or group's activities, interests, opinions, and beliefs. This information is important because it gives an insight into such things as how potential customers live, make purchasing decisions or plan for the future.

Shifts in age make-up of the American market, in the United States, 77 million baby boomers make up one-third of the population and represent one fourth of the economy's purchasing power. As baby boomers reach their peak income earning year, their income is expected to double. The size of the Youth market (people 12-19) is expected to continue decreasing, but its spending is increasing. The Mature market (individuals 50 years of age and over) commands half of the discretionary income in the United States and holds 77 percent of its assets. It is proposed that within 30 years one third of all Americans will fit into this group.

Changes in the family composition, an increase in the divorce rate and the percentage of working women and a decrease in the birthrate after 1960 have all caused major changes in the make-up of the typical American family.

Increasing proportion of working women has significantly changed, in 1990 58 percent of women worked as compared to 33 percent in 1950. Women are entering the workforce at younger ages and changing the face of American business in nearly every industry.

The time crunch that many working women fell into has helped to fuel the boom in internet and telephone shopping and other timesaving services.

There has been an increase in ethnic backgrounds social infusion. Historically cities have traditionally attracted people from many different ethnic backgrounds, while rural and suburban areas have tended to be more homogeneous. However, economic and demographic shifts the last 20 years have changed that entire historical pattern and these areas are now home to people of many different colors, nationalities and religions. This ethnic diversity provides numerous opportunities to develop new specialty and ethnic markets for products and goods and services.

Due to more women entering the world of work and having a family, there has been a shift in the male-female purchasing roles; men are playing a larger role in child care and household duties than ever before. Although 80% of the grocery shopping is done by women, marketers are beginning to see a shift in who makes the purchasing decisions. Women are earning more money and achieving more professional independence, they are spending more money on travel, dining out, entertainment and luxury products.

## **Executive Summary**

The Blue Hills Civic Association, a non-profit organization located in the Blue Hills neighborhood of Hartford, CT entered into contract with Toraal Development, LLC to conduct a feasibility study to identify the retail potential of the area and assess the housing stock and identify resources to address the problems found.

The following is a summary of the findings and recommendations for the implementation of housing and economic development activities to be undertaken in the neighborhood.

For the purposes of this study, the corner of Holcomb St. and Cornwall St. was the base point due to the potential redevelopment of Westbrook Village and Bowles Park, properties owned by the Hartford Housing Authority, as well as the Homestead Avenue corridor a former industrial corridor targeted for brownfield clean up.

Based upon the 2000 census the Blue Hills neighborhood consisted of 10,411 persons, and 5,704 were female while 4,707 were male. It should be noted that 2,988 or 29% of the population was foreign born with native countries of Barbados, Guyana, India, Pakistan, and Jamaica.

The average family income was \$47,780 compared to \$37,978 for the City of Hartford as a whole. The median household income was \$35,233 compared to \$25,150 for the City of Hartford. The poverty rate in Blue Hills was 16% compared to 31% for the City of Hartford. Of those in poverty in Blue Hills 24% were white, 15% black, 34% Hispanic and 27% other.

Blue Hills experienced an 11% unemployment rate compared to 15% for the City. However, 54% of the females over the age of 16 were employed and 57% of the males over the age of 16 were employed. The percentage of the total population over the age of 16 was 56%.

In regards to education 10% of the population, were college graduates, and 20% of those held managerial or professional positions.

The following retail profiles and other pertinent information is provided by Toraal Development LLC and ESRI Business Analyst Forecasts for 2011, based upon a one and three mile radius from the base point of Holcomb St. and Cornwall St., Hartford, CT. The majority of the information presented will focus on the one mile radius data, to reflect a true representation of the neighborhood.

## Blue Hills Commercial Corridor:

Presently the Blue Hills Commercial Corridor from Harold Street to West Morningside Street contains seven churches, nine hair/beauty establishments reflecting the influence of



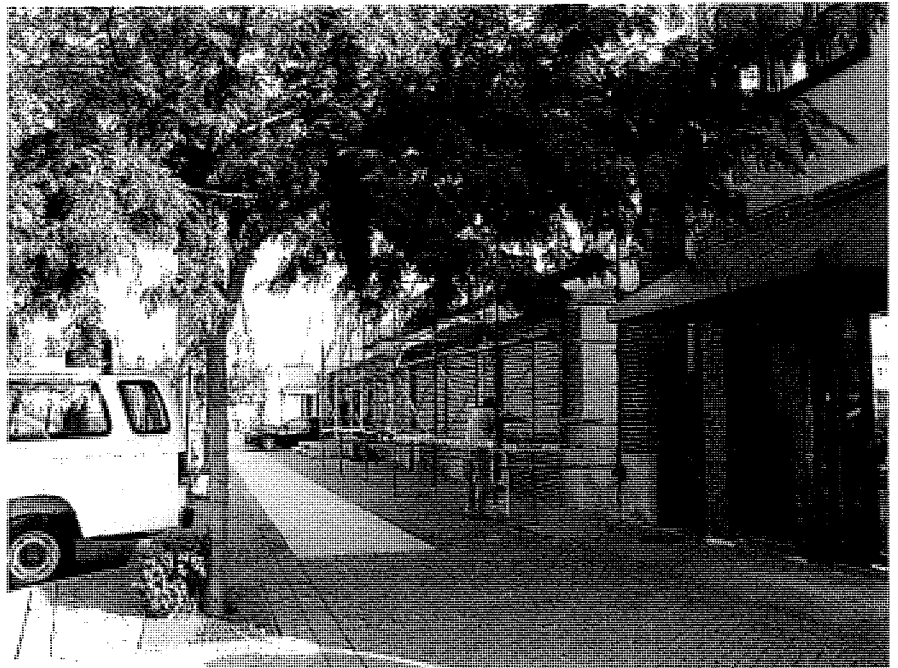
women in the market place, restaurants of various West Indies influences, Chinese, and Mr. Pizza.

There were 10 establishments classified as retail and duplication was found in the small grocery/food market area. The area was also home to a pharmacy, one liquor store, one women's clothing boutique, a gas station, and a book store. The professional services

consisted of a law firm, a tax and realty firm, a dentist, two dry cleaners and two cell phone companies, one bank, and municipal services in the form of a fire house, and public library.

In essence the corridor reflects many of the findings in the overall study, the influence of women via the number of beauty and hair establishments. The influence of churches in establishments that once housed retail and commercial entities prohibits the retail area to expand or diversify existing businesses resulting in the inability to meet the demand for goods and services, therefore,

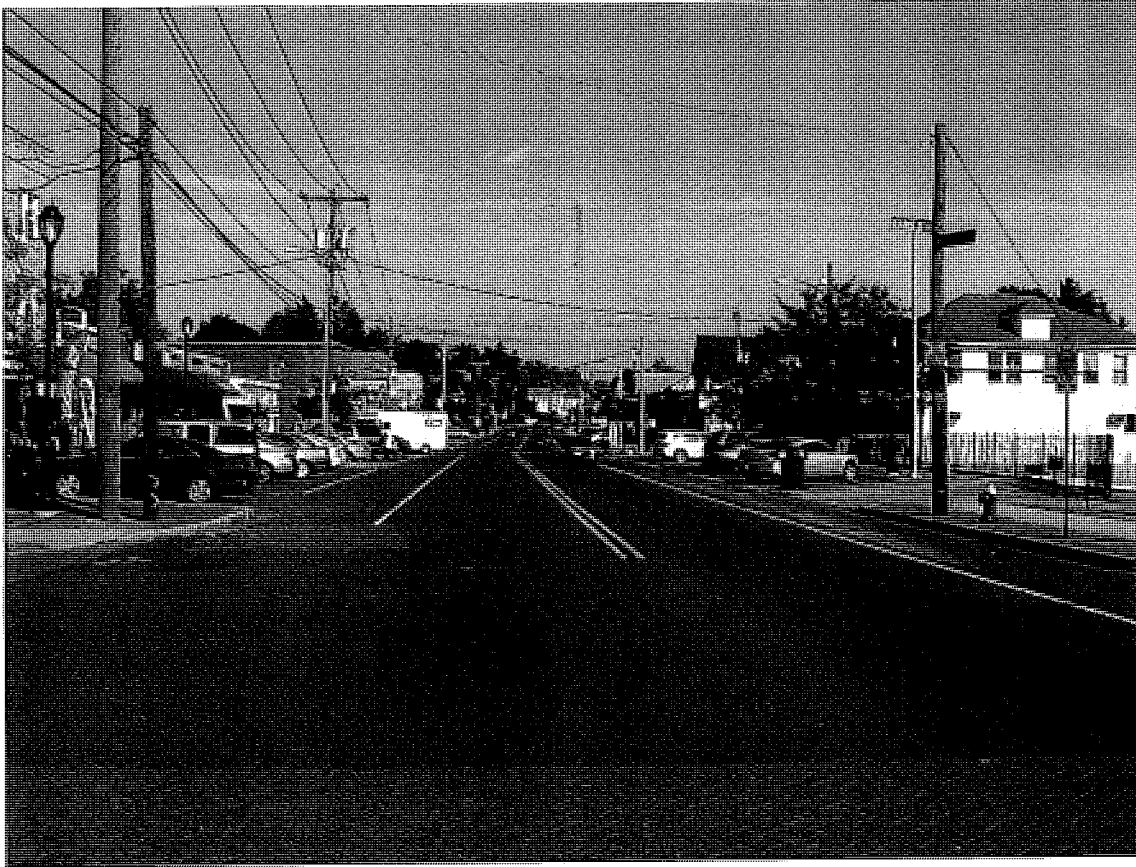
reinforcing the importance of the redevelopment of the Housing Authority's property as a means of addressing the supply and demand for goods and services amongst Blue Hills and Upper Albany residents.





### **Disposable Income:**

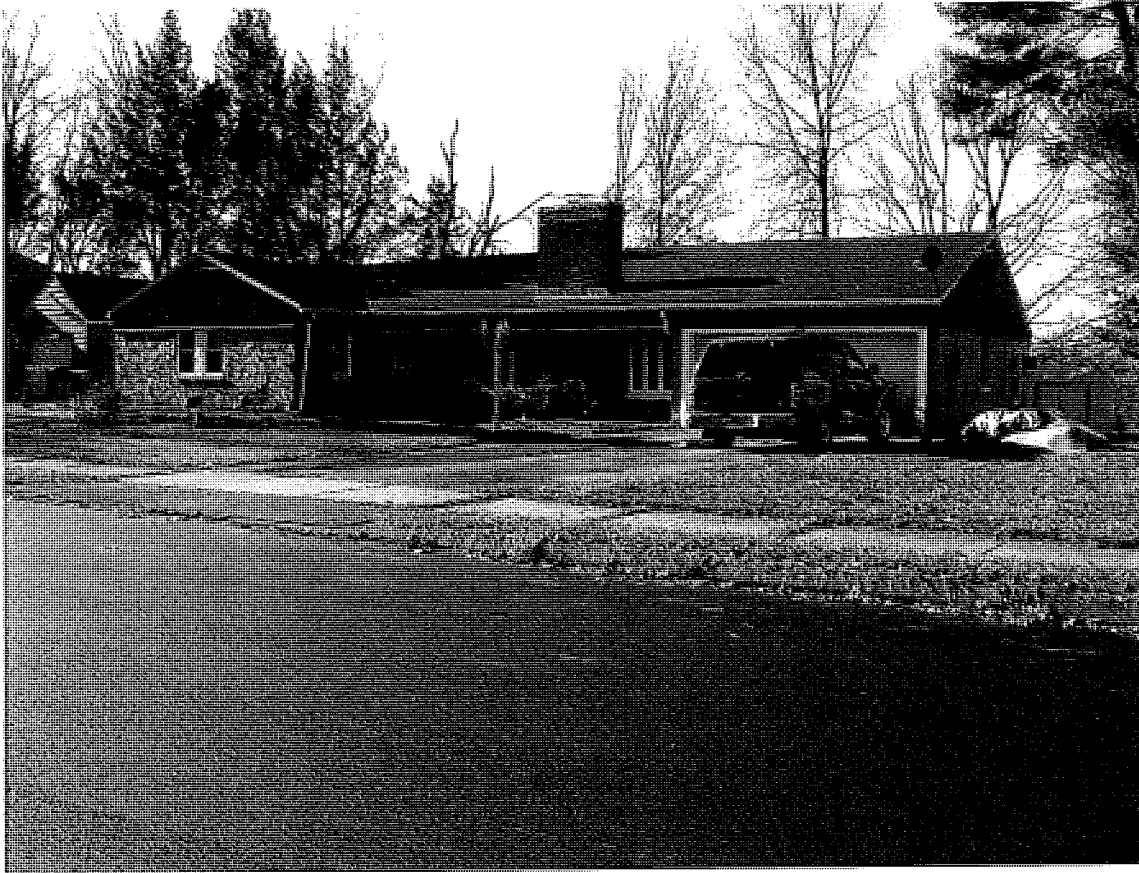
There were 19,960 persons in the one mile target area and the median age was 27.7 and the population contained 7,579 households with an average size of 2.42 persons. The median disposable income was \$21,558 and the average disposable income was \$34,147. Based upon review of the data it can be determined that those individuals age 55-64 have the highest average amount of disposable income in the one and three mile target area.



Based upon a supply and demand analysis the following was found for a one mile radius:

There is a demand for Home Furnishing Stores, Building Materials, Garden Equipment and Supply Stores, Grocery Stores, Sporting Goods/Hobby Stores, Music Instruments, General Merchandise Stores, Vending Machine Operators .

It should be noted that there were other demands but their retail gap wasn't as significant as those listed above.



### **Market Place Profile:**

Based upon a supply and demand analysis the following was found for a one mile radius:

There is a demand for:

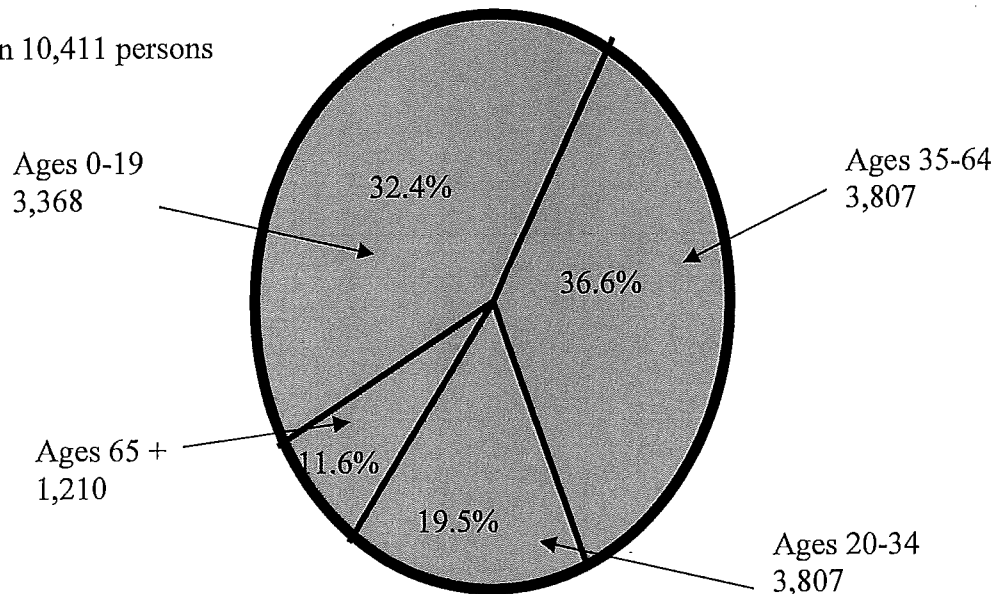
Home Furnishing Stores, only one business of this nature was identified in the target area. There is a supply of \$181,367 with a demand of \$986,118 resulting in a retail gap of \$804,751.

Building Materials, Garden Equipment and Supply Stores, nine were identified however there is a supply of \$1,850,554 with a demand of \$3,235,418, resulting in a retail gap of \$1,384,864

Grocery Stores , twenty eight were identified, and the supply was \$16,274,306 while the demand was \$19,337,953 resulting in a retail gap of \$3,063,647.

## Blue Hills Demographics:

Population 10,411 persons



Female: 5,704 or 55 %

Male: 4,707 or 45 %

Foreign Born: 2,988 or 29 %

Native countries: Barbados, Guyana, India, and Pakistan

The racial/ethnic breakdown of the population is as follows:

Black – 8,991 or 86% , White -283 or 2% , Hispanic- 620 or 6% , Other -562 or 5%

## Income and Poverty

Based upon the 2000 Census Blue Hills average family income was \$47,780 compared to the City of Hartford's \$37,978.

The median household income was \$35,233 compared to the City's \$25,150.

There were 3,500 households living in Blue Hills and 20% of them had interest, dividends, or net rental income. The average interest/ dividend/rental income was \$7,233.

The poverty rate in Blue Hills was 16% compared to 31% for the City, of those in poverty 24% were White, 15% Black, 34% Hispanic and 27% Other. It should be noted that 22 % of children under the age of 18 were living in poverty.

## **Employment**

54% of the females over the age of 16 were employed, 57% of the males over the age of 16 were employed. The percentage of the total population over the age of 16 employed was 56 %.

Blue Hills experienced an 11% unemployment rate compared to 15% for the City. 10% of the population are college graduates, and 20 % of those held managerial or professional positions.

## **Education**

9% of the population over 25 hold less than a 9<sup>th</sup> grade education, 17% attended 9-12 grade with no diploma, 40% with high school diploma, no college, 20% with some college, 4% with Associates degree, and 10% with Bachelors/Graduate/Professional. There were 4% of the population 16-19 years of age not in school and no high school diploma.

The Blue Hills neighborhood recently has enjoyed a comprehensive city school facility renovation program.

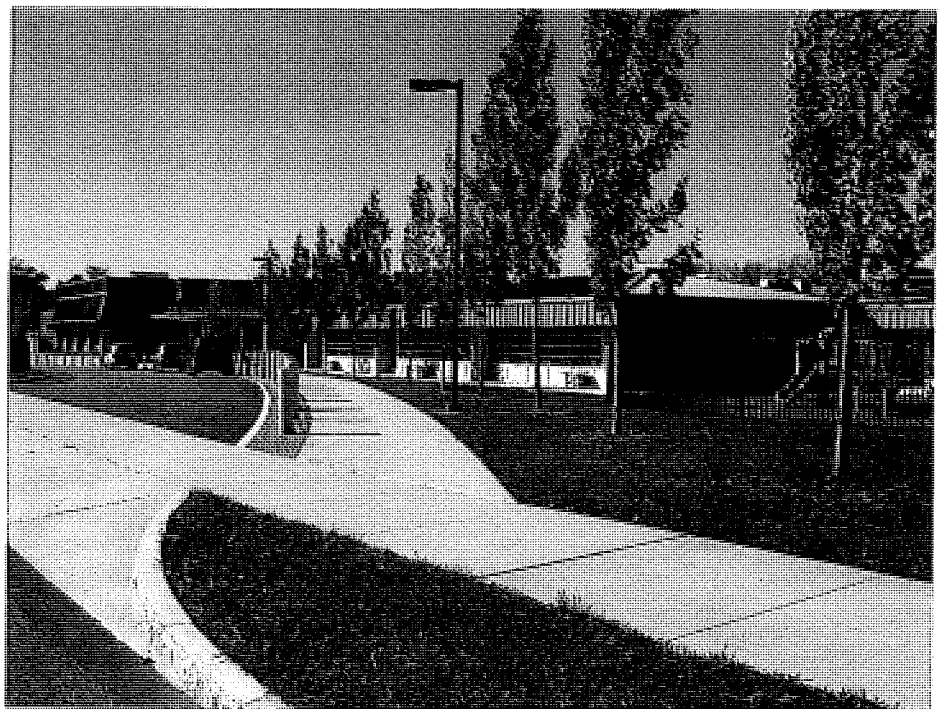


The school system has also revamped its programming in these facilities creating Magnet Schools, Montessori Schools, Charter Schools and special curriculum schools.



These beautiful facilities and the accompanying modern programs are a huge asset to the neighborhood being sort out by a cross section of populations and nearby communities.

The neighborhood schools are attracting regional and national interest and attention.

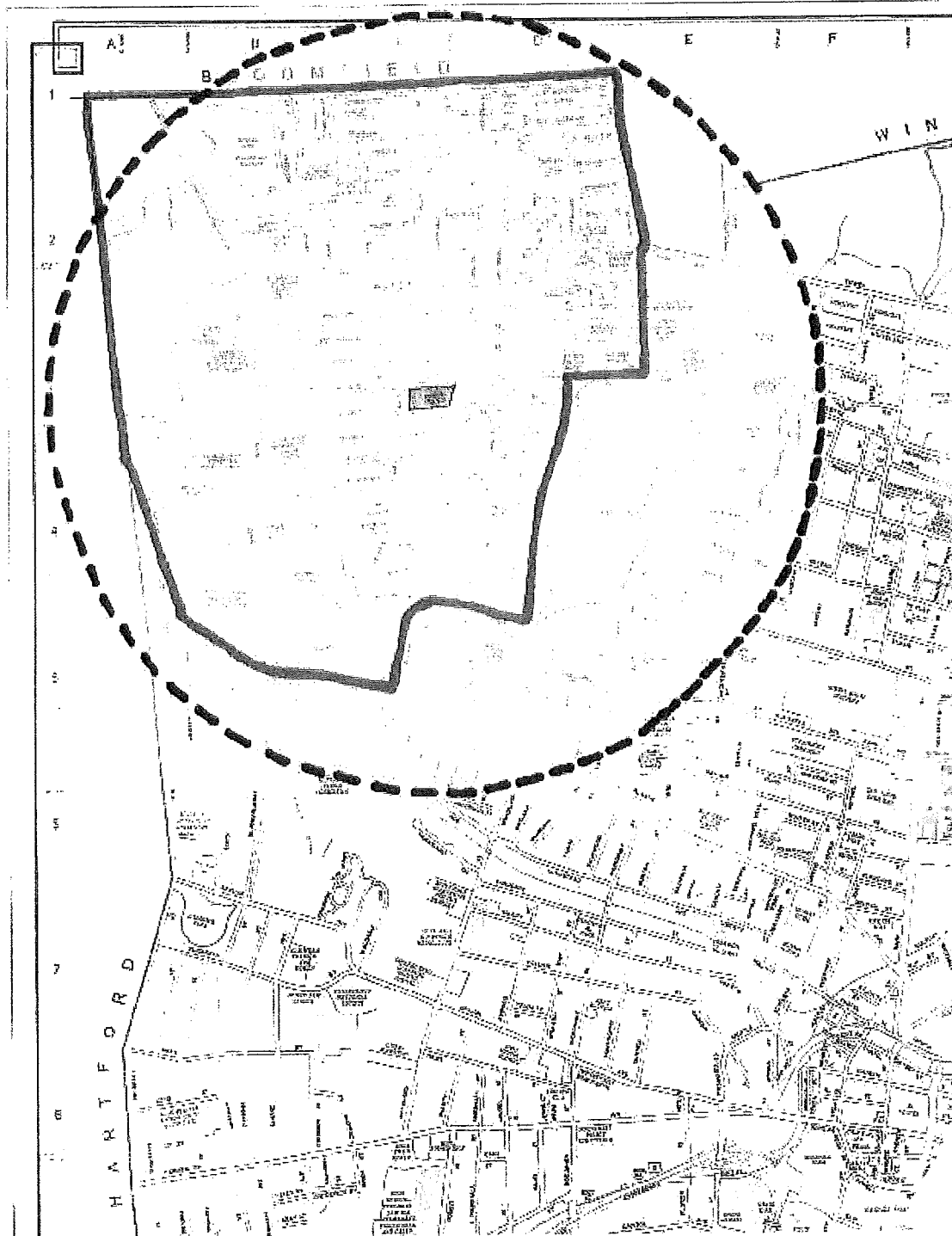




## Neighborhood Educational Facilities



## One Mile Radius Study Map



**Retail Profiles and other pertinent information: Provided by ESRI Business Analyst Forecasts for 2011.**

For the purposes of this study, the intersection of Holcomb St. and Cornwall St. was selected as the base location using a one, three and five mile radius to analyze the retail activity of the residents found within those boundaries.

The study uses the one and three mile radius information data base. The three mile radius extends beyond the Blue Hills neighborhood boundary including a small number of residents of Bloomfield and West Hartford. The three mile radius also reaches to Cottage Grove Rd, however the data remains useful because the spending habits are very similar to the 1 mile data.

**Disposable Income:**

**One Mile Data:**

There were 19,960 persons in the one mile target area, the median age was 27.7 and the population contained 7,579 households with an average size of 2.42 persons.

37% of those households had a disposable income at or below \$15,000,

18% had a disposable income of \$15,000-\$24,999,

14% had between \$25,000-\$34,999,

14% also had between \$35,000- \$49,999,

10% between \$50,000-\$74,999.

The median disposable income was \$21,558, and the average disposable income was \$34,147.

The average disposable income by age is as follows:

25 and under \$30,680

25-34 \$34,840

35-44 \$42,458

45-54 \$45,285

55-64 \$45,092



65-74 \$36,208

75 and above \$35,182

Based upon a review of the data the evaluation concludes that those individuals age 55-64 have the highest average amount of disposable income in the one and three mile target area.

### **House and Home Expenditures:**

There are 9,239 housing units located in the one mile target area and 85% of those are occupied with 9.7 % owner households. These owner households spend \$41,128,953 dollars on their homes or on average \$5,221.51. This includes mortgages, property taxes, insurance, maintenance, remodeling, and property management and security.

The vacation home owners spent \$1,796,248 or an average of \$228.

Rented dwelling owners spend \$44,123,259 on their property or on average \$5,601.66 as stated earlier these expenses include all related costs of owning property.

Utilities, Fuel, Public Services, \$23,687,552 is spent on such items, housekeeping supplies, household textiles, furniture, major appliances etc.

In the three mile target area there are 65,269 housing units and 89% are occupied with 28% owner households. These owner households spend \$382,656,030 dollars on their homes or average of \$6,611. This includes mortgages, property taxes, insurance, maintenance, remodeling, and property management and security.

The owners of vacation homes spent \$16,485,762 or an average of \$285.

Rented dwellings owners spent \$289,154,443, or \$ 4,995 on average for maintenance and repair, insurance and other costs related to owning property.

Utilities, Fuels, Public Services represent a spending amount of \$187,409,178 or an average of \$3,238. This includes housekeeping supplies, household textiles, furniture, and major appliances.

Sporting Goods/Hobby, and Music Instruments Stores, three were identified and the supply was \$465,790 with a demand of \$850,907 resulting in a retail gap of \$385,117.

General Merchandise Stores, eight were identified and the supply was \$6,059,121, with a demand of \$10,394,809 resulting in a retail gap of \$4,335,687.

Other General Merchandise Stores, two were identified and the supply was \$1,593,058, with a demand of \$6,340,894 resulting in a retail gap of \$4,747,836.

Vending Machine Operators, none were identified and the demand was \$614,656 resulting in a retail gap of \$614,656.

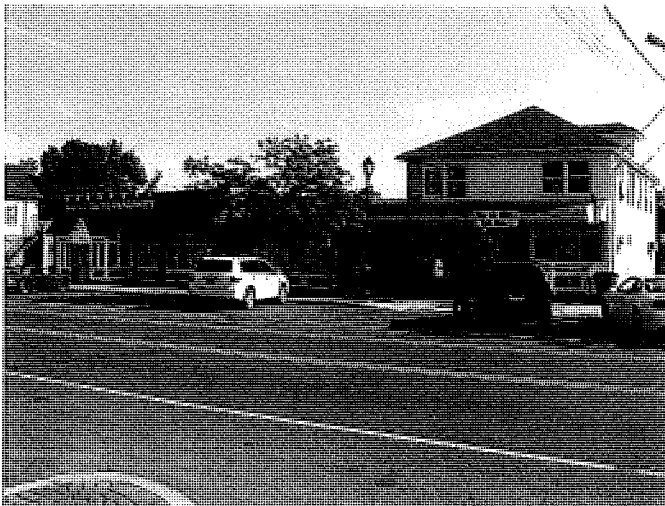
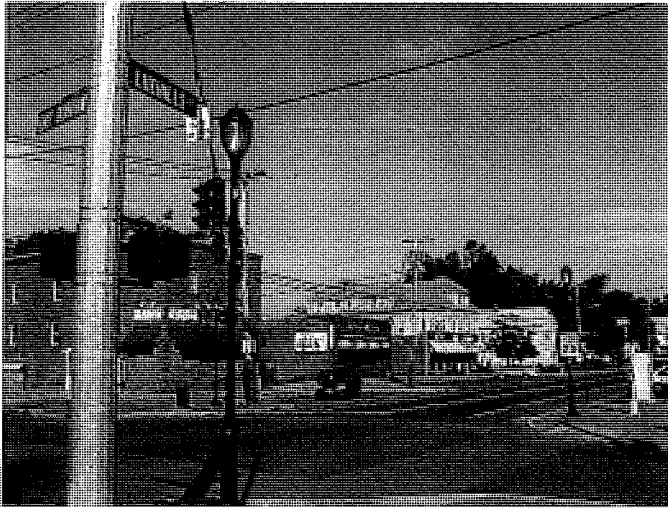
It should be noted that there were other retail gaps found however they weren't as significant as those listed above.



## Retail Market Potential

Based upon a product/consumer behavior analysis the following was found within a one mile radius.

Households were more likely to purchase children apparel, costume jewelry, fine jewelry, watches, bottled water, soda, cell phones, cigarettes, DVDS, toys/games, renter insurance, magazines, fast food home delivery, fast food take out, television and sound equipment, and foreign trips by plane.



The commercial corridor has definition; a solid location yet lacks a good mix of servicing use composition.

## Retail Goods and Services Expenditures

Expenditures	Total Spent	Average Per Household
Apparel & Services	\$6,170,300	\$1,493
computers	\$645,393	\$156
Entertainment & Recreation	\$11,237,396	\$2,718
food	\$28,001,747	\$6,774
Food at Home	\$16,291,349	\$3,940
Food Away from Home	\$11,710,398	\$28,322
Financial Investments	\$5,432,700	\$1,314
Vehicle Loans	\$15,676,503	\$3,792
Health-Non Prescription Drugs	\$349,134	\$89
Prescription Drugs	\$1,776,799	\$430
Eye Glasses/Contact Lens	\$274,124	\$66
Transportation - Vehicle Purchase	\$14,109,096	\$3,413
Gasoline/Motor Oil	\$9,804,362	\$2,371
Vehicle Maintenance/Repair	\$3,292,013	\$796
Travel Airfare	\$1,613,743	\$390
Lodging on Trips	\$1,509,405	\$365
Auto/Truck/Van Rental on Trips	\$129,384	\$31
Food/Drink on Trips	\$1,477,798	\$357



### **Blue Hills Commercial Corridor Uses**

The following facilities and uses by category are within the commercial corridor:

#### **Churches**

- 665 – Gethesemane COGIC
- 668 – For His Glory Christian Center A Sabbath Church
- 682 – Blackwell Memorial AME Zion Church
- 690 – Good News Release Center Prophetic Church of God Inc.
- 700 – Church of Jesus Knows Best Apostolic
- 650 – Family Worship Center Church of God of Prophecy
- 10 Boothbay St. – Solid Rock Missionary Baptist Church

#### **Beauty & Hair**

- 626 – Claire’s Beauty Parlor
- 639 – Premium Hair Salon
- 653 – Smallman Unisex Salon
- 658 – House of Beauty
- 658 – Hair World
- 660 – Cosmo Logic Hair Spa
- 667 – Its My Hair
- 678 – Everlasting Beauty
- Roy’s Barber Shop

#### **Restaurant**

- 630 – Jamaican Bakery
- 651 – Wei Mei Chinese Restaurant
- 657 – Squirewell and Burns Restaurant
- 671 – Mr. Pizza
- 675 – Island Vibes Restaurant

#### **Professional**

- 655 – Chambers Law Offices
- 711 – Michael Greene DDS

#### **Retail**

- 615 – Family Dollar
- 626 – Touch of Class Boutique
- 618 – Petro Pantry Gas Station
- 643 – Quick C Convenience
- 654 – Liquor Store
- 657 – Collado Food Market
- 660 – Carla’s Supermarket
- 672 – MiniMall
- 679 – Bally’s Food
- 679 – Cull’s Books

**Service**

624 – Fred's Cleaners  
656 – Ross Tax & Realty  
691 – Garment Care Cleaners  
703 – Bank of America  
714 – Barall&Konover Floors

**Technology**

641 – Boost Mobile Phone  
649 – Info Tech Computer  
655B – Metro PCS

**Municipal**

636 – Firehouse  
649 – Hartford Public Library



## **Zoning Review of the Blue Hills Neighborhood**

The various zoning districts in the Blue Hills neighborhood are predominantly residential. There are approximately 113 blocks within this neighborhood. Of the 113 blocks, there are three full blocks and one separate parcel that are RO-2 Residential Office District in the St. Francis /Mount Sinai Hospital area; one block that is C-1 Commercial District in the Albany Avenue, Westbourne Parkway, Granby Street area; and ten block frontages that are B-4 Neighborhood Business District along the northern third of Blue Hills Avenue.

The R-5 One and Two family residential district are areas generally along and within one block of Blue Hills Avenue and properties within the Westbourne Parkway, Garfield Street area. There are 31 blocks of this nature.

The R-6 One family District and R-7 One family District comprise the largest acreage of the Blue Hills neighborhood. The R-6 zone is found on properties bordering Bloomfield, University of Hartford campus, both Housing Authority complexes, Bowles Park and Westbrook Village and the Griffin Railroad Line; properties along Woodstock and Branford Streets between Blue Hills Avenue and Coventry Street. It also includes a triangular series of 12 blocks bordered by Granby Street on the west, Cornwall Street on the east and Holcomb Street on the north. There are 37 of these blocks.

The R-7 One family District are the one family homes on the west side of Granby Street from Burlington to Westminster Street, homes along Burlington Street, the area bordering Keney Park in the Canterbury, Ridgefield Street area and homes along Granby Street, Tower Avenue, Cornwall and Holcomb street areas. There are 41 of these blocks.

The Village of Families and Children on Albany Avenue is zoned R-8 One family District.

It is very noticeable in the Blue Hills neighborhood that there is an absence of commercial and retail establishments that are within walking distance of the majority of homes. There may be an opportunity to respond to this concern in the future with the redesign of the Hartford Housing Authority properties. A large scale commercial project with destination stores and shops along Albany avenue (CT Rte 44) in conjunction with new residential structures of mixed income on the redesigned Westbrook Village property, and a small B-4 Neighborhood Business venture in the Bowles Park, Granby Street area, close to the Bloomfield town line could respond to the concerns and demand for goods and services not presently available to residents of the neighborhood.

In any event both of these proposed development sites would require rezoning and coordination with the Hartford Housing Authority, and the City of Hartford and the appropriate State of Connecticut agencies.



### **Development Sites:**

Based upon an analysis of available vacant land in the Blue Hills neighborhood it was determined that the vacant land available is too small to build any major retail project of significance. Therefore selective demolition would have to take place in order to provide goods and services that are presently absent from the neighborhood but are in demand.

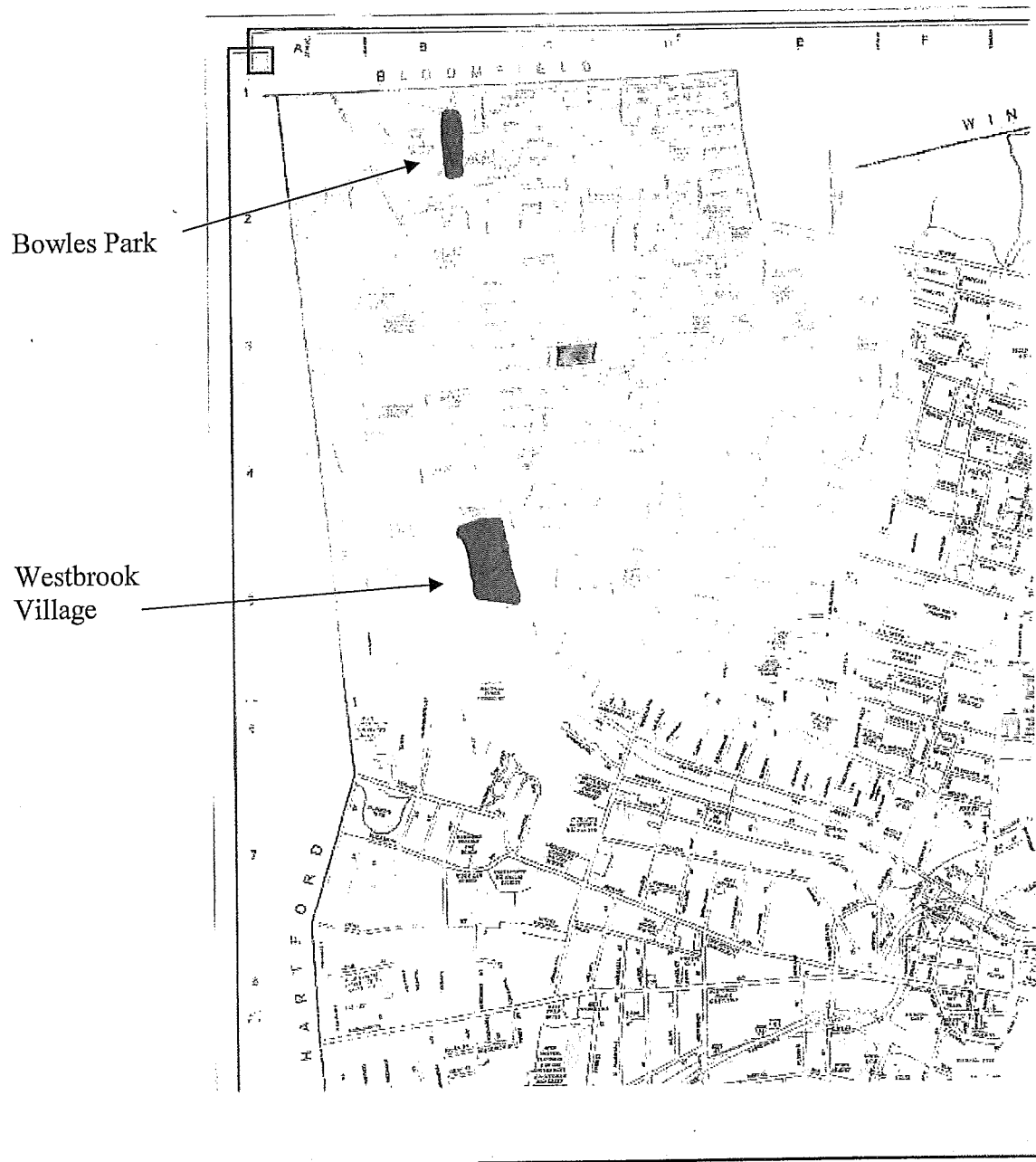
At the writing of this report it is my understanding that the Hartford Housing Authority is entertaining proposals for the redevelopment of Westbrook Village and Bowles Park. The two public housing projects with significant land areas of approximately 36 acres and 56 acres respectively could be developed with mixed uses of housing, retail, office, business, and institutional uses.

In order to implement a mixed use development, zoning and other land use issues must be resolved in an effort to meet the needs of the project. In some instances an overlay district may be proposed to allow auxiliary uses in the zone.

The proposed retail development would be located on Albany Avenue/Mark Twain Drive and portions of Granby Street/Nahum Drive. These areas represent an attractive location due to the volume of traffic and existing supportive infrastructure. In addition the Granby Street site provides an opportunity to joint venture with the Town of Bloomfield to create job producing development. Bloomfield's Enterprise Zone is adjacent to the Bowles Park property.



## Development Sites Map



## **Implementation Plan Recommendations:**

### **Retail Community Economic Development:**

As noted earlier in this report the availability of land is a major issue for the Blue Hills neighborhood, the redevelopment of the Hartford Housing Authority properties (Westbrook Village and Bowles Park) will have a significant impact on the neighborhood and provides an opportunity to provide goods and services presently absent but in demand.

Therefore it is recommended that the Blue Hills Civic Association enter into a memorandum of understanding with the Hartford Housing Authority, regarding the redevelopment of the Westbrook Village and Bowles Park complexes. This memorandum of understanding will spell out the roles and responsibilities that BHCA is willing to provide or support such a project.



These roles and responsibilities can include but not be limited to negotiated compensation for: supportive services for tenants, information and referrals, and other services or activities as needed. (See Blue Hills Program Recommendation for Public Housing funding programs).

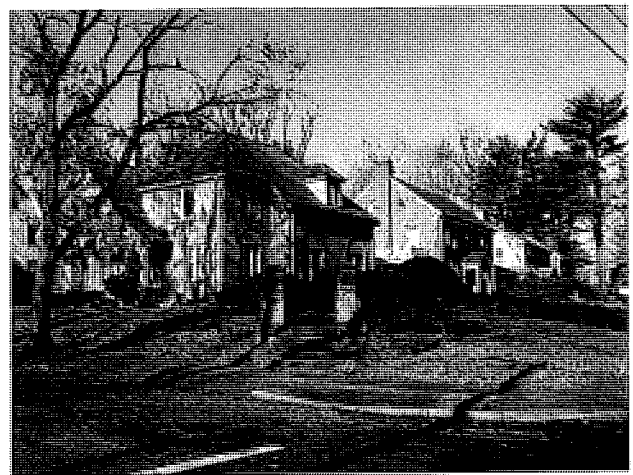


## **Housing Preservation:**

There are 9,239 housing units located in the target area and the majority of them are in good condition and stable. During the study assessment of the housing stock 76 properties were found to have code and health and safety issues. A significant number of the units contained mold and water related damages. (See Blue Hills Program Recommendation for properties)

In an effort to address the issue of housing preservation the following is recommended: A program should be designed to reach out to property owners to determine their willingness to receive technical assistance to repair the identified code violations/ health and safety issues. . (Refer to the Blue Hills Program Recommendation for Draft Landlord Assistance Program)

BHCA identify and secure funding to implement a revolving loan/grant fund using sources such as City of Hartford CDBG funds, CHFA Housing Tax Credits Contribution Program, Department of Environmental Protection, Department of Economic and Community Development funds and other sources as needed  
BHCA identify a pool of contractors to perform the repair work at an agreed upon standard price. In example a typical bathroom repair job will be the same cost no matter which contractor gets the work. (Refer to the Blue Hills Program Recommendation for Draft Landlord Assistance Program)



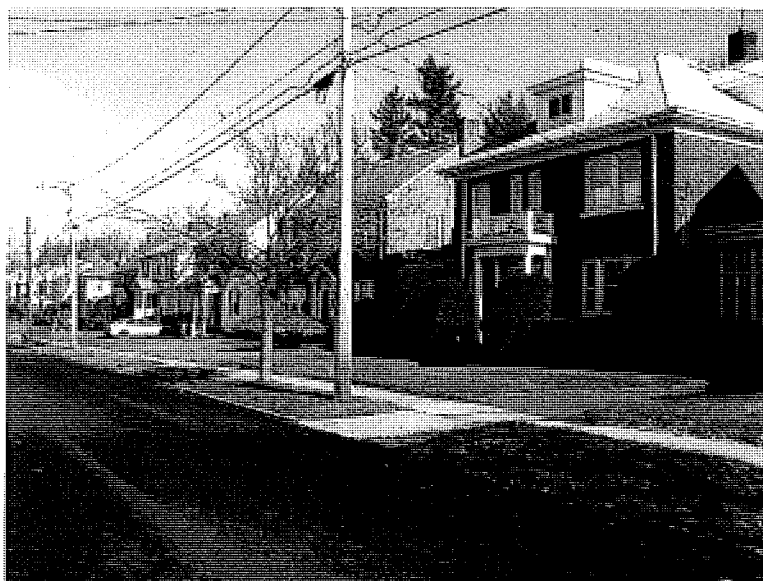
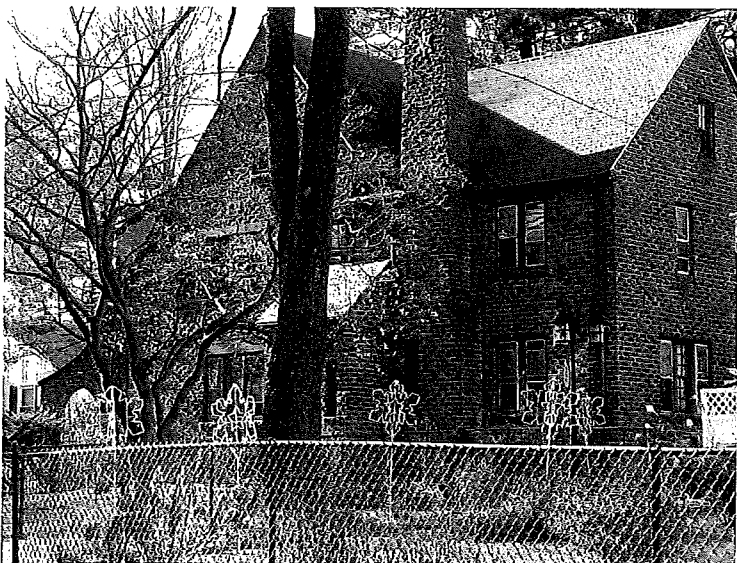
The housing stock is a mix of large upscale and modest single family and two family homes. The entire neighborhood's housing condition is good or sound with a few properties in poor condition. The very few homes in poor condition are suffering mostly from the lack of maintenance and upkeep.

### **Housing Summary:**

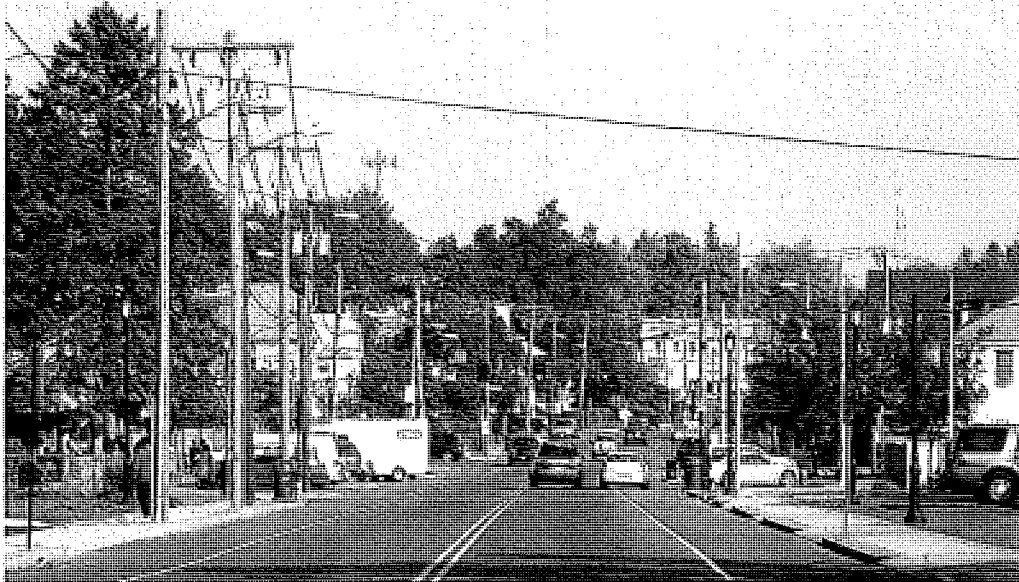
During the assessment of the housing stock there were properties with code violations and health and safety issues. There were a significant number of properties experiencing mold and water damage due to deferred maintenance of roofs, gutters, and structural issues.

In an effort address the issue of housing preservation the following is recommended:

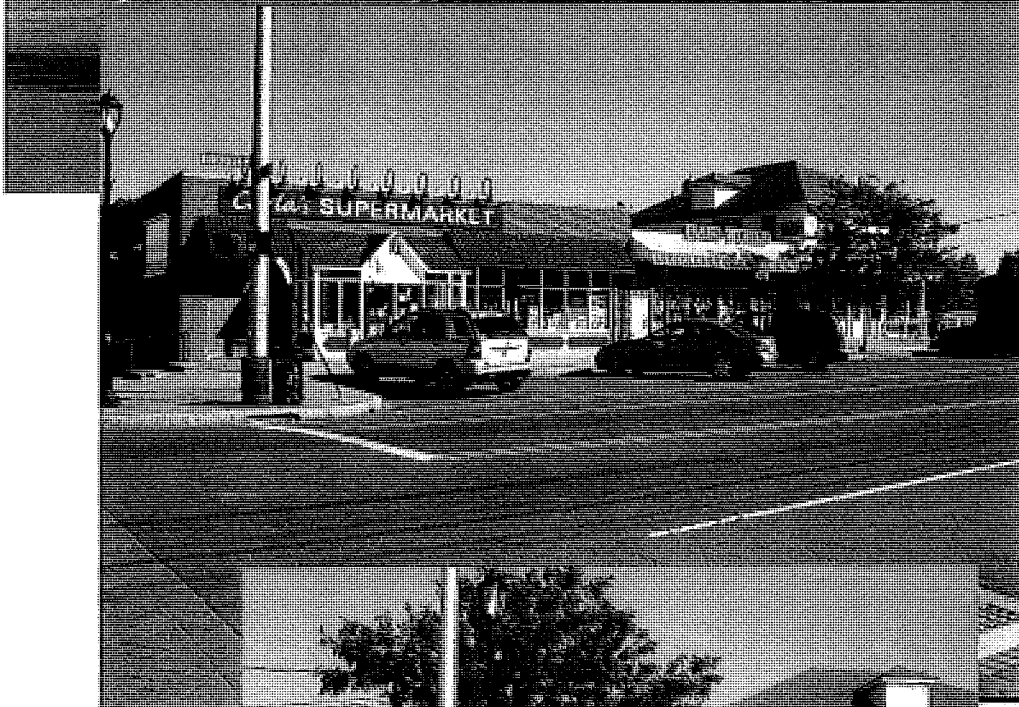
A program be designed to reach out to property owners to determine their willingness to receive technical assistance to repair the identified code violations/health and safety issues. (see Blue Hills Program Recommendations for Landlord Assistance Program).



## The Streetscape



The streetscape is mixed with modern brick paver accents, new sidewalks, street trees, indentations for diagonal parking, all conflicting with very old overhead wires carried by very old and out of plumb wood poles.

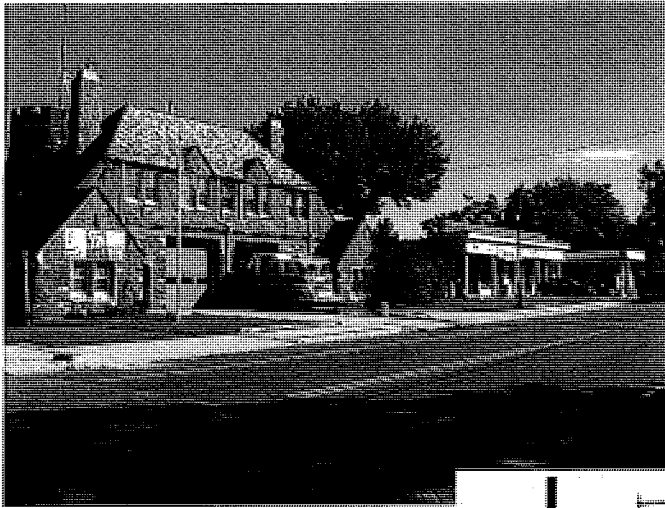


The commercial corridor could be very well appointed with the continuation of the modern design amenities newly installed.





## The Streetscape



The historical fire house and contrasting commercial strip and gas station, a strange combination, is actually working visually and economically.

The façade and streetscape treatments are charming but the overhead wires are an eyesore.



The mix of the old pressure treated wood "telephone poles"



with mounted transformers and the very attractive low level decorative street lamps are conflicting.

## Neighborhood Assets

