

# THE MILDRED HAILEY PROJECT— JACKSON SQUARE

# QIAN MEI

Jamaica Plain

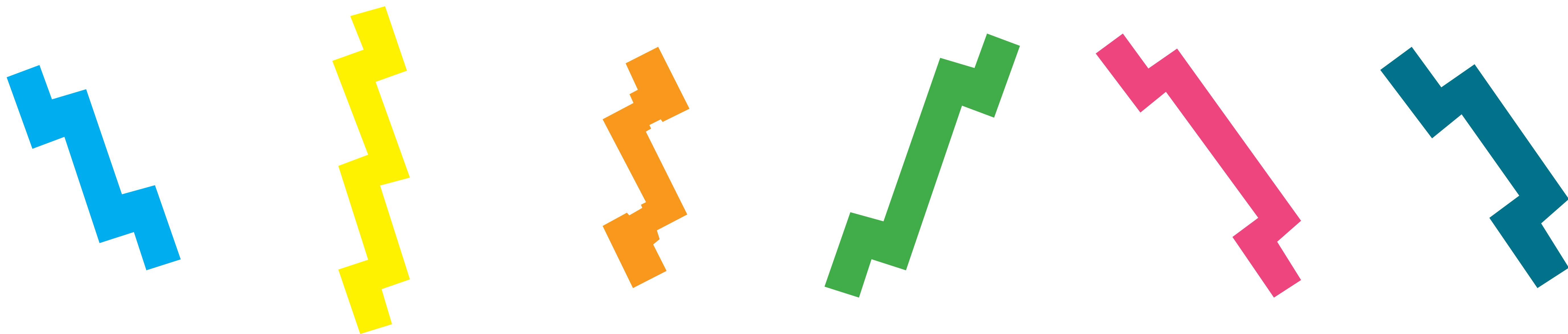
Mildred Hailey  
Apartments

Issue Areas

Proposed  
Interventions

Community  
Engagement

Catalyst  
Project





Source: Google Maps



## Jamaica Plain

Pride in its art, community engagement, and color

Green space and the vibrant character of the houses add personal, cultural, economic value to the area

Murals that encapsulate the different communities run along Centre St

Community involvement in JP makes the area safe and aware



Source: Boston Magazine



## The Mildred Hailey Apartments (formerly the Bromley-Heath):

Public housing development  
managed by the Boston  
Housing Authority

Built on a 25 acre parcel, with three developments:

Bickford Street (1964)

Heath Street (1941)

Bromley Park (1952)

840 total apartments,  
single and family-size  
one- to five-bedroom

Services:

Senior center

Childcare

Emergency Maintenance

Residential community center

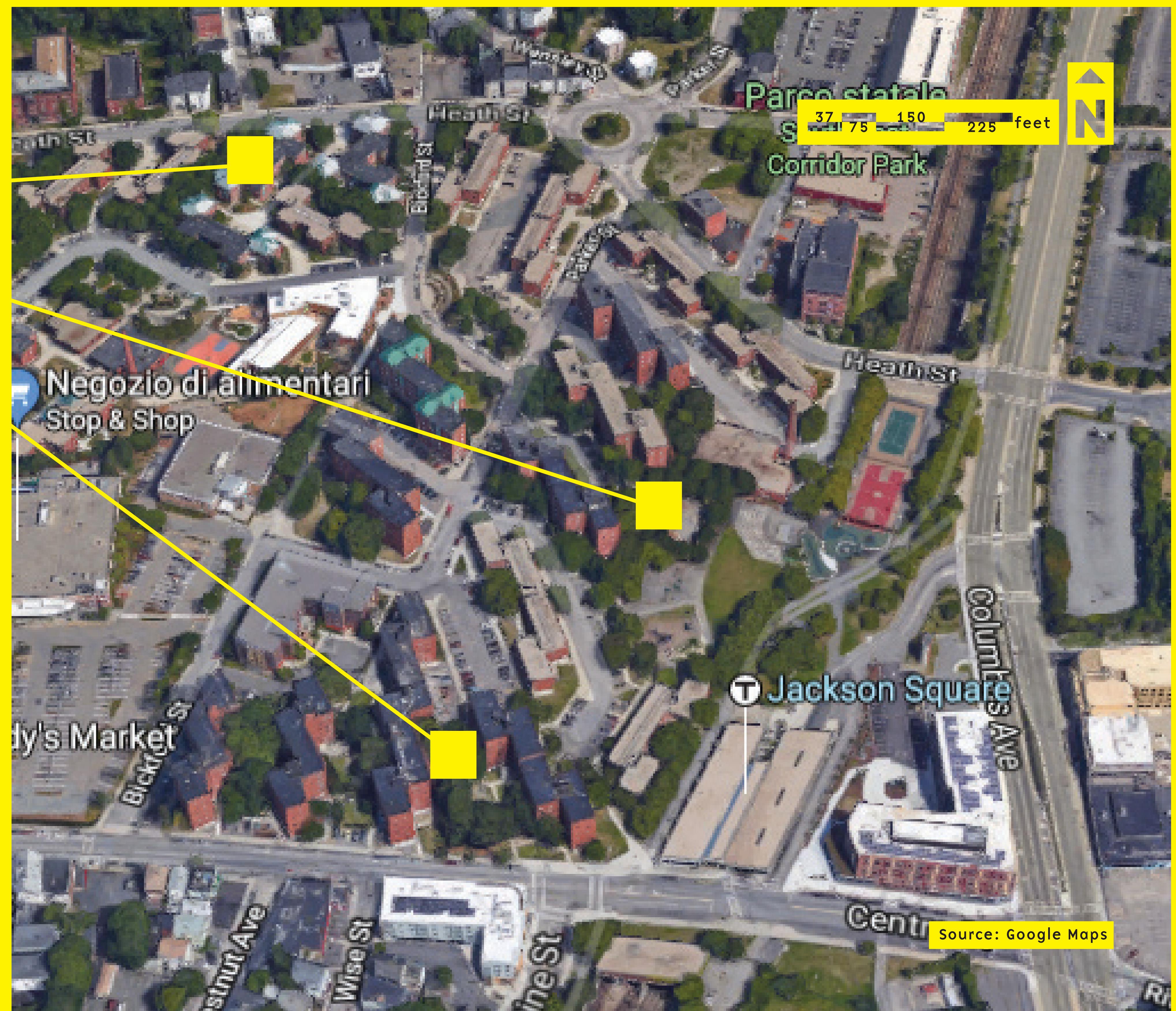
Computer Learning Center

Nearby services and amenities:

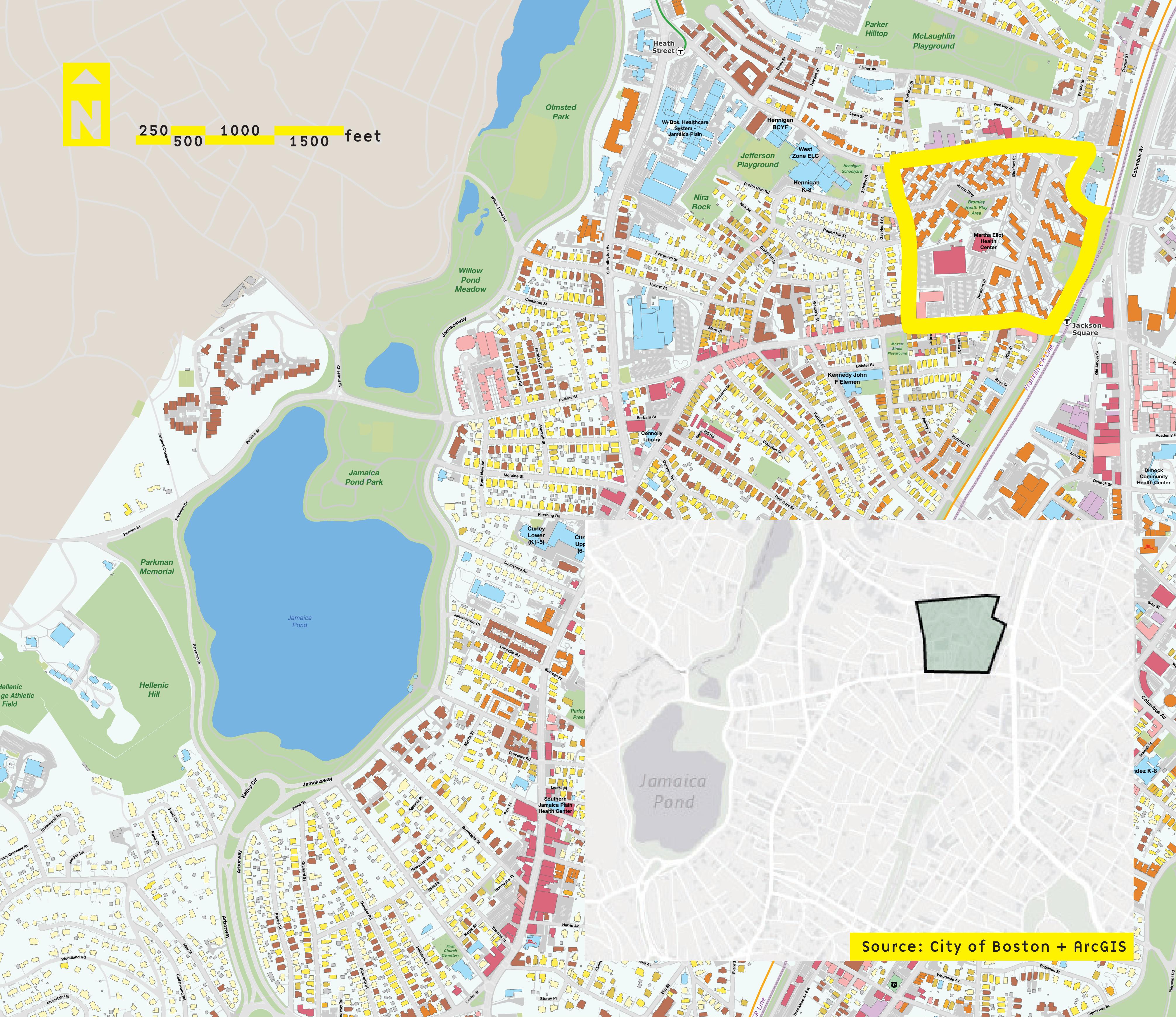
Shop & Stop

Martha Eliot Health Center

Public transportation



Source: Google Maps

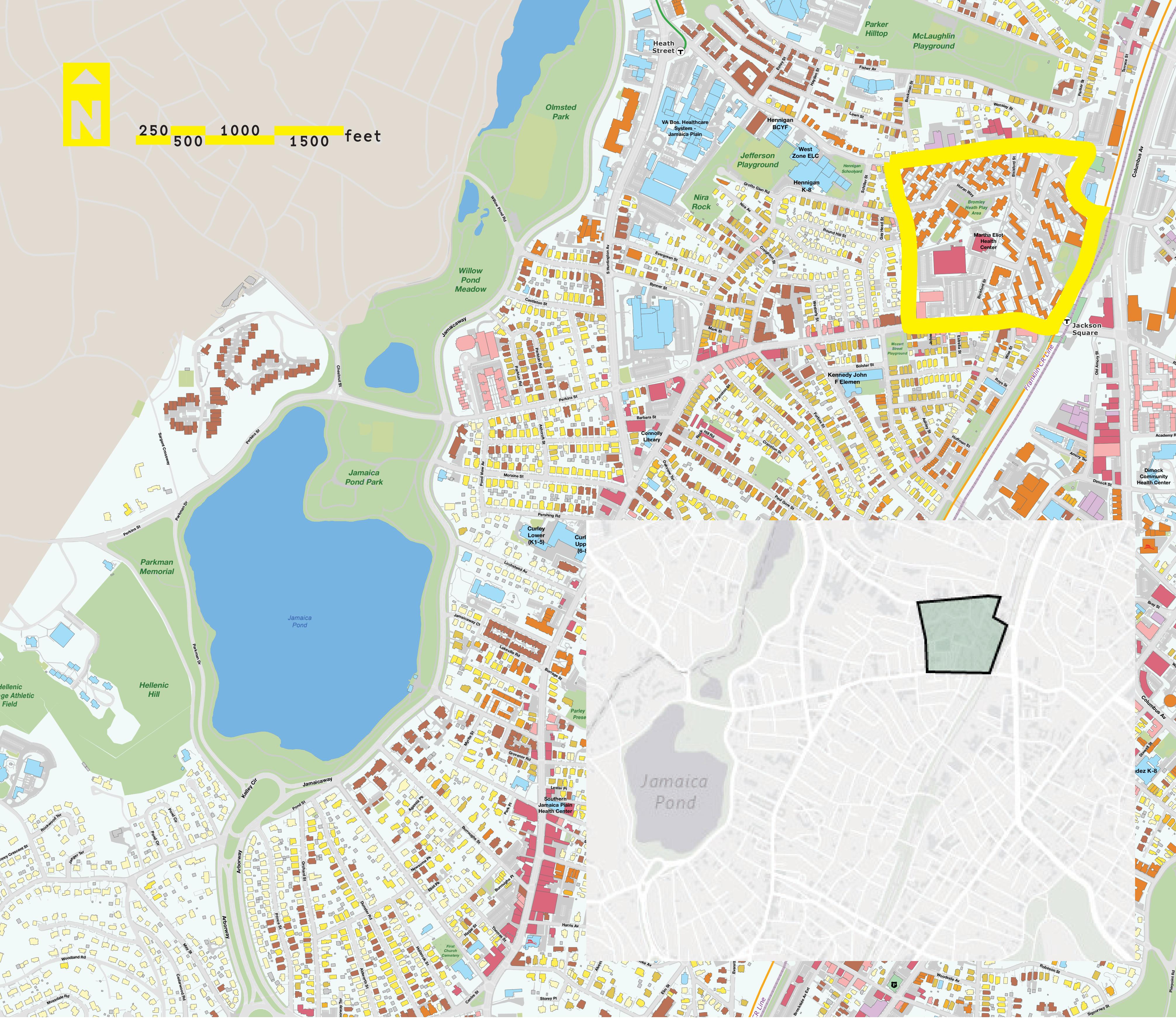


## Demographics:

Total in tract containing the development: 2130

Hispanic: 55.7%  
Black: 38.2%  
Asian: 1.9%  
Mixed race: 1.8%  
White: 1.7%  
Other: 0.6%

Median age: 25.2  
Under 18: 39.1%  
18 to 65: 50.6%  
65+: 10.4%



## Demographics:

Total in tract containing the development: 2130

Med. household income: \$7,477

Median rent: \$255

Unemployment: 21.8%

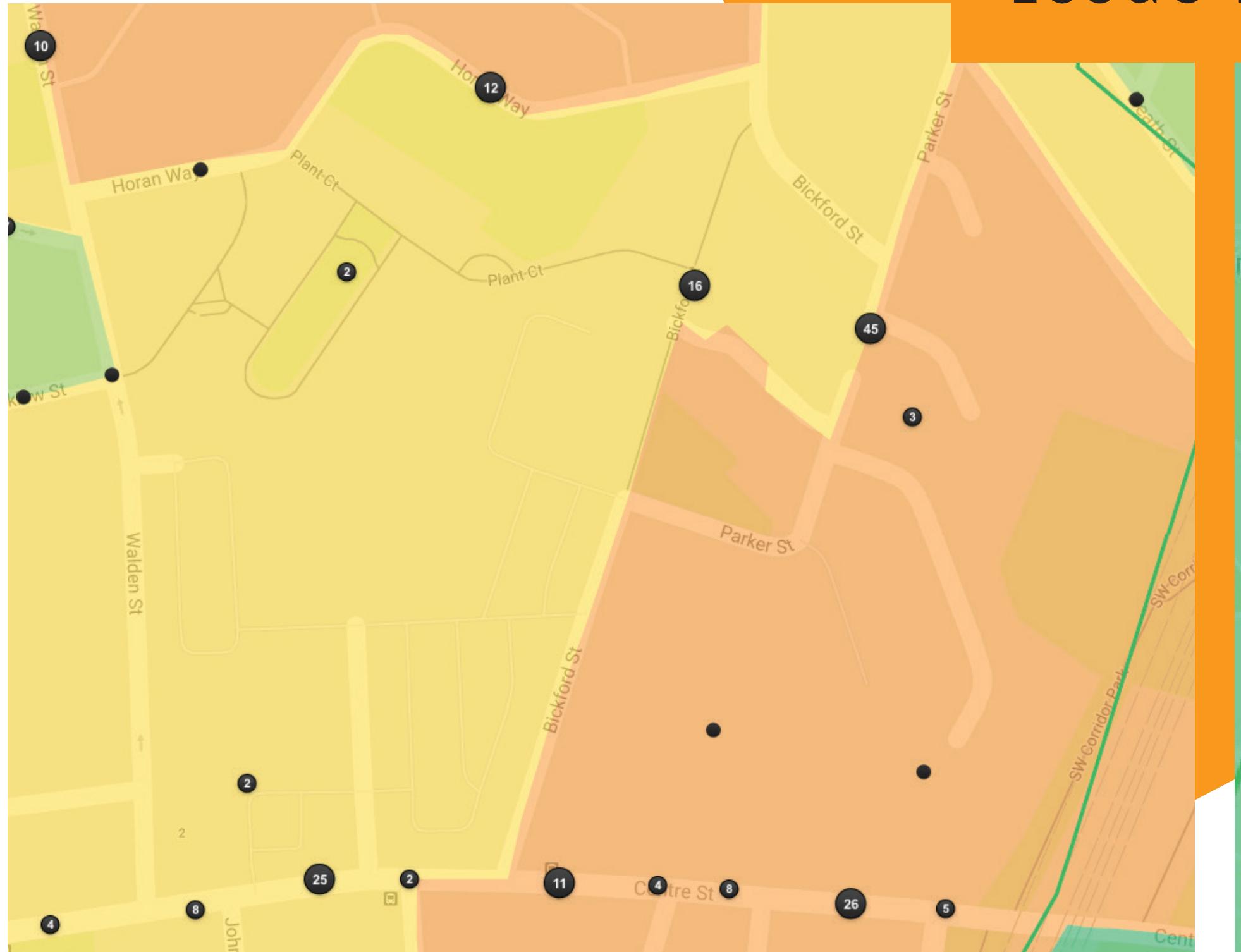
Residents below poverty level: 62.7%

Source: city-data.com

Crime rate in the development  
is much higher than the that of  
the rest of Jamaica Plain

All crimes in the development from the past two years have been violent crimes involving firearms

# Issue Areas



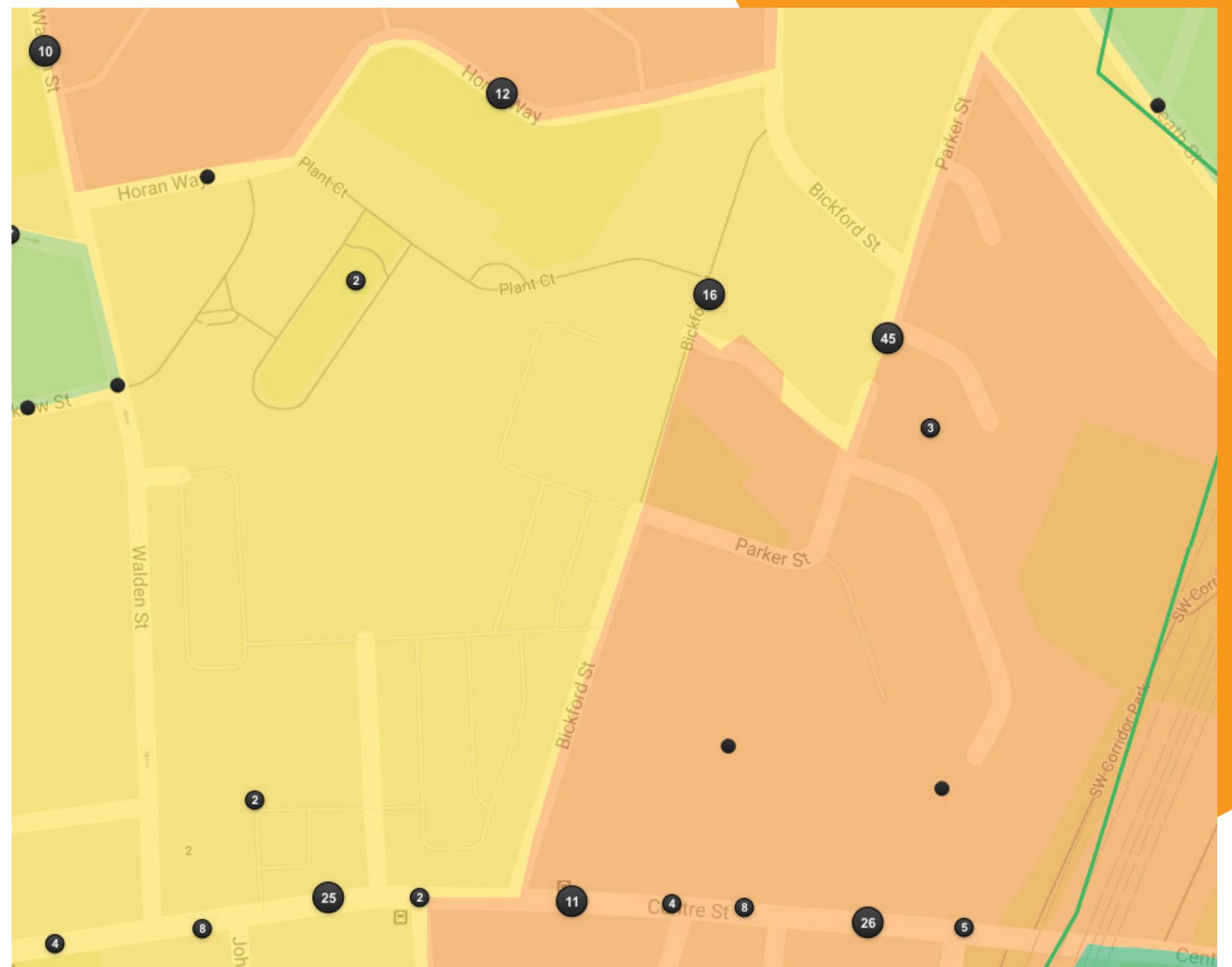
Source: City of Boston + ArcGIS

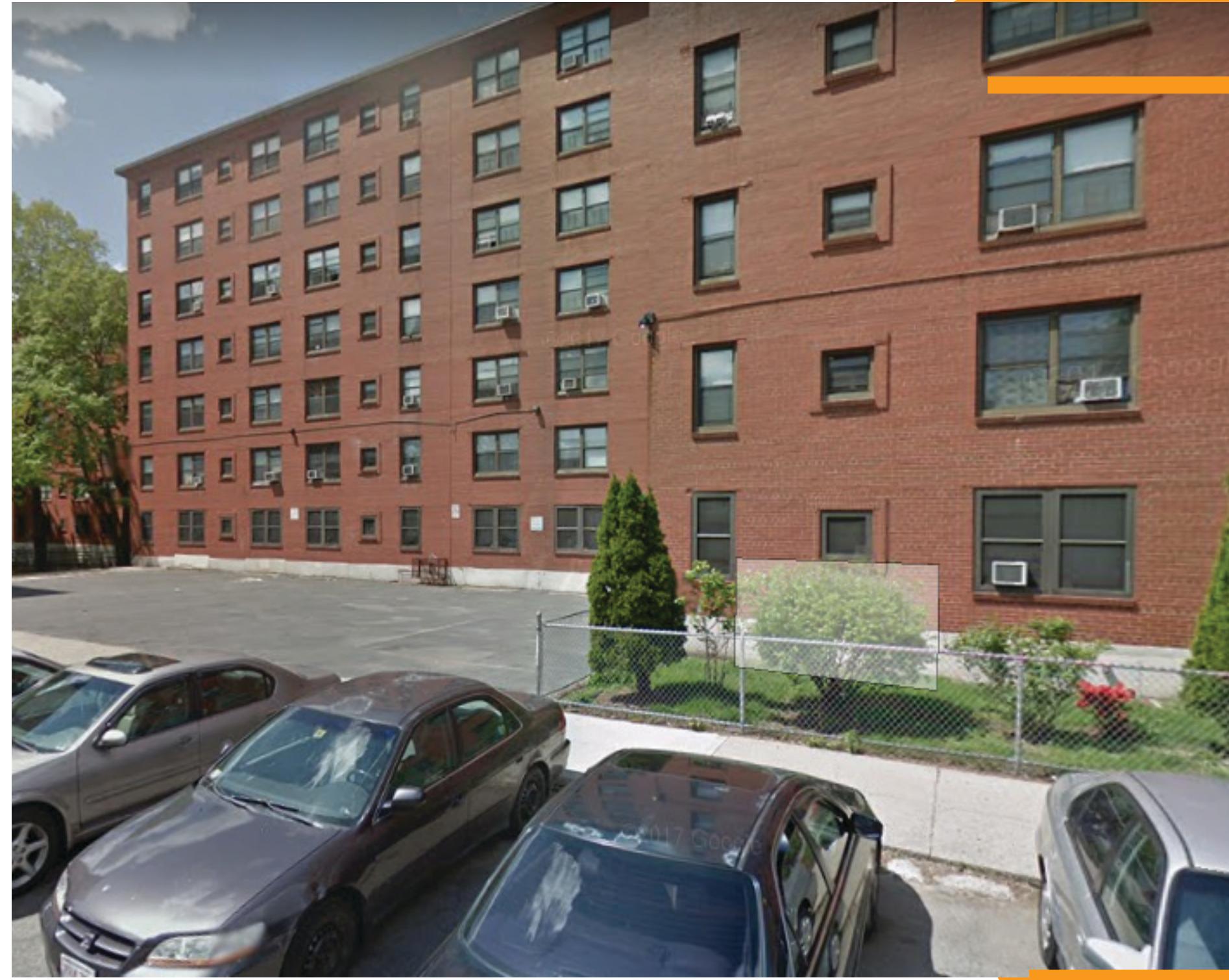


Presence of crime decreases economic and cultural value

Local + corporate businesses tend to avoid areas that are unsafe and that do not garner high pedestrian traffic

Low investment in ‘undesirable’ communities means sub-par maintenance





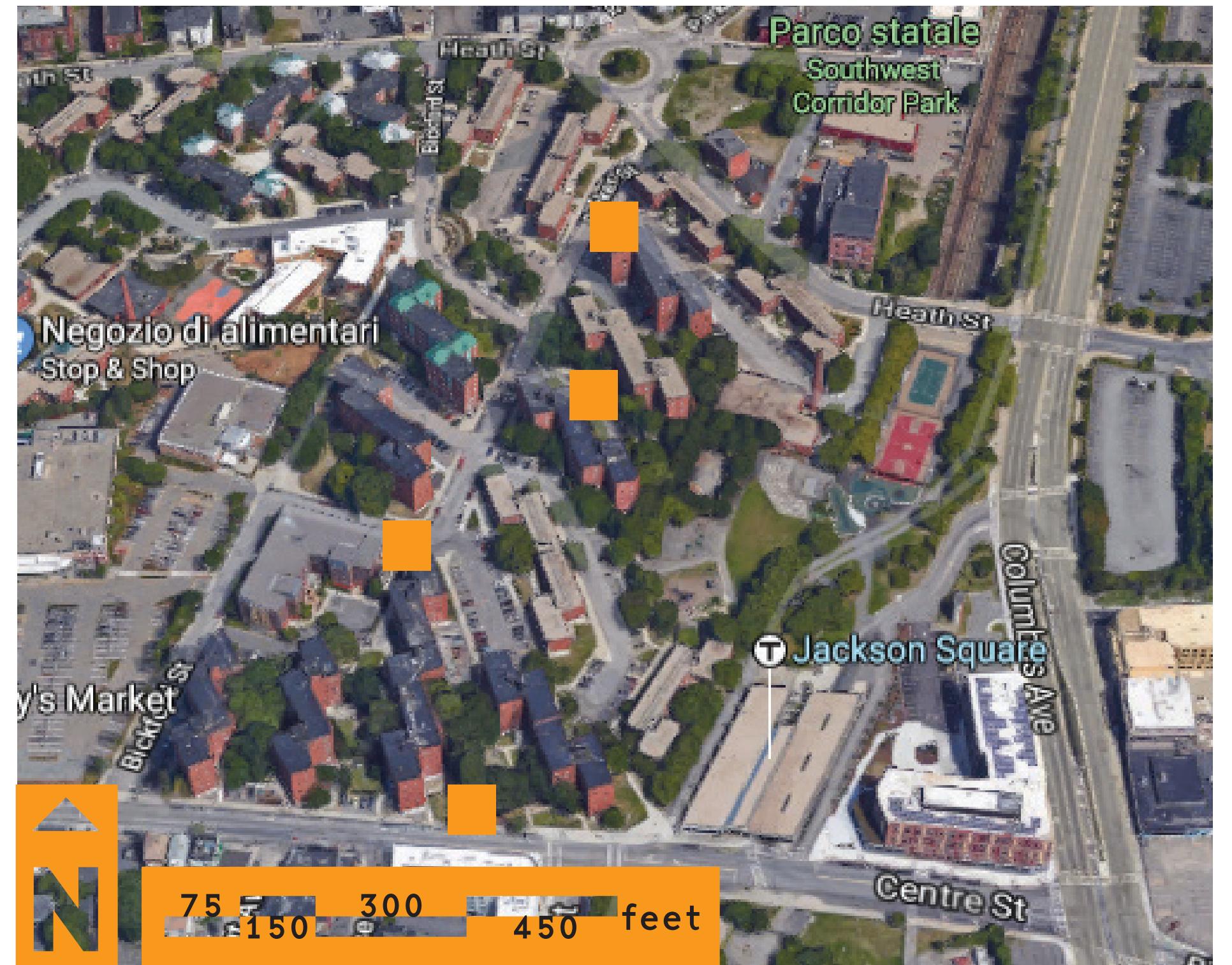
Source: Google Maps

Lack of apartment-side green space or sitting space

Inefficient use of ground space

Fencing around landscaped space prevents active use

Presence of thick trees decreases visibility in close quarters and increase the perception of danger





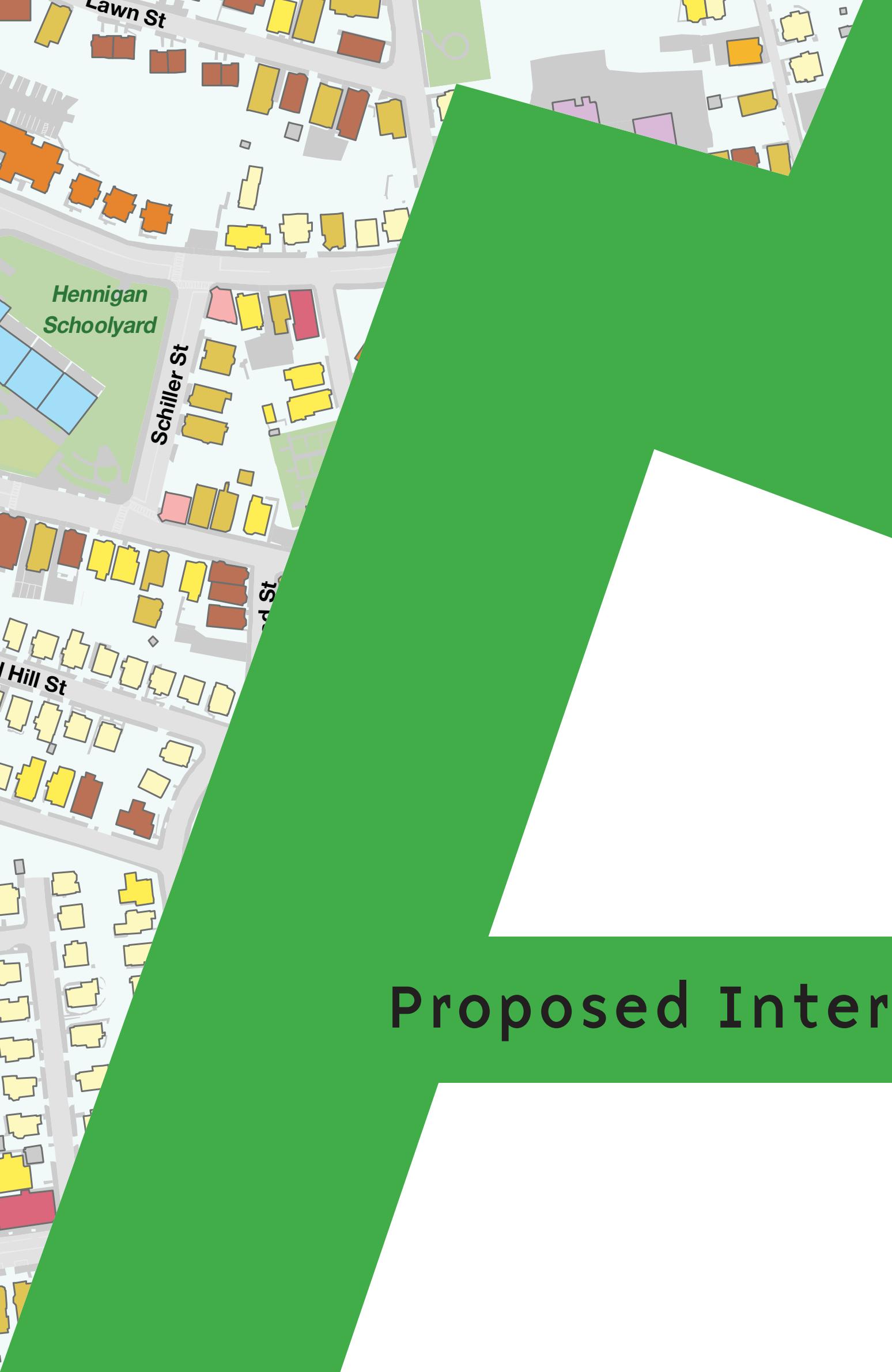
## Necessary Actions

Decrease crime in the area

Increase business involvement and investment

Add the cultural value that is so characteristic of JP

Create a friendlier and safer environment for the residents



## Proposed Interventions

Replace large, light-blocking trees with smaller, friendlier vegetation

Install street lamps

Introduce parallel or slanted street parking

Increase accommodating ‘yard’ space

Create community murals on apartment exteriors

Allows more light and visibility day and night

Increases safety at night

Uses less road space and allows for larger green areas

Allowing residents to sit and lounge outside creates ‘eyes on the street’ and encourages community interaction

Potential miscreants are less likely to act in an area that seems engaged and maintained



### End Goals:

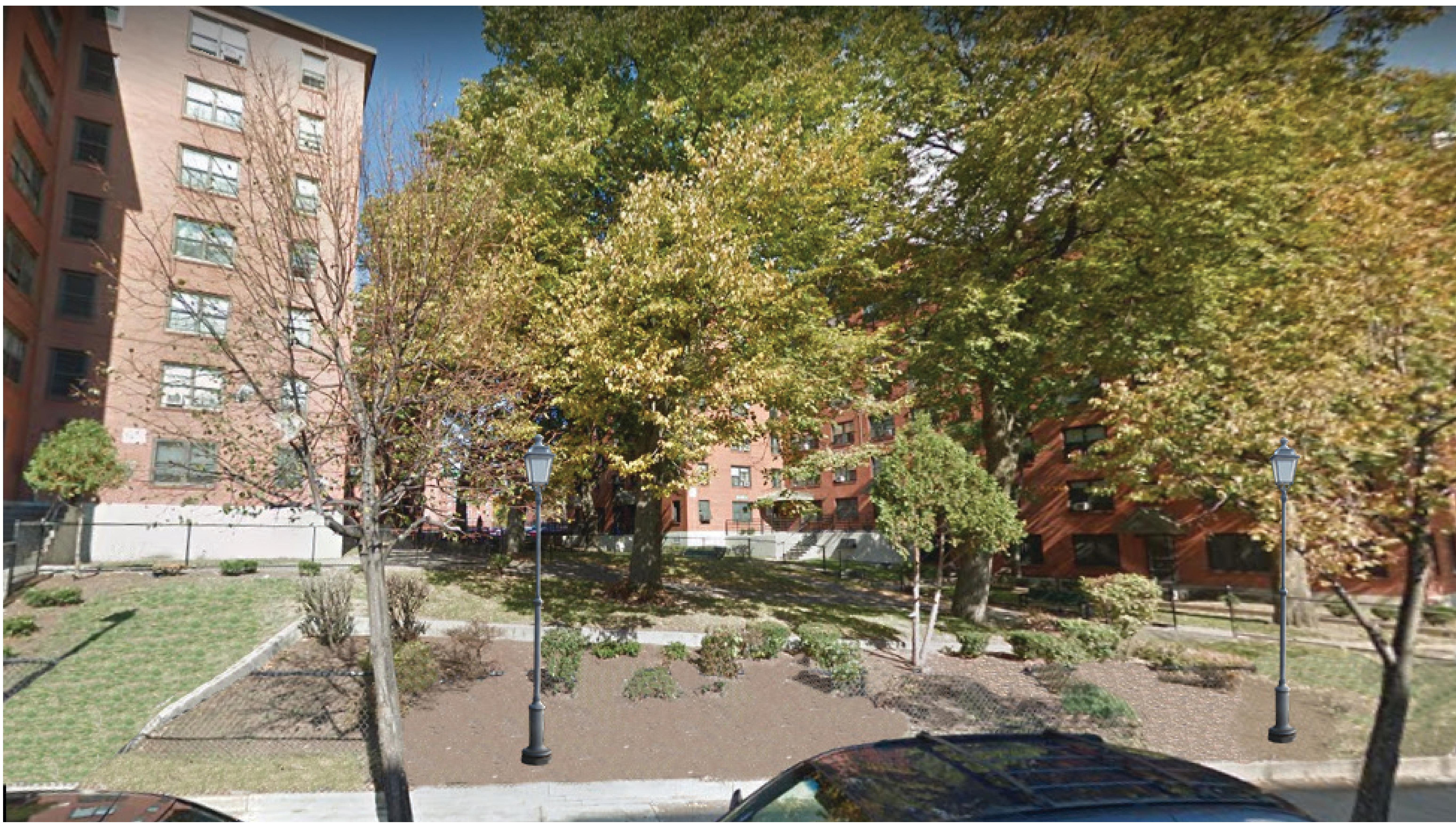
- Stronger community fabric
- Higher appreciation and care for the community
- Resident involvement in safety and security of the community

- Increased public interest in Mildred Hailey community
- More business involvement and investment in the development
- Awareness of the need for public and affordable housing











## Community Engagement

Local business sponsorship of community murals

Encourage residents' and children's participation in community efforts

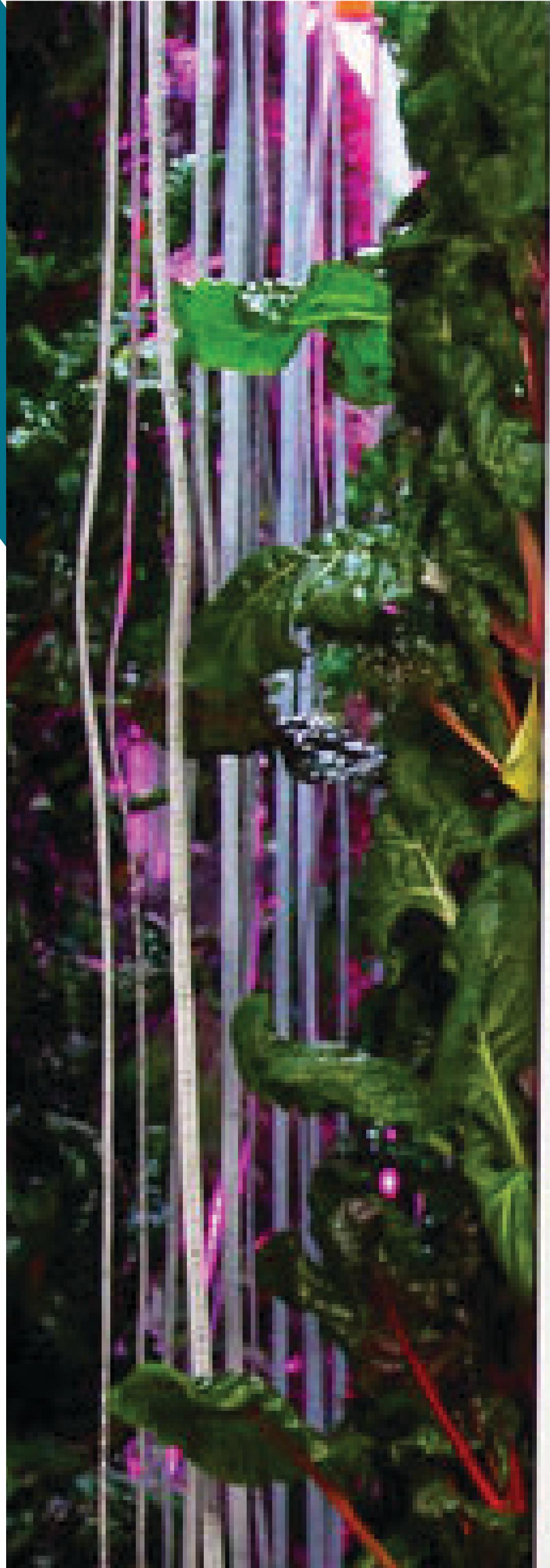
Increases business investment and engagement in a lower-value area

Creates social networks among residents and other community members

**Public art adds visual appeal to a neighborhood and slows down foot traffic**

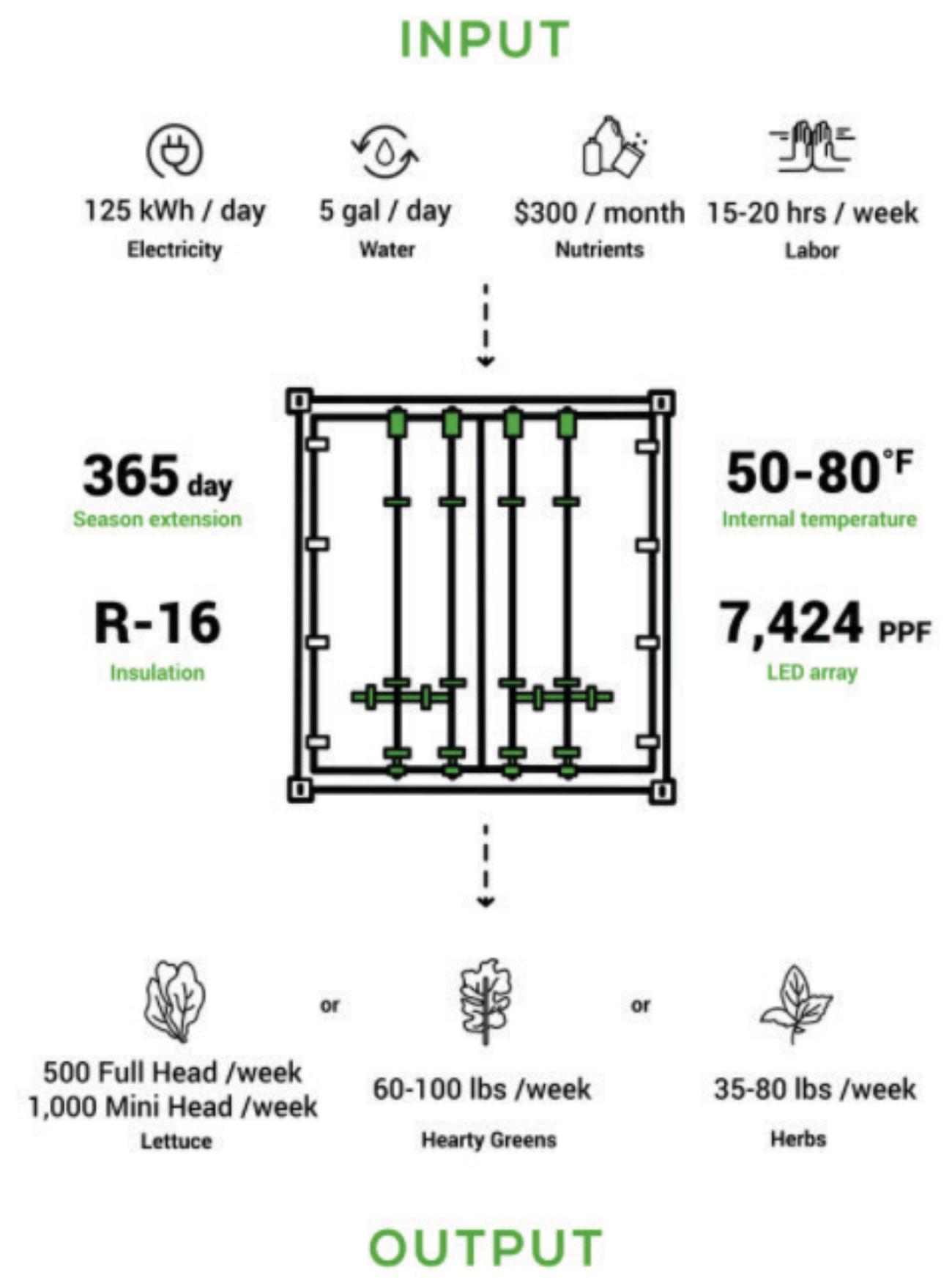
**Creating art encourages collaboration; a finished piece adds a sense of pride and appreciation to the community**





**Freight Farms: Closed-system hydroponic farms in pre-fab containers by Boston startup**

**One system:** \$85,000  
**Crops:** \$100–\$300  
**Nutrients:** \$300/mo.  
**E/W:** \$100/mo.



Intended outcome:

Community-based cooperation

Education on health and environment

Produce will be sold at a farmers market run by community members; proceeds will keep the farm sustainable



Source: Freight Farms

