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Cruz Companies holds ribbon cutting for \$83 million development in Roxbury, MA

March 15, 2024 - Front Section



Boston, MA One of the country's oldest and largest Black-owned construction and real estate development and management enterprises, Cruz Companies, has held the ribbon cutting for an innovative new \$83 million development in the city's historic Roxbury neighborhood.

The opening ceremony, held on Thursday, February 29th at Clifford St. and Warren St., included elected officials and city and state leaders in affordable housing and economic development.

Reflecting Cruz Companies' unique legacy as a developer of affordable housing in some of the nation's most challenging locations, its division Cruz Development Corp. unveils its unique and creative approach to reimagining several parcels previously held by the city of Boston and private owners. "Located on Warren, Clifford and Waverly Sts., the combined parcel allows a two-phase approach meeting both community needs as well as key housing goals championed by top officials in the city and the Commonwealth of Massachusetts," said Justin Cruz, COO of Cruz Companies. "The result is a mixed-use, mixed-income approach that greatly enhances the neighborhood and streetscape."

The first building, Michael E. Haynes Arms – named for the famed Roxbury civil rights leader, minister, and political force – delivers an 85,000 s/f, brick-clad building with 55 residences, with over 80% designated affordable, offering various layouts and bedroom counts. On the ground floor and garden levels, new commercial space hosts the headquarters of Cruz Companies, uniting all four of its development, construction, management and relocation entities under the same roof.

“Today, the city of Boston celebrates, with the community, the opening of the Michael Haynes Arms apartments, a high-quality development that will provide affordable homes for our residents and a new corporate headquarters for the Cruz Companies,” said Boston’s chief of housing Sheila Dillon. “The mayor’s office of housing was able to support this important project by providing both city-owned parcels and critical funding. We are so appreciative of the longstanding partnership that we have with the Cruz family and look forward to working with them on future projects that will continue to strengthen our communities.”

Reflecting the 75-plus-year legacy of Cruz Companies, a 100% Black-owned real estate leader that won this year’s “Brands That Matter” award from Fast Company Magazine, the building elevates its neighborhood and delivers housing for all levels of income.

“MassHousing was pleased to be part of this effort that transformed vacant land into a brand-new housing community for 55 households with different incomes in the heart of Roxbury,” said MassHousing CEO Chrystal Kornegay. “These new apartment homes will provide housing stability and economic opportunity to residents of Michael E. Haynes Arms, as well as the many amenities the neighborhood has to offer.”

As the developer Cruz Development has been doing consistently for decades, including 50 years ago for its iconic Taurus Apartments, the new four-story structure features brick facades, elevators, balconies and premium finishes throughout. A dignified presence in the rapidly improving center of Roxbury, the welcoming and context-friendly exterior of the Michael E. Haynes Arms building is consistent with the historic architecture of Warren St. and its surroundings, and the building also meets LEED Silver environmental criteria.

“We’re celebrating excellence since 1948 with a new development that empowers and uplifts the community,” said John B. Cruz, CEO of Cruz Companies. “Michael E. Haynes Arms also brings valuable amenities to residents, including two levels of underground parking for 69 vehicles, protected bicycle storage, electric vehicle charging stations and universal accessibility, welcoming all people regardless of differences or need. There is even a recreation and community space with kitchen facilities to bring neighbors together. Our credo is, ‘Come join us, everyone!’”

According to Cruz Development Corp., the second phase of the work, One Waverly, will bring another mixed-use building with more storefront commercial space and 48 additional units of affordable and workforce housing, along with a café and additional on-site parking.