

INSIGHTS + NEWS

Samantha McDonald Moderated Multifamily Housing Panel at Bisnow's Worcester State of the Market

Samantha McDonald moderated the panel “Multifamily Development: Addressing the Issue of Housing” at Bisnow's Worcester State of the Market event on October 30, 2025. The panel addressed how to deliver more units in a high-demand, high-cost environment.

In its second year, the Worcester State of the Market event brought together power players in the community to discuss the commercial real estate market in central Massachusetts. During the two-panel program, attendees learned:

- What public-private initiatives are attracting major employers, startups and institutions to Worcester
- How developers are responding to the city's housing needs in both market-rate and affordable segments
- Which neighborhoods and corridors are seeing the most real estate investment activity and why
- What infrastructure upgrades and transportation initiatives are driving economic development
- How life sciences, healthcare, and innovation districts are impacting site selection and land use planning
- What incentives or municipal programs are in place to help projects amid rising construction costs
- What demographic trends and migration data suggests about Worcester's future housing demand
- How zoning reforms or local policies are supporting higher-density, mixed-use development
- What new projects are being planned, approved or breaking ground in 2025 and beyond