

The logo features a stylized graphic on the left consisting of a light blue triangle pointing up and to the right, a light blue trapezoid below it, and a dark blue horizontal bar at the bottom. To the right of this graphic, the words "Columbia Point" are written in a large, blue, italicized serif font. Below "Columbia Point", the words "MASTER PLAN" are written in a light blue, all-caps, sans-serif font.

*Columbia
Point*
MASTER PLAN

Community Meeting
May 15, 2008



City of Boston
Thomas M. Menino
Mayor



Columbia Point





Presentation Agenda

- Project Introduction
- Background Information:
 - Demographics & Housing
 - Urban Design
 - Open Space
 - Land Use
 - Real Estate Market
 - Transportation
- Opportunities

Columbia Point Study Area

Kosciuszko Circle

Mt. Vernon Street



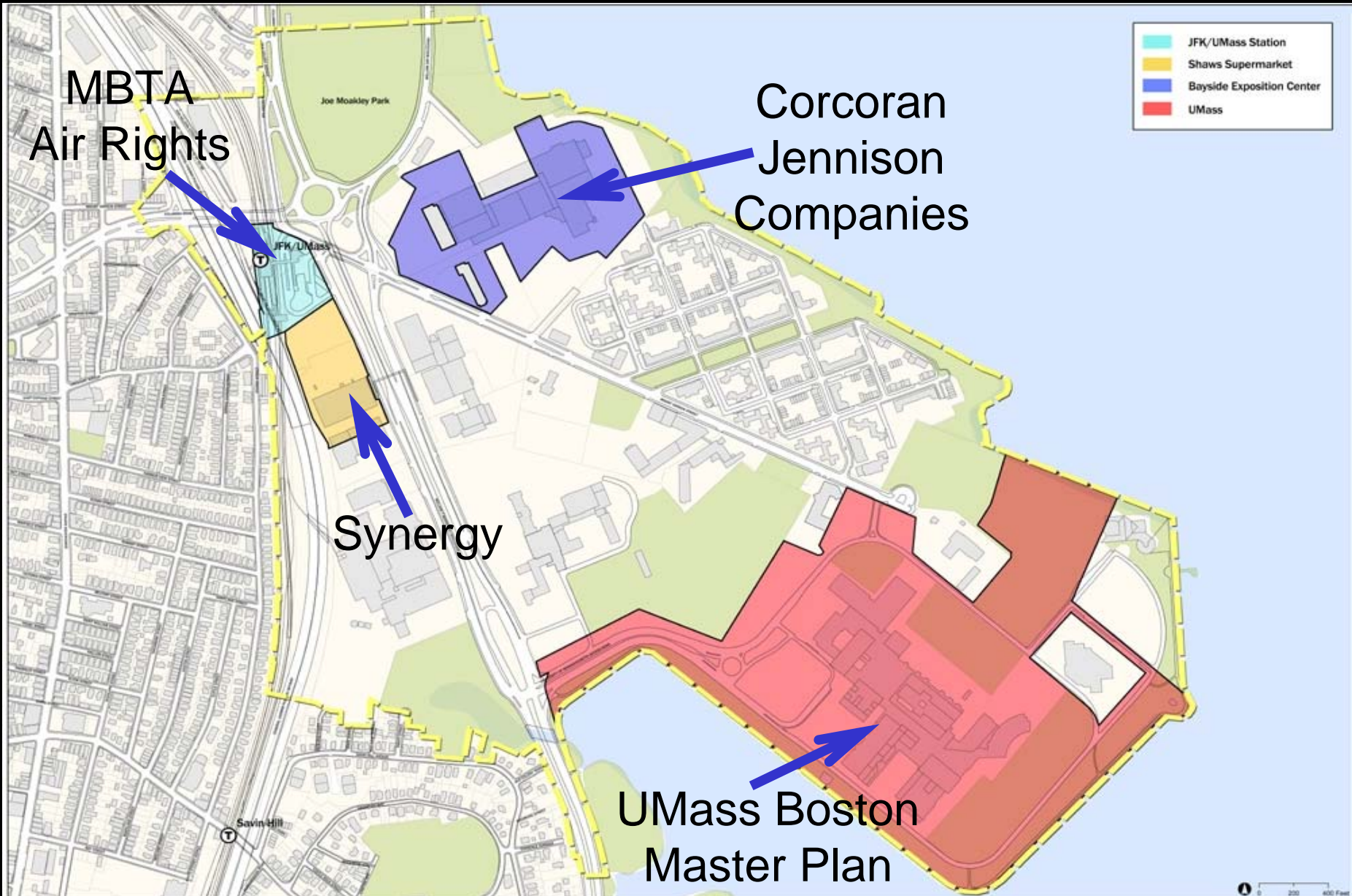
Interstate 93

Morrissey Boulevard

Multiple Stakeholders

- Residents & Businesses
- City of Boston
- UMass Boston
- MBTA
- Boston Public Schools
- MA Department of Conservation & Recreation
- JFK Presidential Library & Museum
- Commonwealth Museum & State Archives
- Boston Globe
- Boston College High School
- St. Christopher's Church
- Boston Teachers Union
- Corcoran Jennison Companies
- Synergy
- Sovereign Bank/Bank of America
- Boston Globe

Impetus for Master Plan



UMass Boston Master Plan



Key Objectives

25 year time horizon

Increase enrollment
from 13,433 to
15,000

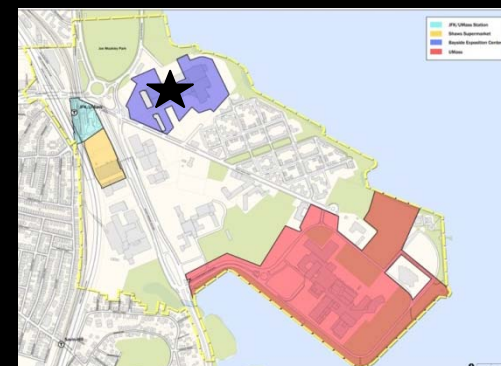
Add 600,000 SF
academic buildings

Add 2,000 new beds

25-Year Aerial View



Bayside Expo Center – Corcoran Jennison



Bayside Expo Center – Corcoran Jennison



Bayside Expo Center – Corcoran Jennison

Program

Retail	285,000 SF
Office	300,000 SF
Existing	120,000 SF
New	180,000 SF
Hotel	275 keys
Existing	197 keys
New	78 keys
Residential	950 du

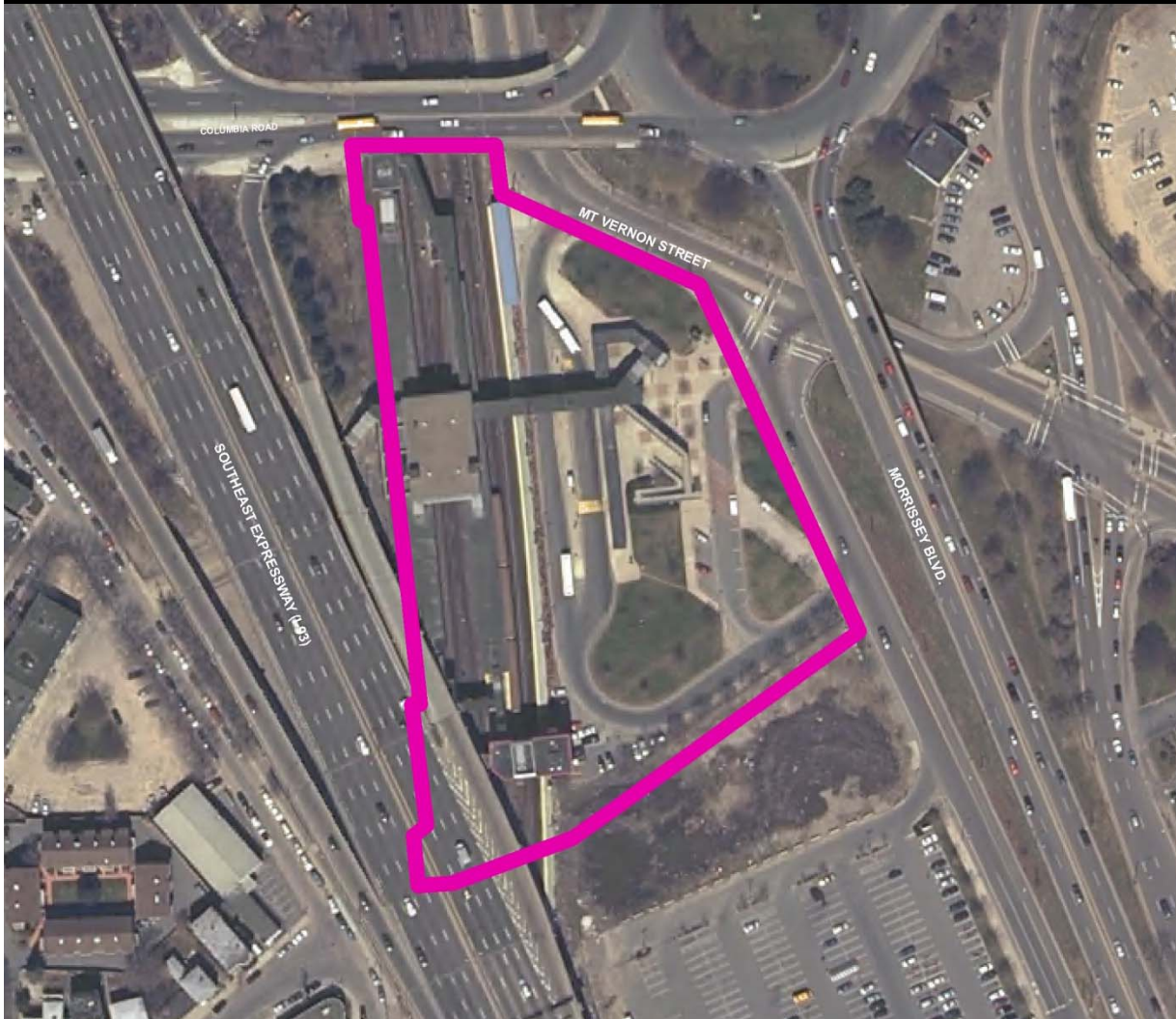
New	1,715,000 SF
Existing	210,000 SF
TOTAL	1,925,000 SF



Synergy



JFK/UMass Air Rights Parcel

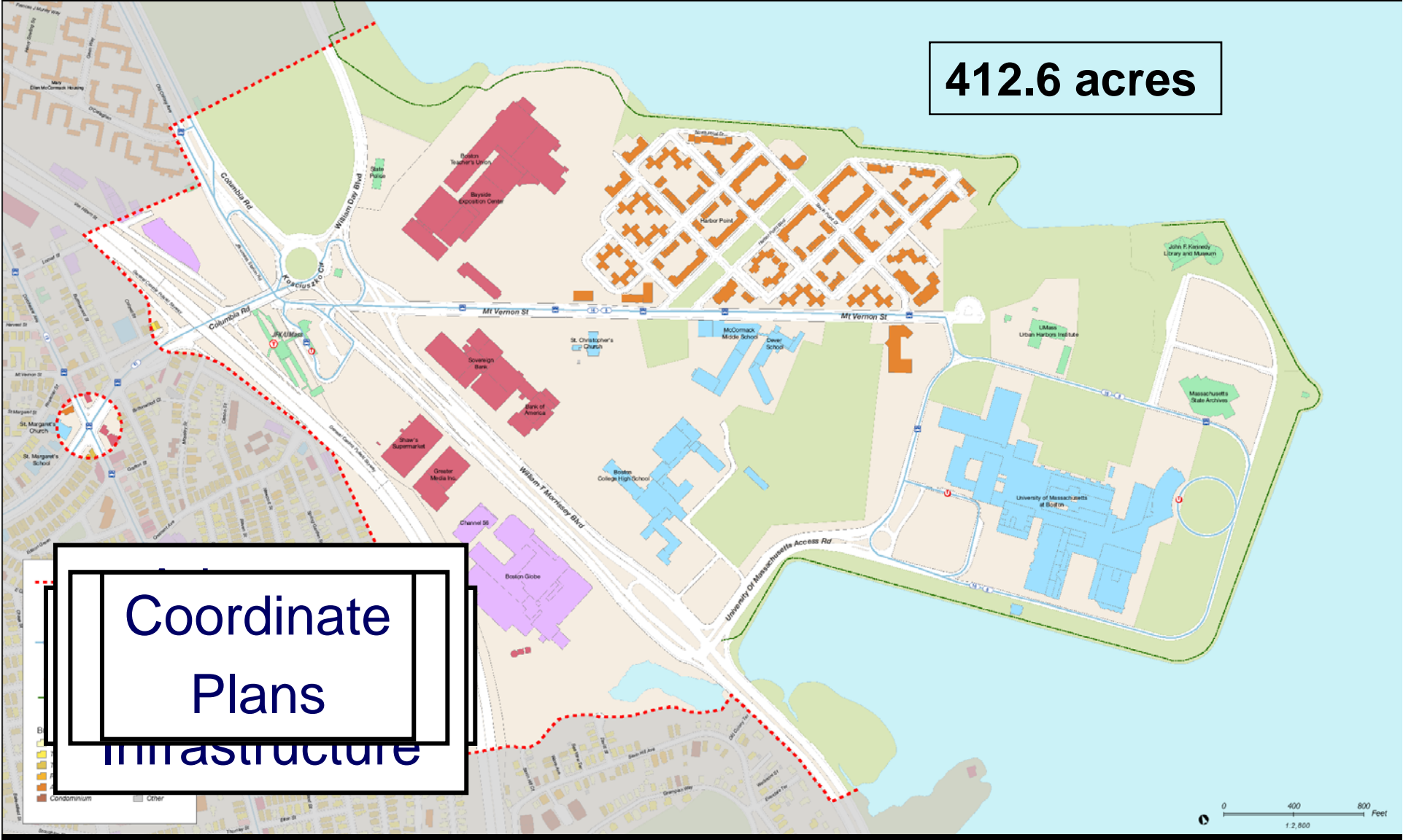


- 4.7 acres
- Major Multi-modal Transit Center
- Gateway to Columbia Point
- Heart of potential TOD

Columbia Point Study Area

412.6 acres

Coordinate
Plans
Infrastructure



Scope of Work

- Land Use
- Real Estate Market
- Urban Design
- Transportation
- Infrastructure
- Open Space
- Community Benefits & Mitigation
- Sustainability

Schedule

Existing Conditions

Community Meeting #1

Visioning

Community Meeting #2

Alternatives

Plan Selection/Refinement

Spring

May 15th

Early Summer

June 14th

Summer

Fall

Existing Conditions

Demographics and Housing

Population & Housing¹



Population: 2,441

Housing Units: 1,491²

¹Except where noted, source is 2005 Claritas Updates.

²Corcoran Jennison Companies, January 2008.

Vacancy rate: 4%

Average Household
Size: 2.5 persons

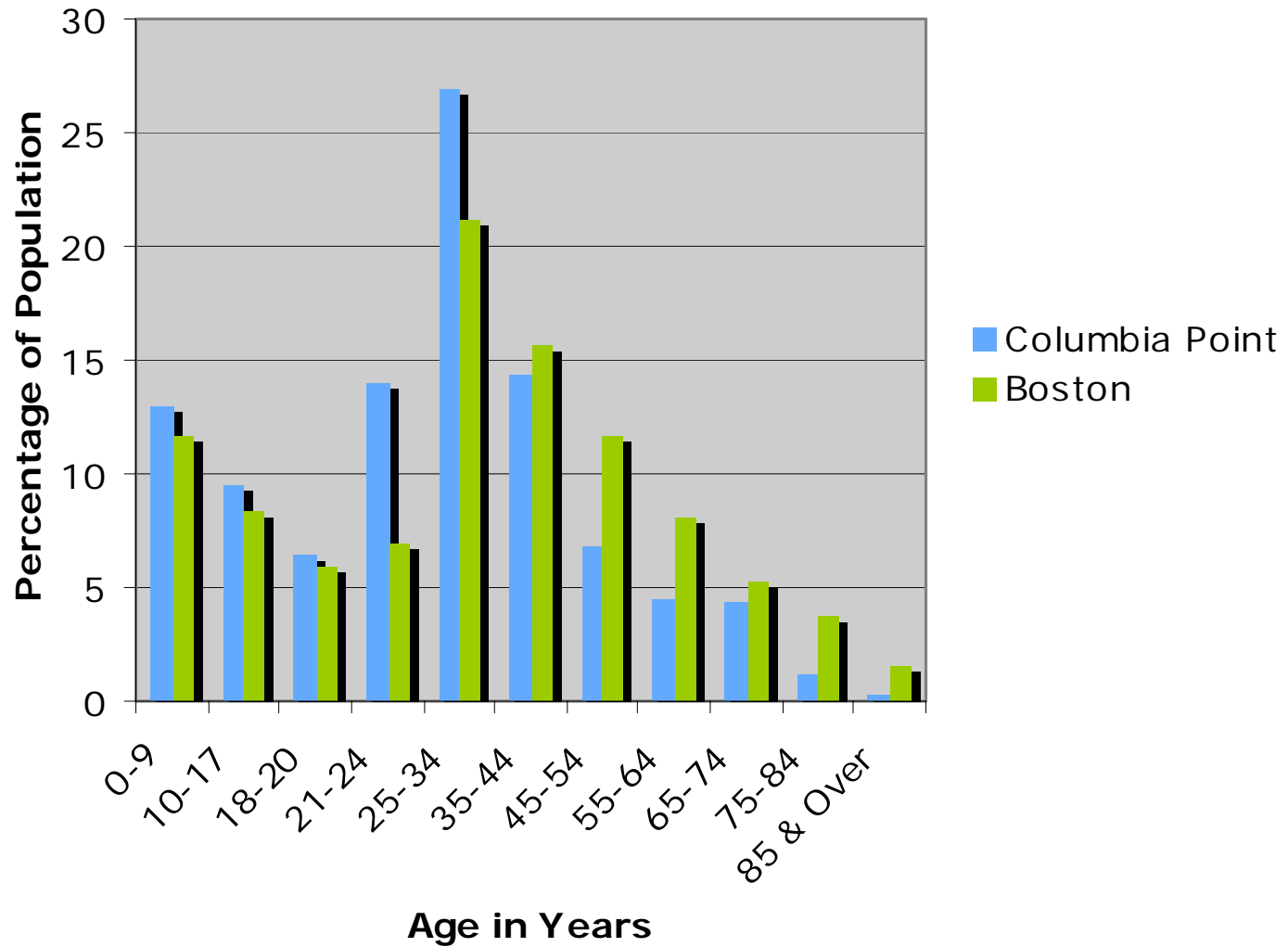


Race/Ethnicity

	Columbia Point	Boston
White	41%	53%
Asian	24%	8%
African American	21%	25%
Hispanic/Latino	13.5%	14%

Age

Population by Age

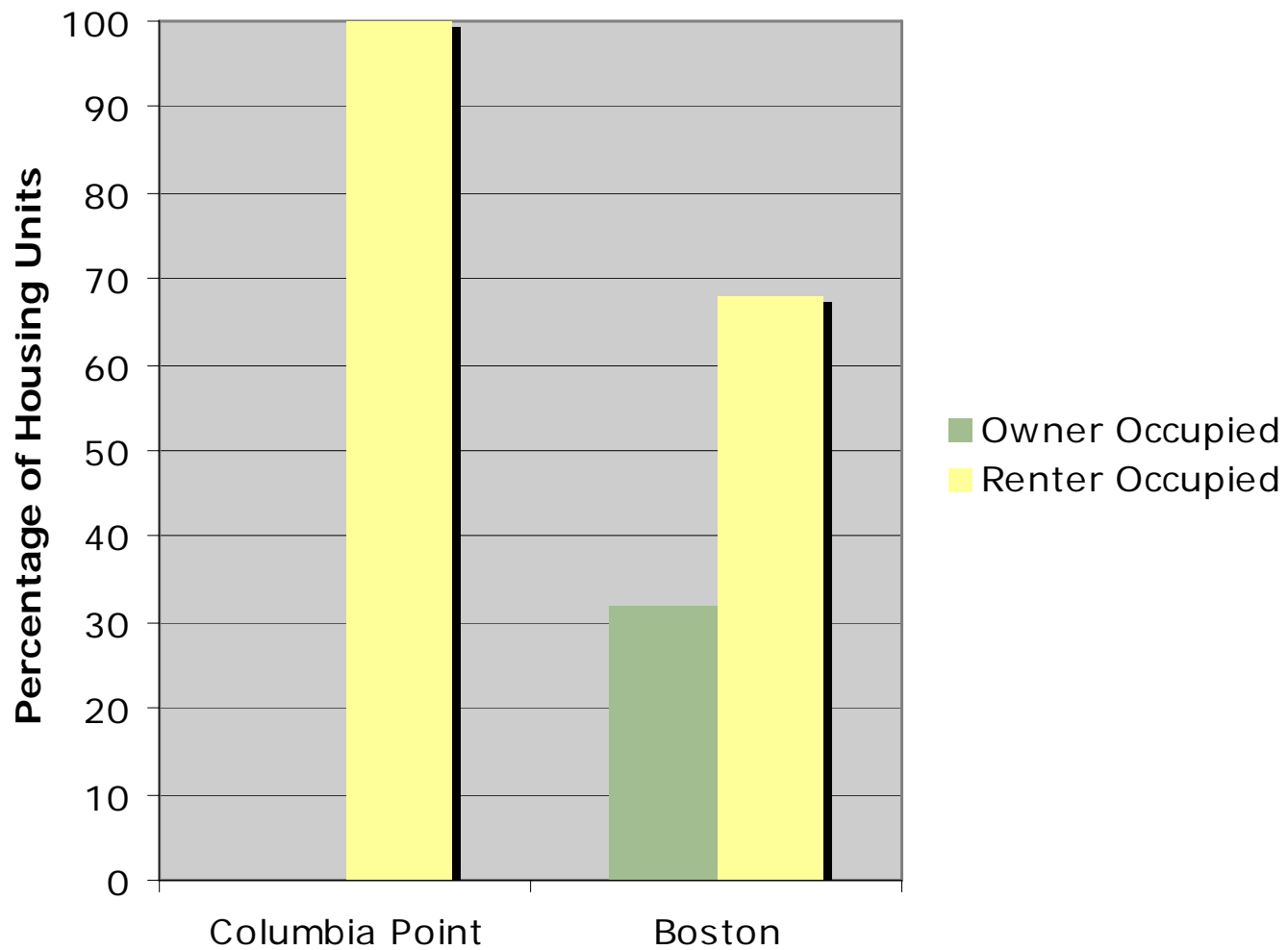


Income

	Columbia Point	Boston
Average Household Income	\$47,198	\$65,992
Family Households Below Poverty Line	32%	16%

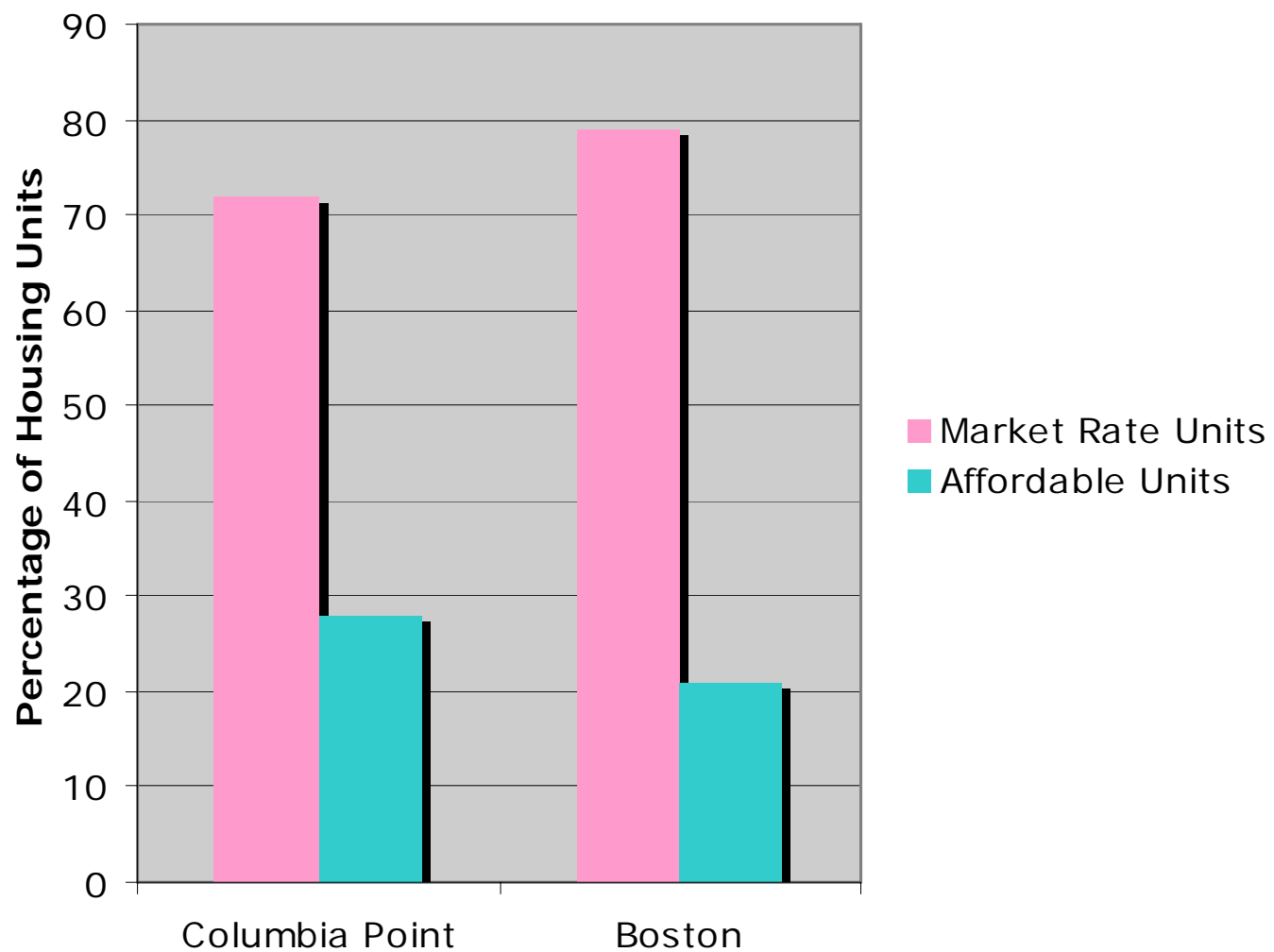
Rental vs. Ownership

Tenure of Occupied Housing Units



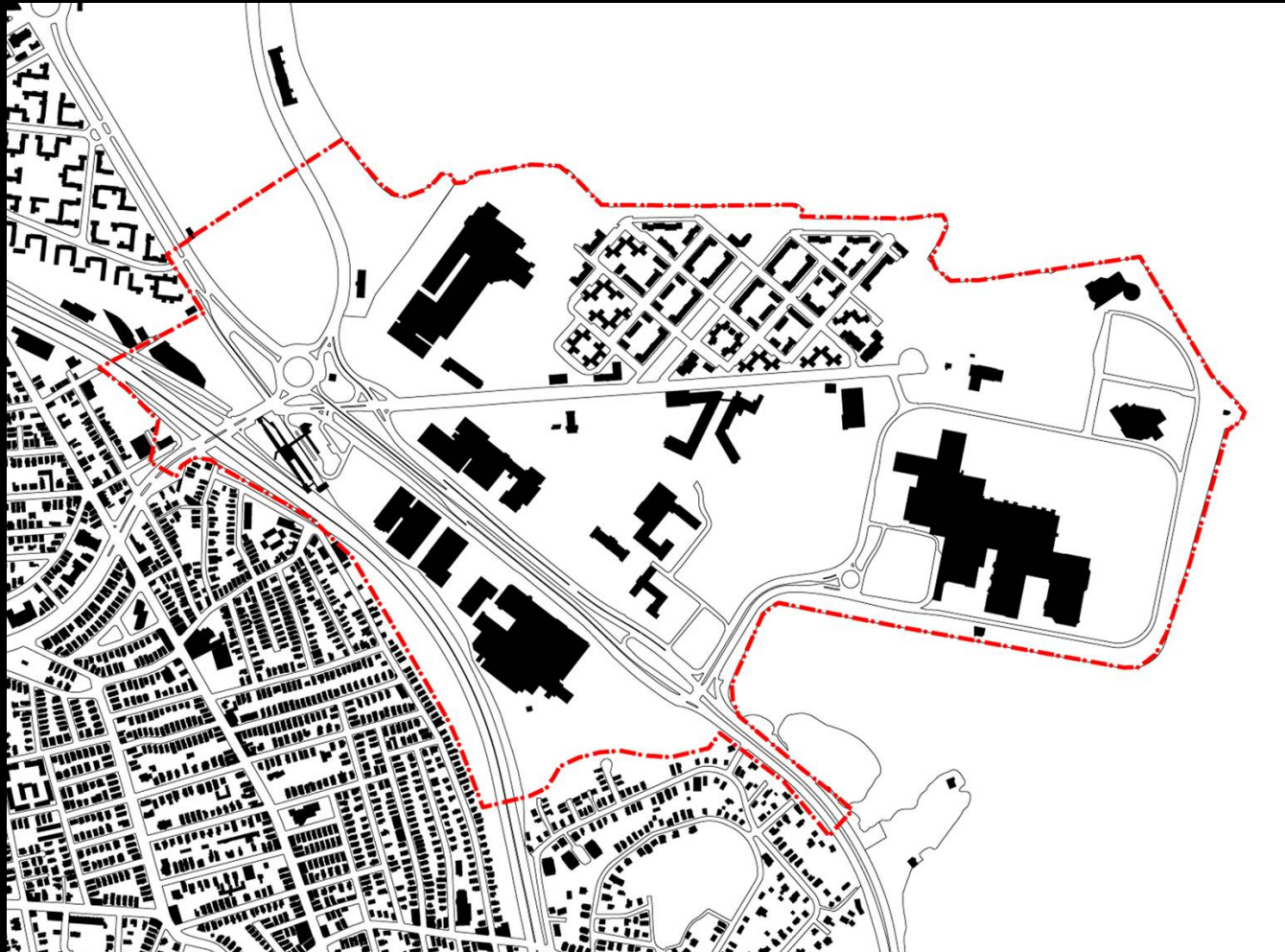
Affordable Housing

Rental Housing Types

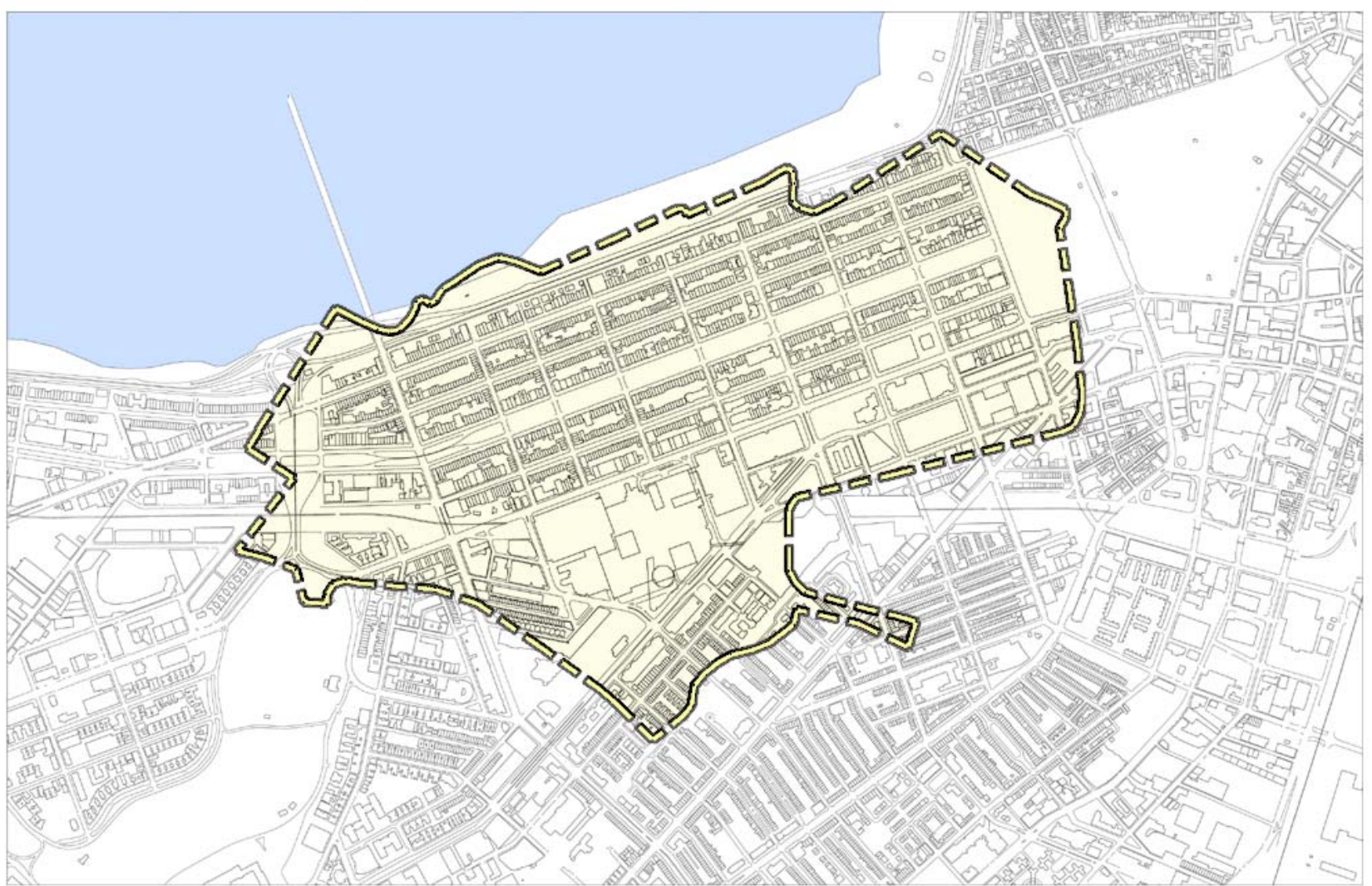


Urban Design

Columbia Point



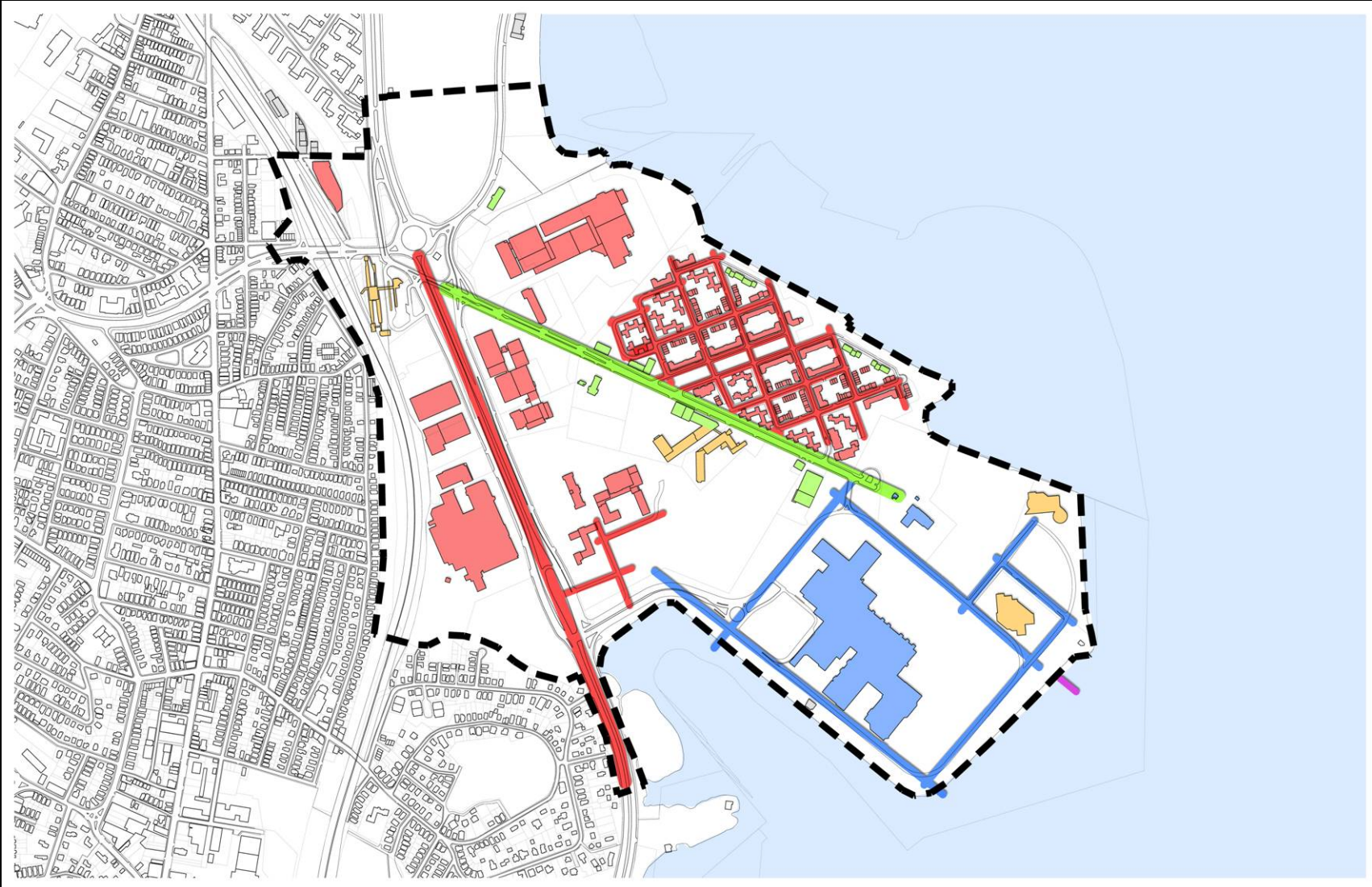
Scale Comparison: Back Bay



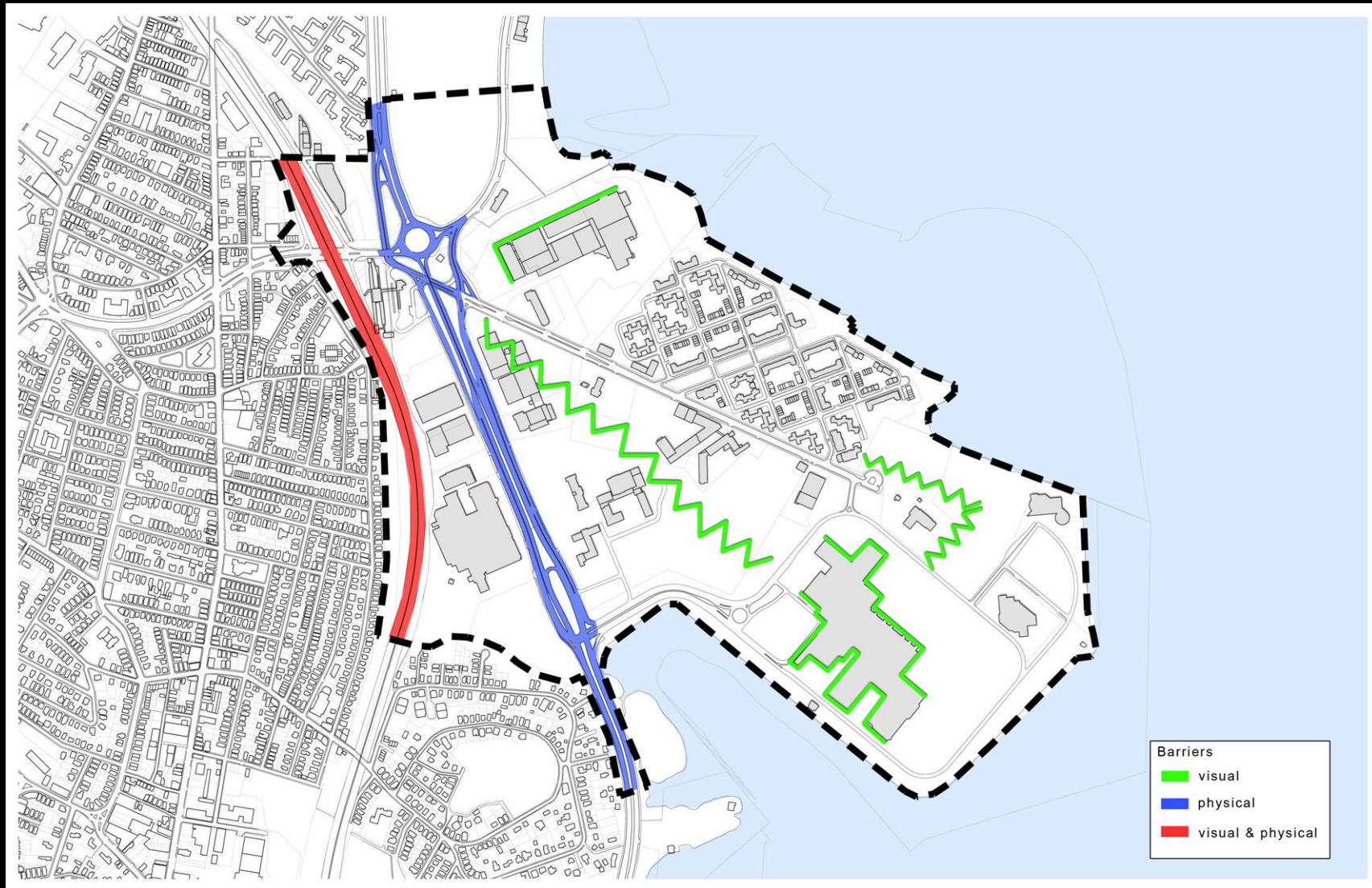
1903 Map and 1970 Map of Columbia Point



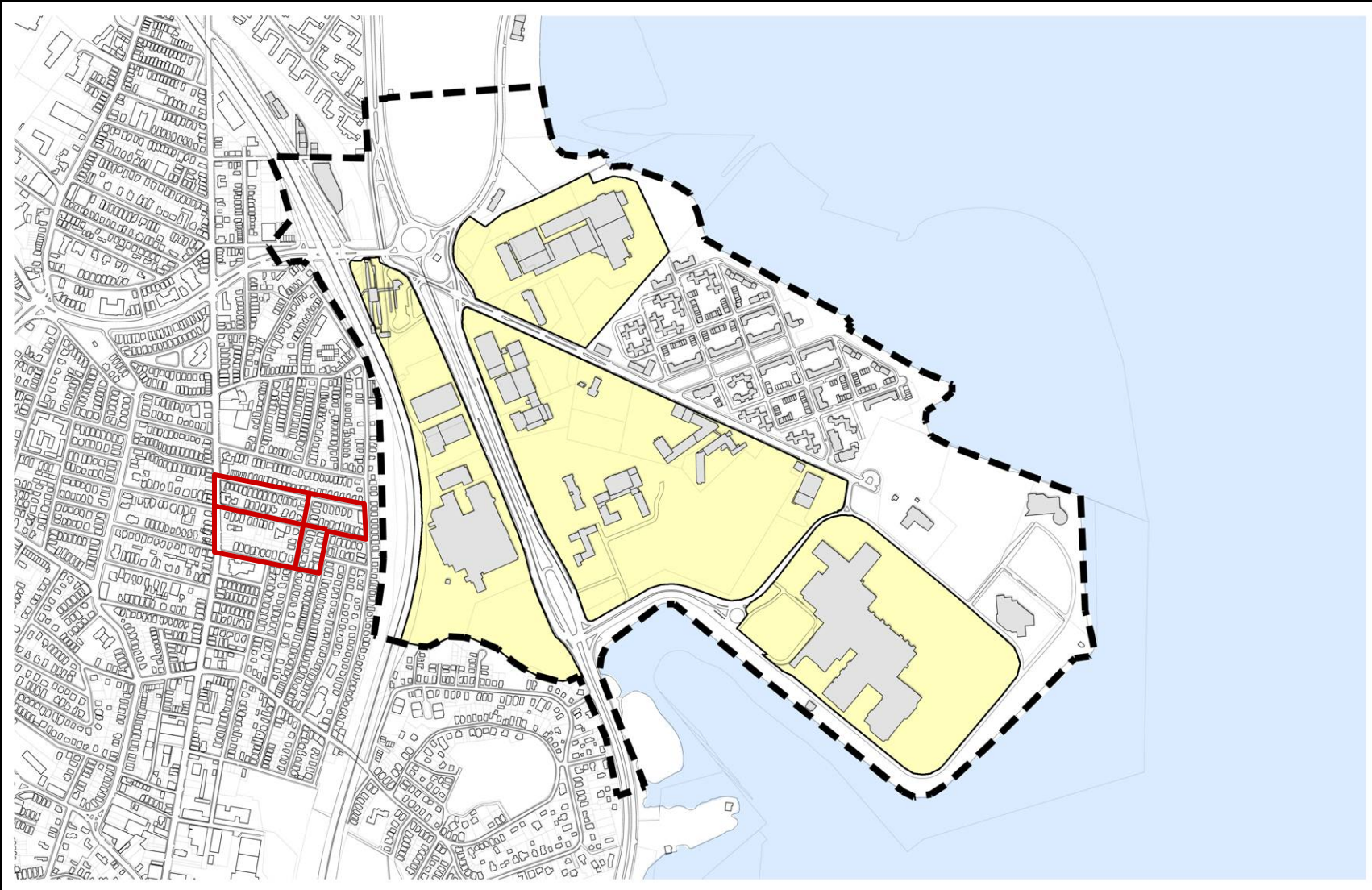
Colliding Grids



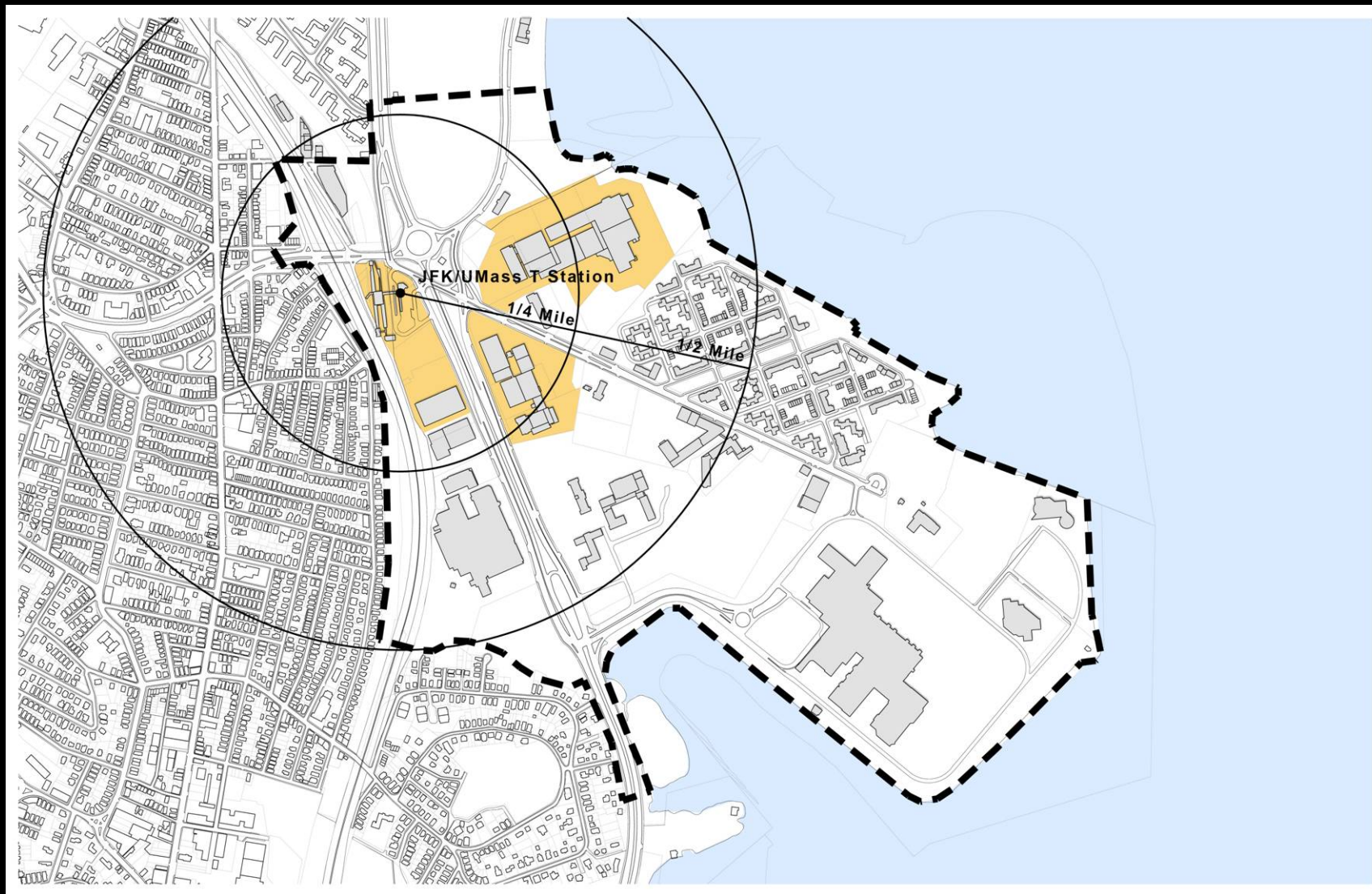
Physical and Visual Barriers



Superblocks



Major Development Parcels



Public Art



Foreground Buildings



Beautiful Views



Rowes Wharf



Pedestrian Connections & Environment

Pedestrian Connections



Pedestrian Connections



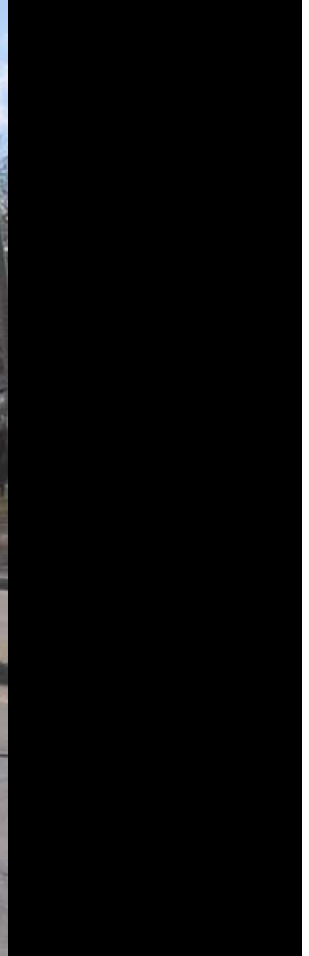
Pedestrian Connections



Pedestrian Connections



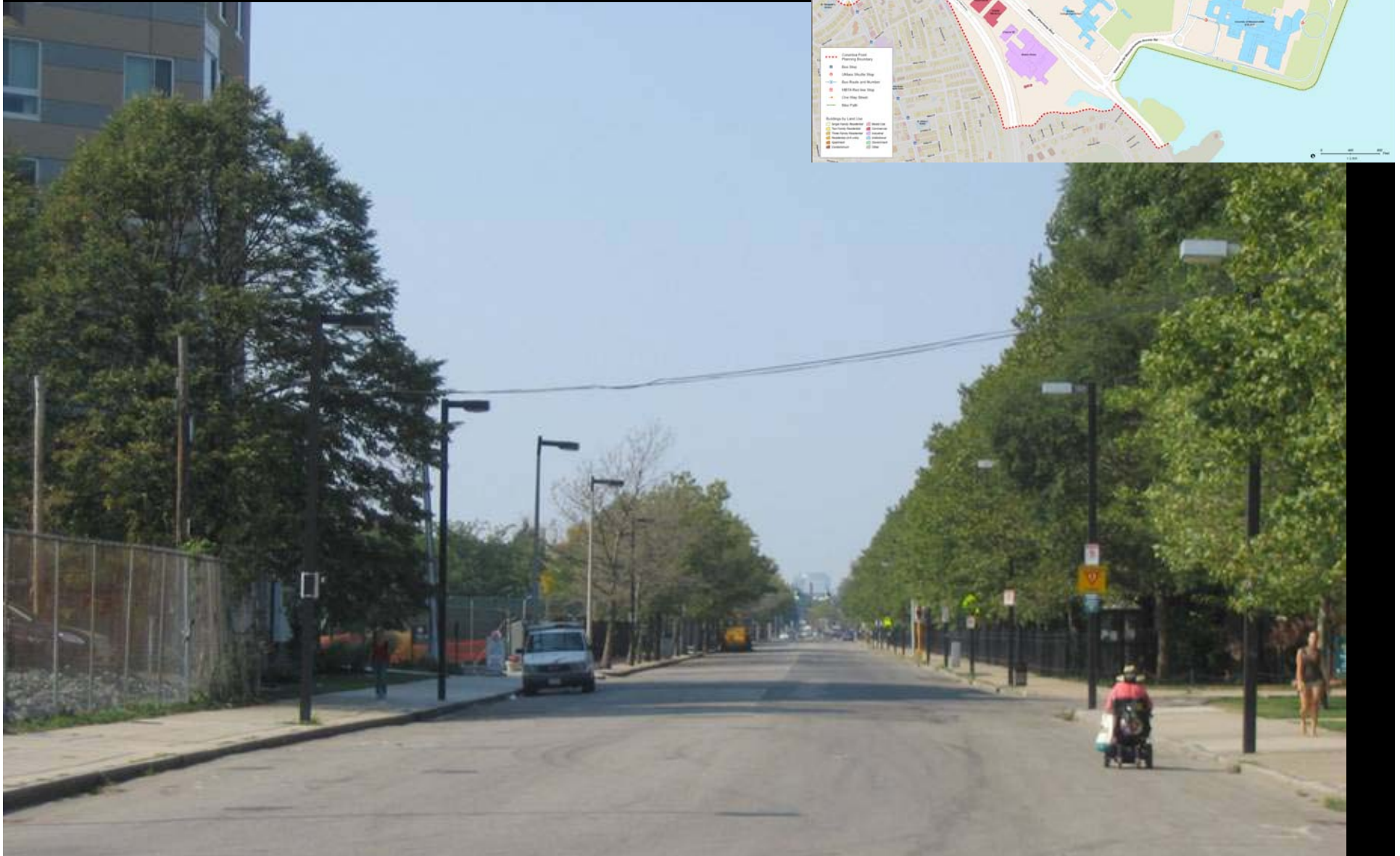
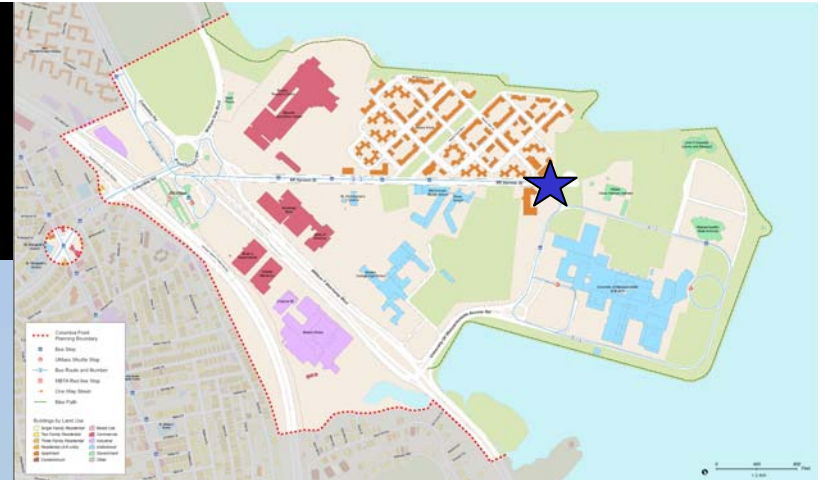
Streetscape



Streetscape



Streetscape



Open Space



Open Space

- Need for better connections to the Harborwalk and waterfront
- Need for better connections to active recreation areas adjacent to the project area

Land Use

Columbia Point Land Use



Back Bay



Existing Use by Building Square Footage

Use	% Total Building SF
Educational	37%
Residential	28%
Office	22%
Bayside Expo	5%
Hotel	3%
Cultural	4%
Retail	2%
Industrial	.4%
Institutional	.1%

Land in Surface Parking: 24%



Bayside Expo (1,689)	Shaw's Supermarket (329)	Sovereign Bank/Bank of America (800)
Teachers Union (106)	Greater Media (124)	Boston College High School (~430)
Office Building (385)	Channel 56 (~100)	Dever and McCormack Schools (~250)
Doubletree Hotel (115)	Boston Globe (~750)	St. Christopher's Church (~50)
State Police (~90)	Harbor Point (1,235)	UMass Boston/JFK Library/State Archives (3,100)

Land in Recreation & Open Space: 25%



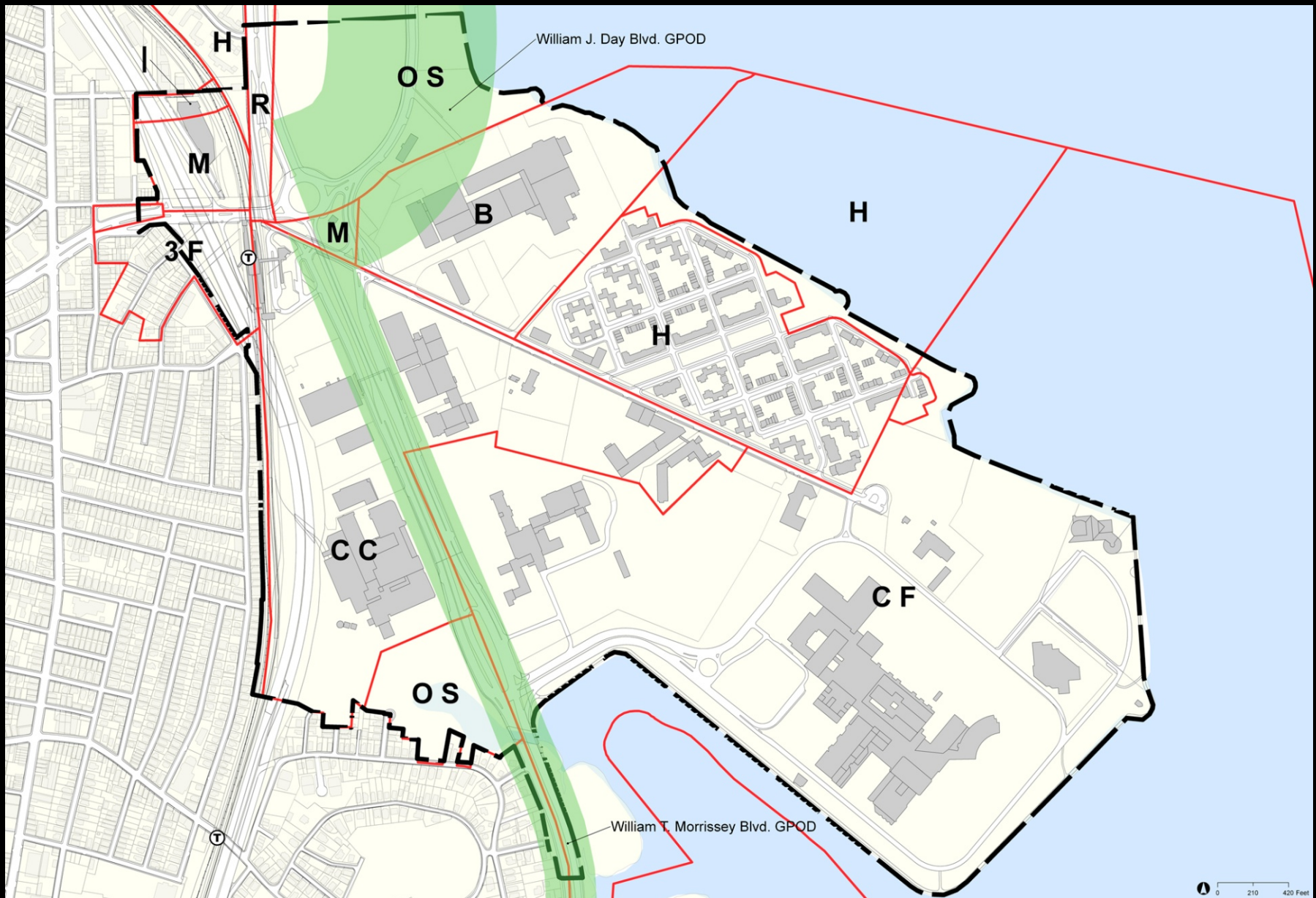
Land Use Concepts

- Mix of uses to generate 18 hour activity and street life
- Integrated uses:
 - to promote pedestrian connections
 - to allow shared parking
 - to reduce auto use
- Sustainability

Zoning

- Land Use
- Density & Height
- Open Space
- Parking

Existing Zoning Map



Density

- Critical Mass: Vibrant Community
- Higher density frequently allows for better:
 - Retail services
 - Parks
 - Access improvements
 - Amenities
- Building & Site Design



Real Estate Market

Real Estate Market

Advantages

- Highway Access
- Proximity to Downtown Boston
- “T” Access
- Water & Views

Disadvantages

- Relative Isolation
- Traffic Congestion
- Fringe of Market

Office

- Market improving - vacancy rates under 10%
- Rent levels (mid-20's) won't support spec office
- Build-to-suit strategy viable

Retail

- Location will capture additional demand
- To succeed, must capture demand *outside* study area
- Sufficient parking

Residential

- “T” and water access make competitive
- Rental market stronger than condominium
- Mixed-use program would make more competitive

Hotel

- Excellent “T” and highway access
- Relatively stable revenues and occupancy, but near-term volatility
- Would benefit from mixed-use program

Market Risk Reduction

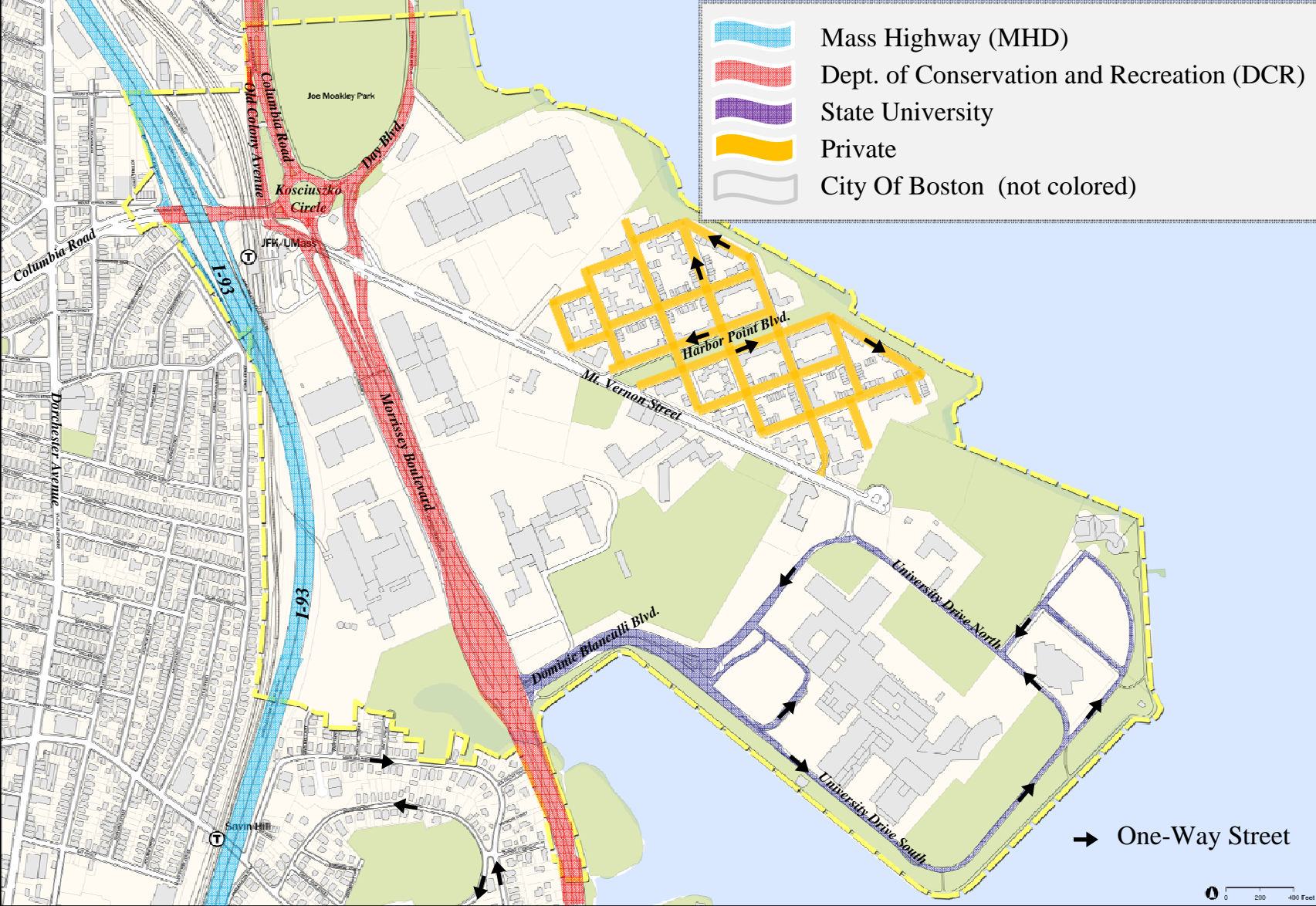
- Leverage value of waterfront location & access
- Allow adequate density and height
- Allow for broad mix of uses to generate synergies
- Ensure quality design and construction
- Provide for straightforward and predictable permitting

Existing Transportation & Infrastructure

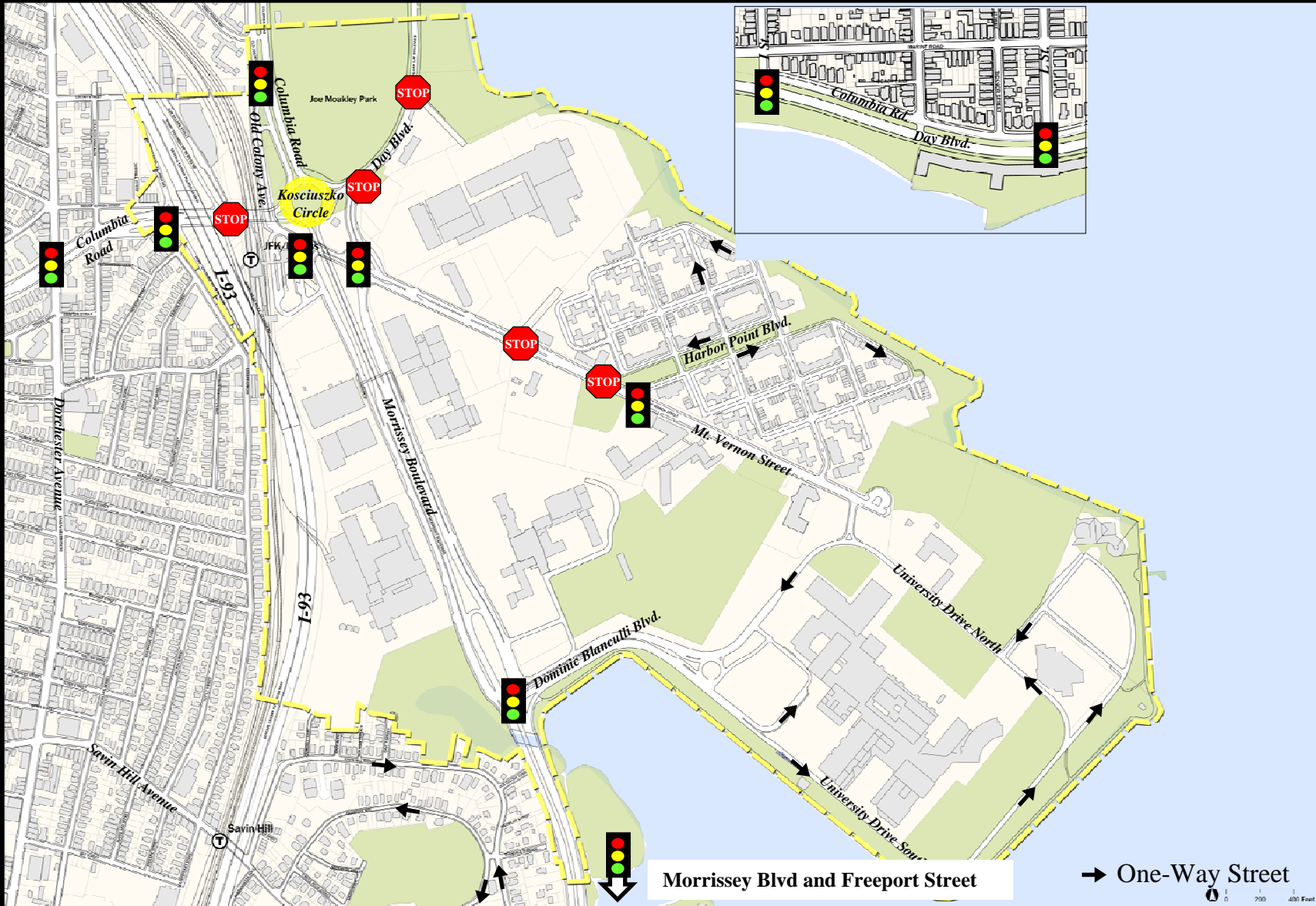
May 15, 2008 Community Meeting

- Roadways
- Traffic Volumes
- Traffic Operations
- Parking
- Mode Share
- Transit Services
- Pedestrians and Bicycles

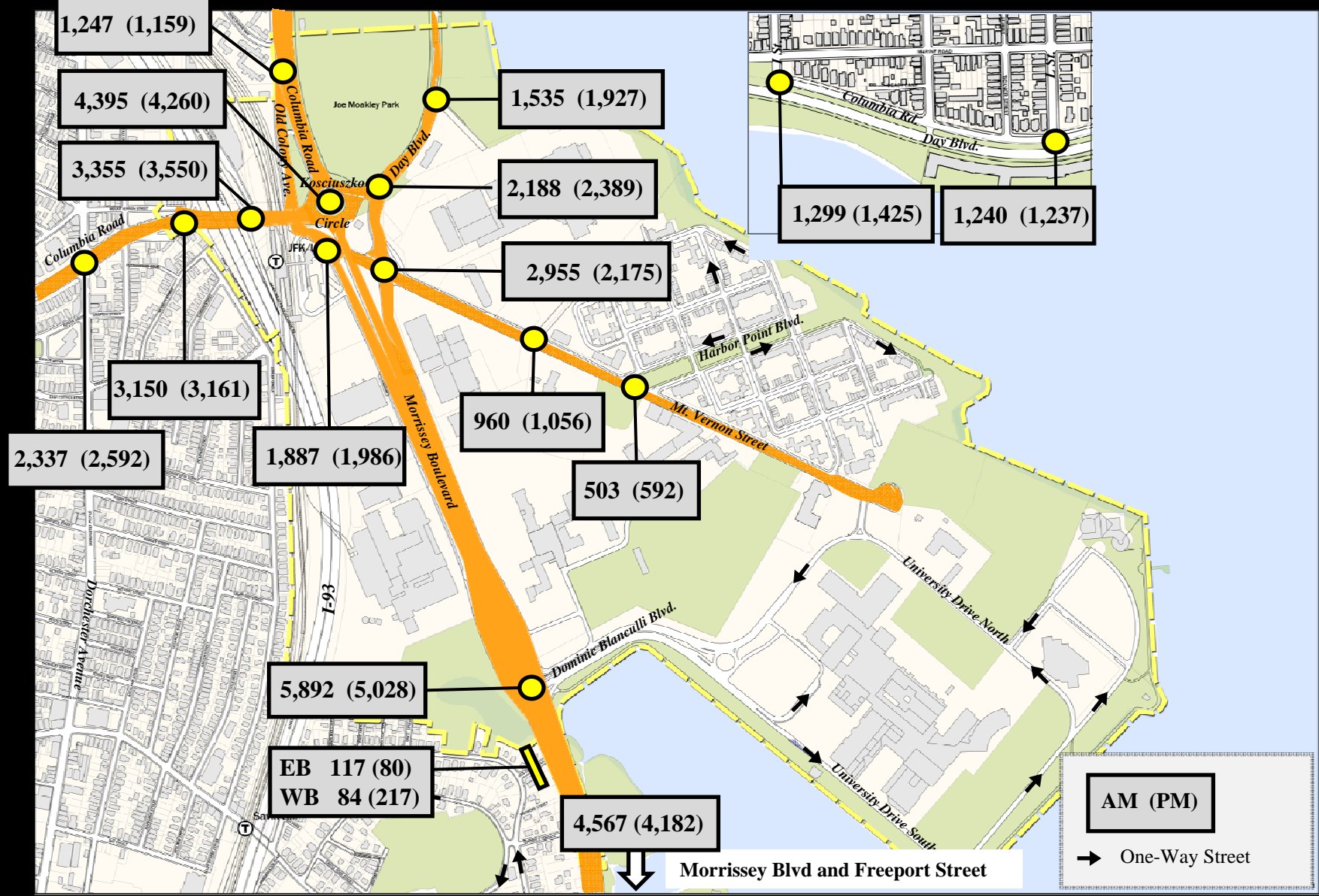
Roadway Ownership



Study Intersections



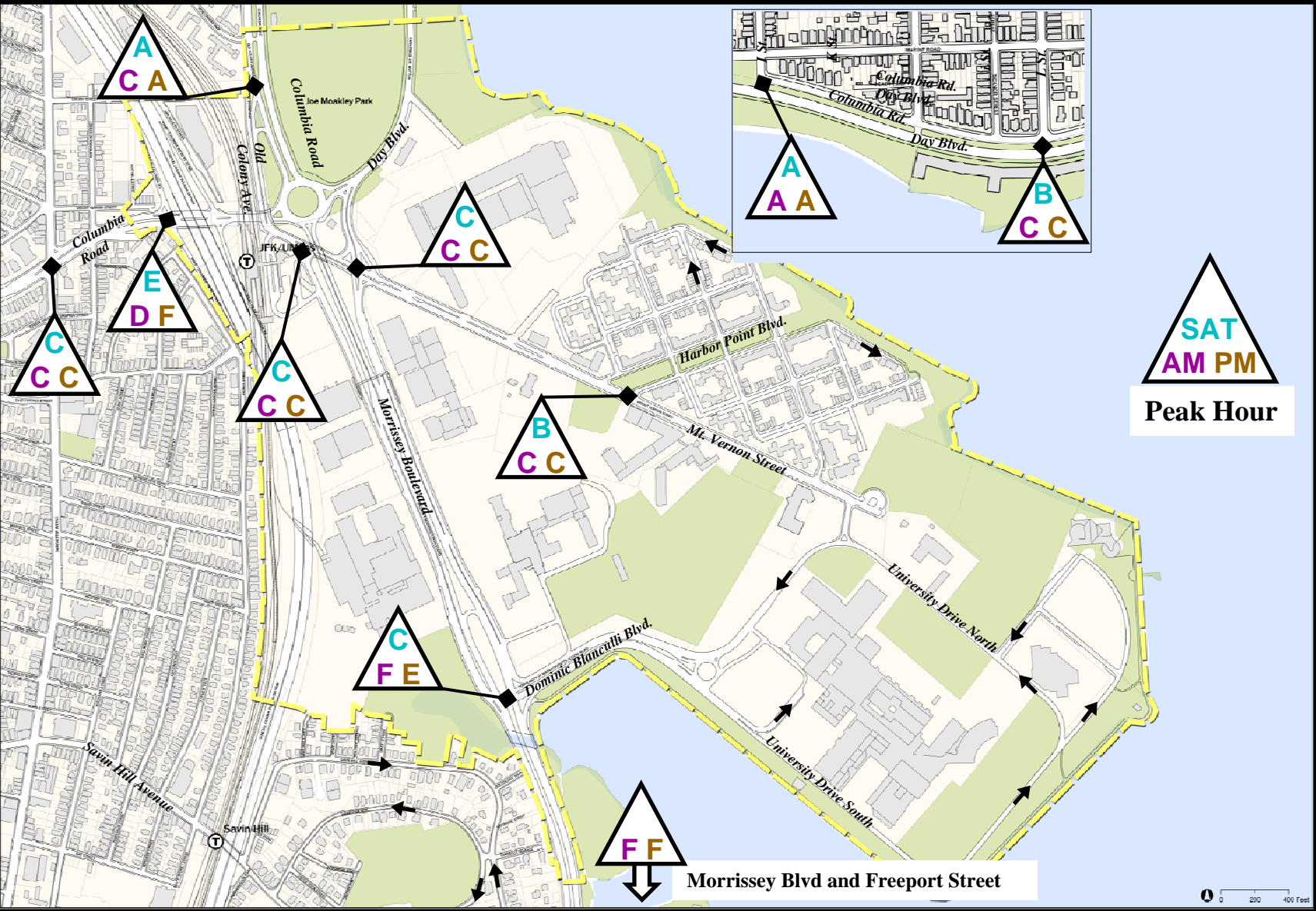
Peak Hour Traffic Volumes



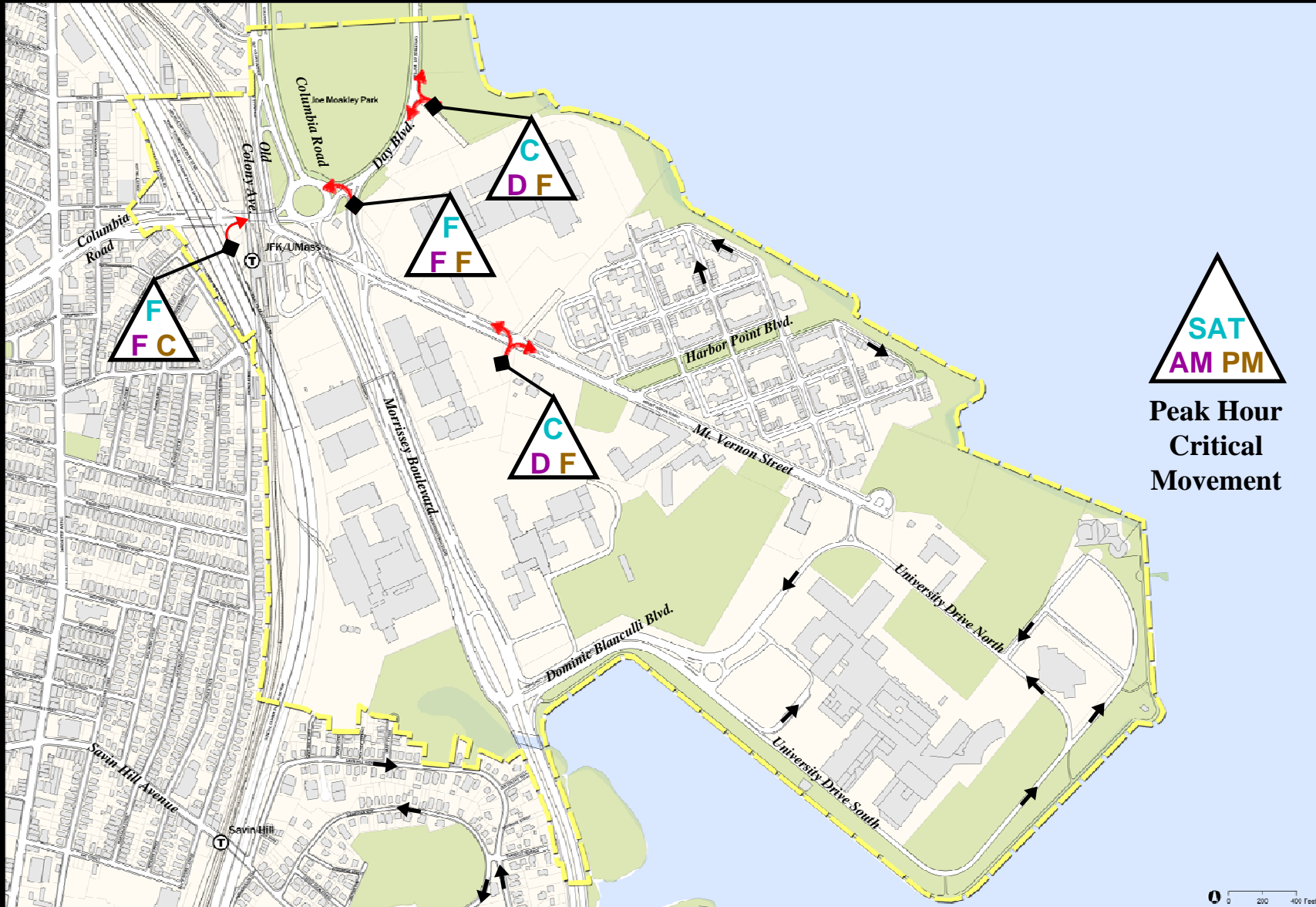
Traffic LOS Criteria

Level of Service	Unsignalized Intersection Ave Delay (sec/veh)	Signalized Intersection Ave Delay (sec/veh)
LOS A	0 – 10	0 – 10
LOS B	10 – 15	10 – 20
LOS C	15 – 25	20 – 35
LOS D	25 – 35	35 – 55
LOS E	35 – 50	55 – 80
LOS F	>50	>80

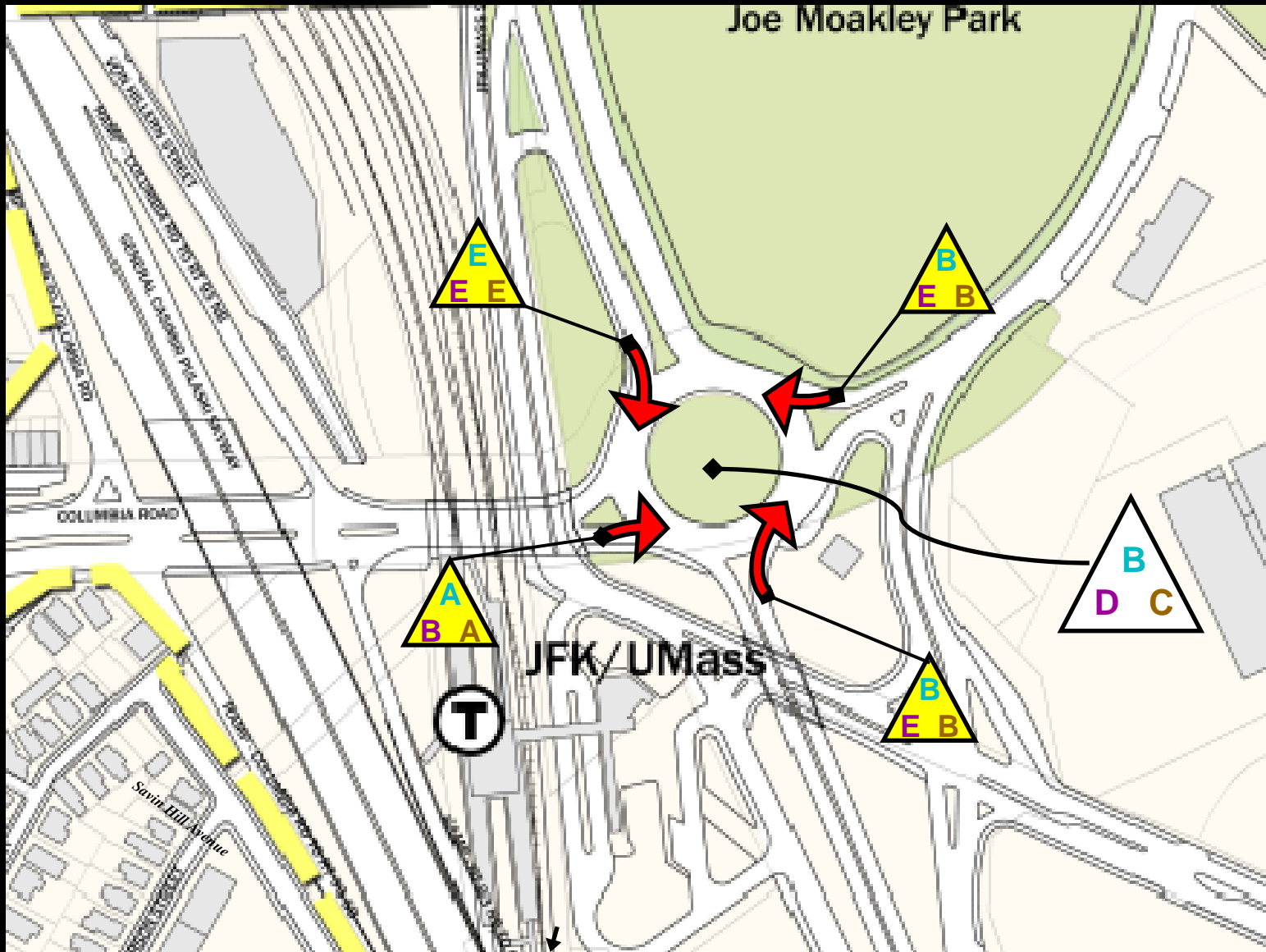
Signalized Intersection Level of Service



Unsignalized Intersection Level of Service



Kosciuszko Circle Level of Service


















SAT
AM **PM**
Overall Circle LOS

SAT
AM **PM**
Approach LOS

Existing Parking



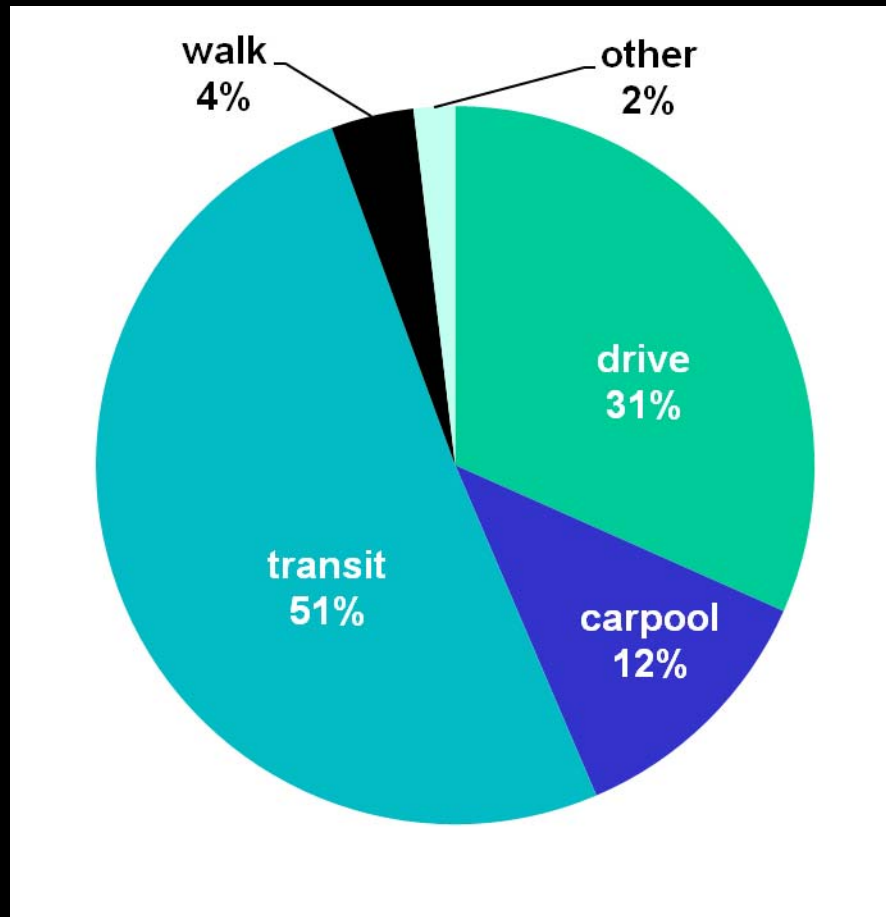
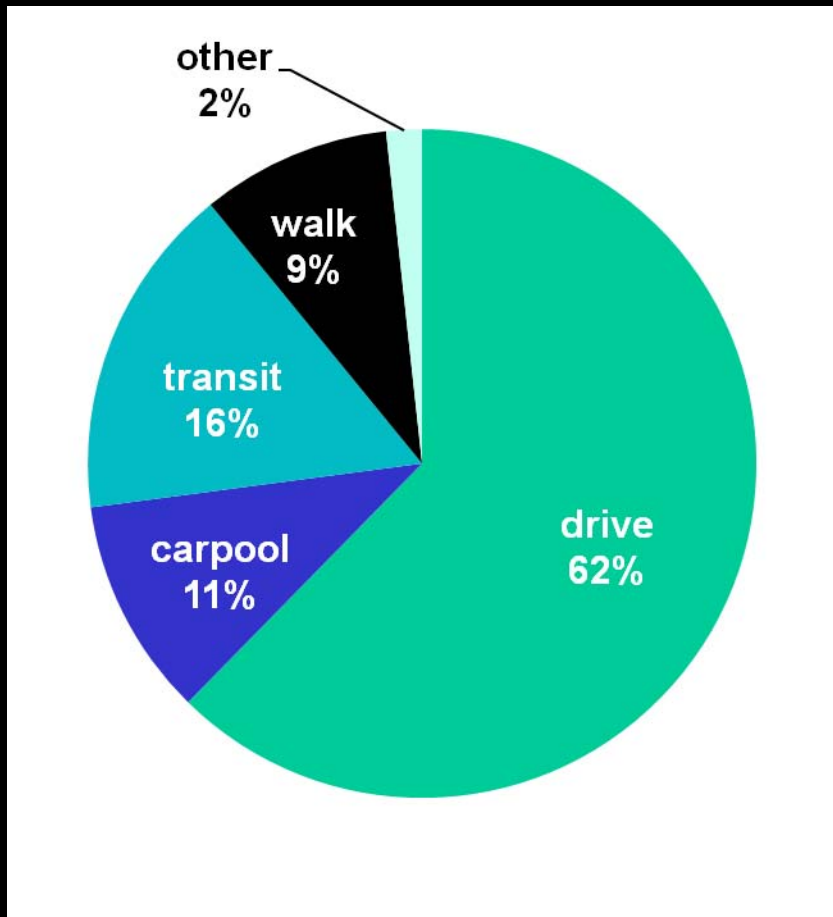
Total Number
of Parking Spaces
~ 9,600

- | | | |
|---|--|---|
|  Bayside Expo (1,689) |  Shaws (329) |  Sovereign Bank/Bank of America (800) |
|  Teachers Union (106) |  Greater Media (124) |  Boston College High School (~430) |
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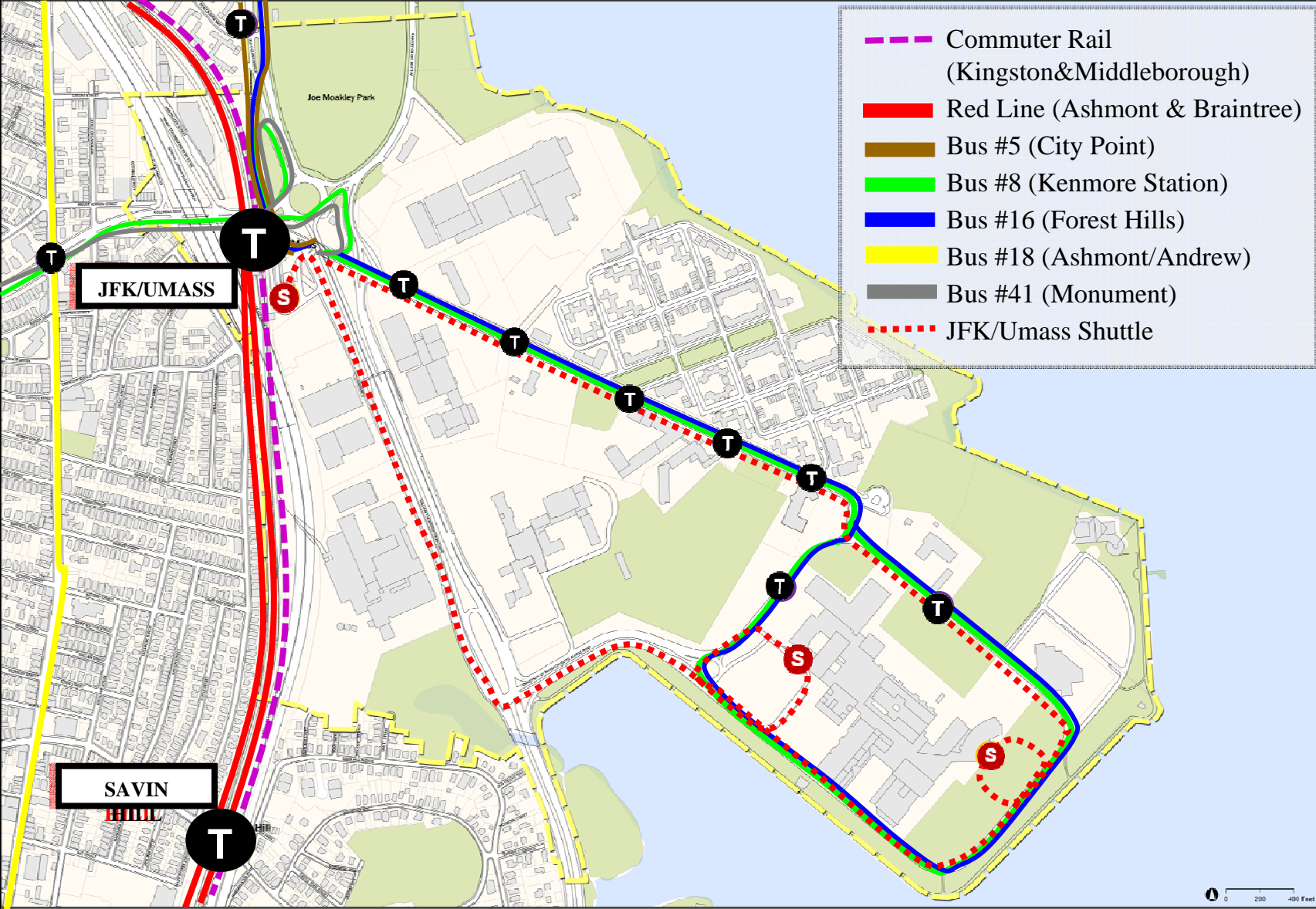
Journey to Work Mode Share

People working in Columbia Point

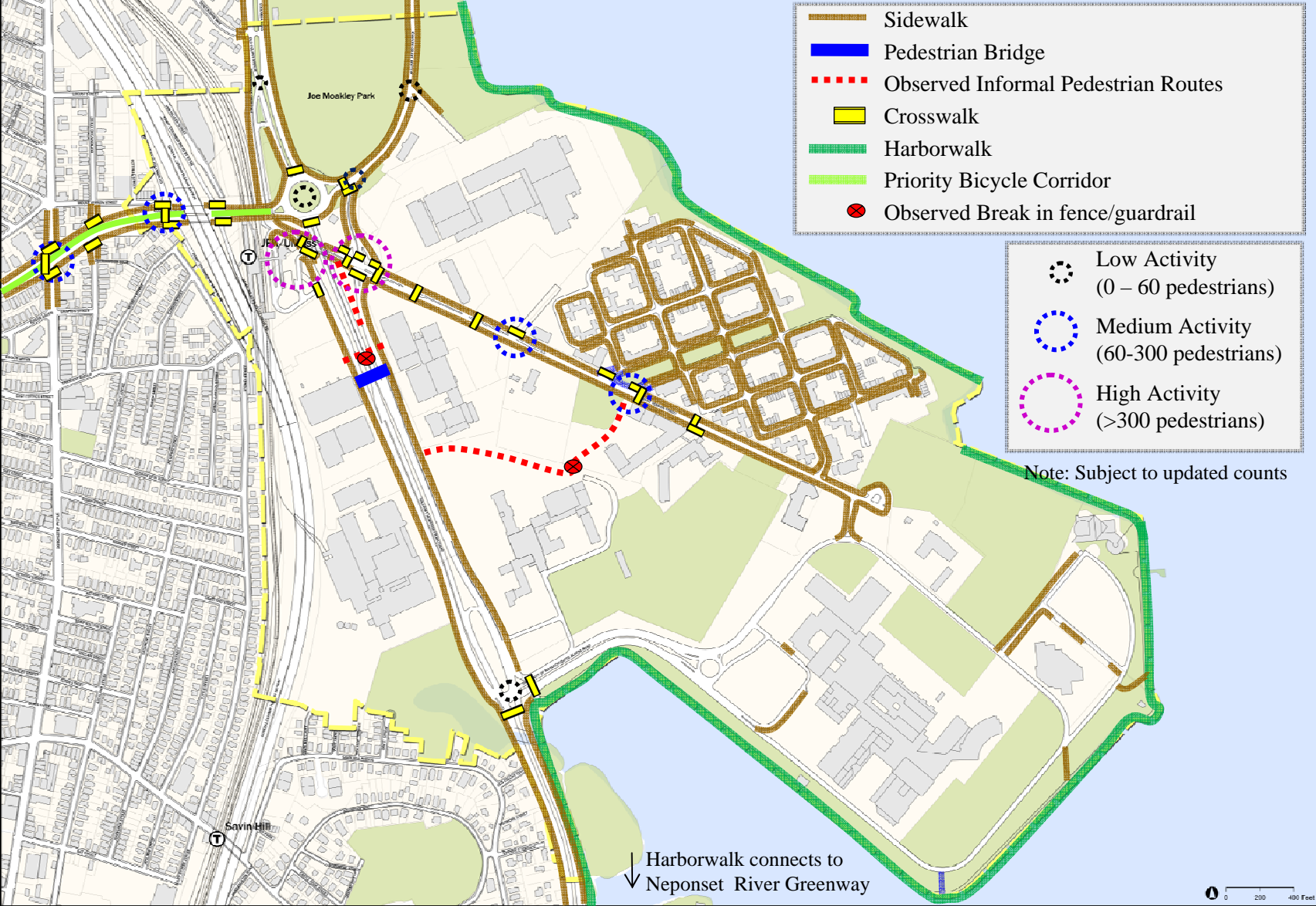
People living in Columbia Point



Existing Transit Services



Pedestrians and Bicycles



The Future: Opportunities

Sustainability



Green Building Action Plan



Boston Arts Academy



LEED by Example – LEED Silver

- **Maverick Gardens, completed**

Transit Oriented Development

- Mixed Use, Vibrant Streets - day & night activity
- Sense of Place/Community Spaces
- Pedestrian-Friendly
- Quality Facilities for Transit Users
- Structured & Shared Parking

Station Landing, Medford



Addison, TX



Boston's Mixed Use, Vibrant Streets



Community Benefits and Mitigation

- Roadway Improvements
- Pedestrian Connections
- Open Space
- Gathering Space
- Community Services

Station Landing, Medford





