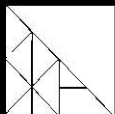


# DCA Forum

# MEET

# Market Position

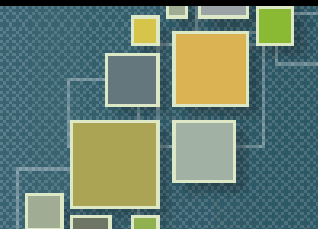


Boston Redevelopment Authority



Mayor Menino's Downtown Crossing  
Economic Improvement Initiative

## Downtown Crossing Association



# *Agenda*

1

2

3

4

5

— —

**PROJECT  
HISTORY  
DEVELOPMENT**

**A VISION &  
A BRAND**

**ECONOMIC  
PLANNING**

**BRANDING &  
MARKETING**

**Q & A**

# PROJECT HISTORY



**MEET**

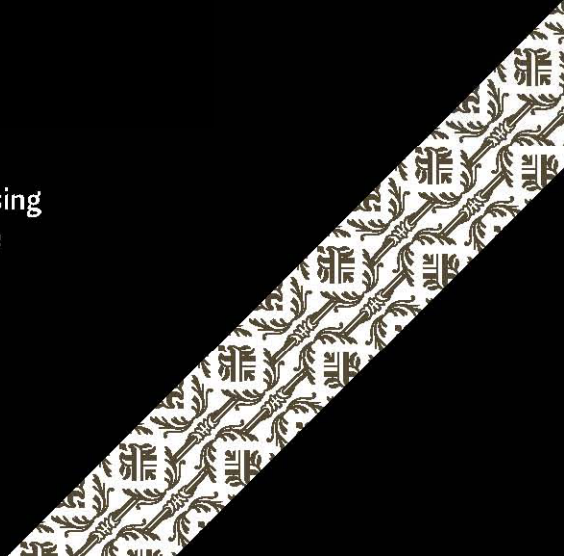
**RANDI LATHROP**



Boston Redevelopment Authority



Mayor Menino's Downtown Crossing  
Economic Improvement Initiative





# CONTEXT



**Harvard Square**



**CambridgeSide Galleria**  
850,000 sq. ft.



**Faneuil Hall**  
360,000 sq. ft.



**Downtown Crossing**  
1,300,000 sq. ft.



**Proposed Waterside Place**  
628,000 sq. ft.



**South Bay Mall**  
450,000 sq. ft.

Newbury Street  
Prudential Center and Copley Place

**Back Bay**  
1,400,000+ sq. ft.



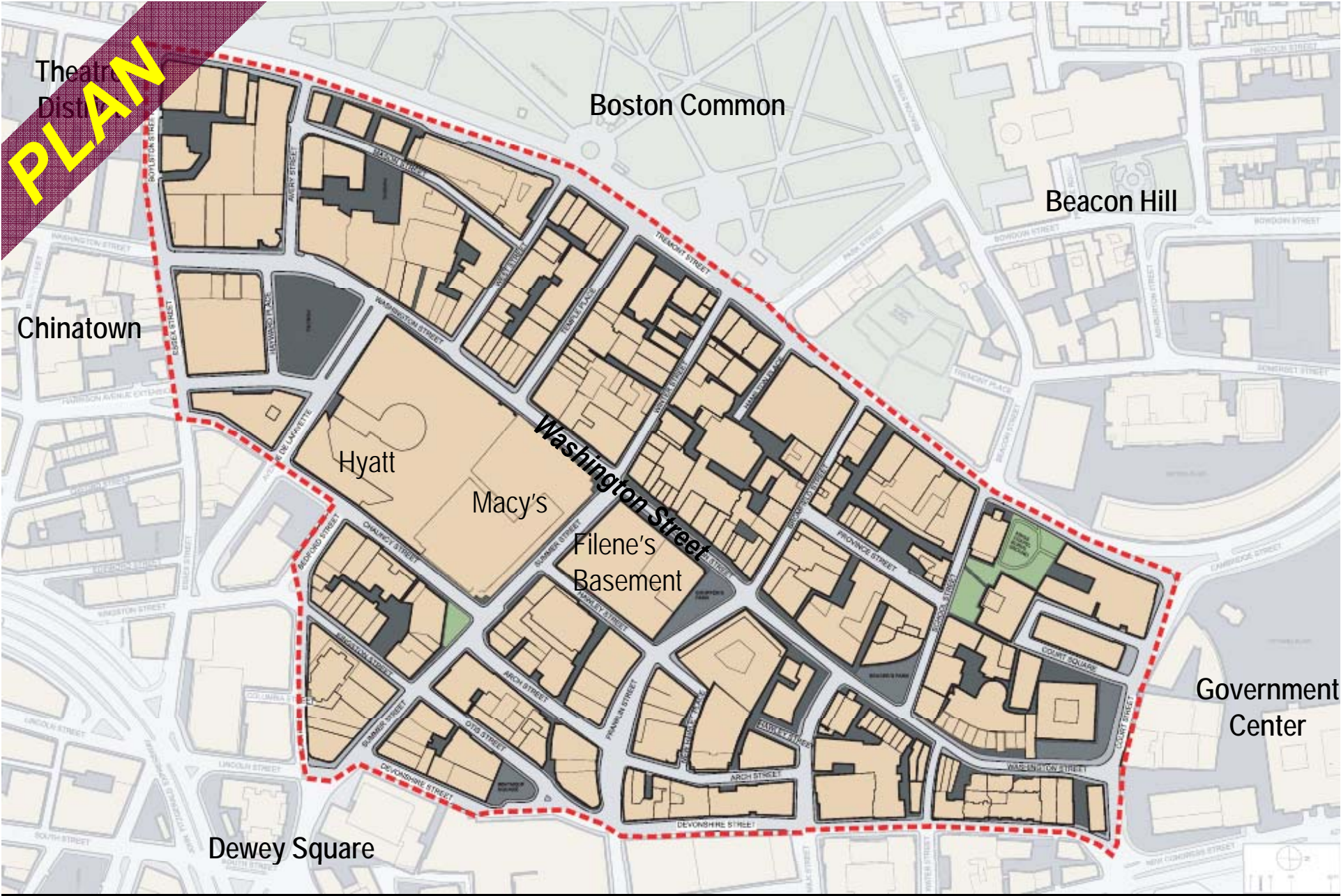




**DOWNTOWN  
CROSSING**



Theater District  
**PLAN**



Boston Common

Beacon Hill

Chinatown

Hyatt

Macy's

Filene's  
Basement

Dewey Square

Government  
Center



Today





# Downtown Crossing Economic Improvement Initiative









# Macy's Storefront Improvements





# Signage Enforcement



BEFORE



AFTER





# Jeweler's Building Storefront



**BEFORE**



**AFTER**



UNDER CONSTRUCTION

45 PROVINCE

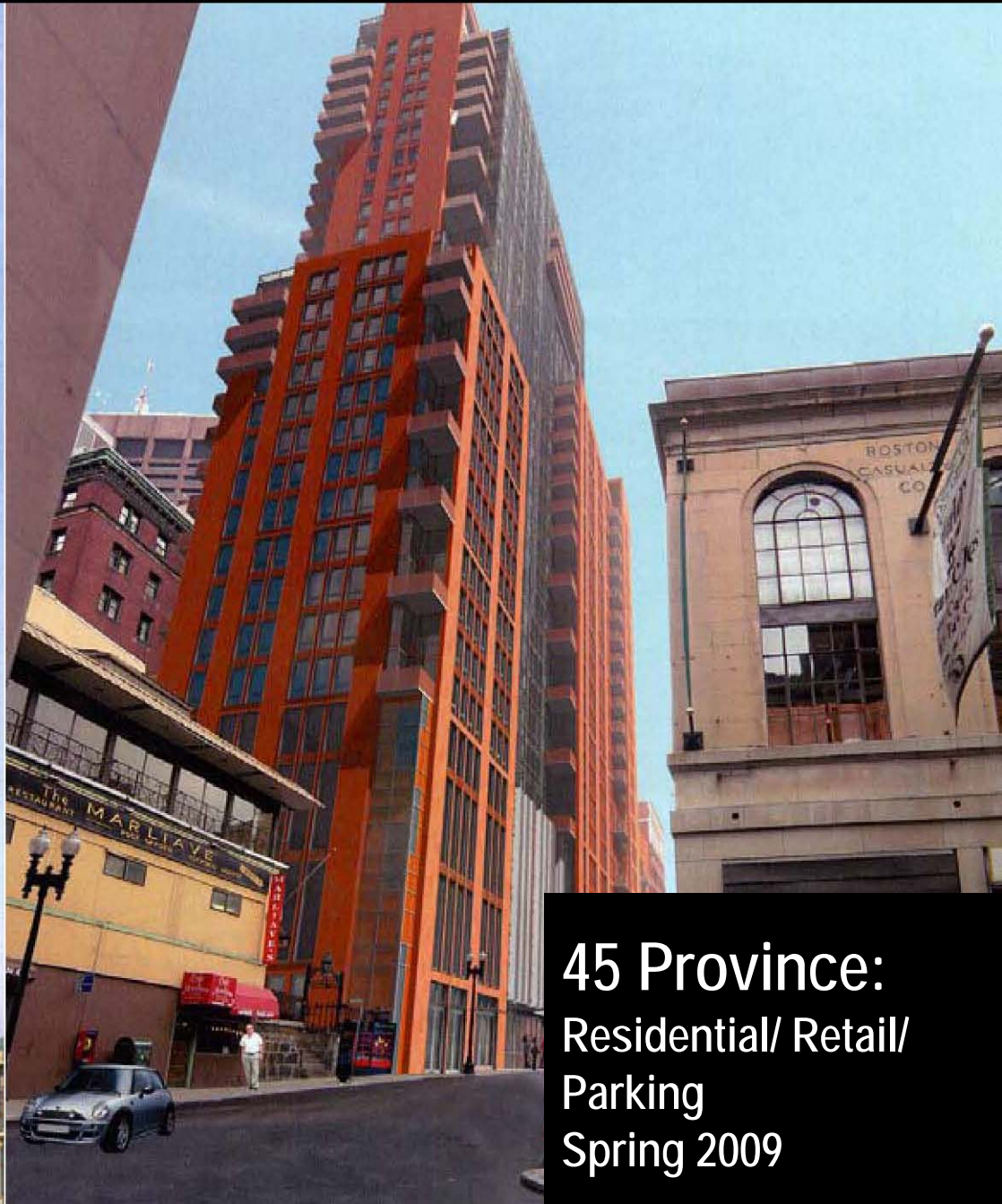
SALES CENTER AND MODEL  
44 School Street, Boston

OPEN HOUSE  
SUNDAY  
NOVEMBER 5  
1PM - 4PM

45province.com

617.742.0942

AN ABBEY GROUP DEVELOPMENT



45 Province:  
Residential/ Retail/  
Parking  
Spring 2009



//////////////// UNDER CONSTRUCTION //////////////////



**Ames Building:**  
Hotel Occupancy  
Spring 2009



//////////////// UNDER CONSTRUCTION //////////////////



Paramount Center:  
Occupancy Summer 2009



/////// RECENTLY COMPLETED ////



10 West:  
Suffolk University  
Dorms/ Retail



*/// CONSTRUCTION BEGINS WINTER 2008 ///*



**Modern Theater:**  
Suffolk University  
Summer 2010



// CONSTRUCTION BEGINS SUMMER 2008 //



**Hayward Place:**  
Residential/ Retail



UNDER CONSTRUCTION



One Franklin:  
Hynes/Vornado  
Spring 2010





//////////////// UNDER CONSTRUCTION //////////////////



**One Boston Place:**  
Retail/Open Space  
Summer 2008



# A VISION & A BRAND

**MEET**

**JONATHAN GREELEY**

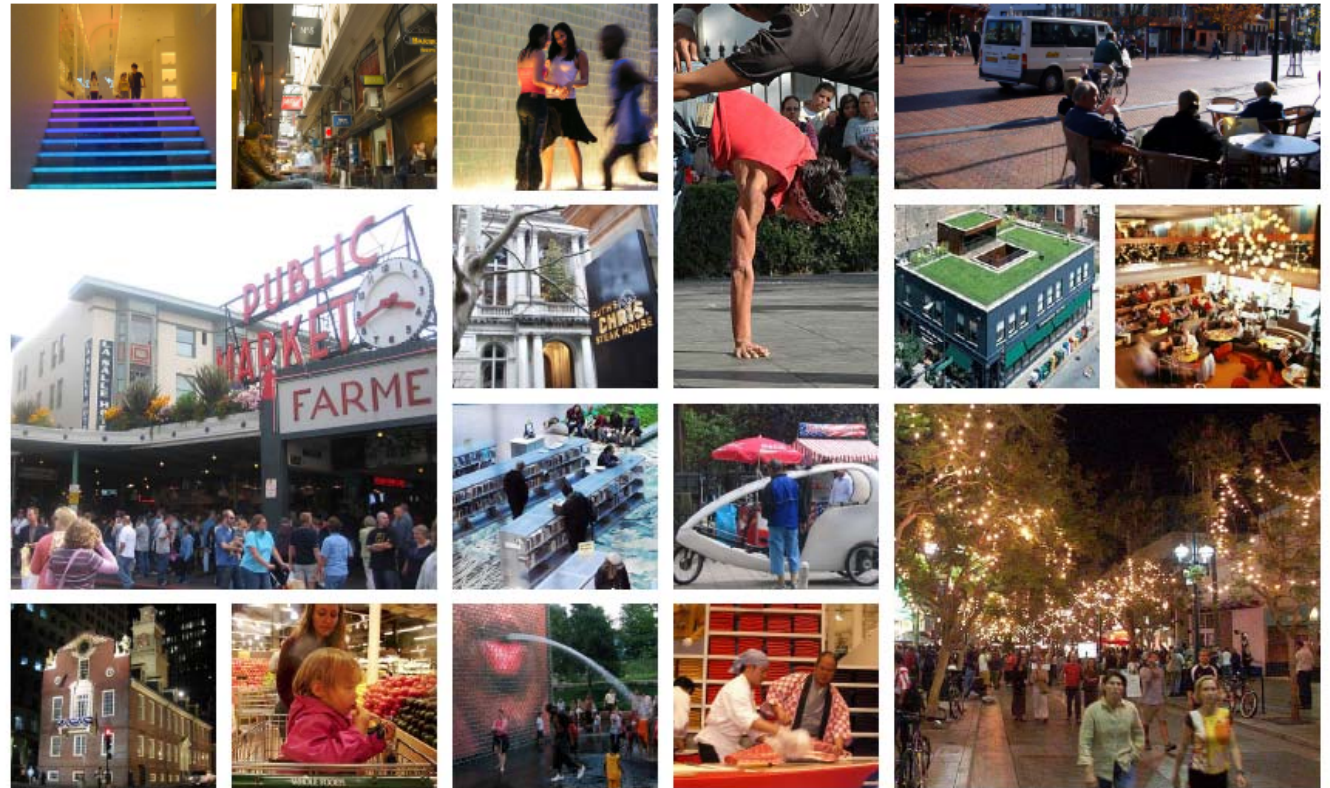


10 COMMON PRINCIPLES:

- 1) MEETING PLACE
- 2) DIVERSE
- 3) NEIGHBORHOOD
- 4) UNIQUE AREAS
- 5) WALKABLE
- 6) SOCIAL SPACES
- 7) HISTORY
- 8) FORWARD-THINKING
- 9) SUSTAINABLE
- 10) LEARN

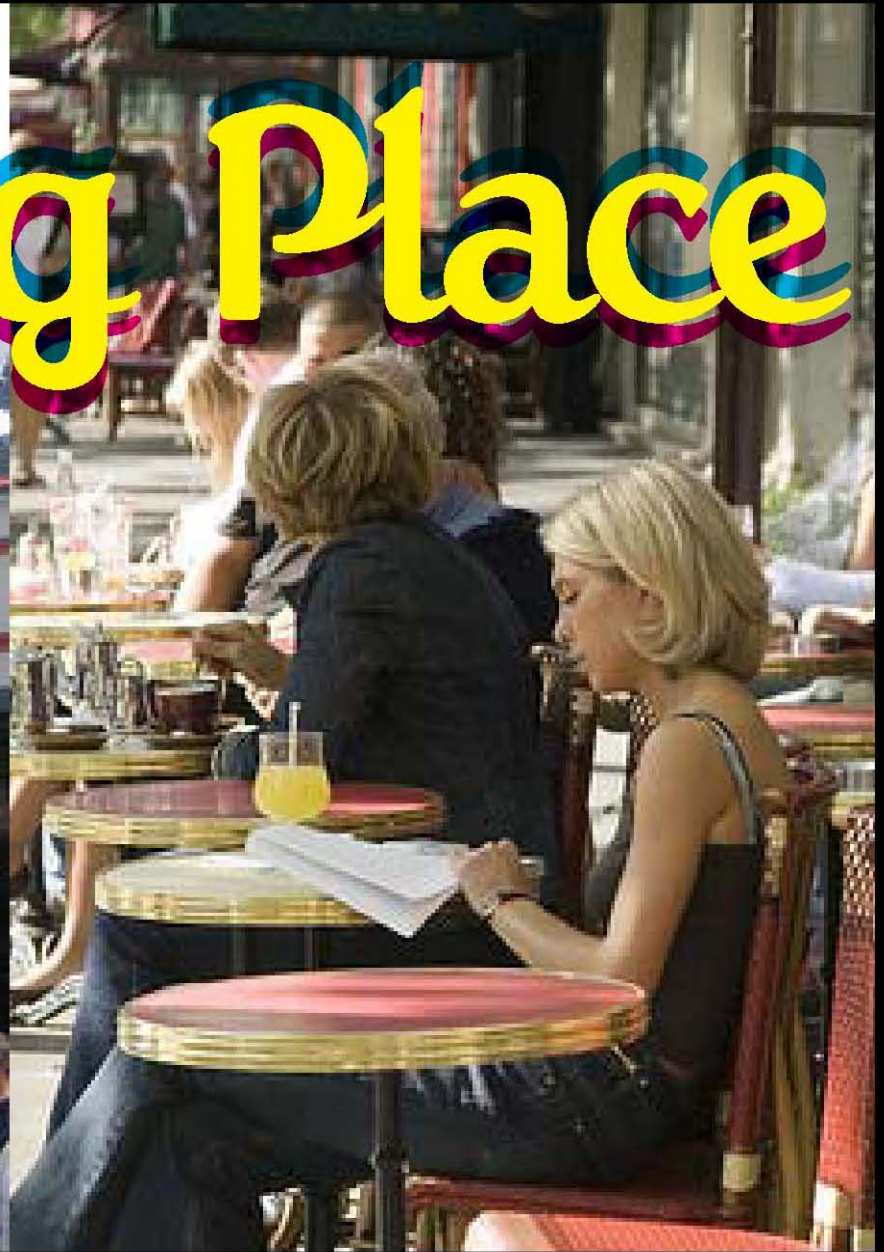
KEY MESSAGE:

Downtown Crossing is Boston's meeting place. It's an urban neighborhood where commerce and leisure intersect and diverse people are encouraged to **innovate**, **interact** and **explore**.



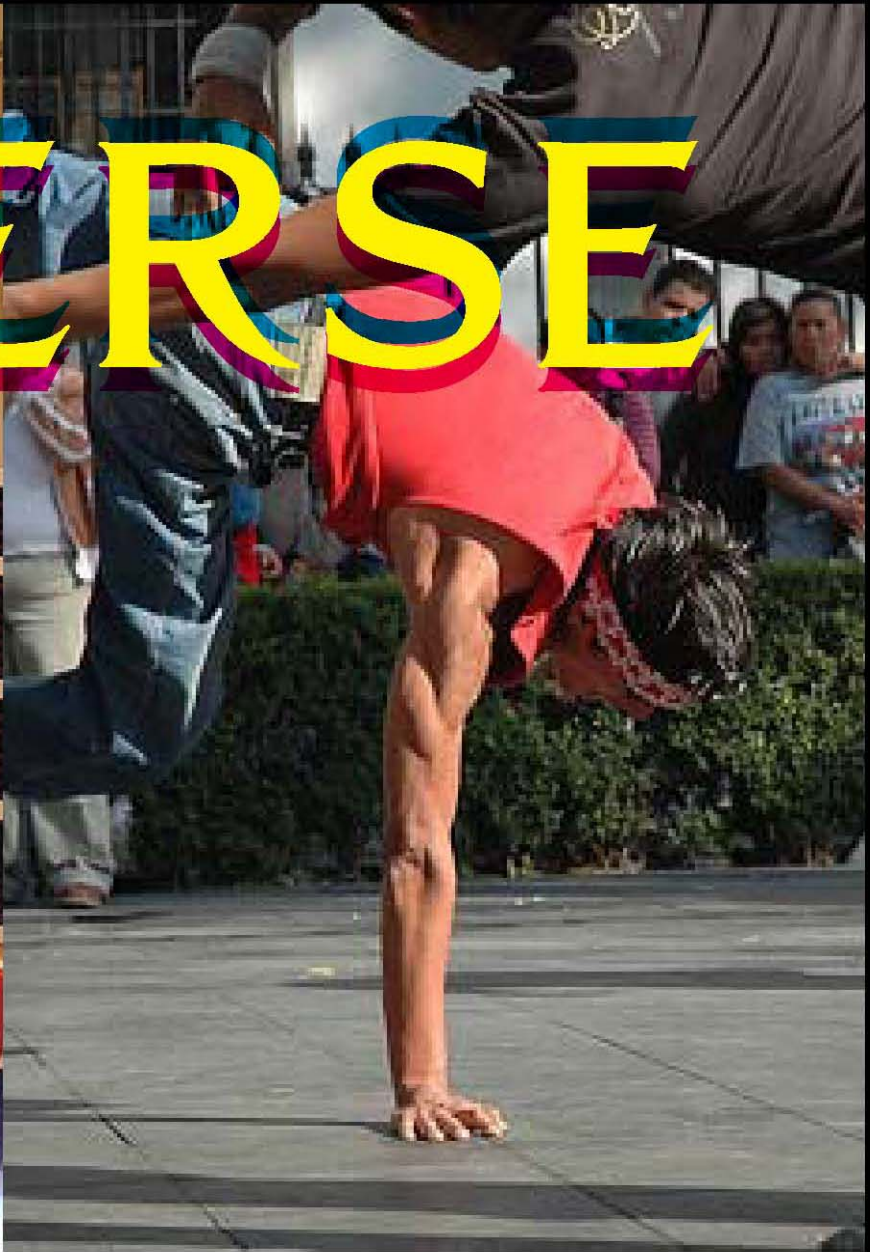


# Meeting Place





# DIVERSE

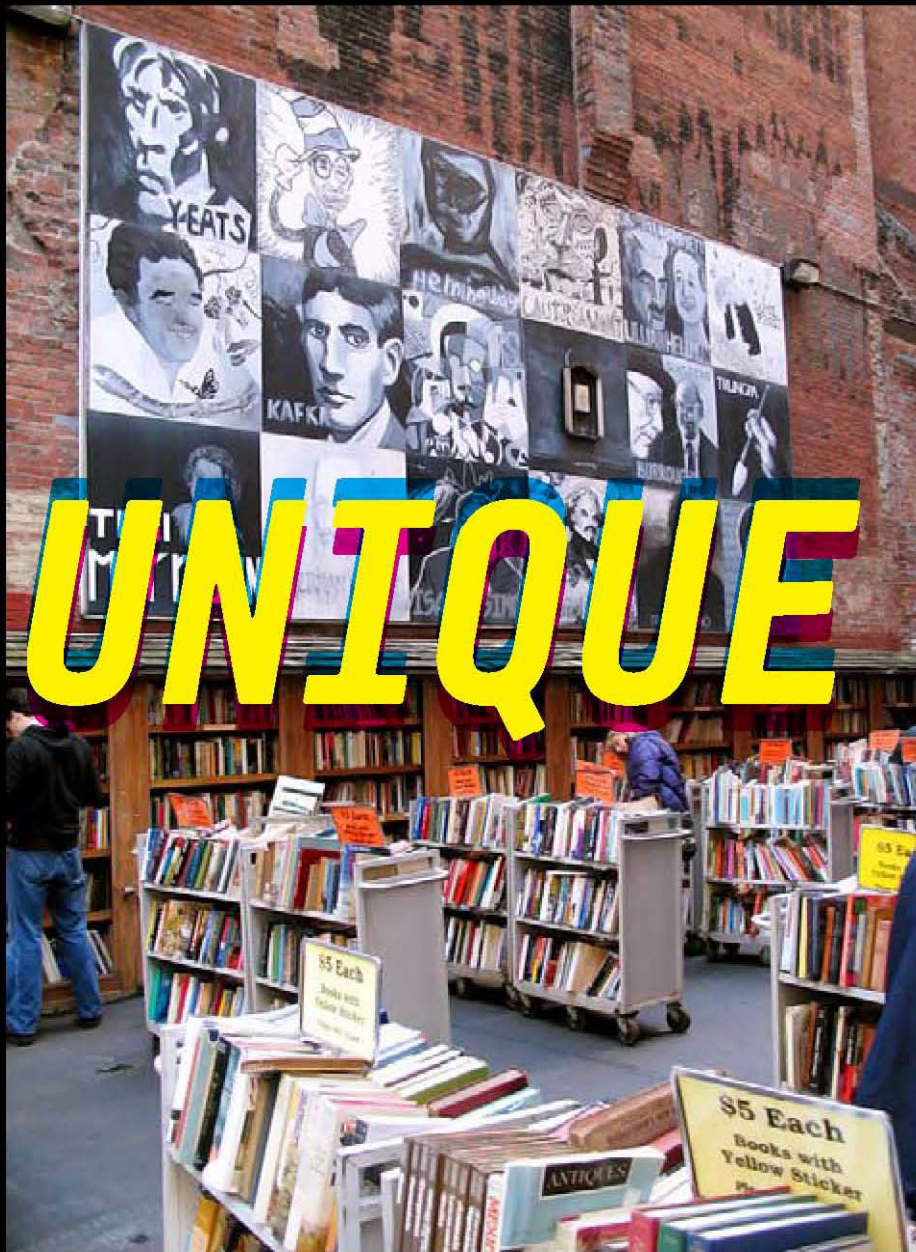






NEIGHBORHOOD





**UNIQUE**



**AREAS**



# WALKABLE









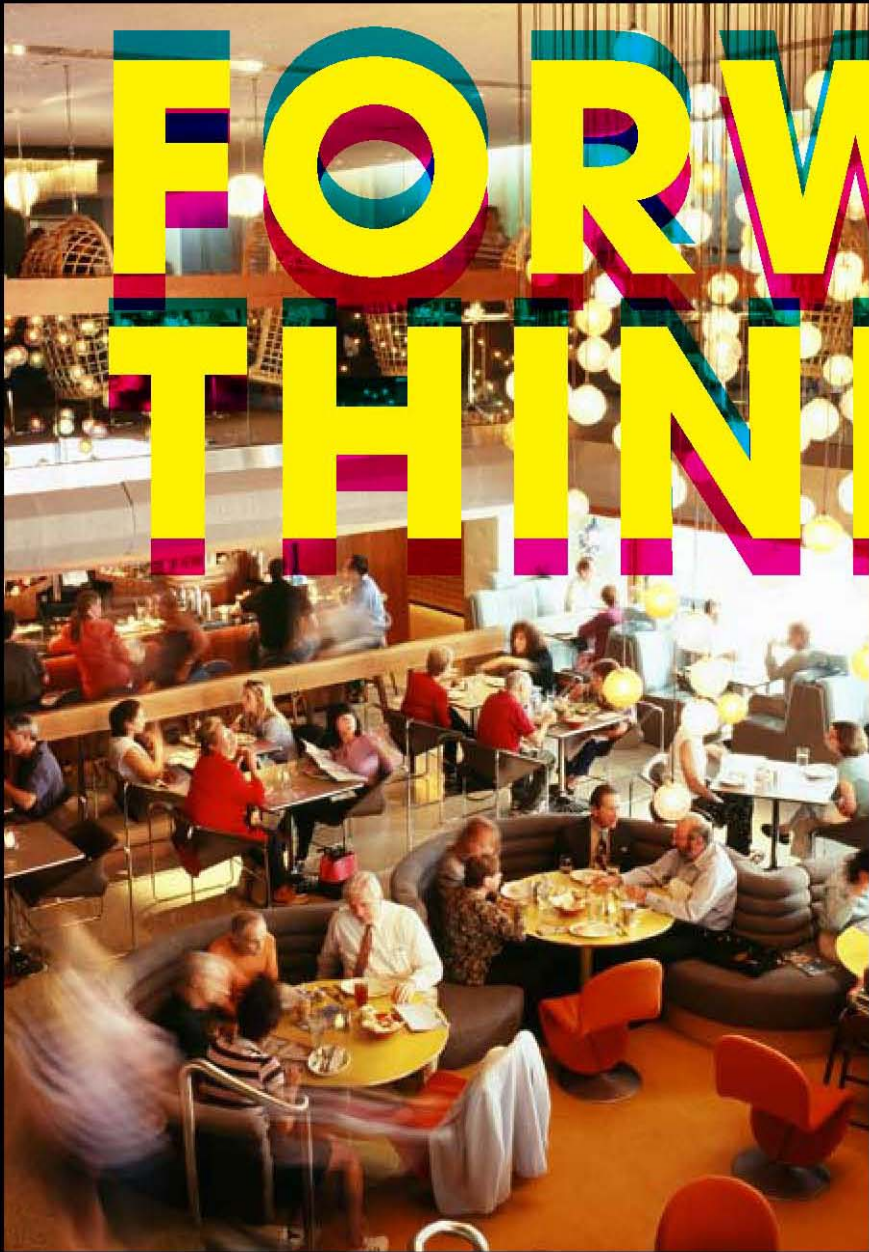


HISTORRY

NO  
TURN  
ON RED



# FORWARD THINKING





# SUSTAINABLE









**DOWNTOWN CROSSING**  
**IS BOSTON'S MEETING PLACE.**

**IT'S AN URBAN NEIGHBORHOOD**  
**WHERE COMMERCE AND**  
**LEISURE INTERSECT,**  
**AND DIVERSE PEOPLE ARE**  
**ENCOURAGED TO INNOVATE,**  
**INTERACT, AND EXPLORE.**









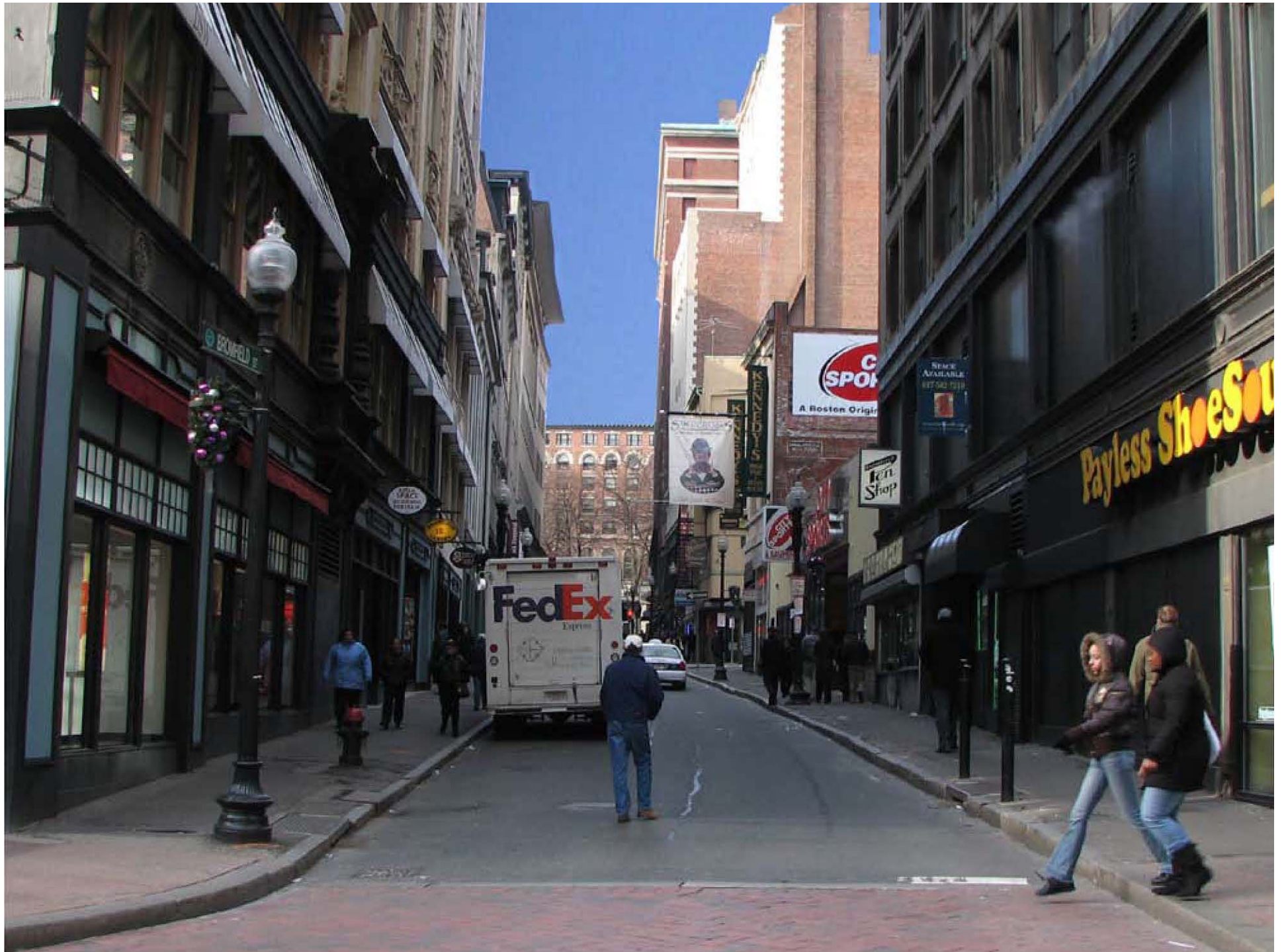




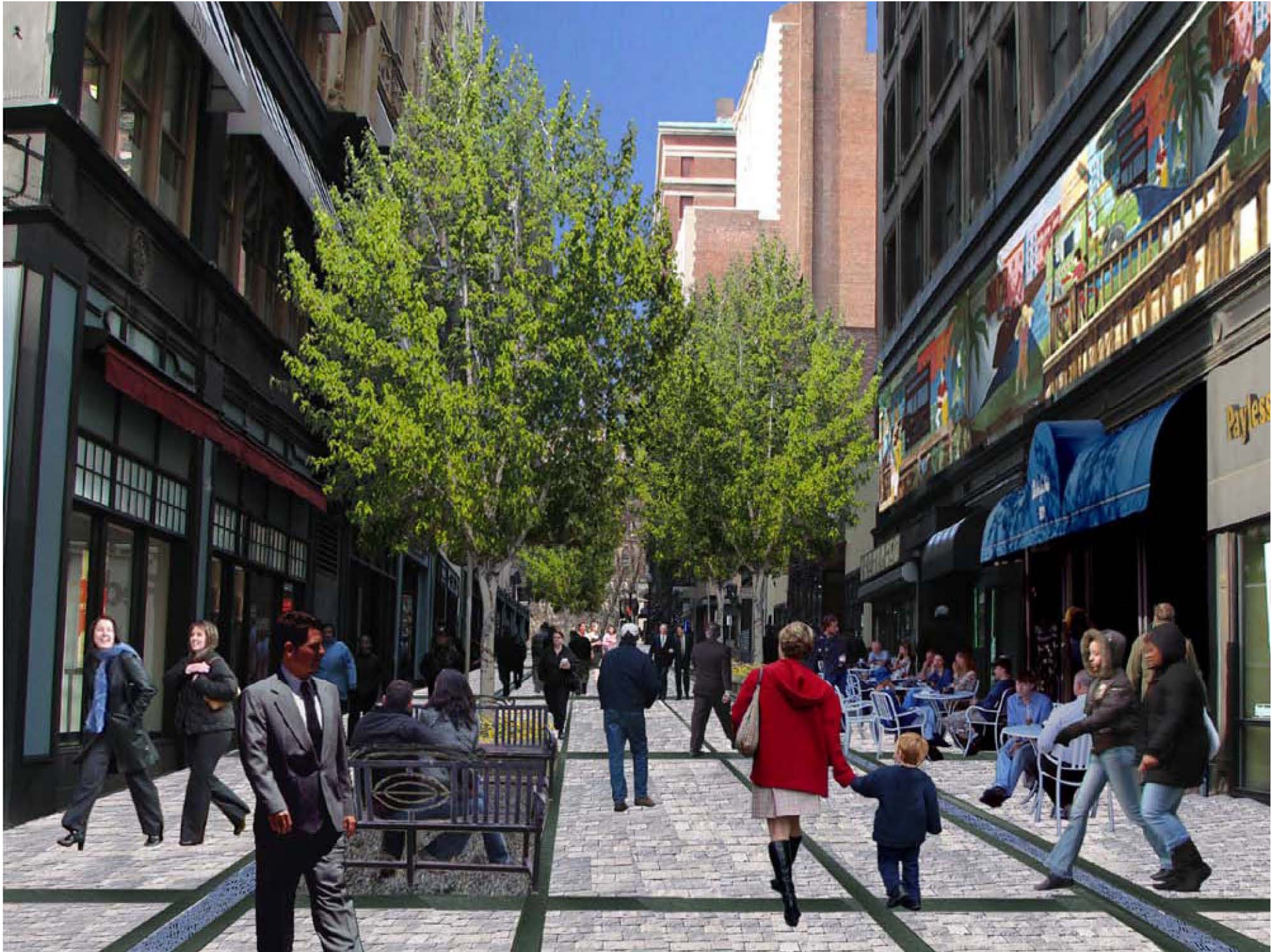


















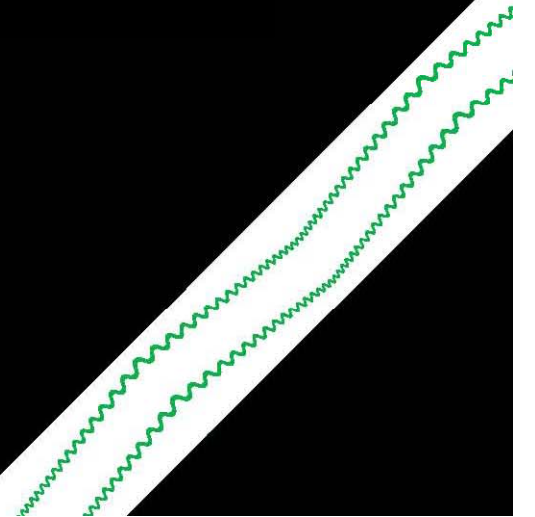




# ECONOMIC PLANNING

**MEET**

**KRISTEN KEEFE**







**RETAIL**

**RESIDENTIAL**

**WORK**

**PLAY**

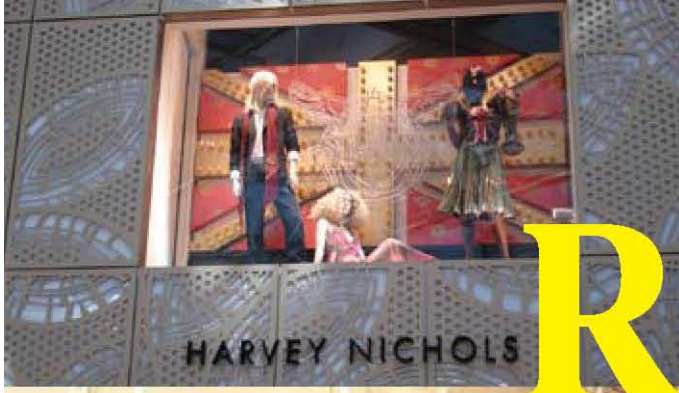




# PLAY







# RETAIL

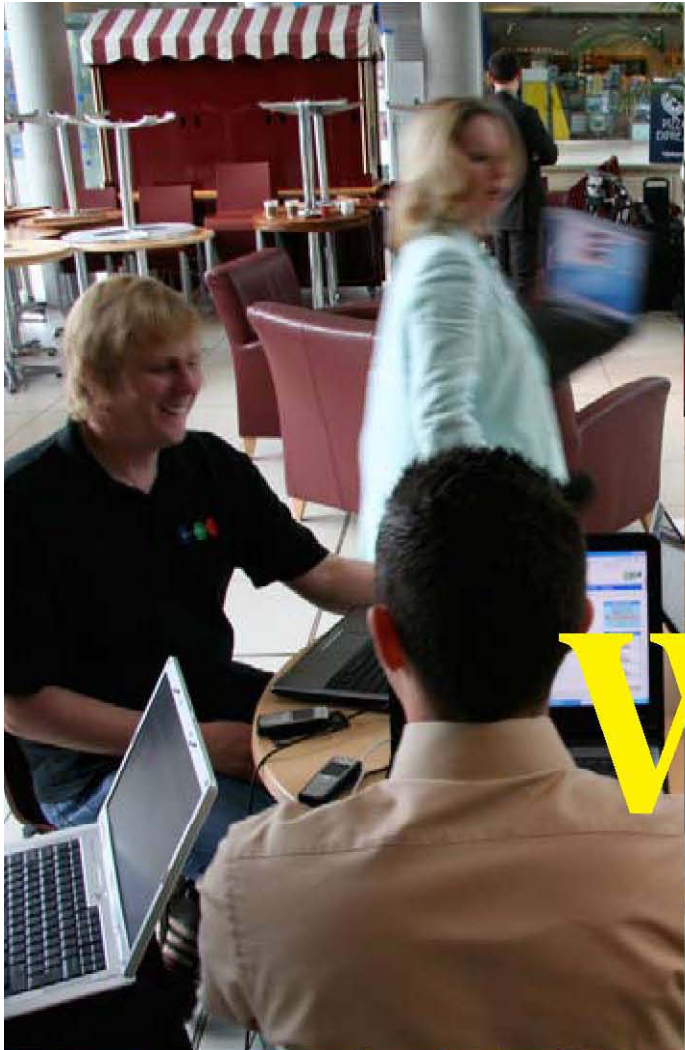






# RESIDENTIAL

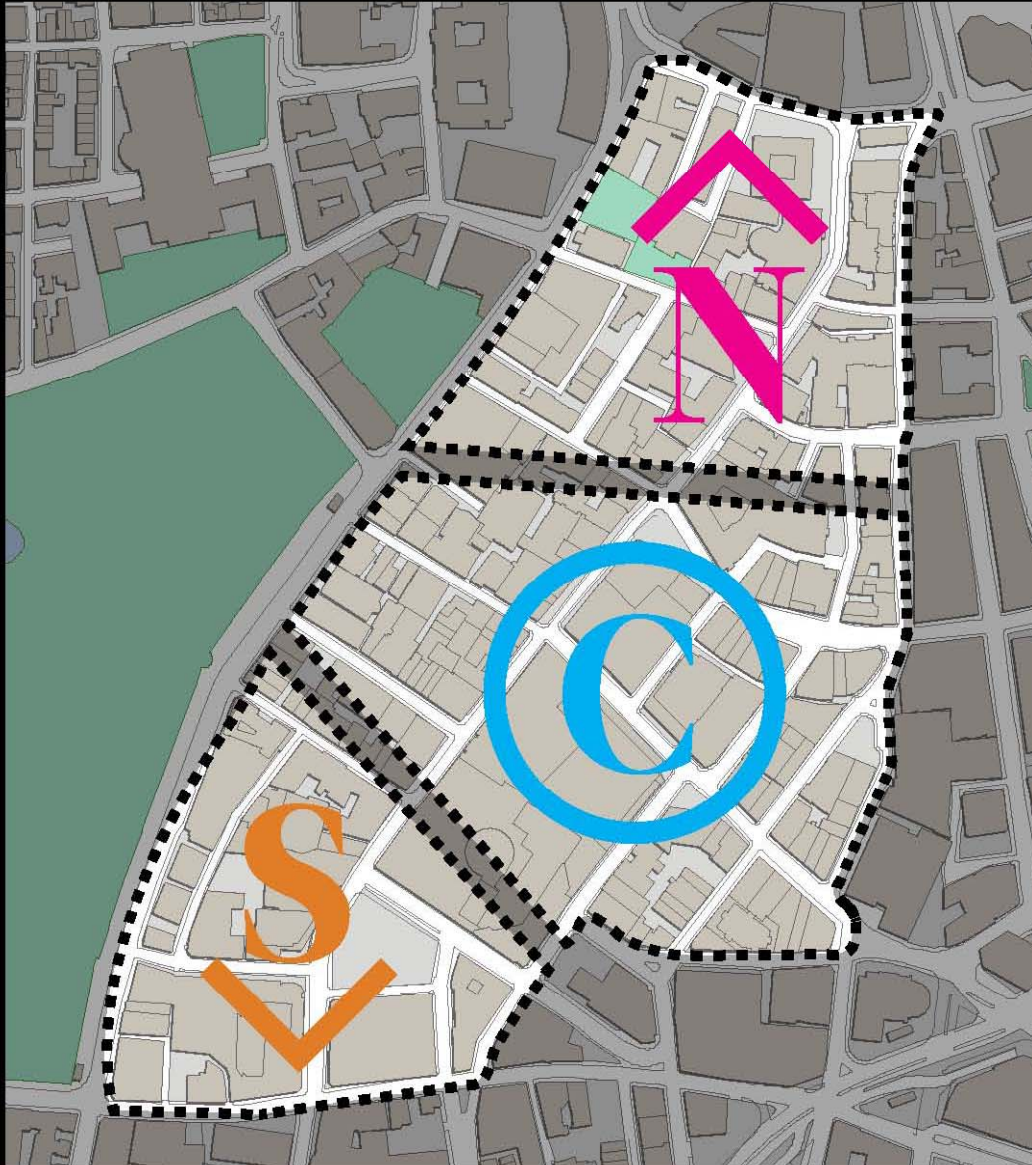




**WORK**



# THINKING IN DISTRICTS















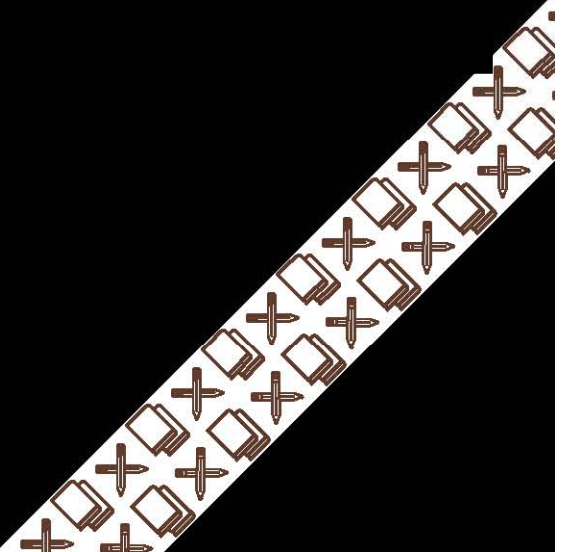
\$



# BRANDING & MARKETING



ANDREW GRACE





GREEN BEAN

MEET

SANDWICH

WINDOW SHOPPER

MEET

MUST-HAVE HANDBAG

OLD CITY HALL

MEET

NEW CITY PUB

STONE FAÇADE

MEET

GLASS TOWER

FLOWERS

MEET

BLIND DATE

NEIGHBOR

MEET

NEIGHBOR

ARCHWAY

MEET

DOORWAY

BIKE MESSENGER

MEET

FIXED GEAR



# MARKETING PLAN

- Executive Summary: Online & Offline
- Downtown Crossing Identity Development
- Brand Guidelines
- Catalyst Brochure
- Catalyst Web site
- Catalyst Marketing Campaign
- B.J.D. Brochure
- B.J.D. Web site
- Event Strategy Planning
- Mailing Address
- Retail Summit
- Executive Summary: Online & Offline
- Downtown Crossing Identity Development
- Brand Guidelines
- Catalyst Brochure
- Catalyst Web site
- Catalyst Marketing Campaign
- B.J.D. Brochure
- B.J.D. Web site
- Event Strategy Planning
- Mailing Address
- Retail Summit
- Executive Summary: Online & Offline
- Downtown Crossing Identity Development
- Brand Guidelines

- Knowledge Center: Concepting & Branding
- Residential Summit
- Real Estate Showroom
- Residential Web site
- Executive Summary: Online & Offline
- Downtown Crossing Identity Development
- Brand Guidelines
- Catalyst Brochure
- Catalyst Web site
- Catalyst Marketing Campaign
- B.J.D. Brochure
- B.J.D. Web site
- Event Strategy Planning
- Mailing Address
- Retail Summit

## PHASE 2 (12-24 MONTHS) - FOOT TRAFFIC

- Knowledge Center: Concepting & Branding
- Residential Summit
- Real Estate Showroom
- Residential Web site

- Residential Direct Mail
- Cycling Center: Concepting & Branding



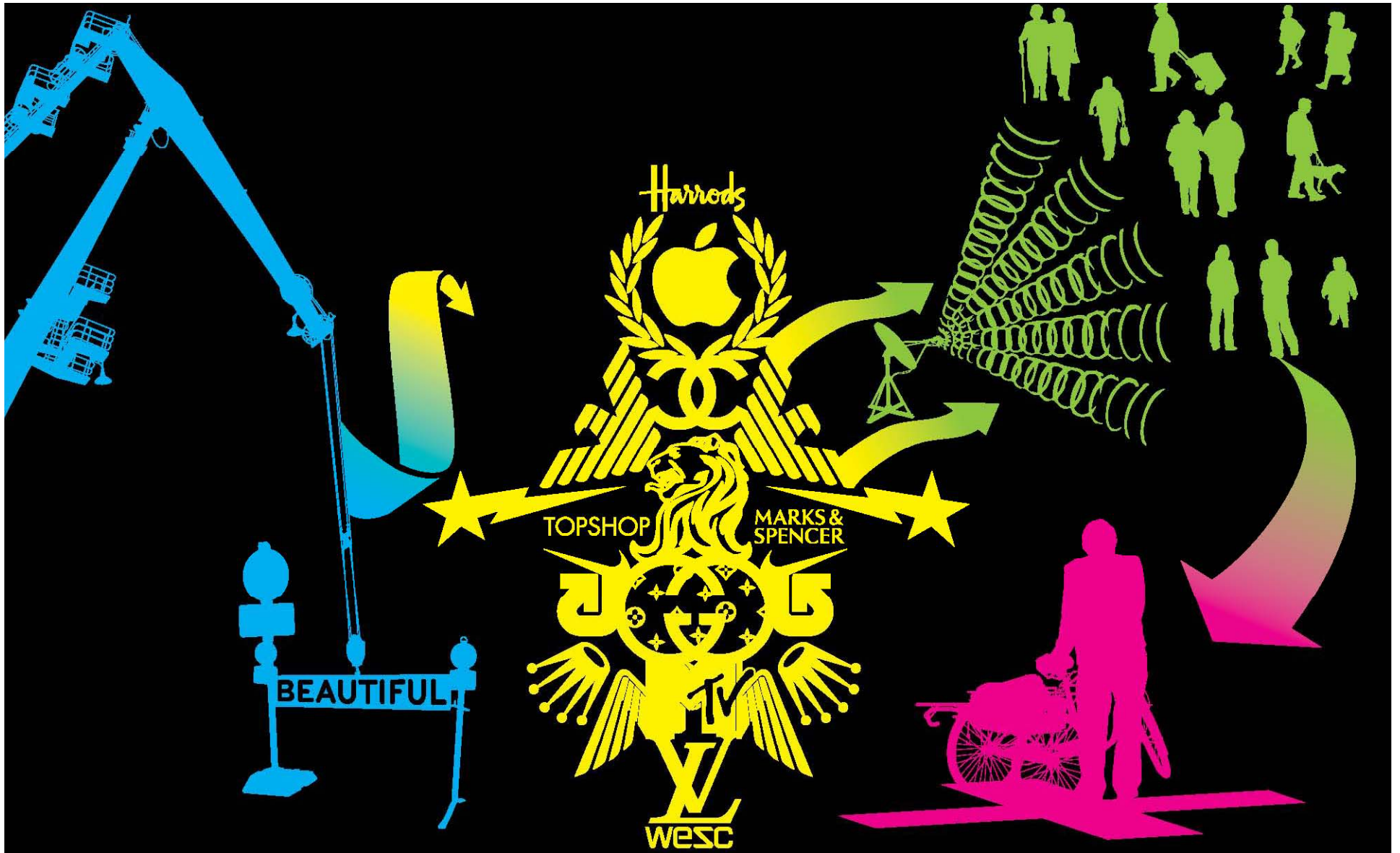
- Online & Offline
- Downtown Crossing Identity Development
- Brand Guidelines
- Catalyst Brochure
- Catalyst Web site
- Catalyst Marketing Campaign
- B.J.D. Brochure
- B.J.D. Web site
- Event Strategy Planning
- Mailing Address
- Retail Summit
- Executive Summary: Online & Offline



- Velo Taxis: Concepting & Branding
- Executive Summary:

- Online & Offline
- Downtown Crossing Identity Development
- Brand Guidelines
- Catalyst Brochure
- Catalyst Web site
- Catalyst Marketing Campaign
- Brochure
- Web site





TRANSITION    MAGNET    OUTREACH    ON THE GROUND



# TRANSITION: CONSTRUCTION PROGRAM

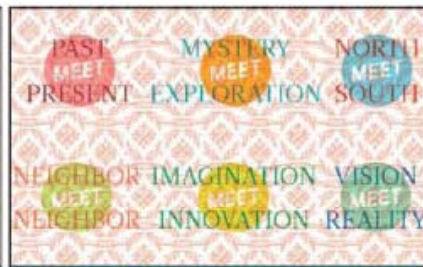




# TRANSITION: CONSTRUCTION PROGRAM

PREPARED BY: ONESIXTYTHREANINETY

PHASE 1  
1-8 MONTHS





# TRANSITION: CONSTRUCTION PROGRAM

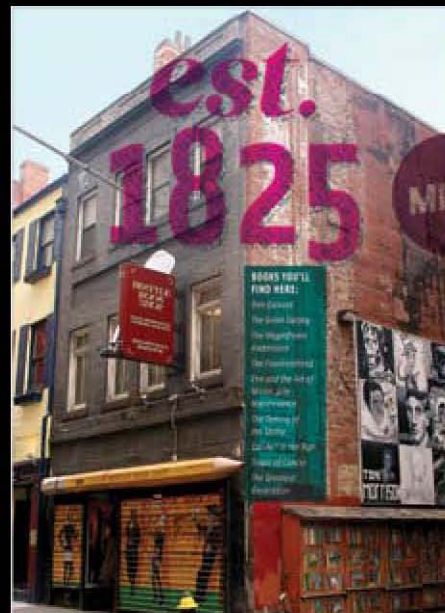
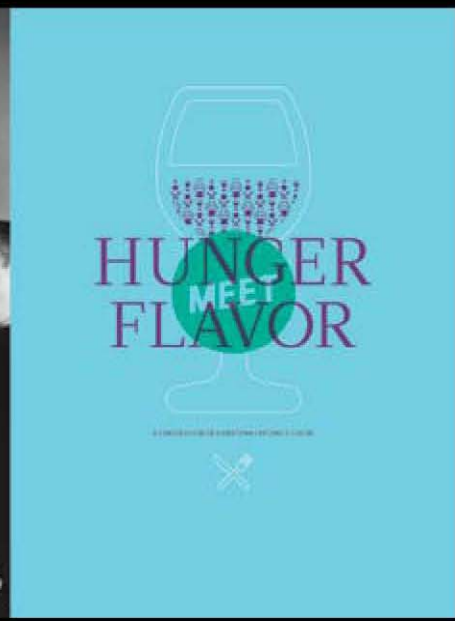
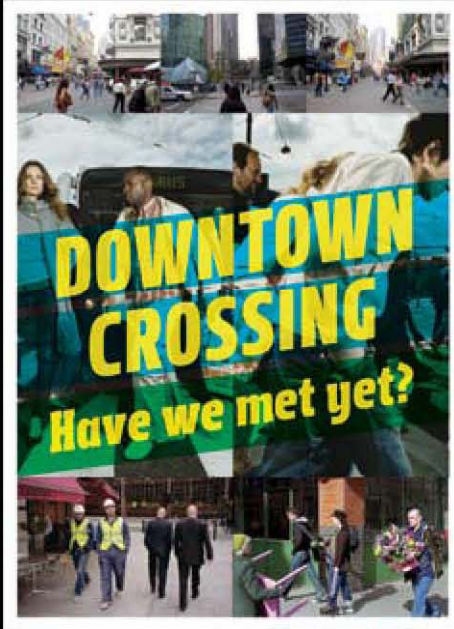
PREPARED BY: ONESIXTYNINE  
PHASE 2

8-14 MONTHS





# MAGNET: CATALYST BROCHURE





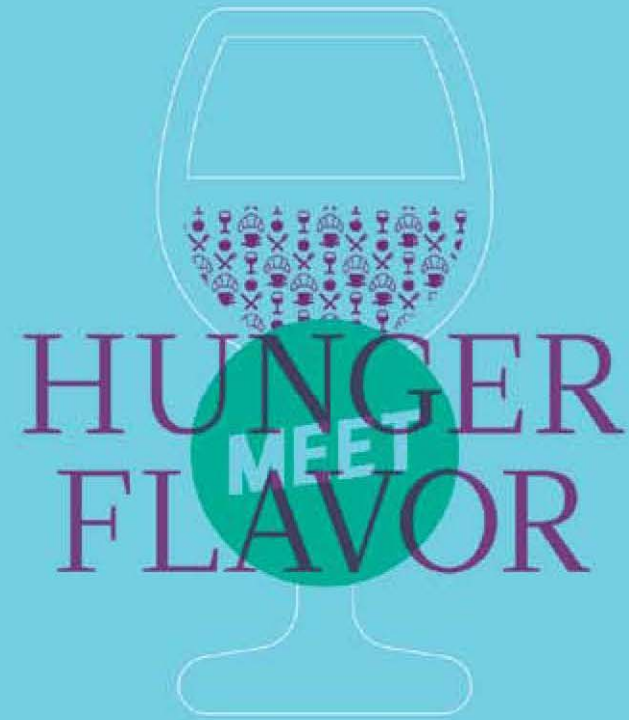
Anupam  
Joglekar

HEAD CHEF OF MANTRA

MEET

Gregory  
Lambert

OWNER OF LAMBERT'S MARKETPLACE



A CONVERSATION ON DOWNTOWN CROSSING'S CUISINE





est.  
1825

MEET

**BOOKS YOU'LL FIND HERE:**

- Don Quixote*
- The Great Gatsby*
- The Magnificent Ambersons*
- The Fountainhead*
- Zen and the Art of Motorcycle Maintenance*
- The Taming of the Shrew*
- Catcher in the Rye*
- Tropic of Cancer*
- The Greatest Generation*



est.  
2008

**SHOPS YOU'LL FIND HERE:**

- Chanel
- Zara
- Coach
- Club Monaco
- J. Alexander
- Godiva
- Forever 21
- Target
- Muji
- Ernest Bevin
- Selfridges







# DOWNTOWN CROSSING

- NEIGHBORHOOD
- EVENTS
- CONCIERGE
- PARKING
- RESIDENTS
- DAY & NIGHT
- SHOPS
- SUSTAINABILITY
- PRESS
- CONTACT

## Have we met yet?

### FASHION MEET DRAMA

Karl Lagerfeld of Chanel sits down with Kira McFee, director of Emerson College's theater program, to discuss the art of costumes and entertaining. Click for video.

WORDS FROM THE PEOPLE:

# WALK ALONG THE FREEDOM TI



## STYLE MEET SUBSTANCE

**DESCRIPTION:**  
 Kelly McMasters of Zara talks to Downtown Crossing shopper Eileen Pennington about their favorite styles.  
 CLICK HERE TO DOWNLOAD VIDEO



KELLY & EILEEN'S FAVORITE STYLES:





**ON THE GROUND:  
CONCIERGE  
PACKET**

WHERE GRASS  
MEETS STREET  
MEETS PEOPLE  
MEETS LIFE.

**MEET**

**DOWNTOWN  
CROSSING**





Things you learn after **182 YEARS** in the Neighborhood.



MEET

Ken Gloss's Brattle Book Shop is not just a neighborhood institution—it's America's oldest antiquarian book store and one of the staples of Downtown Crossing. Writers, scholars and curious literary fans have all searched Brattle's coffers for rare and unique books for nearly two centuries. So who better to get to the heart of Downtown Crossing than Ken? We sat down with him for a few moments to hear his neighborhood favorites.

**FAVORITE RESTAURANT:**

"KO Prime at the Nine Zero Hotel really challenges what a traditional steak house can be. It's a sleek space that's far less stuffy than most steak houses, and the liquid nitrogen margarita is out of this world."

**FAVORITE DESSERT:**

"The Omni Parker House claims to have been serving their Boston Cream Pies since 1856. I like things that have been in the neighborhood for a while, obviously."

**FAVORITE PLACE TO RELAX:**

"The park at Washington and School Streets. Grab a good book (I'll let you know where to find one) and watch the entire world pass by on a spring afternoon."

**FAVORITE LANDMARK:**

"KO Prime at the Nine Zero Hotel really challenges what a traditional steak house can be. It's a sleek space that's far less stuffy than most steak houses, and the liquid nitrogen margarita is out of this world."

**FAVORITE MARKET:**

"The Omni Parker House claims to have been serving their Boston Cream Pies since 1856. I like things that have been in the neighborhood for a while, obviously."

**FAVORITE DRINK:**

"The park at Washington and School Streets. Grab a good book (I'll let you know where to find one) and watch the entire world pass by on a spring afternoon."

**FAVORITE NIGHT SPOT:**

"KO Prime at the Nine Zero Hotel really challenges what a traditional steak house can be. It's a sleek space that's far less stuffy than most steak houses, and the liquid nitrogen margarita is out of this world."

**FAVORITE BOOK:**

"The Omni Parker House claims to have been serving their Boston Cream Pies since 1856. I like things that have been in the neighborhood for a while, obviously."

**FAVORITE PIECE OF ART:**

"The park at Washington and School Streets. Grab a good book (I'll let you know where to find one) and watch the entire world pass by on a spring afternoon."

**FAVORITE WORD:**

"KO Prime at the Nine Zero Hotel really challenges what a traditional steak house can be. It's a sleek space that's far less stuffy than most steak houses, and the liquid nitrogen margarita is out of this world."

**FAVORITE TIME OF THE YEAR:**

"The Omni Parker House claims to have been serving their Boston Cream Pies since 1856. I like things that have been in the neighborhood for a while, obviously."

**FAVORITE DRINK:**

"The park at Washington and School Streets. Grab a good book (I'll let you know where to find one) and watch the entire world pass by on a spring afternoon."

**FAVORITE PLACE TO HEAR MUSIC:**

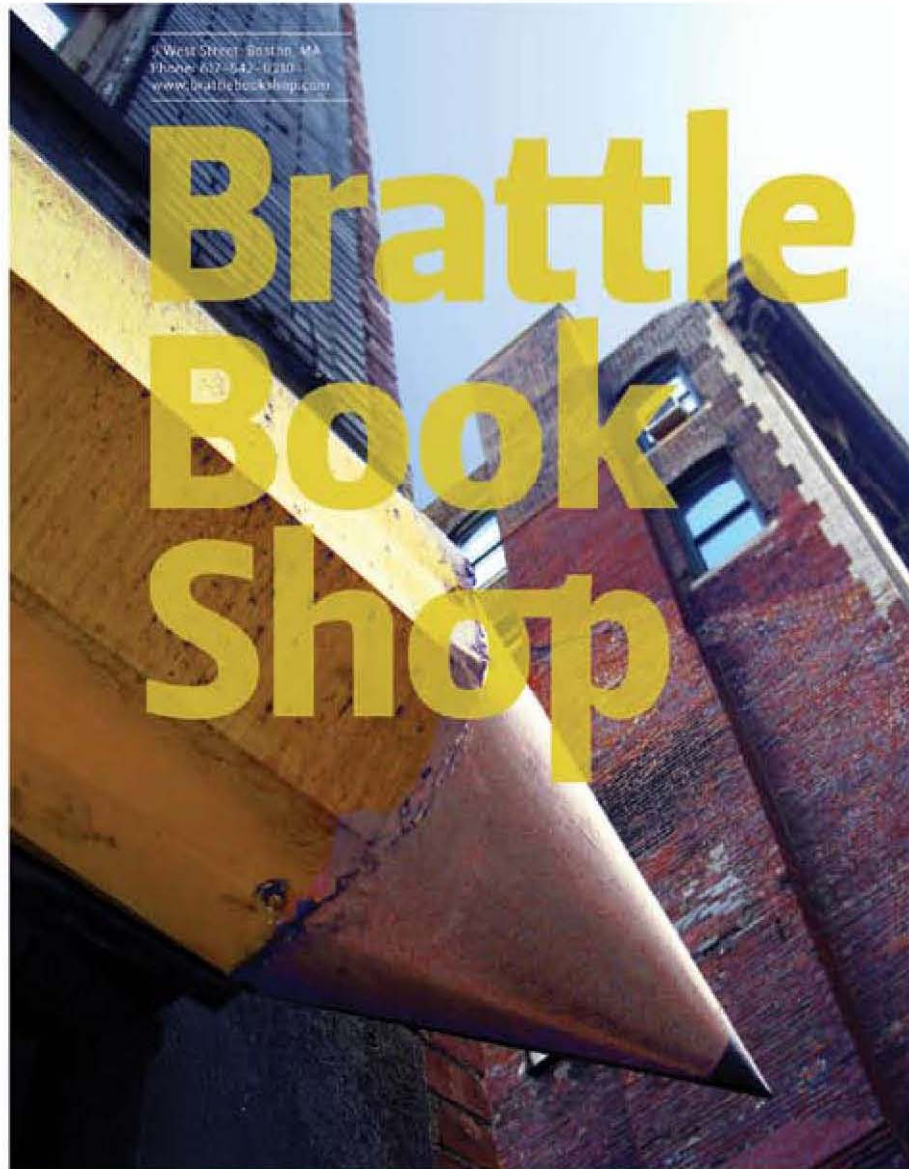
"The park at Washington and School Streets. Grab a good book (I'll let you know where to find one) and watch the entire world pass by on a spring afternoon."

**FAVORITE MAGAZINE:**

"KO Prime at the Nine Zero Hotel really challenges what a traditional steak house can be. It's a sleek space that's far less stuffy than most steak houses, and the liquid nitrogen margarita is out of this world."

West Street, Boston, MA  
Phone: 617-542-0210  
www.brattlebookshop.com

# Brattle Book Shop





# FINAL RECOMMENDATIONS

Source: Downtown Case-

## TECHNICAL REPORT

### INTRODUCTION


**Context** The study began with a review of the city's existing transportation network and a focus on the downtown area, including the city's existing transportation network and the city's existing transportation network.

**Objectives** The study's objectives were to identify the city's existing transportation network and the city's existing transportation network.

**Methodology** The study's methodology included a review of the city's existing transportation network and the city's existing transportation network.

**Key Findings** The study's key findings included a review of the city's existing transportation network and the city's existing transportation network.

**Recommendations** The study's recommendations included a review of the city's existing transportation network and the city's existing transportation network.



The map shows a detailed view of downtown Seattle, highlighting various transportation routes in different colors (blue, green, orange, red) and infrastructure elements like transit stations and bike lanes. A legend at the bottom identifies the different route types and infrastructure.





# EXECUTIVE SUMMARY





**Q & A**



# BRA Contact Information

## For Overall Questions

Randi Lathrop  
*Deputy Director for Community Planning*  
617.918.4302  
*Randi.Lathrop.BRA@cityofboston.gov*

## For Retail Inquiries

Kristen Keefe  
*Retail Sector Manager*  
617.918.4452  
*Kristen.Keefe.BRA@cityofboston.gov*

## Signage Regulations & Questions

Andrew Grace  
*Senior Urban Designer*  
617.918.4379  
*Andrew.Grace.BRA@cityofboston.gov*