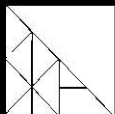


DCA Forum

MEET

Market Position

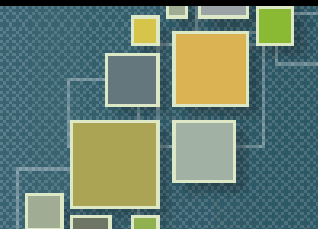


Boston Redevelopment Authority



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

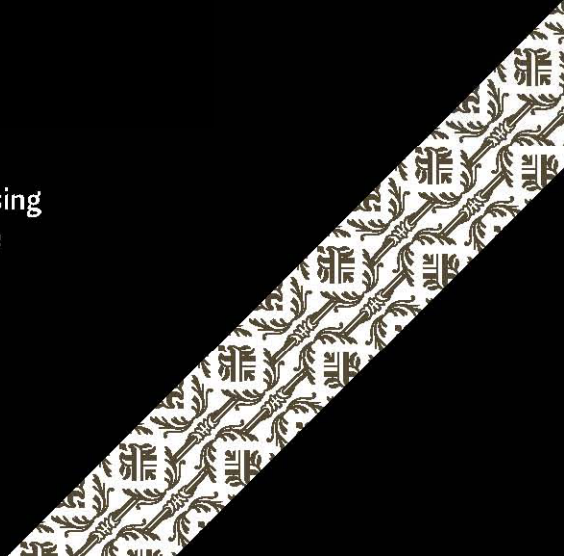
RANDI LATHROP



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.



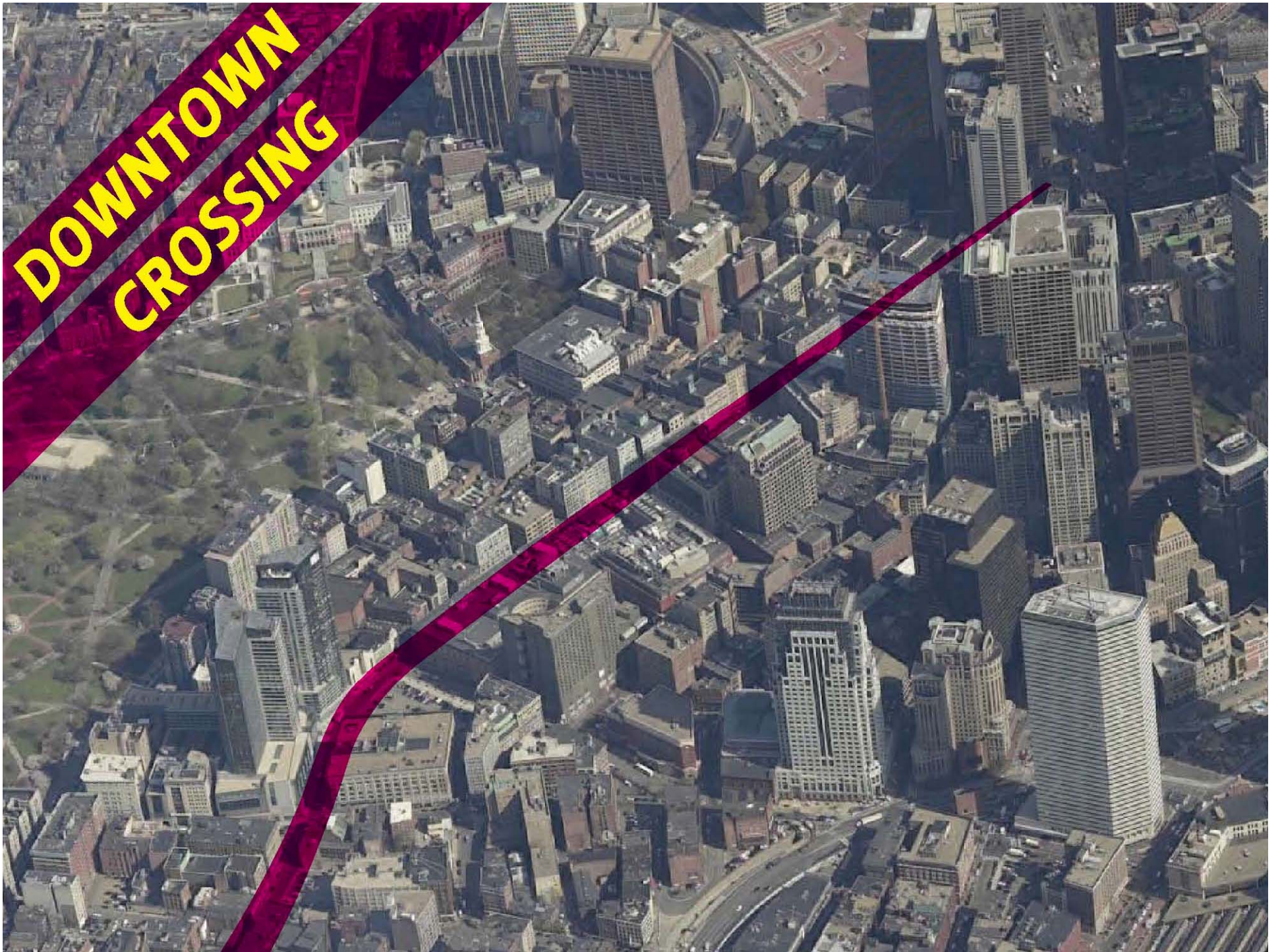
South Bay Mall
450,000 sq. ft.

Newbury Street
Prudential Center and Copley Place

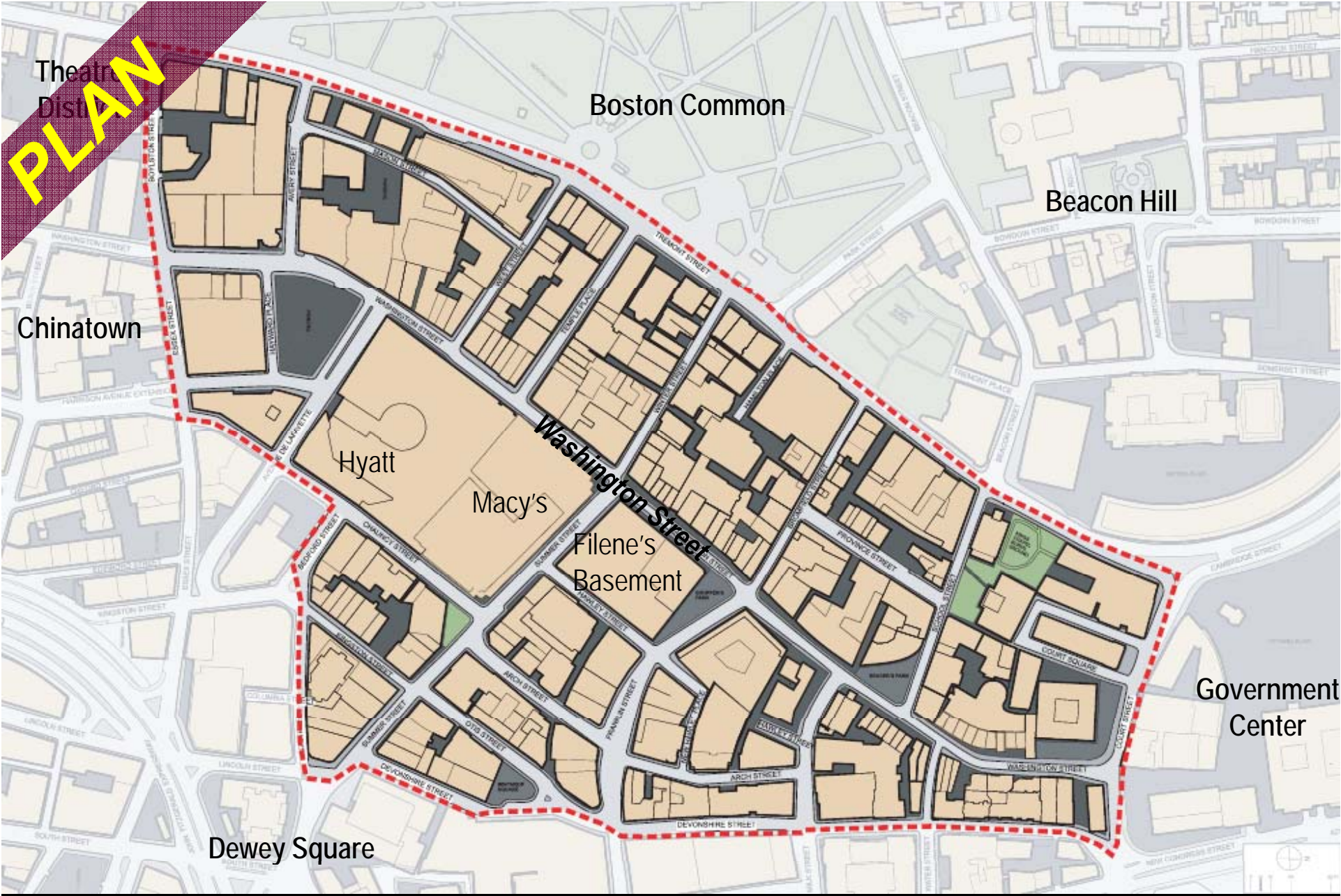
Back Bay
1,400,000+ sq. ft.



**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

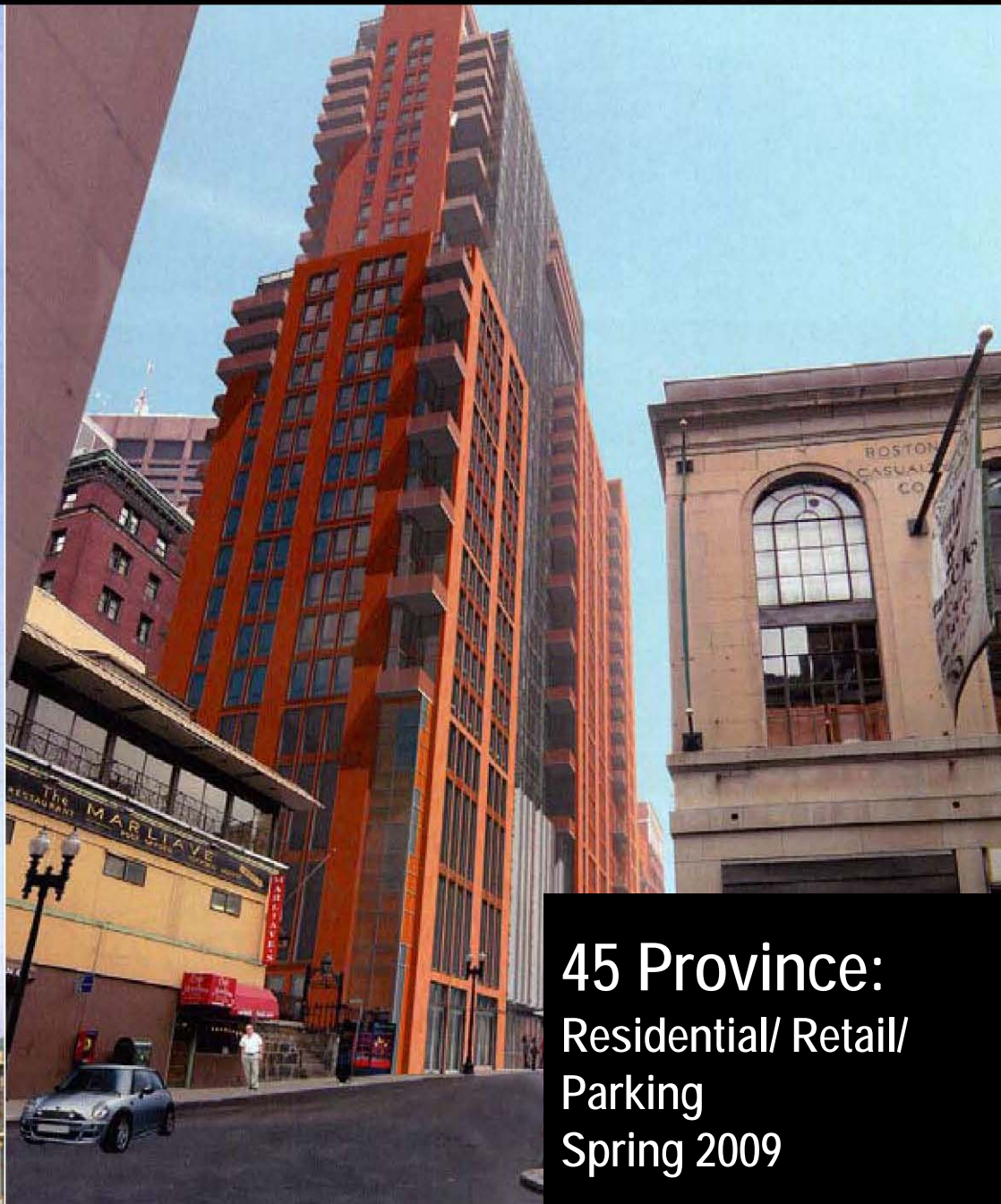
SALES CENTER AND MODEL
44 School Street, Boston

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 //////////////////

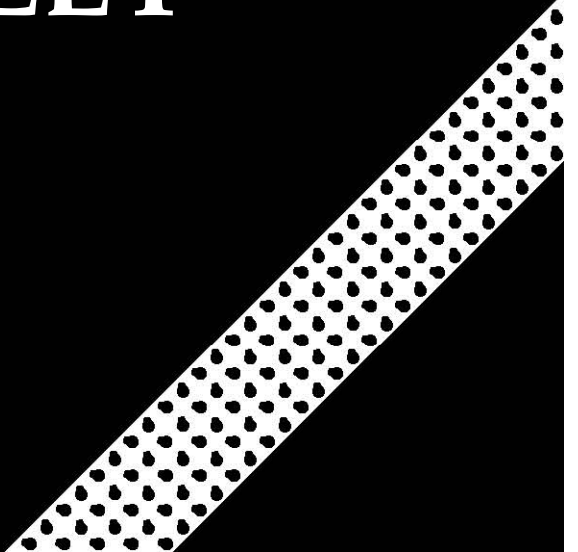


One Boston Place:
Retail/Open Space
Summer 2008

A VISION & A BRAND

MEET

JONATHAN GREELEY

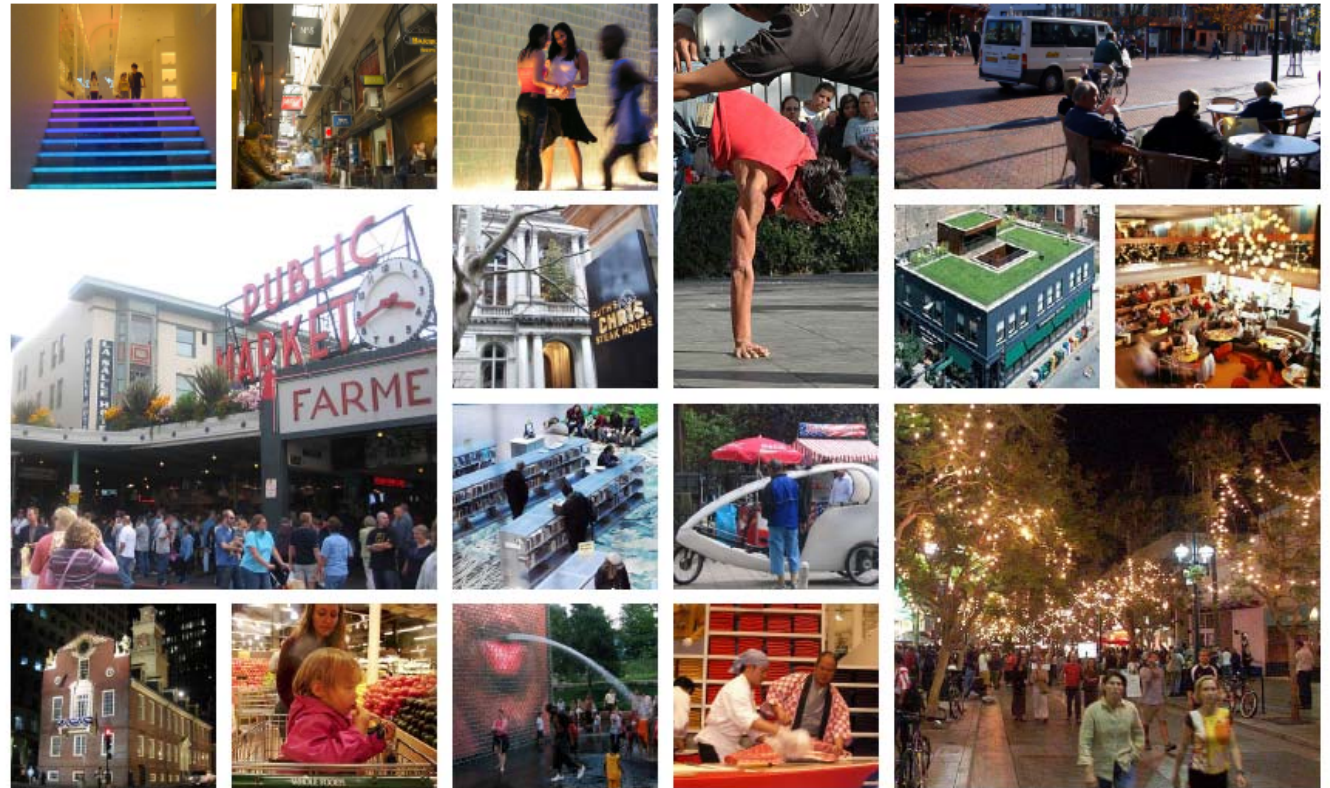


10 COMMON PRINCIPLES:

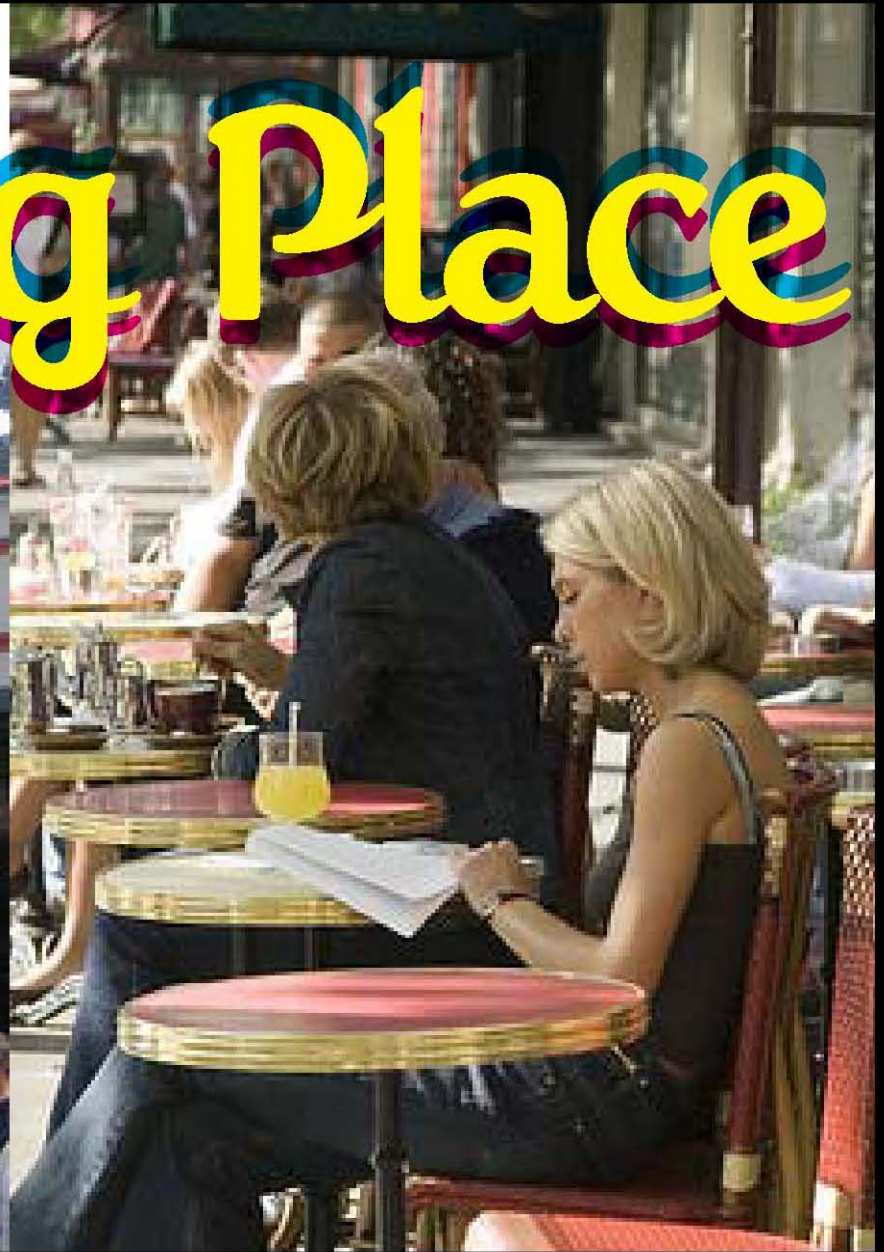
- 1) MEETING PLACE
- 2) DIVERSE
- 3) NEIGHBORHOOD
- 4) UNIQUE AREAS
- 5) WALKABLE
- 6) SOCIAL SPACES
- 7) HISTORY
- 8) FORWARD-THINKING
- 9) SUSTAINABLE
- 10) LEARN

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

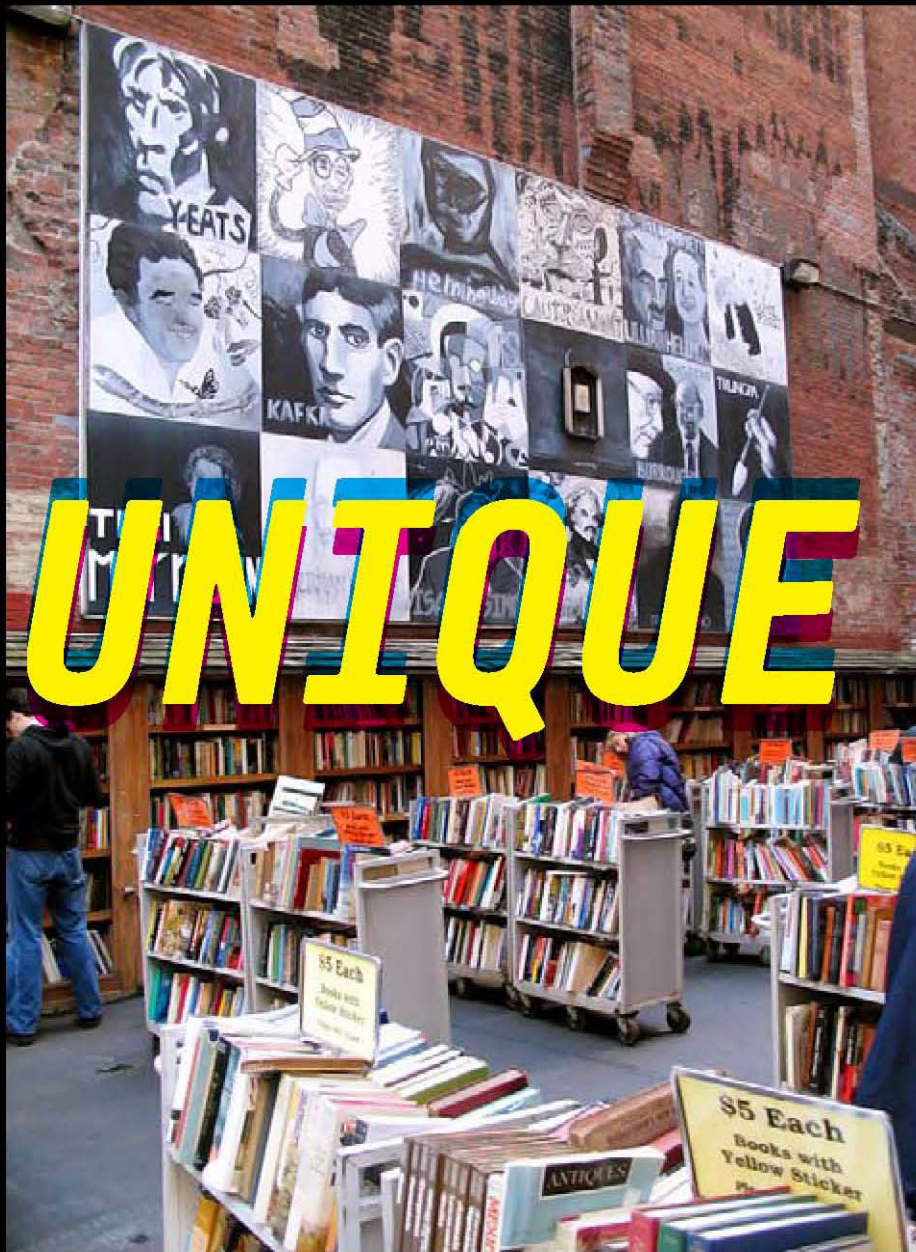


DIVERSE





NEIGHBORHOOD



UNIQUE



AREAS

WALKABLE



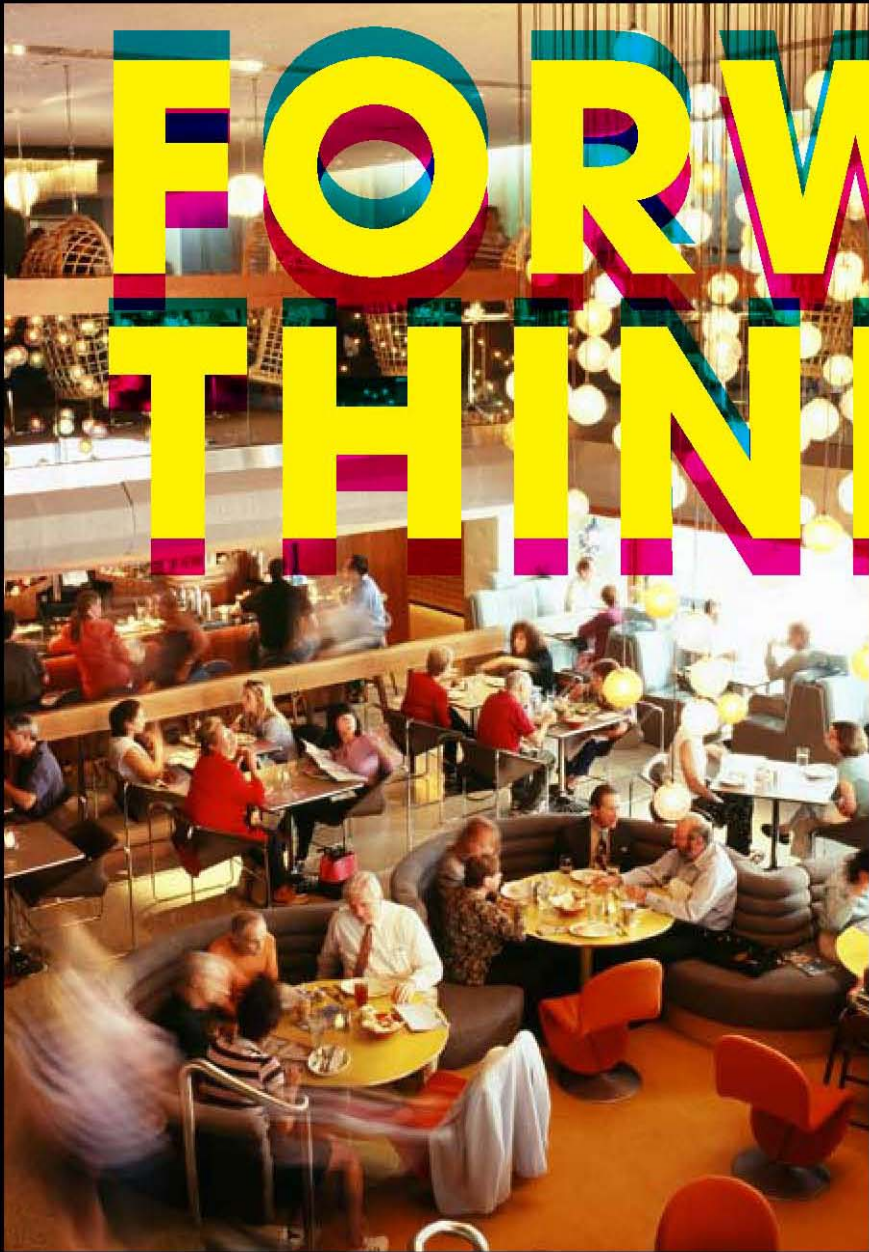




HISTORRY

NO
TURN
ON RED

FORWARD THINKING



SUSTAINABLE





LEARN

DOWNTOWN CROSSING
IS BOSTON'S MEETING PLACE.

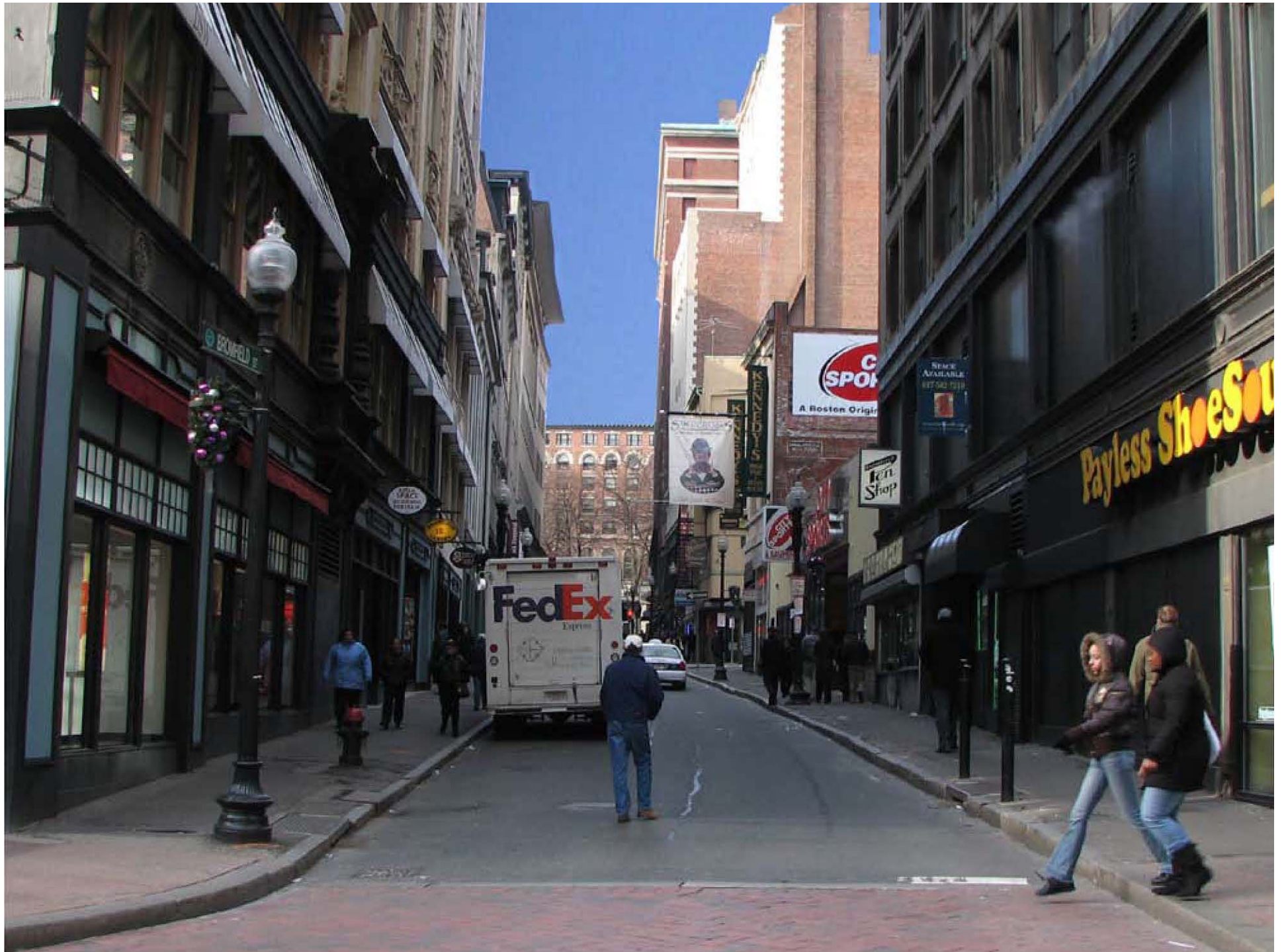
IT'S AN URBAN NEIGHBORHOOD
WHERE COMMERCE AND
LEISURE INTERSECT,
AND DIVERSE PEOPLE ARE
ENCOURAGED TO INNOVATE,
INTERACT, AND EXPLORE.

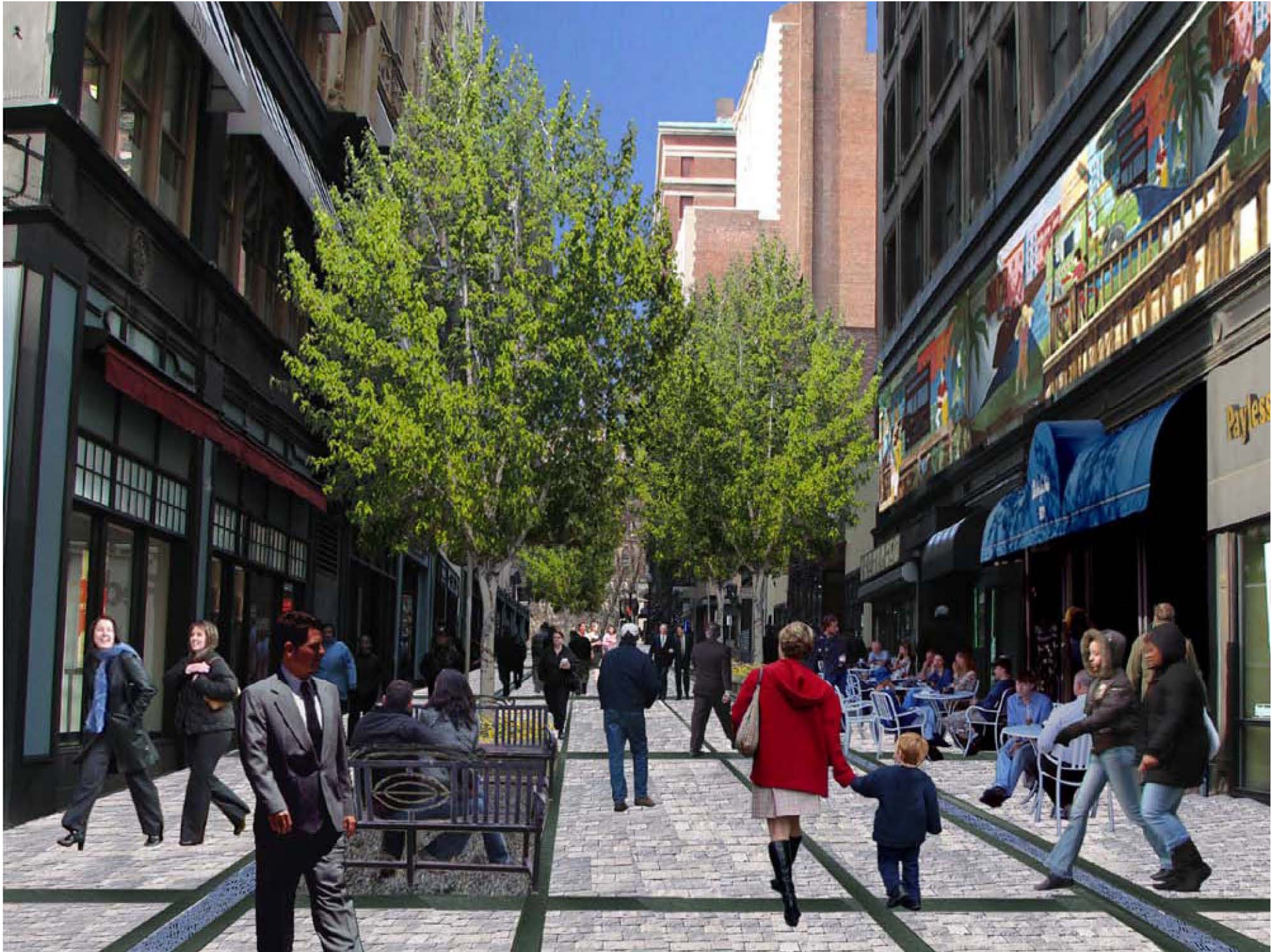












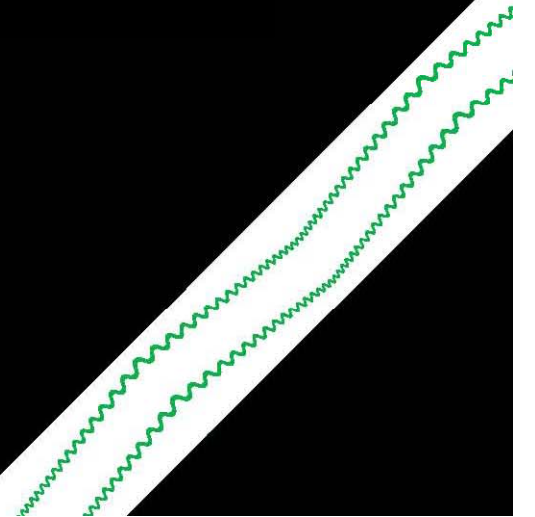




ECONOMIC PLANNING

MEET

KRISTEN KEEFE





RETAIL

RESIDENTIAL

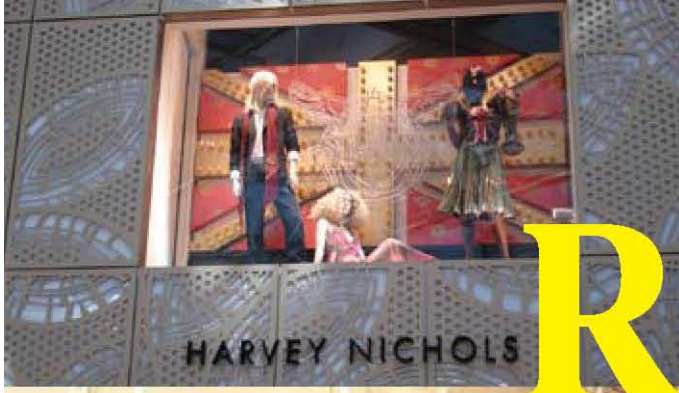
WORK

PLAY



PLAY





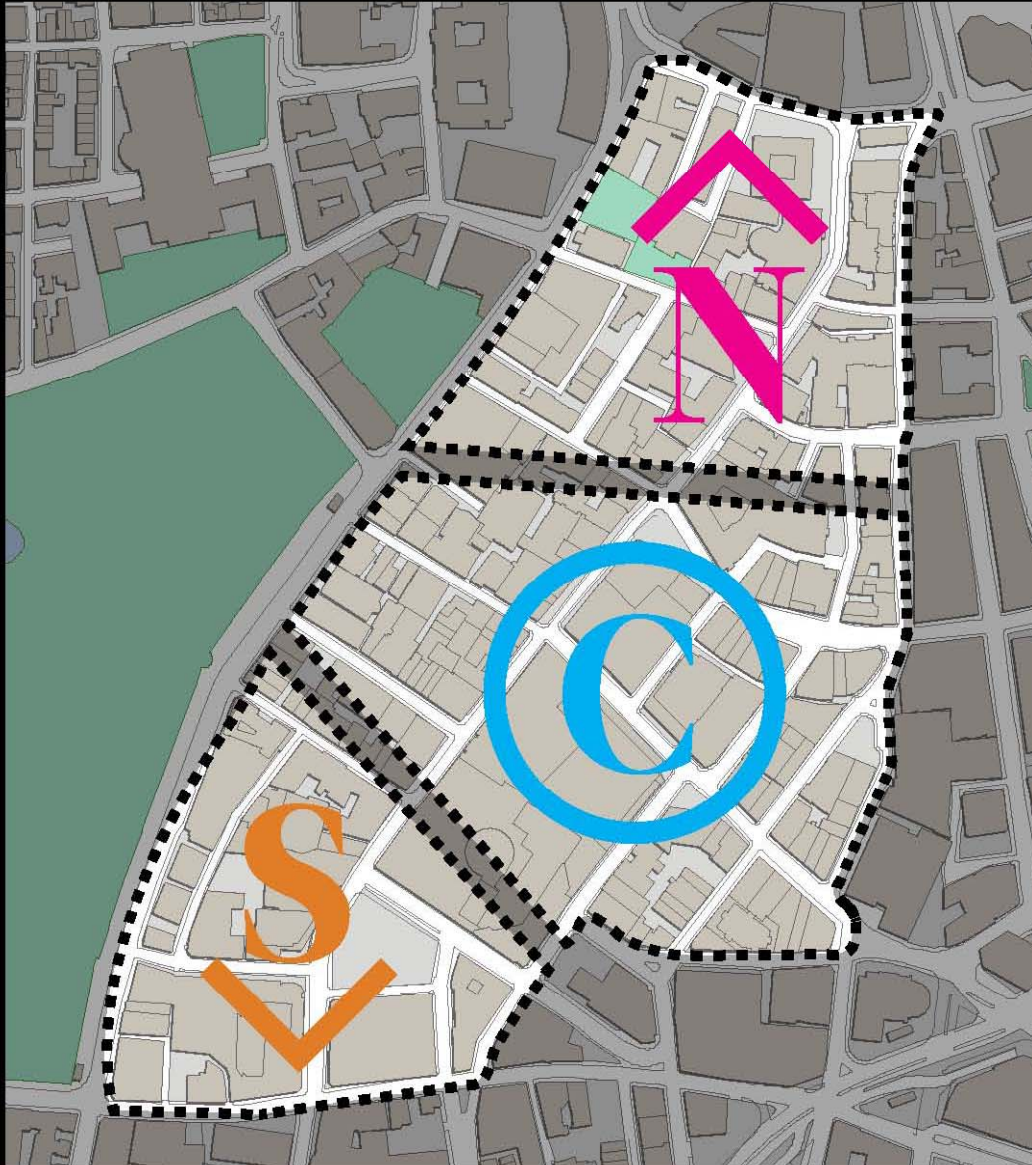
RETAIL





RESIDENTIAL

THINKING IN DISTRICTS







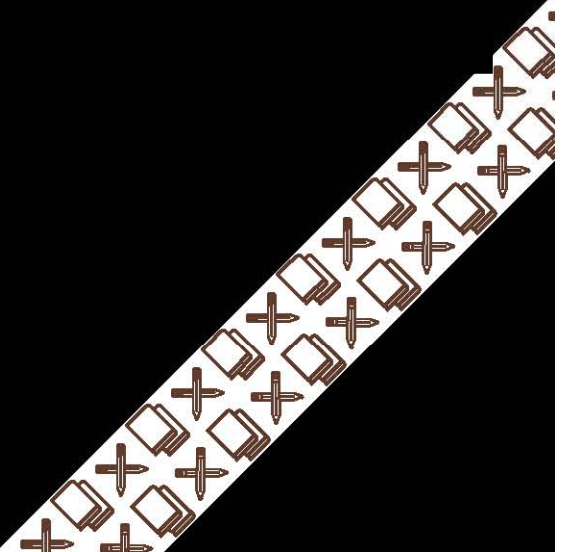


\$

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
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- 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

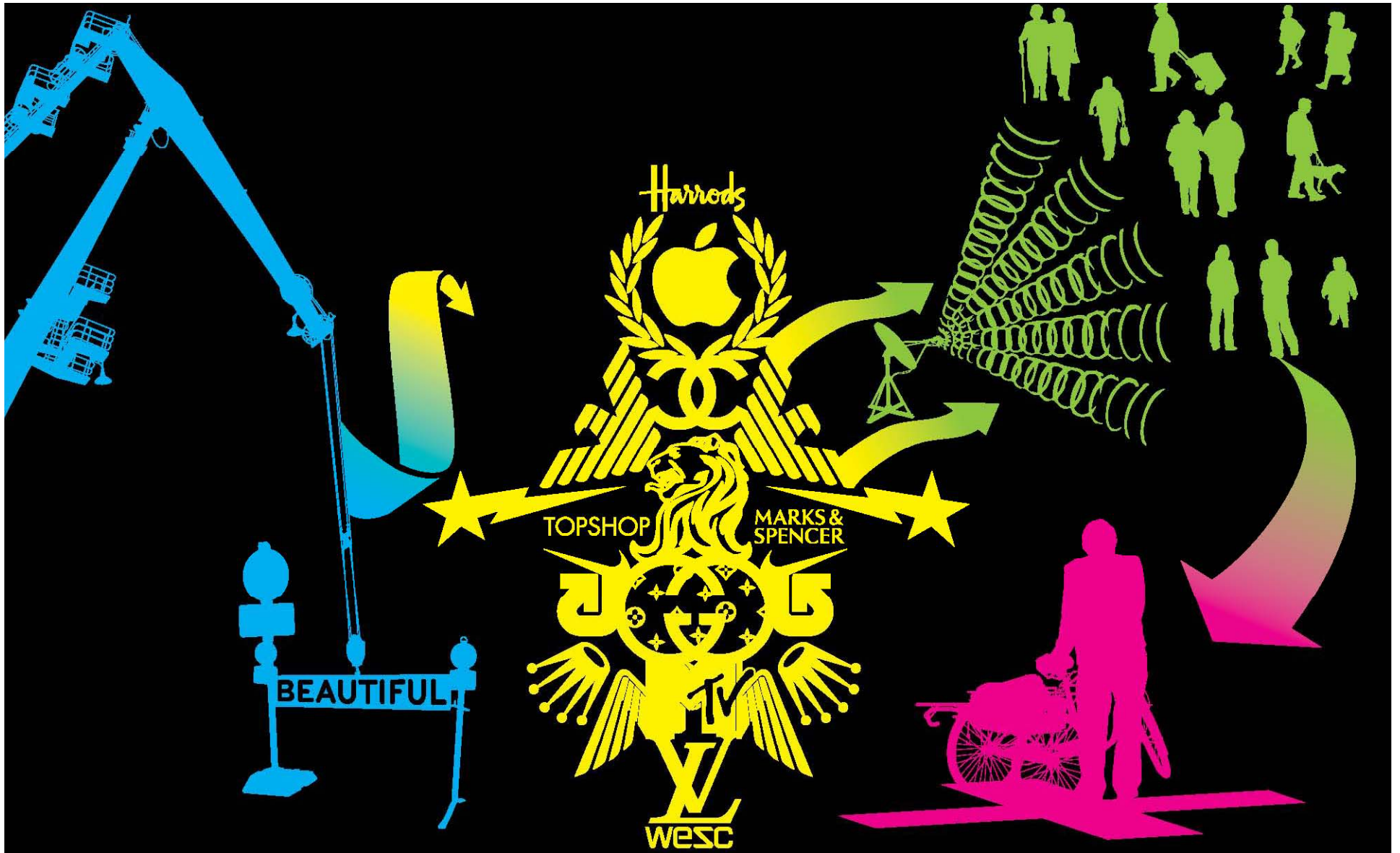


- Online & Offline
- Downtown Crossing Identity Development
- Brand Guidelines
- Catalyst Brochure
- Catalyst Web site
- Catalyst Marketing Campaign
- B.J.D. Brochure
- B.J.D. Web site
- Event Strategy Planning
- Mailing Address
- Retail Summit
- Executive Summary: Online & Offline



- 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

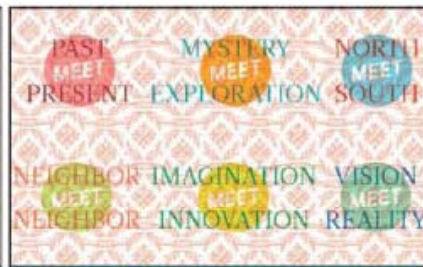
TRANSITION: CONSTRUCTION PROGRAM



TRANSITION: CONSTRUCTION PROGRAM

PREPARED BY: ONESIXTYTHREANINETY

PHASE 1
1-8 MONTHS



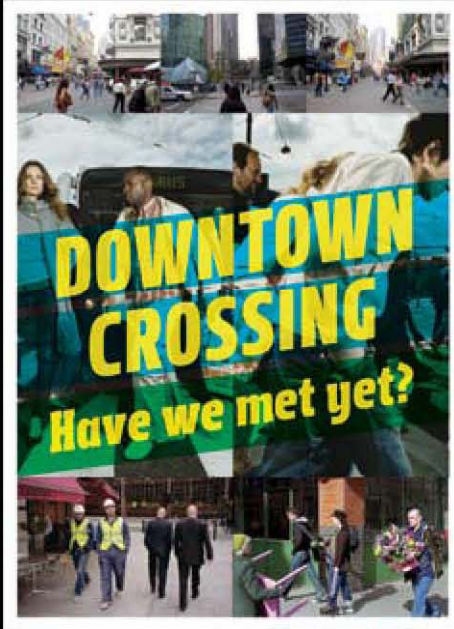
TRANSITION: CONSTRUCTION PROGRAM

PREPARED BY: ONESIXTYNINE
PHASE 2

8-14 MONTHS



MAGNET: CATALYST BROCHURE



WHERE, WHEN, WHY, NOW
DOWN CROSSING

MYSTERY MEET EXPLORATION
Meet the authors of the award-winning novel 'The Girl on the Train' by Lisa Fiedler.

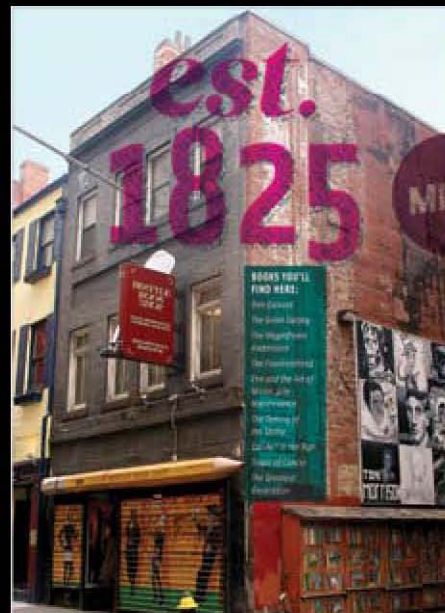
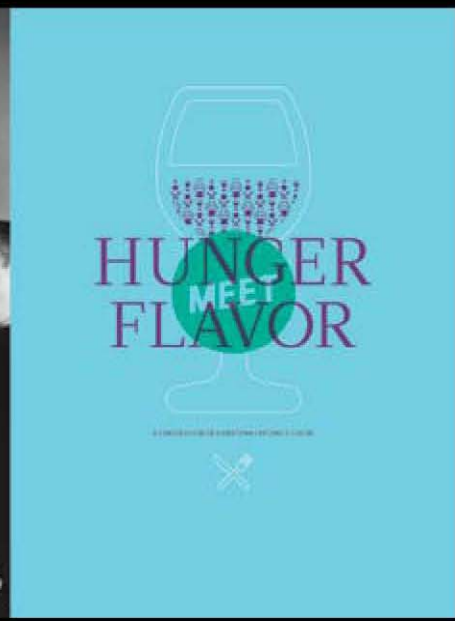
NORTH MEET SOUTH
Meet the authors of the award-winning novel 'The Hate U Give' by Angie Thomas.

IMAGINATION MEET INNOVATION
Meet the authors of the award-winning novel 'The Martian' by Andy Weir.

STYLE MEET SUBSTANCE
Meet the authors of the award-winning novel 'The Girl on the Train' by Lisa Fiedler.

AUDIENCE MEET STAGE
Meet the authors of the award-winning novel 'The Girl on the Train' by Lisa Fiedler.

MEET ORANGE LINE
Meet the authors of the award-winning novel 'The Girl on the Train' by Lisa Fiedler.



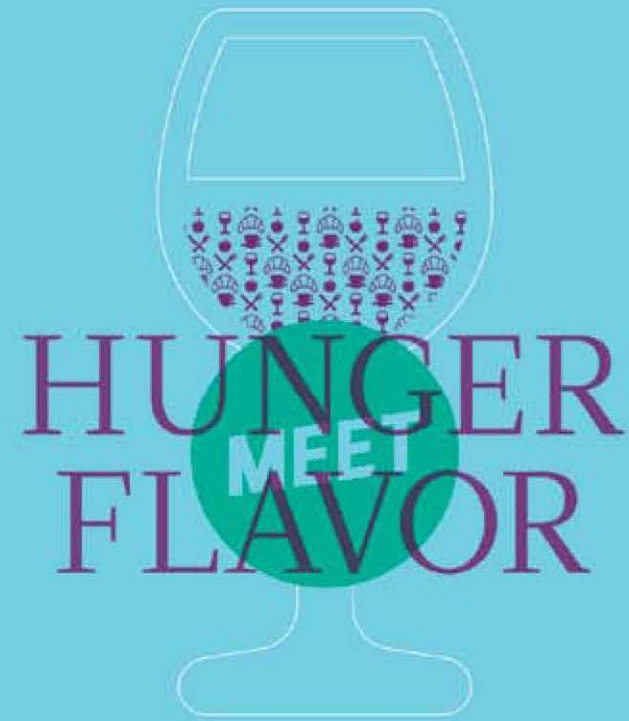
Anupam
Joglekar

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

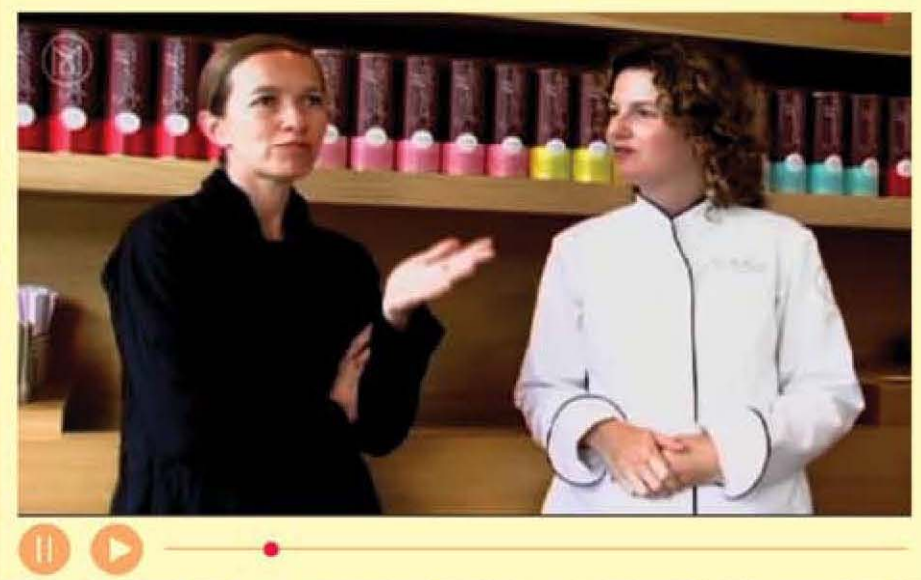
Karl Lagerfeld of Chanel sits down with Kira McFee, director of Emerson College's theater program, to discuss the art of costumes and entertaining. Click for video.

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:

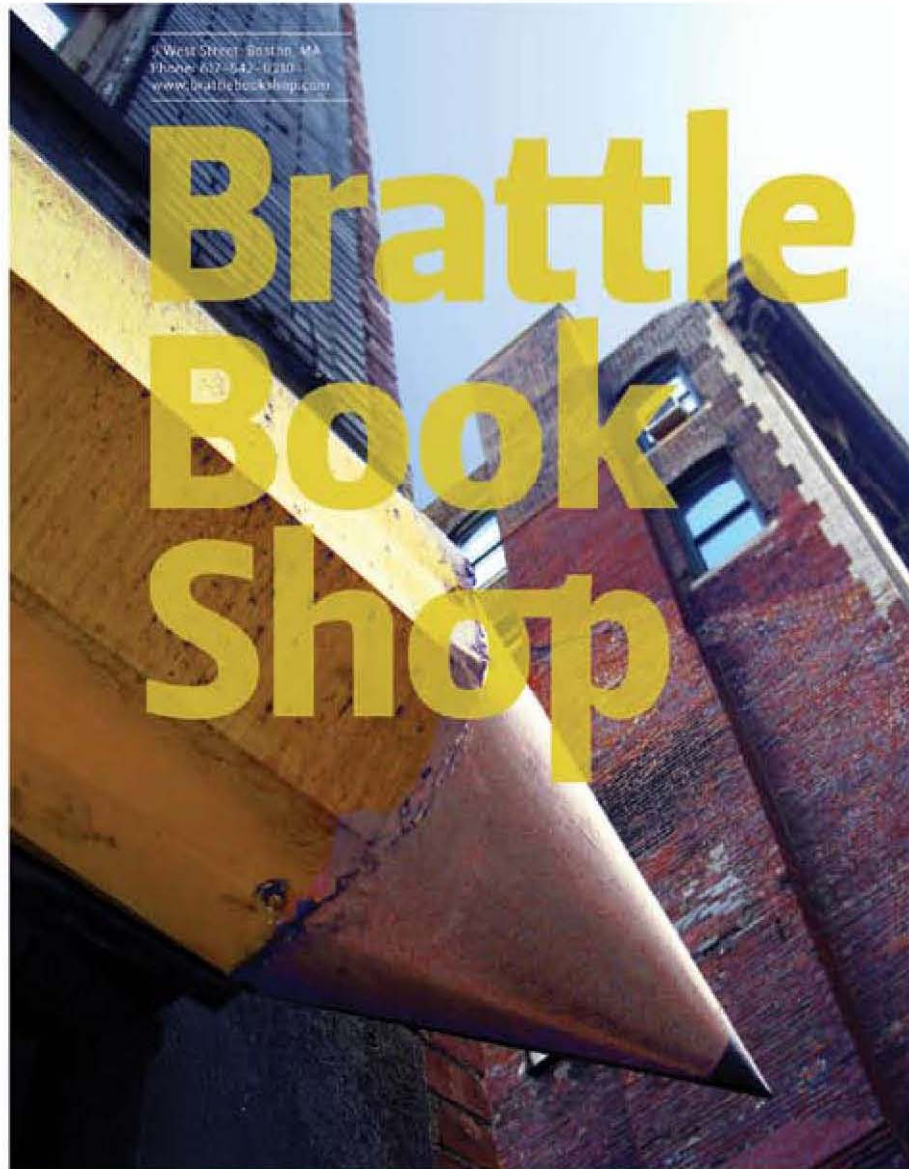
"The park at Washington and School Streets. Grab a good book (I'll let you know where to find one) and watch the entire world pass by on a spring afternoon."

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 and infrastructure. It includes a legend for different types of routes and infrastructure, such as transit, bicycle, and pedestrian routes. The map also shows the city's existing transportation network and the city's existing transportation network.



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

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

Signage Regulations & Questions

David Carlson
Senior Architect
617.918.4284
David.Carlson.BRA@cityofboston.gov