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Boston Brand Cart

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Mayor Menino Hires Consultants to Work on Branding Strategy for Downtown Crossing

The Boston Redevelopment Authority's Board awarded *Urban Marketing Collaborative (UMC)* with a contract for services to create a branding and identity strategy for Downtown Crossing, Boston's historic retail district. The BRA has committed \$250,000 in resources for the six to nine month contract. The UMC team demonstrated a complete understanding of the area and showcased a comprehensive approach to the identity and branding process, building upon its proven track record in other cities. UMC carefully selected an international team of experts to provide creative, out-of-box thinking to address the challenges and opportunities in Downtown Crossing. The team will respect the historical and cultural heritage of the area in its planning while providing tested, state-of-the-art solutions. UMC plans to take advantage of the new opportunities that face the area – like the sale of the Filene's building and the Crossroads Initiative – and believes that these must be addressed creatively in order to maximize their impact. UMC's results-oriented approach will provide the City with a blueprint for implementation.

"Downtown Crossing is one of Boston's beloved shopping districts, but it is in need of revitalization," said Mayor Menino. "Urban Marketing Collaborative will bring new energy, ideas and an exciting new brand to Downtown Crossing. We're looking for a Downtown Crossing that takes full advantage of its resources and includes a real mix of retailers."

To kick off the consultant's work, the BRA will interview the business and retail communities in the next couple of months. UMC will complete a broad-range survey, which will assess the needs of shoppers, retailers, residents and developers. The interviews and survey will directly form the foundation for the consultants to develop a branding strategy for Downtown Crossing. The consultants will work hand-in-hand with an internal BRA and City team. Once a branding strategy is formed, the BRA and the consultants will present the branding concept and action plan to the public for feedback. It is expected that this timeline will take six to nine months to complete.

UMC and its sub-consultants, Moore Iacofano Goltsman Inc., BSC Group, Intelligent Space Partnership, and 160over90, have the expertise in creating branding and imaging strategies, downtown land use planning, interpreting retail trends, downtown revitalization, urban design, market and financial feasibility, and programming and planning of mixed-use development projects and districts that are required for the successful planning of a revitalized Downtown Crossing area.

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Downtown Crossing Consultants Hired (continued)



Based out of Toronto, Canada, UMC has extensive experience in working with urban retail markets in the United States as well as around the world. Collectively, the team has successfully worked on the following downtown retail districts – Denver, Pittsburgh, Providence, Harlem, Philadelphia, Cleveland, Los Angeles, Houston, Miami, Sacramento, Long Beach (CA), London (U.K.), Montreal, Toronto, Canberra (Australia), Edinburgh (Scotland) and Boston. They also have tremendous experience in dealing with pedestrian movement modeling and community visioning. Additionally, the team has relationships with a variety of internationally known retailers and developers, which will aid in trying to attract new retailers to Downtown Crossing while also working with existing ones.

The BRA issued a Request for Proposals on June 5, 2006 asking for a consultant that could assist with phase two of Mayor Menino's Downtown Crossing Initiative. The majority of the RFP called for a consultant who could create a new branding and identity strategy for the retail district. In addition, the RFP asked for a team that could meet the following tasks:

- create a public space model – this will examine how people walk the area, where they walk, how they enter buildings and what would improve their experience as pedestrians in the district
- economic investment strategy – this piece asks the consultants to explore pedestrian malls and how they have evolved in other cities, whether or not they are still in use. The consultants will also examine alternative space in the district – lower and upper level space as well as MBTA space that is not currently used
- action plan for implementation – this piece asks the consultants to estimate rough costs in a budget and develop recommendations as well as create a timeline for implementation

The Downtown Crossing district, centered at the intersection of Summer and Washington Streets, comprises over 1.2 million square feet of retail space, has over 100,000 people a day passing through and has, over its 100+ year history, been the center of retail activity for the City and region.

Hooray for macy's

Macy's in Downtown Crossing opened the facade on Washington Street. Now the store has large windows that open into their store. This has made a real difference in bringing life and excitement to the district. Mayor Thomas M. Menino and the Boston Redevelopment Authority were instrumental in having these windows opened up. Hooray!



Boston Is Named As 2nd Fastest Growing Retail City In the Country

At a national two-day conference held in Atlanta, Boston officials learned that the city has been named the 2nd fastest growing retail city in the country. While data show that the national average for inner-city retail job growth is at 2.3%, Boston well outperformed that by averaging 35% in retail job growth over a 10-year period. The fourth annual Inner City Economic Forum (ICEF), the nation's top gathering of corporate, civic and academic leaders, was founded by the Initiative for a Competitive Inner City (ICIC), a Boston-based nonprofit.

"It's no surprise that Boston's retail market is tops in the country," said Mayor Thomas M. Menino. "From our highly successful Main Streets Program, which allows retailers to tap into our diverse neighborhoods, to our new efforts in Downtown Crossing and the Rose Kennedy Greenway, Boston has proven itself to be a highly desirable place for retailers to locate. I'm committed to seeing Boston's retail market continue to grow and thrive." Michael Porter, chairman and founder of ICIC, presented new market data

*"It's no surprise that
Boston's retail market
is tops in the country."*

– Mayor Thomas M. Menino

and ahead of cities such as Los Angeles, San Francisco, Austin and Chicago. It is interesting to note that the team helping to spur retail revitalization along 125th Street in Harlem is none other than Urban Marketing Collaborative, the internationally-known team that Boston officials just hired to create a branding and identity strategy for Downtown Crossing.

One reason Boston topped the list is because of the city's ability to recruit new grocery stores to the neighborhoods. After losing grocery stores for decades, City officials made a focused effort to recruit new grocery stores, which resulted in the opening of 18 new stores in the city since the effort began in 1993.

Boston has also made great strides in spurring retail job growth through a Boston Redevelopment Authority initiative which encourages new residential and office developments to include ground-floor retail in all new projects. This has proven successful in many neighborhoods, including the South End, Charlestown and Downtown.

on inner city retail entitled "From Making the Case to Making Profits." The new research focused on 100 of the country's largest cities and was done in partnership with The Boston Consulting Group.

The released data showed Boston was the second fastest growing inner-city retail market, just behind Harlem-Bronx and the revitalization that has occurred on 125th Street,

*Mayor Thomas M. Menino
tosses some refuse into
Boston's newly unveiled
"Big Belly" barrels.*



New Solar Trash Receptacles

The City of Boston has purchased 50 trash receptacles to be placed throughout its neighborhoods. This solar-powered trash compactor crushes trash and creates room for more debris. By eliminating the number of pick-ups, the City plans on saving time, money and having the ability to redeploy the personnel used to empty these bins. Ten of these receptacles are in Downtown Crossing and are keeping the area cleaner. These trash compactors were invented by a local entrepreneur from Jamaica Plain. Many other cities are now interested in them.

What Is Going Up

45 Province Street



45 Province Street at night

In Boston, Bruner/Cott is currently designing 45 Province Street, a new 31-story mixed-use residential building that will become a catalyst for revitalization of the Midtown Cultural District. The site is centrally located at the southern base of Beacon Hill and is surrounded by Old City Hall, the Boston Common, the Bulfinch State House and the Old South Meeting House. The concrete structure will house ground-floor retail, 25 stories of condominium residences and a parking garage for residents and local businesses. This elegant contemporary design, which uses modern materials and construction technology, mediates the scale and texture of the surrounding historic and mid-twentieth century context. This project is being developed by the Abbey Group. *The project is expected to be complete in 2008.*

On Province and School Streets

Salon Euphoria 45 School Street

Salon Euphoria is located in the building that was once the regional headquarters of the Waterman Pen Co. Built in 1927, the building, and subsequently our space, features neo-classical molded plaster ceilings and walnut-paneled walls – we just didn't know they existed until we started our build-out. The restoration of the ceiling and the building of the salon was truly a labor of love to all involved. Our goal is to provide our guests with pleasant, relaxing surroundings, soothing music, refreshments, and warm, friendly service. 617-742-7951 www.saloneuphoria.com
Hours Monday-Friday 10am-7pm

Skylight Jewelers 44 School Street

Our shop is our studio, where we design and create our exquisite jewelry. Skylight Jewelers has been creating custom made jewelry for over 20 years. We take great pride in our work and sign each individual piece. We specialize in engagement rings, wedding bands, and our enchanting collection of fine jewelry. Works are created in gold or platinum using a mélange of modern, traditional, and ancient techniques. Come by and view our latest creations and watch us create at our studio! Hours are Monday through Saturday, 11am to 7pm, and 12pm to 5pm Friday, November 24 and Saturday November 25. Appointments can be scheduled for anytime, including after hours. Call 800-952-1538 or 617-426-0521 to inquire. www.skylightjewelers.com

Hub Pub 18 Province Street

A great place to stop for lunch or to see a game. Two levels. First floor has a great 3 sided bar and a few tables, upstairs has tables. The food is very good and reasonably priced. Best place to eat if you are in Downtown Crossing, Boston. 617-227-8952

Sam La Grassa's 44 Province Street

Sam La Grassa's specializes in great sandwiches and personalized service. For over 35 years, our family run store at 44 Province Street (financial district near Downtown Crossing) has been the "Number 1 Sandwich Place in Boston." This reputation has been earned and maintained through an unbreakable commitment to using only premium quality ingredients and "hand-crafting" each product. From small business luncheons to large office parties, our catering program brings this same dedication to service and quality to your place of business. Just call us directly at 617-357- NUM1 (6861) or, for your convenience, use our 24 hour Fax line 617-357-1858 to expedite your orders. Hours M-F 11am-3:30pm www.samlagrassas.com

Chacarero II 26 Province Street

Chacarero has just expanded to a second location – indoors on Province Street in Downtown Crossing! No more lining up in the rain! Have Chacarero on a plate! The restaurant is named after a traditional Chilean sandwich, which the stand serves exclusively. The sandwich starts with light, puffy, cake-like bread, made fresh daily on premises and stuffed with tender grilled chicken or steak. It's completed with steamed green beans, jalapenos, Muenster cheese, tomatoes, avocado spread, salt and pepper and a secret hot sauce. Fans of the warm homemade bread often order it by itself. Soft drinks, water and juices round out the menu. 617-376-1167. Hours M-F 11am-7pm. www.chacarero.com

New Retail on Chauncy Street



altTHERA health, which offers chiropractic, acupuncture and massage therapy services, is now open at 30 Chauncy Street in Downtown Crossing. altTHERA provides alternative health-care services to people seeking pain relief, stress reduction and a more active, productive life.

altTHERA is unlike a traditional medical office. altTHERA integrates the healing you'd expect to find in a doctor's office with the high-end customer service provided in an elite spa. Set in a sleek urban office on the edge of the Financial District, altTHERA is a new facility with only the newest, top-of-the-line equipment. The reception area and treatment rooms are spacious, warm and inviting. Everything is designed to help clients feel comfortable, relaxed, and better.

altTHERA's experienced practitioners work as a team, allowing each member to share their knowledge, as well as draw upon each others' expertise. Clients benefit from this integrated approach and it allows altTHERA to provide the most complete care, especially when treating people who have had little success relieving pain in the past.

altTHERA is committed to delivering high quality service in a private setting. altTHERA's guiding standards are:

- Quality
- Collaboration
- Privacy and respect
- Integrity

altTHERA health is located at 30 Chauncy Street in Downtown Crossing with hours of operation Monday – Friday 8am to 7pm.

For more information, visit www.altthera.com or call 617-542-8500.

The 2006 Holiday Season

Mayor Thomas M. Menino and the Downtown Crossing Economic Improvement Initiative recognize the long tradition of holiday shopping in Downtown Crossing and will be working with the retailers again this year to enhance and promote the District. Our goal this year is simple – to create a festive, accessible, safe, and clean downtown shopping district which will support and promote an enjoyable shopping experience for the District's diverse visitors.

The 2006 Holiday Season is upon us and the District is poised for the return of the holiday swags and banners in time for the busiest shopping days of the year. BRA staff have been hard at work to revamp last year's décor with the assistance of exterior décor experts, Cityscape. The swags will be redesigned in a winter theme to carry the Downtown Crossing District through the holiday season and into the New Year. The evergreen swags will be festooned with snow-flocked greens, silver lace, and reflective silver ornaments. The swags will also incorporate alternating sapphire, amethyst, and royal purple ornaments to inspire a colorful winter theme that will complement the Downtown Crossing "Heart of Boston" snowflake banners. These efforts will be complemented with the addition of fresh holiday greens in all of the District planters. The successful return of the holiday décor, sponsored by our private partners, is proof positive that the DTX is still very much a beloved shopping district at the heart of Boston.

We will again be hosting the Holiday Windows Contest to "put a little sparkle in the DTX." With the tremendous success of last year's holiday windows contest, we await with great anticipation the creative expressions of our merchants this year. Coupled with the window contest, the Downtown Crossing Economic Improvements Initiative will also be collecting coupons and incentives from area merchants for inclusion in a District "shopping incentives" bag. Last year's coupon bag became a "must have" for savvy shoppers, as it included coupons valued at \$466 from 29 district businesses. 1,500 bags will be distributed this year at the First Annual Macy's Holiday Tree Lighting on Friday, November 24th 5pm and the Downtown Crossing Association's Holiday Stroll on Saturday December 2nd. and at other events.



Testimonials

"We are very excited about the improvements and new developments planned for Downtown Crossing. These actions are major steps forward in making the area a vibrant, safe and fun part of Boston."

– **Tom Pedulla, Au Bon Pain**

It's the only location in Boston that delivers first class retail, office and residential sites accessible by public and private transportation. With the construction of class A office towers like 33 Arch Street, luxury housing on Province Street, high-end hotels at the Ritz and Nine Zero and the addition of national retailers like H&M ... Downtown Crossing is improving every year. Downtown Crossing is the hip section of Boston that delivers hotels, residents, retail or office on any style or any budget.

– **Andrew J. Maher, CB Richard Ellis/New England**

"It is a vibrant "up and coming" area of the city that is undergoing transformation. We see it as a great area to invest in."

– **Dee Minnock, Synergy**

"As a resident and a business owner in Downtown Crossing, I was thrilled when DTX became one of the Mayor's priorities. I have watched with excitement and amazement at the differences we are already beginning to see. The next few years will really be significant for this area, with the Filene's development and the influx of residential units, DTX is poised to return to its previous heyday as a vibrant and diverse shopping and meeting area."

– **Mary Reece, resident and business owner**

"Boston Pretzel has been at the corner of Winter and Washington Streets for over 18 years. We have witnessed many changes happen at "the Crossing" but whether it's new brick for the streets or new stores coming and going our customers always come back!! During the summer we have vacationers coming to Downtown and always stop by for a pretzel to enjoy while they walk around. We take pride when those Yankee fans challenge our Boston Pretzel to the NY Pretzel, they try a Boston Pretzel then always smile and walk away eating the whole thing!! During the Holidays our regulars enjoy the hot fresh pretzels as they enjoy the sounds of the season in Downtown Crossing. Boston Pretzel is proud to be part of Downtown Crossing and part of Boston."

– **Linda DeMarco, pushcart vendor**

Perception vs. Reality

Did you know that Downtown Crossing has the lowest violent crime rate in Area A-1 of the City? Area A-1 covers Beacon Hill, Bay Village, Theater District, Downtown Crossing and Downtown Boston, Charlestown, Chinatown, and the North End.

Contrary to popular belief, this area remains one of the safest in the District. The majority of crimes involve shoplifting and larceny since the area is primarily a retail district.

Young people from many Boston neighborhoods visit the District to socialize because they feel comfortable in an area that has such a low crime rate. The Police have had very few complaints about the young people that gather there.

Area A-1 police officers patrol the Downtown Crossing district and are a visible presence, as well as readily available, at any time of the day. There are two full-time police officers assigned to the District during the day while two police officers walk the beat at night. There are also a number of undercover officers that patrol the area on a continual basis.

If you have any concerns regarding crime, always call 911 first. In non-emergency situations, community police officer Sergeant Tom Lema can be contacted at 617-343-4627 or LemaT.bpd@ci.boston.ma.us, or contact Captain Bernard O'Rourke at 617-343-4238 or O'RourkeB.bpd@ci.boston.ma.us





Project Place's Clean Corners . . . Bright Hopes

Project Place is proud to be a contributing member of the Downtown Crossing revitalization efforts. For over a decade, Project Place's Clean Corners...Bright Hopes, a public maintenance business employing homeless individuals to clean Boston neighborhoods and business districts, has provided supplemental cleaning services to the downtown area. In partnership with the City of Boston, the BRA and the Downtown Crossing Association, Clean Corners...Bright Hopes, now operating in 10 neighborhoods, was initiated in the Downtown area.

Founded in 1995, Clean Corners has received City-wide recognition for its innovative approach in addressing one of society's biggest social challenges by creating jobs for some of our poorest citizens. Endorsed by Mayor Thomas M. Menino as a true private/public partnership, its supporters include corporations, city officials and neighborhood and business associations in a win-win situation.

Maintenance services include trash pick-up, graffiti removal, painting, planting, removal of flyers and/or stickers, and sidewalk sweeping. In addition, employees are available for special projects, including set-up and clean-up at neighborhood events, hanging holiday wreaths, and Spring plantings. The results of these services are remarkable. Streets are cleaner, safer, and more inviting for the people who work, shop, and live in the area. Clean Corners employees take pride in their accomplishments—becoming a visible presence on the streets they maintain, gaining marketable skills, and acquiring the tools and support they need to obtain mainstream employment.

We are most grateful to the City of Boston for its continued commitment to Clean Corners...Bright Hopes and the community at large. The partnership supports the dual focus of our program – it meets the mission of the agency by helping homeless men and women receive skills and opportunities for an independent life, while providing a service that contributes significantly to the quality of life in the Downtown Crossing community.

Did You Know?

- *The Old South Meeting House on Washington Street was a post office in 1873 until the larger structure on Post Office Square was completed.*
- *The old Boston City Hall on School Street was designed by Gridley J. Fox and Arthur Gilman and built between 1862-1865. Ruth Chris Steak House is located there today.*
- *The Old State House was once home to many businesses: United States Telegraph Company, Reed & Brother Fire & Life Insurance, North American Fire Insurance and the Smith & Company Clothing Warerooms. Today it is a location for the T orange and blue lines and has a museum dedicated to the preservation and display of Boston's historic past. The National Park Service has a visitor center located to the left of The Old State House.*
- *Tremont Street is a corruption of "Trimount," a word that paid homage to the three hills of Boston, Mount Vernon, Beacon and Pemberton Hills. The street was one of the original streets of the 17th century and ran along the east edge of the Boston Common today.*

excerpts from "Then&Now Downtown Boston"
by Anthony Mitchell Sammarco

The
BostonBrand



Boston
Redevelopment
Authority
Mark Maloney, *Director*

Stop by the BostonBrand Pushcart this Holiday Season

Unique Holiday Gifts with a Boston Touch

**featuring a sample of Boston's best food purveyors
and artisans**

Open for Business

Mondays, Tuesdays and Thursdays

Thanksgiving until New Year's

9:00 am - 7:00 pm

Located in Downtown Crossing on Summer and Hawley Streets

This year's line up includes: AltTHERA Health, Dancing Deer Baking Company, Aunt Sadie's Candles, Khan Studios Fine Art, Sherr Designs, Jewelry by Rosie's Place, and the East Boston Artists Group

*For more information on the Downtown Crossing
Economic Improvement Initiative,
use the following link:*

[www.cityofboston.gov/bra/Planning/
PlanningInitsIndividual.asp?action=
ViewInit&InitID=110](http://www.cityofboston.gov/bra/Planning/PlanningInitsIndividual.asp?action=ViewInit&InitID=110)

Boston City Hall
One City Hall Square
Boston, MA 02201



CITY OF BOSTON
Thomas M. Menino
Mayor