

*The Vision for Downtown Crossing*

*Did You Know That...*

*On School Street*

*Hidden Gems*

*333 Washington Street*

*Dining in Downtown*

*Streetscape Update*

*Downtown Events*

*Higher Education*

*Retail Goals*

*What the City of Boston  
Can Do For You*

BRA Contact Information:

**For Overall Questions**

Randi Lathrop  
Deputy Director for Community Planning  
617.918.4302  
[Randi.Lathrop.BRA@cityofboston.gov](mailto:Randi.Lathrop.BRA@cityofboston.gov)

**For Retail Inquiries**

Kristen Keefe  
Retail Sector Manager  
617.918.4452  
[Kristen.Keefe.BRA@cityofboston.gov](mailto:Kristen.Keefe.BRA@cityofboston.gov)

**Signage Regulations & Questions**

David Carlson  
Senior Architect  
617.918.4284  
[David.Carlson.BRA@cityofboston.gov](mailto:David.Carlson.BRA@cityofboston.gov)

## The Vision for Downtown Crossing

**ON FEBRUARY 27, 2007, THE BOSTON REDEVELOPMENT AUTHORITY, IN CONJUNCTION WITH THE DOWNTOWN CROSSING IDENTITY AND BRANDING STRATEGY CONSULTANT TEAM,** held a stakeholders meeting at the Hyatt Regency in Downtown Crossing. Over 150 people attended, including retailers, non-profit groups, developers, advocacy organizations, arts groups, institutions, youth groups, restaurateurs, residents, City agencies and property owners from the Downtown Crossing area. Urban Marketing Collaborative, along with their consultant team members—160 over 90 (Philadelphia, PA), Moore Iacofano Goltsman (Berkeley, CA), Intelligent Space Partnership (London), and BSC Group (Boston, MA) – led the diverse group through an interactive presentation organized around

an emerging vision for the area. The two-and-a-half-hour meeting featured a presentation of innovative ideas and concepts for the area, followed by a lengthy discussion and brainstorming by the attendees. A few of their ideas and images are included below.

The BRA's consultants used a combination of photos from other downtowns worldwide and before and after views of Downtown Crossing to show the potential changes to streets, buildings, and the landscape. The team also shared the results of the pedestrian survey and presented an emerging vision for the district (see page 2), based upon 10 common principles they developed from interviews with over 270 people from the area.

*Over 150 people gathered to listen to the team's emerging vision for Downtown Crossing*





Philadelphia



San Francisco



London



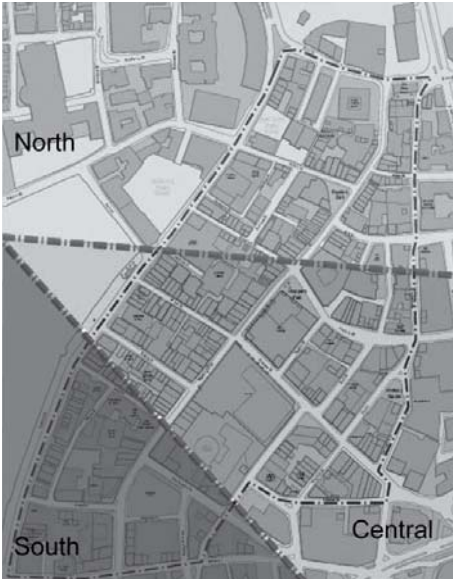
Copenhagen



Downtown Crossing

## Street and Block Comparisons

The consultant team's comparison of the street and block pattern in Downtown Crossing to various cities around the world proved to be very revealing. In contrast with Philadelphia and San Francisco, Downtown Crossing's blocks are very small, while European cities that developed before the automobile have a similar street and block pattern to Boston. Block diagrams of London and Copenhagen show narrow streets that form a web-like pattern versus a regular grid, suggesting that lessons learned from the physical environments of European cities may be more relevant than those from American cities.



The three districts

## Economic Vitality: Thinking in Districts

The Team suggested that the Downtown Crossing area is an environment that encompasses 360 degrees of living. With over 2,500 residents, and almost 100,000 people who travel through it each day, it is becoming a neighborhood where people **innovate**, **interact**, and **explore**. The consultants proposed looking at the area as three economic districts to reinforce existing strengths in each area and maximize the variety of uses and market appeal. The common element throughout the three districts is Washington Street, the center of retail activity. The three areas, organized from North to South, were based on the types of retail uses, physical characteristics, and target market appeal.

### The Vision for Downtown Crossing: 10 Common Principles

- 1 *Boston's Meeting Place*
- 2 *Diverse*
- 3 *Neighborhood*
- 4 *Unique Areas*
- 5 *Walkable*
- 6 *Social Spaces*
- 7 *Rich in History*
- 8 *Forward-Thinking*
- 9 *Sustainable*
- 10 *Learning*







*Before: Washington Street*

## Pedestrian Model

A key goal of the pedestrian modeling study is to promote walking and other pedestrian activities by maximizing pedestrian flows in the area. The aim is to make Downtown Crossing the most pedestrian-friendly environment possible to help generate healthy levels of activity to support current as well as future uses.

The pedestrian model was created to understand how pedestrian and shopper activity will be affected by changes to the street and sidewalks. The model estimates the number of people walking along each sidewalk throughout the day and especially during the lunch time peak period and then indicates which streets and sidewalks exhibit the greatest and lowest levels of pedestrian activity. The model also identifies key streets for everyday walking trips and helps to target improvements to the locations of greatest impact. The proposed changes to the area, including removing the curbs along Washington Street and reconfiguring the pedestrian zone, can be modeled to show the impact to the streetscape and businesses in the area. This testing can be beneficial at the early stage of the design process to provide a cost-effective analysis of how the new layout will perform as well as give an early indication of how people will adapt to and use the reconfigured streets and sidewalks.



*After: A view of Washington Street with removal of curbs and improved pedestrian area*

## Marketing & Branding and Next Steps

The team described the next steps of the effort, which will include creating an executive summary brochure that captures the character of Downtown Crossing area, lays out the vision, and promotes the area's assets. The team also described magnet, outreach and on-the-ground marketing programs that are intended for hotel concierges, tourism bureaus, and local press; a marketing, public relations and advertising campaign; a Downtown Crossing website; a retail summit; and wayfinding, signage and brand identity programs for visitors navigating the area.

The UMC team will be back for an additional meeting to share strategy and ideas for the Downtown Crossing's pushcart program, funding sources for district improvements, business organization models, an implementation plan including catalyst projects, and a transition plan for managing the impact of construction on the area.

For additional information and updates on the progress of the Strategy, please visit the Downtown Crossing website ([www.downtowncrossingboston.com](http://www.downtowncrossingboston.com)), or call Randi Lathrop at 617.918.4302 or Andrew Grace at 617.918.4379.

Excerpts from "Then & Now Downtown Boston" by Anthony Mitchell Sanmarco

## Did you know that . . .

*Franklin Street, once a fashionable residential area, was destroyed in the Great Fire of 1858 and four-story granite commercial buildings, designed by Gridley Fox Bryant, were built on the site of Charles Bulfinch's Tontine Crescent*



*The Old Burial Ground, located on Tremont Street, was laid out in 1660 adjacent to the town granary at the corner of Park Street. This is the final resting place for Elizabeth Vergoose (Mother Goose), Peter Faneuil, Governors Richard Bellingham, William Drummer, James Bowdian, John Hancock, Samuel Adams, James Sullivan, Christopher Gore, William Eustis, and Increase Sumner; first Mayor*

*of Boston John Philips; patriot and silversmith Paul Revere.*

*The Omni Parker House, at Tremont and School Streets, opened in 1855 in a former horticultural hall, has become one of the prominent hotels in Boston. It also has become world-famous as the originator of the Parker House Roll and Boston Cream Pie.*



*The former Filene's Department Store was designed by the Chicago architect Daniel Burnham and built in 1911 at the corner of Washington Street and Summer Street. William Filene established his store in Boston as a progressive employee-owned retail corporation that also instituted profit-sharing, a concept that today is taken for granted in corporations. The store*

*had a rooftop recreation field, an employee hospital, a library and a meeting hall in addition to a dining room for shoppers. This fall, the building will be redeveloped and a new tower will be built by John Hynes, of Gale International, and Vornado. Uses will include retail, residential, office and hotel. Shopper's Park, located at the adjacent intersection of Washington and Franklin Streets, will be completely redeveloped, with landscaping, seating, new pavement, and a new T entrance and exit.*

## on School Street

**Ultra Diamonds** 1 School Street, 617.367.1310  
[www.ultradiamonds.com](http://www.ultradiamonds.com)

Whether you are looking for a diamond ring, platinum jewelry, colored gemstone, or a Movado watch, you can find it here, all at a discount.

**Brueggers** 7 School Street, 617.367.4702  
[www.brueggers.com](http://www.brueggers.com)

New York style kettle boiled bagels, warm from the oven, with a shmeer of cream cheese and a cup of fair trade coffee—what could be better?

**Copley Flair** 11 School Street, 617.367.7170  
[www.copleyflair.com](http://www.copleyflair.com)

This retailer is the last word on fun and funny gifts for any and all occasions. Just need a card? Their selection is unmatched!

**Radio Shack** 13 School Street, 617.367.5885

Whether you want to pick up a new cell phone or buy a clock radio, Radio Shack is your one-stop shop for all your electronic needs.

**First Federal Savings Bank** 19 School Street,

800.981.2927, [www.firstfedsavings.com/](http://www.firstfedsavings.com/)  
Thinking about buying a home? First Federal Savings Bank offers home mortgage loans throughout MA, NH, CT, RI, ME, and FL.

**Boston Jewels**, 23 School Street, 617.624.9697

Boston Jewels has been selling antique jewelry for more than ten years

**Talbots** 25 School Street, 617.723.0660  
[www.talbots.com](http://www.talbots.com)

This two-level classic women's apparel store has all the basics covered from petites to plus sizes and a great collection of shoes and accessories.

**Starbucks** 27 School Street, 617.227.7731  
[www.starbucks.com](http://www.starbucks.com)

This mid-street location is the perfect spot to relax, people watch and treat yourself to a latte and something sweet.

**Kabloom** 29 School Street, 617.723.9922  
[www.kabloom.com](http://www.kabloom.com)

With flowers and greenery spilling out onto the sidewalk, it's hard to resist this florist's appeal. If your hands are full, don't fret; they deliver just about everywhere.

**Skylight Jewelers** 44 School Street, 617.426.0521  
[www.skylightjewelers.com](http://www.skylightjewelers.com)

Stop by this creative outpost of custom-made-hand-crafted jewelry, fine crafts and inspiration, in business for more than twenty years. Customers can witness the creative process first-hand in their on site studio.

**Ruth's Chris Steak House** 45 School Street  
617.742.8401

Boston's venerable Old City Hall is now home to one of the city's finest steakhouses. Reservations are strongly recommended.

**Omni Parker House** 60 School Street, 617.227.8600  
[www.omnihotels.com](http://www.omnihotels.com)

Make a reservation at America's longest continuously operated luxury hotel and a true Boston landmark. Many consider this the birthplace of the Boston cream pie, which they have been serving at Parker's Restaurant since 1856. The Last Hurrah is the perfect spot for an after-dinner (or pie) drink.

# HIDDEN GEMS

## Bromfield Pen Shop

Need to sign on the dotted line? In this digital age, a good pen is hard to find. That's where Bromfield Pen Shop comes in. Located at 5 Bromfield Street, just off Washington Street, the Bromfield Pen Shop has been a destination for quality writing instruments and other gifts for almost 60 years. With more than 30 brands and numerous styles to choose from, the chances are good that you will find exactly what you are seeking. Looking to personalize your newest purchase? Bromfield Pen shop provides onsite engravings with a 24-hour turnaround. The shop also does repairs, so family heirlooms are welcome. If you are looking for something more, check out their wide variety of other products, including business card cases, desk accessories and various leather goods. Located in the heart of Downtown Crossing, the Bromfield Pen Shop is a quick walk from the Downtown Crossing, Park Street and State MBTA stops.

**Open weekdays from 8:30–5:30 and Saturdays from 12:00–5:00.**

**617.482.9053 or visit online at [www.bromfieldpenshop.com/home](http://www.bromfieldpenshop.com/home).**

## Brattle Book Shop

Ever wonder if the dusty copy of Great Expectations your grandparents gave you was worth any money? Looking to get your hands on a rare copy of Moby Dick? You are in luck! Just head down to the Brattle Book Shop, located at 9 West Street, just off Washington Street. Founded in 1825, the Brattle Book Shop is the country's oldest antiquarian bookstore in the country. The shop offers scholarly works, literature, manuscripts, maps or other literary items in a wide variety of subjects at its Downtown Crossing location. Open Mondays–Saturdays from 9:00–5:30, To learn more, or inquire about a particular book, call 617.542.0210 or visit them online at [www.brattlebookshop.com/history.html](http://www.brattlebookshop.com/history.html).

# Washington Street:

## Boston Jewelers Exchange Building



*Before view*



*After view (rendering by BRA)*

Facade and interior improvements are happening at the beautiful 1922 Art Deco building located at 333 Washington Street in Downtown Crossing. There are presently 125 stores in the building, primarily wholesale and retail jewelers, with some other uses such as beauty salons, importers, and the eatery Chacarero on Province Street.

Under the leadership of the trustees of the building - Jay Shoostine, Sam Glattstein, George Gartaganis, Greg Fitzgerald,

and Chris Cebadjian – and property manager Robert Trembaley, the Boston Jewelers Exchange Building is undergoing a major overhaul. Starting last year, the trustees have been working closely with the Boston Redevelopment Authority and the Department of Neighborhood Development on improvements to the facade. A new storefront has been installed for McDonald's, and this summer CVS will be completing the storefront for its new location in the building. Also last year, the stone work was cleaned and repaired, the second floor historic detail was painted in gold, and the last of the original canopies from the 1980s was taken down.

New storefronts will be completed for the rest of the retailers with some matching grant money from the

Department of Neighborhood Department. New brass doors and a painted mural by Matthew J. Bach in the building's lobby showing a Boston scene will be installed this spring/summer, and the marble in the lobby will be restored. The trustees of the building have applied to the City of Boston Browne Fund for funding to install a custom historic standing clock that will be placed on the sidewalk across from the building entrance.

With all these upgrades, the owners of the Boston Jewelers Exchange Building at 333 Washington Street have stepped up to the plate to improve their property and work together with the City to better Downtown Crossing. Congratulations to them, and please drop by to visit and shop the 125 retail businesses.





**Who says you can't find a place to eat in Downtown after 5:00 PM? Check out these two great restaurants highlighted in our inaugural "Dining in Downtown" section. Each upcoming edition of the Downtown Crossing News will feature several Downtown Crossing eateries.**



*Dining room at Felt*

## Ivy

Fine dining does not have to be intimidating and expensive! Ivy Restaurant debunks the myth as a modern neighborhood restaurant serving Italian classics with creative American style. Located on Temple Place, just off Washington Street, Ivy has become a destination for neighborhood residents and dining enthusiasts alike.

Open Tuesday through Sunday for both lunch and dinner, Ivy's kitchen stays open until 11:00 PM. Thursday through Saturday, for food before midnight, and drinks until 2:00 AM. The diverse menu has a variety of options, offering both small and large plates. When you stop by, make sure you try the one of their delicious Arancinis. Ivy also boasts a unique wine program designed to let patrons investigate different vintages as they explore the menu.

As the weather warms up, Ivy is offering a new lineup of weekly special events. Mondays are "spaghetti and meatballs" nights, serving bottomless bowls of traditional spaghetti and meatballs. On Tuesdays, Ivy will be hosting wine tours, when you can sample wines from different countries as you eat. Each tour is designed to provide patrons with wine knowledge for each country. On Wednesdays, stop by the newly-renovated downstairs Cava Lounge for "An Evening Stroll through the French Quarter." From 6:00-11:00 PM, Boston's Andrew Marsh Project will be performing jazz throughout the evening. The Cava Lounge at Ivy, holding up to 100 people is also the perfect place to host your next party or after-work function.

**Ivy is located at 49 Temple Place, close to the Park Street and Downtown Crossing MBTA stops. For those who drive, valet is available. For more information, call 617.451.1416 or visit online at [www.ivyrestaurantgroup.com](http://www.ivyrestaurantgroup.com).**

## FELT

Trying to find a good place for an evening of dinner and drinks? Looking for a good meal before you go to the theatre? Heading out for some appetizers and pool with co-workers? Check out Felt, located on Washington Street, right next to the Opera House. With four floors containing a restaurant, lounge and billiards, there is plenty to do.

For the past five years, Felt has been delivering quality dining and entertainment to Downtown Crossing. With a diverse menu focused on contemporary American cuisine, Felt has something for everyone. Open for dinner six nights a week as well as lunch on the weekends, it is a great dining destination with entrées ranging from \$18-\$25. Some of the more popular menu items include the Lump Crabcakes, Lobster Stuffed Chicken, and the Filet Mignon. For the theatergoers, Felt offers a unique fixed-price theatre menu designed to get you to the show on time. For the after-work crowd, Felt has great specials for discounted food and billiards from 4:00-7:00 PM.

Felt also hosts a number of events. Recently, Felt hosted Mark Wahlberg's release party for his new movie "Shooter" and a Boston Bruins fundraiser for multiple sclerosis. Also, check out Salsa Mondays for salsa lessons and True Music Thursdays for live musical entertainment.

**Felt is conveniently located at 533 Washington Street, close to the Park Street and Downtown Crossing MBTA stops. Discounted parking is available at the nearby Ritz garage. For information, call 617.350.5555 or visit online at [www.feltboston.com](http://www.feltboston.com)**

# Streetscape UPDATE

## PEDESTRIAN AREA PLANTINGS

Spring and summer plantings were installed at Old State House Plaza and Shoppers' Park again this year. Included in the current planting are a mix of colorful early spring annuals and bulbs. Anticipated in our summer planting, slated for June 2007, is a hardy mix of annuals and perennials to complement our hanging pot program, which will again embellish the streets of the district.

## HANGING POT PLANTINGS

In June 2007, 160 colorful hanging pots of annual and perennial flowers along the streets in the Crossing, including Tremont, Washington, Summer, West, Temple, Winter, and Bromfield Streets, were installed.

The program was expanded again this year to add even more color and charm to the Downtown Crossing district. Flower selections for the pots this year include a colorful variety of Balkan ivy geraniums, which have proven themselves as a hardy plant choice for this area of the City.



## NEW BENCHES

Making their debut in the Downtown Crossing this spring are new benches in Old State House Plaza, Readers' Park, and along Summer Street. The new benches feature a "historic" design appropriate for the district, comfortable wooden slat seats, and middle arm supports. These 20 new eight-foot long benches have been a welcome addition to the district, and have already seen lots of use in our seasonably warm spring.

**"It has been extremely exciting and rewarding to see the transformation of the Downtown Crossing Area over the past several years. I have worked in the neighborhood for almost nine years and lived there for six years. The addition of potted flowers on the street poles, frequent street cleaning, and increased Police presence, along with many other improvements, has been wonderful.**

**The plans that the BRA has put forth in conjunction with the new private development projects that are on the drawing board will do nothing but continue to make this mixed-use neighborhood a vibrant place to live, work, dine and shop in one of the best strategically located neighborhoods in Boston. It is a truly electrifying time to be part of the Downtown Crossing Neighborhood."**

**— CHRISTINE DUNN**  
RESIDENT

*New benches in Readers' Park next to Borders*





## TESTIMONIALS . . .

**“As a long-time property owner and ‘founding father’ of Downtown Crossing, I’m excited about the future of the area! In what is already one of the nation’s most successful commercial business districts, the combination of the BRA/City’s initiatives and the portent of substantial private sector investment will make Downtown Crossing a vibrant neighborhood. With public and private entities working together, the issues of security, maintenance, and promotion will be addressed in a fashion that will attract additional investment. The future looks bright!!”**

— **RONALD DRUKER**  
PROPERTY OWNER  
IN DOWNTOWN CROSSING

**“As the design team for the redevelopment of the Filene’s block, we have had the opportunity to interact with the BRA and its consultant team on Downtown Crossing. The ideas presented are a great start toward a rebirth of this vital pedestrian environment, and the spirit of collaboration with all stakeholders encourages participation and partnership. We all need to keep pushing the ideas forward.”**

— **DAVID MANFREDI**  
ARCHITECT FOR ONE FRANKLIN/FILENE’S  
REDEVELOPMENT

## DOWNTOWN CROSSING



*Dancer from “Urban Nutcracker”*

# Holi-Daily

Last holiday season, Downtown Crossing was buzzing with holiday events and performances. From Monday through Friday, during the period of November 27 through December 29, 24 groups performed on Summer Street for the holiday season. Some of groups were the Boston Conservatory Hoofers, the Boston Conservatory Choir, The Golden Tones, Guy Mendilow, Urban Nutcracker, Boston Accent Barbershop Quartet, to name just a few. These performances were organized by the Mayor’s Office of Arts, Tourism, and Special Events and the Boston Redevelopment Authority. The sponsors were The Corner Mall, Filene’s Basement, Suffolk, Gale International, SYNERGY and Vornado.

## KEVIN YOUKILIS

On December 15, 2006 the Boston Redevelopment Authority hosted Red Sox third baseman Kevin Youkilis for an autograph signing as part of Mayor Menino’s Downtown Crossing Economic Initiative. For more than an hour, Youkilis signed autographs for shoppers who had purchased Red Sox merchandise from Downtown Crossing retailers. As an added bonus, Wally the Green Monster helped keep the crowd warm by posing for pictures with fans.

PHOTO: STEVE BABINEAU



*Kevin Youkilis greets Red Sox fans*

## DOWNTOWN CROSSING IS SPARKLING

On Friday, May 4, the Mayor’s Office of Neighborhood Services sponsored Boston Shines, an annual volunteer clean-up for businesses and residential neighborhoods. Over 60 volunteers in Downtown Crossing swept streets, scrubbed off graffiti, removed stickers from City property, and painted City light poles, bollards, fire hydrants, etc. The following businesses and institutions participated: Boston Redevelopment Authority, CVS, Downtown Crossing Association (DCA), Elderhostel, Filene’s Basement, Hyatt Regency Boston, ING Clarion, METRO Boston, Pine Street Inn, Radisson Hotel Boston and Zipcar. Refreshments were donated by Starbuck’s, Watermark Donut Company, CVS and Macy’s East Downtown Crossing. Many thanks to the Mayor’s Office of Neighborhood Services and the Downtown Crossing Association for coordinating a successful clean-up.



# Higher Education In Downtown Crossing/Theatre District

**THREE COLLEGES – URBAN COLLEGE, EMERSON COLLEGE, AND SUFFOLK UNIVERSITY – ARE ALL LOCATED IN THE DOWNTOWN CROSSING AREA AND THE THEATRE DISTRICT. THESE COLLEGES CONTRIBUTE LIFE AND EXCITEMENT TO THE AREA AND ALSO BRING MUCH-NEEDED ACTIVITY TO NIGHT TIME ON THE STREET.**

**URBAN COLLEGE** is a small, private two-year college located in Downtown Boston. Since receiving its charter in 1993, it has served a population of non-traditional, low-income urban students. Most of the 800 students are women, working full time during the day, single parents, raising a family and going to school in the evenings. Courses are taught in three languages – English, Spanish and Cantonese. The main location is the upper floors at 178 Tremont Street, but space is also rented



*Recent Urban College graduates*

at 200 Tremont Street, 112 Shawmut Avenue, 19 Temple Street and 105 Chauncy Street. By 2010, Urban College would like to expand to 1,000 students and will require 14,000 square feet of designed classroom, laboratory, and support services space.  
[www.urbancollege.edu](http://www.urbancollege.edu)



*Mayor Menino and President Jacqueline Liebergott at a recent groundbreaking*

**EMERSON COLLEGE** is the only comprehensive college or university in America dedicated exclusively to communication and the arts in a liberal arts context. It is located in downtown at the gateway to the Theatre District.

Founded in 1880, Emerson has evolved into a multi-faceted college that is internationally recognized for excellence in its fields of specialization: communication, marketing, journalism, communication sciences, the performing arts, the visual and media arts, and writing literature and publishing.

The College enrolls nearly 4,000 undergraduates and graduate students, coming from 45 states and 40 countries, in its School of the Arts and School of Communication. Emerson College is beginning construction for the long-awaited renovation of the Paramount Theater, 549 Washington Street. The \$70 million Paramount Center project will redevelop this Theatre District landmark and two neighboring properties to provide multiple rehearsal rooms, a black box theater, a film screening room, a sound stage, a scene shop, classrooms and office space. A small residence hall will be located on the upper levels. The facades of the Paramount Theater and the adjoining Arcade Building will be preserved. [www.emerson.edu](http://www.emerson.edu)

## **SUFFOLK UNIVERSITY**

Suffolk University celebrated its 100th anniversary September 21, 2006 on the Boston Common with a keynote speech from former President George H.W. Bush. Over these past 100 years Suffolk University has grown into a world-class academic institution offering undergraduate and graduate degrees in more than 70 areas of study. The University has celebrated this milestone through a year-long series of events reflecting on the University's history and looking ahead to a new century of innovation and opportunity.

Some of the most exciting events over the past century have included the construction of new facilities in the downtown crossing area. During the



*Site at Proposed Dorm at 10 West Street*

fall of 1996, Suffolk opened its first residence hall at 150 Tremont Street to 420 undergraduate students. The year 1999 marked the relocation of the Law School from Beacon Hill to 120 Tremont Street. Today, the Law School, located in Sargent Hall, ranks as one of the largest and most technologically advanced law schools in the nation.

Currently, Suffolk is working on a proposal to open a new residence hall with ground-floor retail space at 10 West Street. This project will have a positive impact on the district by increasing foot traffic and expanding the customer base for existing downtown businesses. The University is presently engaged in a planning process with the BRA and is working with a community task force to ensure that the project is beneficial to the neighborhood. Additional information on this process and upcoming meeting dates can be found at [www.suffolk.edu/offices/17926.html](http://www.suffolk.edu/offices/17926.html)

# Retail Goals

On May 20 – 23, 2007, Boston's retail team, led by Mayor Thomas Menino, attended the International Council of Shopping Centers' annual Spring Convention in Las Vegas. With over 50,000 attendees from the world of retail, it was a busy and productive trip. Through numerous meetings with retail businesses ranging from clothing retailers to restaurateurs and department stores, Boston's Retail Team from the Boston Redevelopment Authority and Department of Neighborhood Development had the opportunity to highlight several areas of opportunity in the City, including Downtown Crossing. Recruiting efforts for Downtown Crossing focused on attracting innovative retailers that offer a quality store experience, adding to the rich mix of businesses in the area.

Downtown Crossing is the perfect environment to become the "land of the first ofs" – remember, H&M on Washington Street was their first store in Massachusetts. With very strong foot traffic and unmatched accessibility, the Downtown retail market is incredibly appealing to retailers that want a launching point in the US or New England market. We have been actively pursuing retailers that offer unique, high quality products in an innovative and fresh store environment.

Grocery stores, particularly those with a prepared food selection, remain at the top of our retail priority list. With a growing residential population and the large number of busy commuters passing through the district, a market like this would thrive Downtown. Rounding out our most wanted list is mid-level sit-down restaurants, neighborhood services/stores like drycleaners and bakeries, a children's toy store, and home furnishings store.



For more information on Downtown

Crossing retail opportunities, please contact Kristen Keefe, Retail Sector Manager at the Boston Redevelopment Authority, at 617.918.4452.

## Welcome to Downtown Crossing's Newcomers

welcome  
welcome  
welcome  
welcome  
welcome  
welcome  
welcome

FRESH FRUIT  
BOUQUET  
COMPANY

Fresh Fruit Bouquet Company opened on Friday, May 4th at 30 Tremont Street. They offer fresh fruit arranged like floral bouquets, some chocolate dipped, for all occasions. Check out the website, [www.ffbc.com](http://www.ffbc.com) or call 617.854.7388.



Ken Oringer, of Clio and Toro fame, has recently unveiled KO Prime, a new steakhouse at Nine Zero Hotel in the space formerly occupied by Spire. To learn more, visit them on the web at <http://www.koprimeboston.com> or call 617.772.0202.

# What the City of Boston Can Do for You

## ABOUT THE BUSINESS DISTRICT

Boston comes together at Downtown Crossing. The center of retail activity in the City and metropolitan region for over a century, its prime location among The Theatre District, Boston Common and the Financial District/Rose Kennedy Greenway, makes it the city's historic heart. Downtown Crossing is home to over 500 national and international retailers who occupy more than 1.2 million square feet of retail space. In November 2004, Mayor Menino announced the creation of the Downtown Crossing Economic Improvement Initiative led by the Boston Redevelopment Authority. This multimillion-dollar effort has brought marketing and branding expertise to the shopping district, serving to preserve its historic nature while promoting 21st century urban design standards.

## RESOURCES AVAILABLE TO BUSINESSES AND PROPERTY OWNERS

The Boston Redevelopment Authority's Retail Team can assist your business in a number of ways as you look to locate or grow in Boston's dynamic retail market. Serving as your ambassador to our city, a retail team specialist will be your main point of contact for all City resources listed below. In addition, we conduct thorough site tours that highlight existing opportunities as well as those under development. Working with our team gives you free access to sophisticated site selection research, permitting assistance, connections to financing options, and City Hall navigation.

## BOSTON LOCAL DEVELOPMENT CORPORATION

BLDC is a private 501(c)(3) non-profit Corporation administered by staff of the Boston Redevelopment Authority. BLDC provides loans of up to \$150,000 for businesses in, or relocating to, the City of Boston. These loans can be used when buying a new business property, purchasing equipment and machinery, constructing an addition to an existing plant, making leasehold improvements or providing working capital to grow your business.

## RESTORE BOSTON

ReStore Boston is a citywide program that provides grants up to \$7,500 per storefront to help neighborhood business and property owners complete storefront renovation projects. In addition to funding, ReStore Boston provides professional architectural design services at no cost to the business to ensure improvements are well planned and of the highest quality.

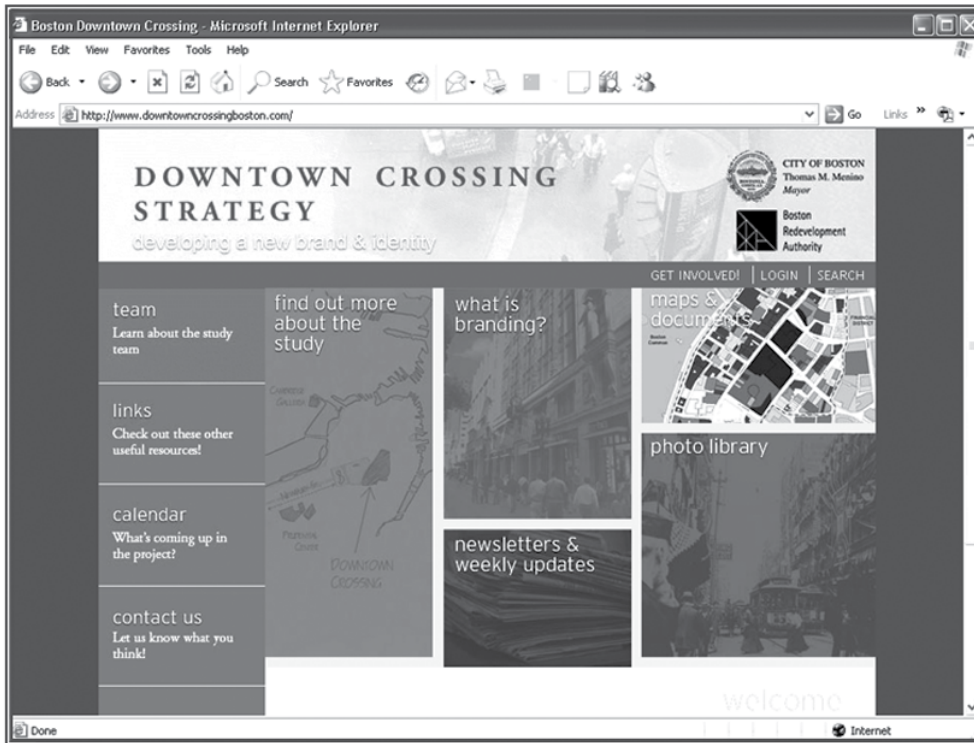
## NEIGHBORHOOD RESTAURANT INITIATIVE

Designed to facilitate the opening of full-service restaurants in the city's commercial districts, this initiative provides a menu of resources ranging from assistance with licensing and permitting to marketing and design. Financing up to \$100,000 is also available to qualified projects. Through this initiative, the City is promoting stronger commercial districts and helping to create opportunities for entrepreneurs, as well as for residents through job creation and enhanced retail services.

**For more information, please contact Kristin Keefe, Retail Sector Manager for the BRA at 617.918.4452 or Randi Lathrop, Deputy Director for Community Planning for the BRA at 617.918.4302.**







Please visit us at [WWW.DOWNTOWNCROSSINGBOSTON.COM](http://WWW.DOWNTOWNCROSSINGBOSTON.COM)



CITY OF BOSTON  
 Thomas M. Menino  
 MAYOR



Boston City Hall  
 One City Hall Square  
 Boston, MA 02201

PRESORTED STD  
 U.S. POSTAGE PAID  
 BOSTON MA  
 PERMIT NO.  
 56477