

# BOSTON

# DOWNTOWN

# CROSSING

WHERE BOSTON MEETS



## Business District Details

- The center of retail activity in the metropolitan region for over a century with over 525 retail business operating out of 1.3 Million retail square feet and another 350,000 square feet under construction.
- Every day this district's retail core welcomes more than 100,000 daily commuters, professionals, college students, and tourists.
- Over 230,000 pedestrians walk through the district every day, boasting more than 6,000 people per hour at peak times.

## Location Benefits

- Downtown Crossing is the historic heart of the city - located between the theatre district, Boston Common, and Faneuil Hall.
- Visitors can stay in the district's 1,450 hotel rooms or in the 5,000 rooms within a 15 minute walk.

## Projects Underway

- In the next five years, development in Downtown Crossing will produce new retail space, residences, hotel rooms, student beds, and parking, representing over \$1.2 billion dollars investment in the area.
- Currently 6,000 residents call Downtown Crossing their home and another 900 units are under construction or proposed.
- 2,400 college students reside in this neighborhood with another 450 dorm beds under construction. Student and visitor spending at all of Boston's colleges and universities generated approximately \$1.5 billion in 2004.
- Downtown Crossing is thriving with expansion. Twenty-one stores have opened in the last 12 months and five more are now under construction.

## 2008 Trade Area Statistics

### Population & Household Income

Estimated Population	882,480
Households	365,201
Owner-occupied	33%

### Income

Median Household	\$53,209
Per Capita Income	\$31,668

### Education

Bachelor's Degree or Higher	40%
Associate Degree	5%

### Annual Resident Market Demand

Eating & Drinking Places	\$1,681,387,478
Furniture & Home Furnishings	357,909,395
Electronics & Appliances	370,295,344
Food & Beverage	1,840,715,016
Health & Personal Care	652,463,100
Clothing & Accessories	819,374,079
Sporting Goods, Hobby Book, Music	308,093,442
General Merchandise	1,844,346,808
Miscellaneous Store Retailers	386,597,282

*Trade area statistics are compiled for areas within a 10 minute drive time from the business district.*

*Source: Claritas 2008, BRA Research Division Analysis*

For more information on  
Boston's retail opportunities contact:

**Kristen Keefe**

*Retail Sector Manager*  
Boston Redevelopment Authority  
One City Hall Square  
Boston, MA 02201  
617.918.4452  
kristen.keefe.bra@cityofboston.gov



CITY OF BOSTON  
Thomas M. Menino  
*Mayor*



Boston  
Redevelopment  
Authority

John F. Palmieri  
*Director*