

Fairmount Indigo Planning Initiative

Corridor-wide Advisory Group (CAG)

Brand Strategy and Corridor Identity

Tuesday, April 9th

Prepared by:

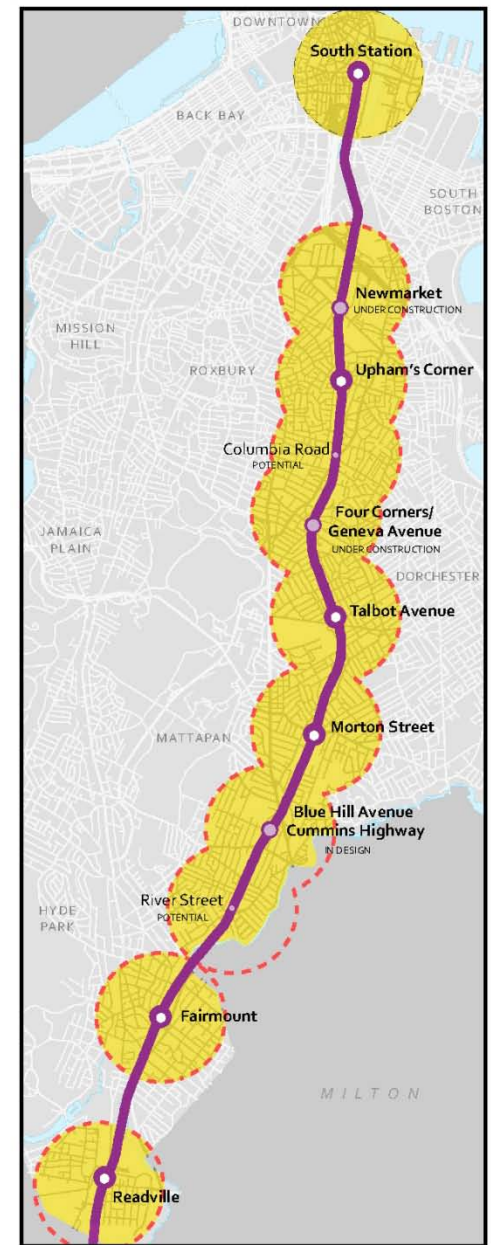
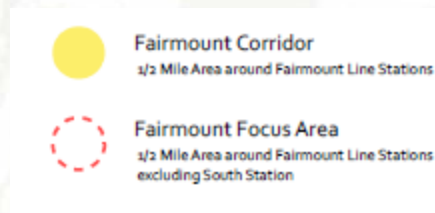
The Cecil Group Team

The Cecil Group
 HDR Engineering, Inc.
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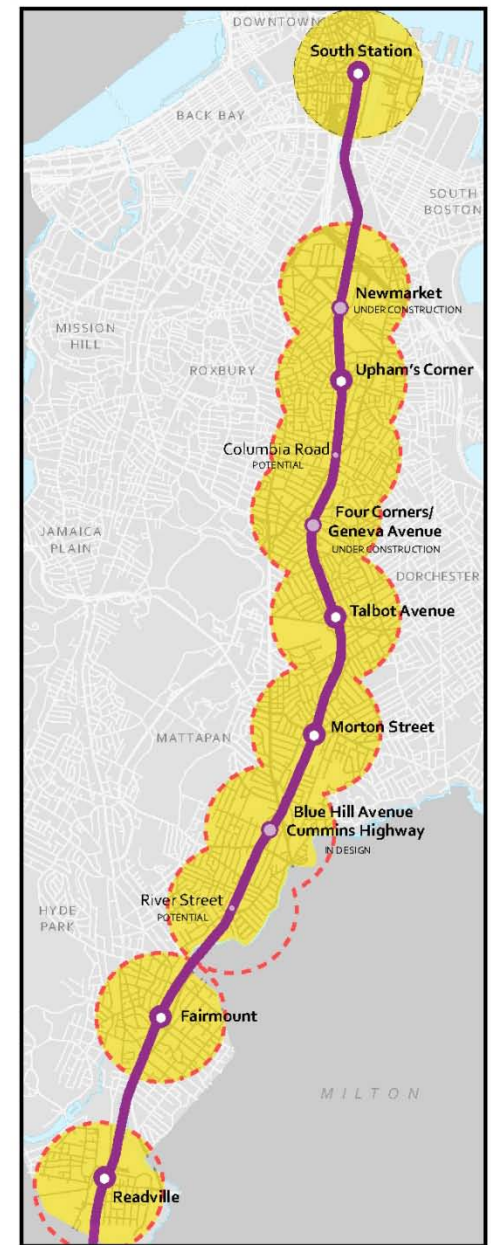
Agenda

1. Summary of Station Selection Results
2. Overall Schedule Update
3. Growth Strategy Framework and Preview
4. Brand Strategy and Corridor Identity
 - What is a Brand Strategy?
 - Key Observations – Brand Strategy
 - Key Observations – Corridor Identity
 - Cultivating the Big Idea



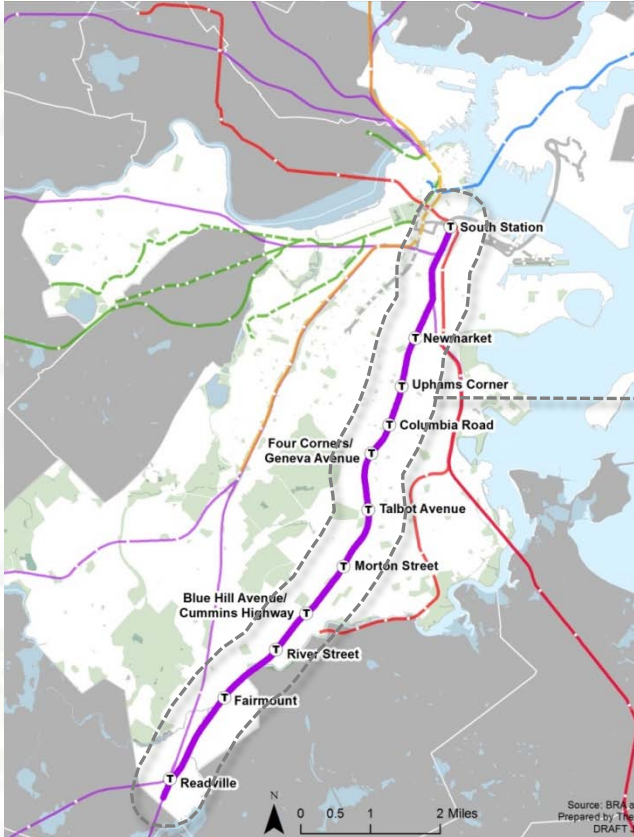
Fairmount Indigo Planning Initiative (FIPI) Objectives:

- Guide physical and economic **development**
- Encourage **sustainable** growth and transit-oriented development (TOD)
- **Limit displacement** of existing residents and businesses
- Incorporate existing planning initiatives (City-led and Community-based) into **one vision** for the future

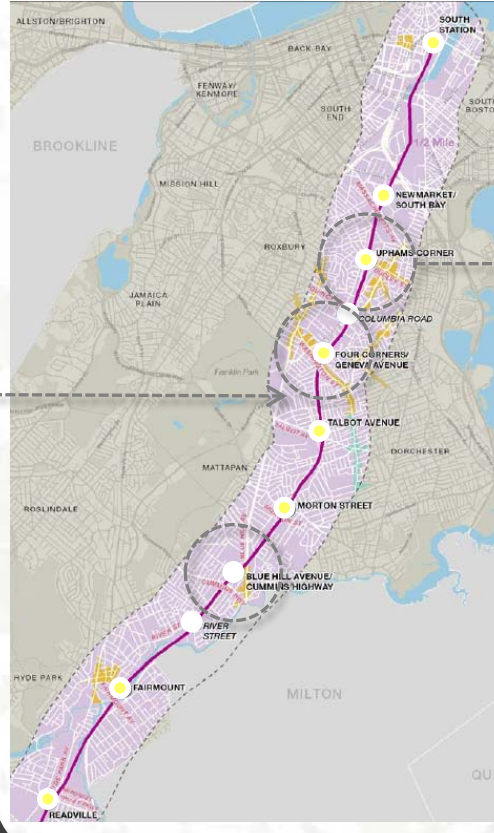


Fairmount Indigo Corridor Summary

City Context



Corridor



Station Areas



Fairmount Indigo Planning Initiative

Transit Equity

The Fairmount Indigo Planning Initiative (FIPI) advocates for the **long term integration of the Fairmount Indigo Corridor with the rapid rail network of Boston** in terms of fare structure, transfers, frequency, hours of operation and additional stations. This planning process is based upon the current conditions of transit in the Corridor while anticipating an expanded role of rail in the future.

Enhanced access for all modes of transit (rail, bus, car, bike and walking) translates into **better neighborhoods** and contributes to improvements across each major topic area of this study.

Economic
Development

Housing

Land Use

Transportation

Public Realm

Quality of Life

Summary of Station Selection Results

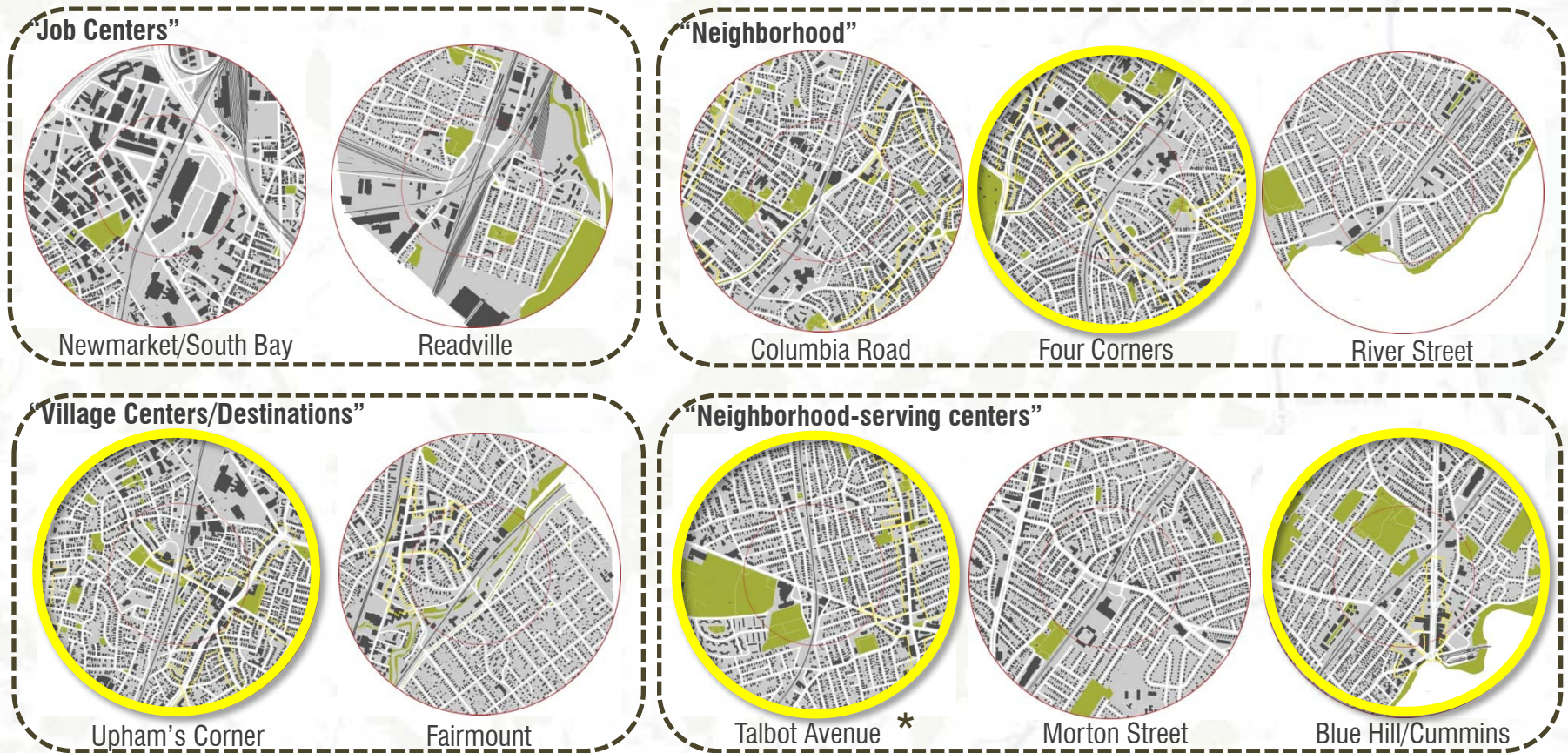
CAG Recommendations

1. Upham's Corner (Station previously selected)
2. Four Corners with Talbot Avenue
3. Talbot Avenue with Four Corners
4. Blue Hill/Cummins Highway
5. Fairmount
6. Growth Strategy subcommittee for Readville



Selection of Two Additional Stations

Three Proposed Station Area Plans



* Station Area Planning in 2014



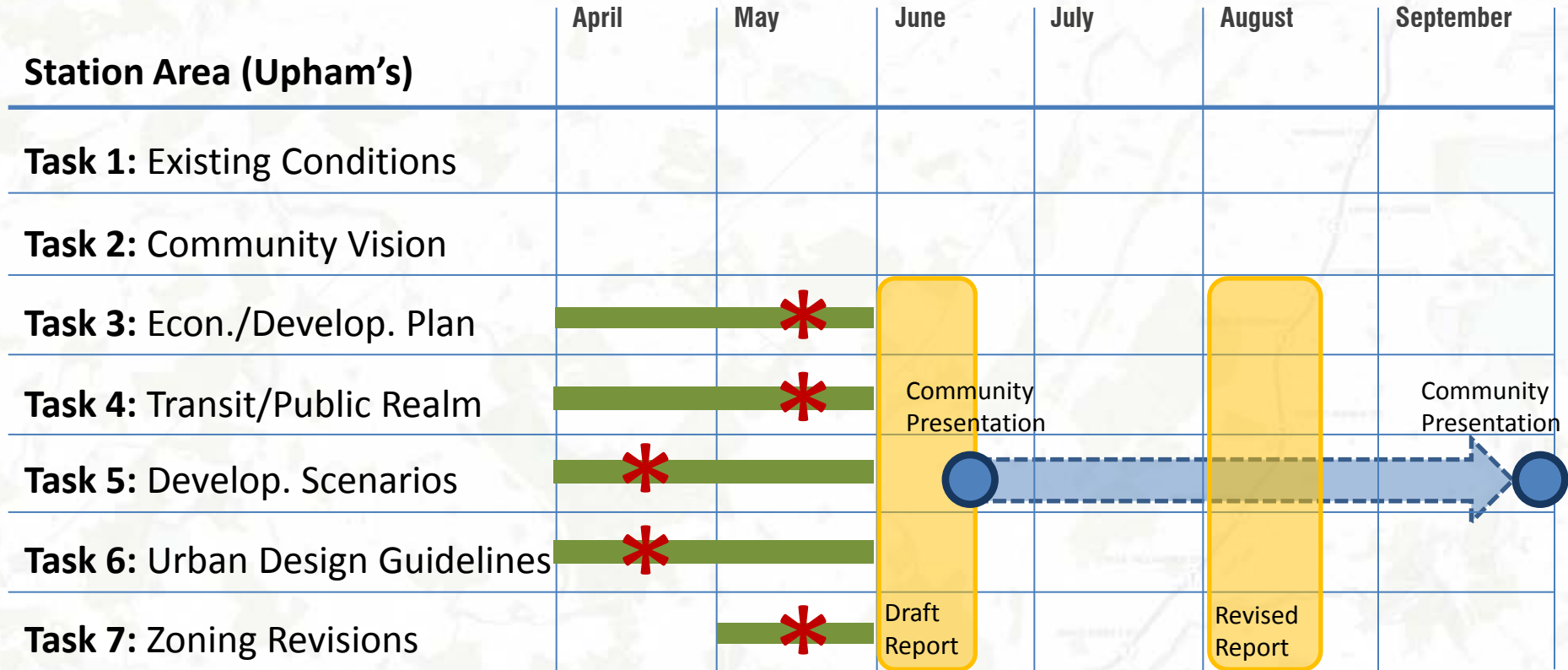
Corridor-wide Schedule

-  Advisory Group Meetings
-  Community Forums and Meetings

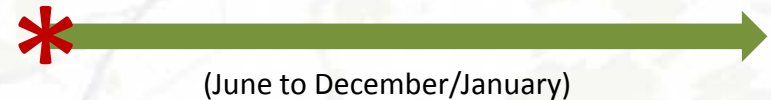


Station Area Schedules

-  Advisory Group Meetings
-  Community Forums and Meetings



Two Additional Stations (Four Corners and Blue Hill)



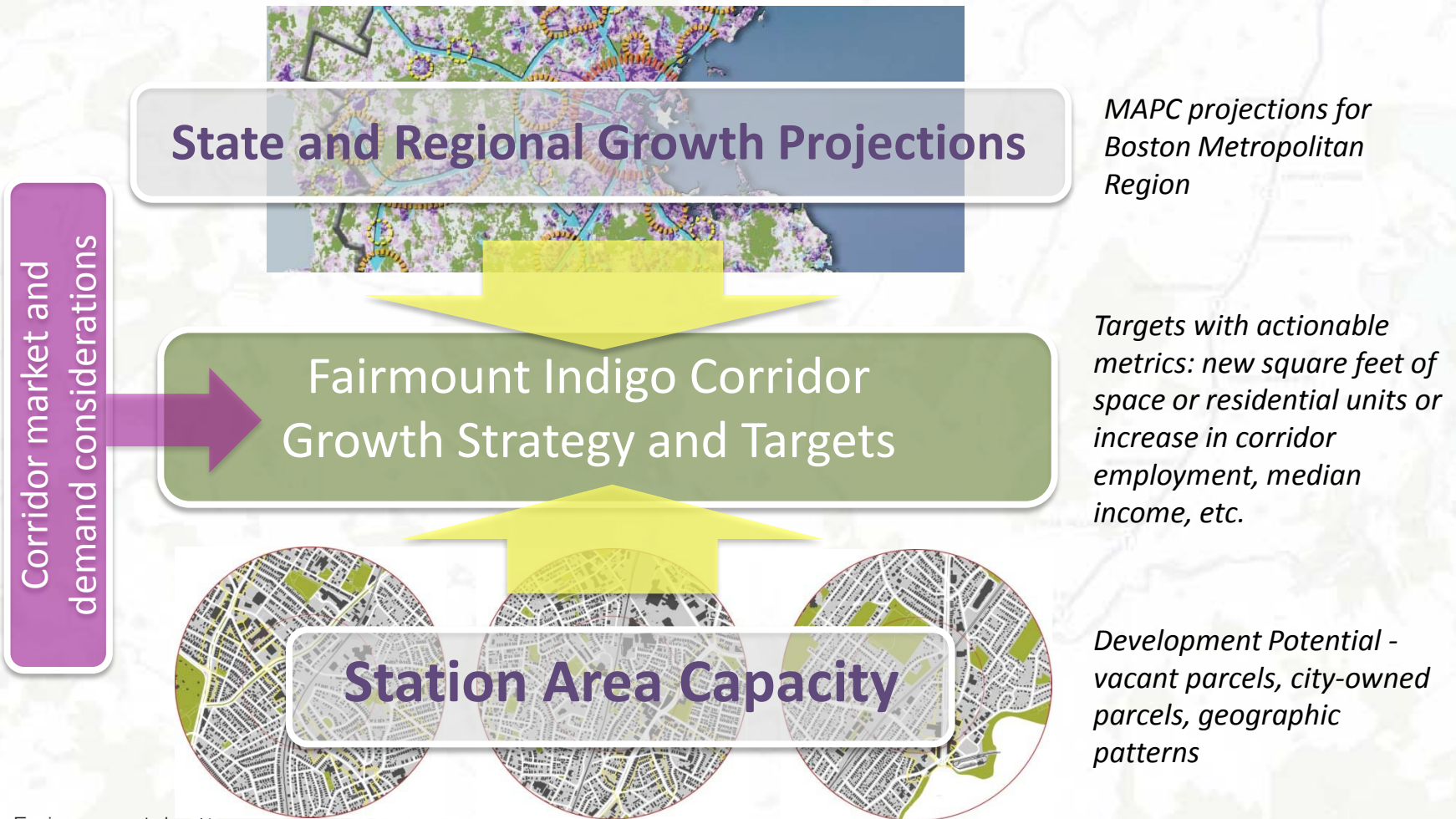
Fairmount Indigo Corridor Growth Strategy

1. Corridor market considerations
2. Approach and strategy underway
3. Potential outcomes and actions
 - *Import*
 - *Export*
 - *Grow*



Growth Strategy

Approach and methodology



Growth Strategy

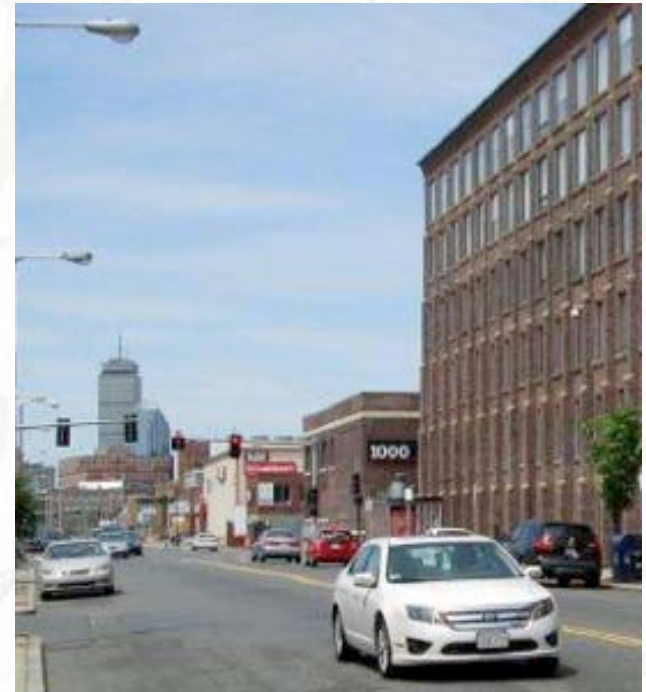
Potential Outcomes and Actions

Three **major strategies for growth** have been used to organize actions:

- **IMPORT**: *attract new activity to the corridor*
- **EXPORT**: *improve access outside of the corridor*
- **GROW**: *strengthen within the corridor*

The **Fairmount Indigo Corridor Growth Strategy** cuts across several planning components:

- **Economic development**
- **Transportation**
- **Housing**
- **Land Use/Place**



Growth Strategy

Potential Outcomes and Actions - **DISCUSSION**

Potential Target Sectors

IMPORT

Light Industrial / Food Production

Light Industrial / Repair/Specialty Crafts

Green Jobs

EXPORT

Health Care/Life Sciences

GROW

Retail – concentrated at Main Streets

Cultural/Community/Recreation



Growth Strategy

Potential Outcomes and Actions - **DISCUSSION**

Most Appropriate/Useful Target Metrics

IMPORT

Set development targets by corridor and link to station areas – square feet by industry sector, land use, number of housing units, etc., number of new jobs

EXPORT

Set employment targets outside of the corridor by new resident jobs, percentage increase in median corridor income or enhanced connections

GROW

Set to specific targets to enhance existing assets – reduce storefront vacancies by certain percent, increase transit use by number of riders



Growth Strategy

Summary Approach Matrix

Growth Strategies and Targets

Approach	Scenario						Location
	Current Trends (5 years)		Neighborhood Improvements (10 years)		Transit-centered Focus (20+ years)		
	Strategy	Target	Strategy	Target	Strategy	Target	
Grow	<ul style="list-style-type: none"> Strategy 1 Strategy 2 Strategy 3 	<ul style="list-style-type: none"> Target 1 Target 2 Target 3 	<ul style="list-style-type: none"> Strategy 1 Strategy 2 Strategy 3 	<ul style="list-style-type: none"> Target 1 Target 2 Target 3 	<ul style="list-style-type: none"> Strategy 1 Strategy 2 Strategy 3 	<ul style="list-style-type: none"> Target 1 Target 2 Target 3 	<ul style="list-style-type: none"> Station Area 1 Station Area 2 Station Area 3
Import	<ul style="list-style-type: none"> Strategy 1 Strategy 2 Strategy 3 	<ul style="list-style-type: none"> Target 1 Target 2 Target 3 	<ul style="list-style-type: none"> Strategy 1 Strategy 2 Strategy 3 	<ul style="list-style-type: none"> Target 1 Target 2 Target 3 	<ul style="list-style-type: none"> Strategy 1 Strategy 2 Strategy 3 	<ul style="list-style-type: none"> Target 1 Target 2 Target 3 	<ul style="list-style-type: none"> Station Area 4 Station Area 5 Station Area 6 Station Area 7
Export	<ul style="list-style-type: none"> Strategy 1 Strategy 2 Strategy 3 	<ul style="list-style-type: none"> Target 1 Target 2 Target 3 	<ul style="list-style-type: none"> Strategy 1 Strategy 2 Strategy 3 	<ul style="list-style-type: none"> Target 1 Target 2 Target 3 	<ul style="list-style-type: none"> Strategy 1 Strategy 2 Strategy 3 	<ul style="list-style-type: none"> Target 1 Target 2 Target 3 	<ul style="list-style-type: none"> Station Area 8 Station Area 9 Station Area 10

Definitions:

Current Trends: a scenario that serves as a baseline condition based upon the characteristics of the existing conditions of the Fairmount Indigo Corridor

Neighborhood Improvements: a scenario that represents a collection of comprehensive improvements to the neighborhood (prosperity, housing, public realm and open space, multi-modal transportation)

Transit-centered Focus: a scenario that represents re-orientation of the Fairmount Indigo neighborhoods to the rail line and an upgrade of rail service (“rapid-rail” integration)

Import: attract new employment, residential, community and cultural activity to the Fairmount Indigo corridor

Export: improve access from the Fairmount Indigo corridor other employment, community and cultural destinations

Grow: strengthen within the Fairmount Indigo corridor the employment, residential, community and cultural assets that already exist

Location: the station areas for which the type of approach is most applicable



Brand Strategy and Corridor Identity

**CAN A PLACE, A NEIGHBORHOOD,
OR A CORRIDOR, BE A BRAND?**



Brand Strategy and Corridor Identity

What is a Brand Strategy?

The first question should be: What is a Brand?

Not simply a name, logo, slogan or jingle.

Places can be BRANDS, too.

People form deep and complex relationships with places that have great value and meaning to them.

Great Brands are the result of a purposeful Strategy

Brands are nurtured and tended.



Greetings From



SEATTLE

Greetings From



SAN FRANCISCO

Greetings From



NEW YORK CITY

Greetings From



BOSTON

CHICAGO



Brand Strategy

The “Brand” of Boston

The City of Boston is a brand, what is it?

City of rich history

Center of higher education and medicine

City of innovation

City of neighborhoods

Sports town

“The Hub”

America’s walking city

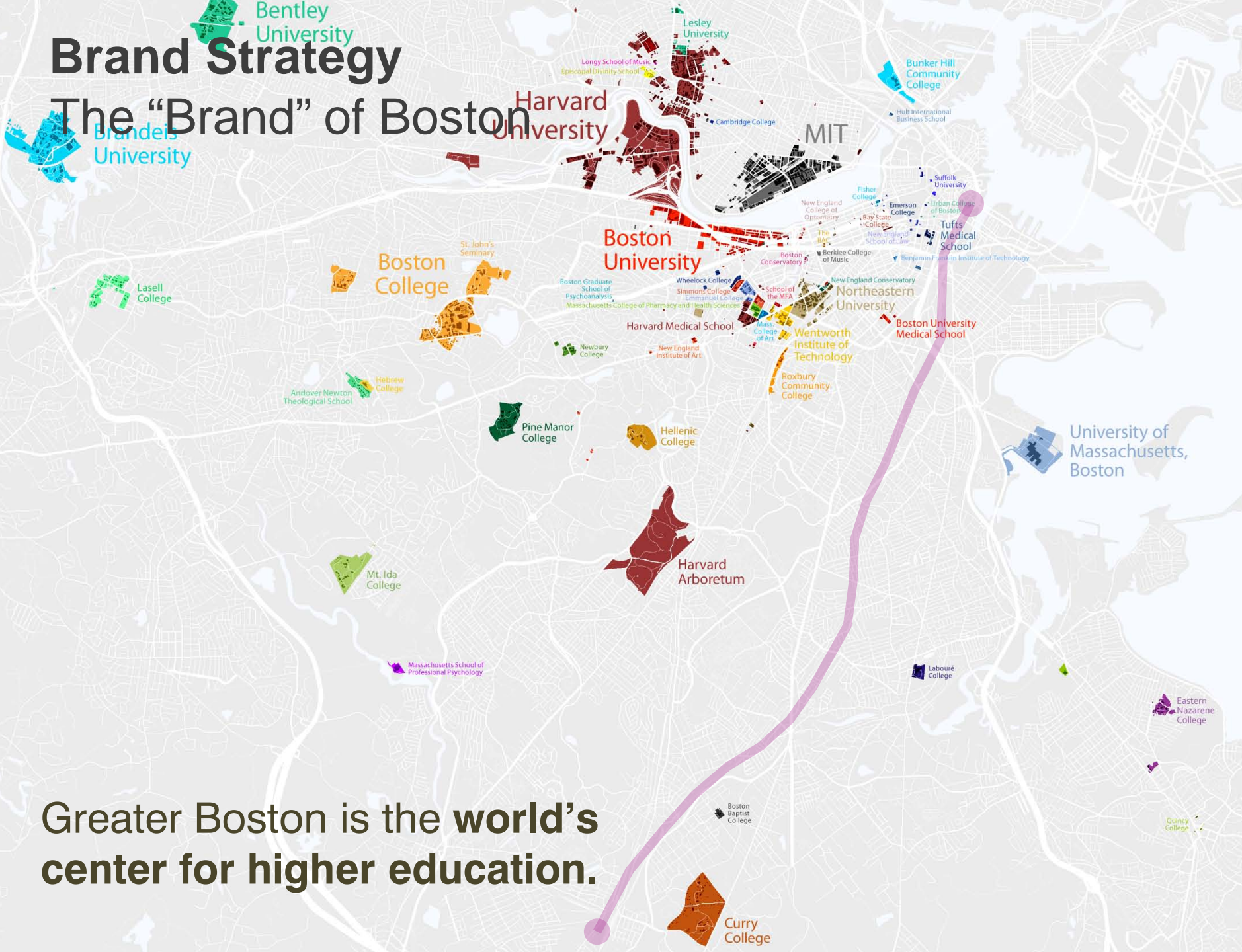
Beantown

How does the Fairmount Indigo Corridor fit within this context?



Brand Strategy

The "Brand" of Boston



Greater Boston is the **world's** center for higher education.

Brand Strategy

How do everyday places fit into this brand?

Greetings From



Brand Strategy

How do everyday places fit into this brand?

We must acknowledge that the neighborhoods that compose the Corridor remain burdened with Brand issues. **This we want to change.**

Crime rates, safety, perceptions and news stories
Historic memory of redlining, arson, disinvestment



*Top level image search results for search queries such as Four Corners, Bowdoin-Geneva, Blue Hill Avenue, Roxbury and Mattapan



Brand Strategy

Key Observations

The world in general, and America in particular, is becoming increasingly brown.

Integrating these cultures into and as a part of an evolving American story is paramount – no one questions this. However, the universal question remains: **How?**

This diverse cultural evolution is active and underway along the Corridor.



Brand Strategy

Key Observations

Immigrant communities have long contributed to the growth and advancement of the country's commercial life.

Cultural and commercial assets exist along the Corridor which may not be recognized. How does this activity get connected to the larger economy of the city?



Brand Strategy

Key Observations

Education, knowledge and training, is universally seen by any contemporary society as the single most important pathway to human satisfaction and improved quality of life.

Education and training have been identified as two primary areas of focus to improve opportunities for Corridor residents.



Brand Strategy

Key Observations

The neighborhoods that comprise the Fairmount Indigo Corridor, collectively, account for the city's highest congregation of immigrants; the most diverse population of immigrants; generations of historically under-served populations; and the lowest (or among the lowest) rankings in a variety of quality of life measures. They are also among the neighborhoods that are the most disconnected from Boston's institutions of higher learning and, indeed, from the mechanisms that connect to the "power grids" of commerce and advancement.



Brand Strategy
IS ABOUT

- APPRECIATING

YOUR PLACE,

YOUR CULTURE,

YOUR LIFE...

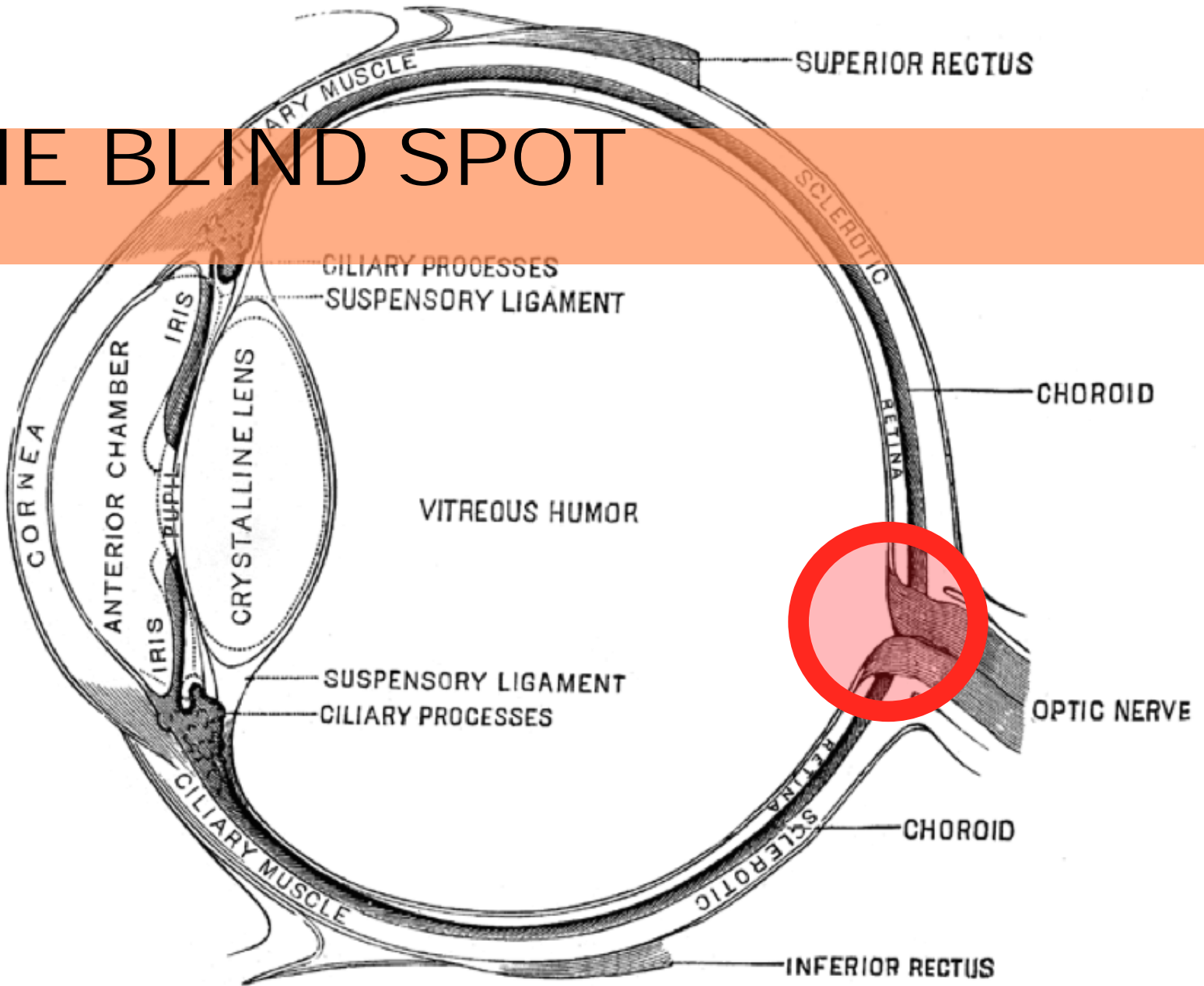
AND

**- GETTING CREDIT FOR
THE GOOD THINGS**

CAN YOU
DETERMINE
YOUR
BLIND SPOT?



THE BLIND SPOT



A photograph of a city street on a foggy day. The street is filled with cars, and a church spire is visible in the background. The text "WE HAVE SEARCHED TO FIND CORRIDOR BLIND SPOTS" is overlaid in the center of the image.

**WE HAVE
SEARCHED TO
FIND CORRIDOR
BLIND SPOTS**

Brand Strategy

Examining the Corridor

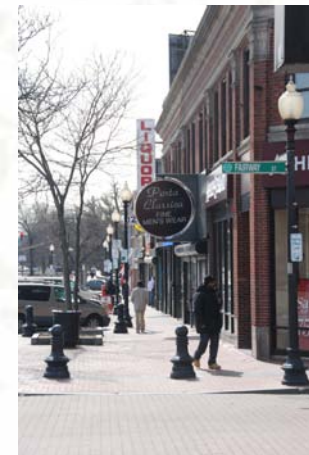
- UNCOVER THOSE GREAT THINGS
- POINT OUT THAT WHICH NEEDS IMPROVEMENT
- FIND WAYS TO ELEVATE YOUR “SPECIALNESS”



Corridor Identity

Main Streets and Commercial Centers

South Bay Shopping Center, Upham's Corner, Codman Square, Mattapan Square, Logan and Cleary Squares



Newmarket/
South Bay

Upham's
Corner

Columbia
Road

Four Corners

Talbot Avenue

Morton Street

Blue
Hill/Cummins

River Street

Fairmount

Readville

Fairmount Indigo
PLANNING INITIATIVE

The Cecil Group Team



Corridor Identity

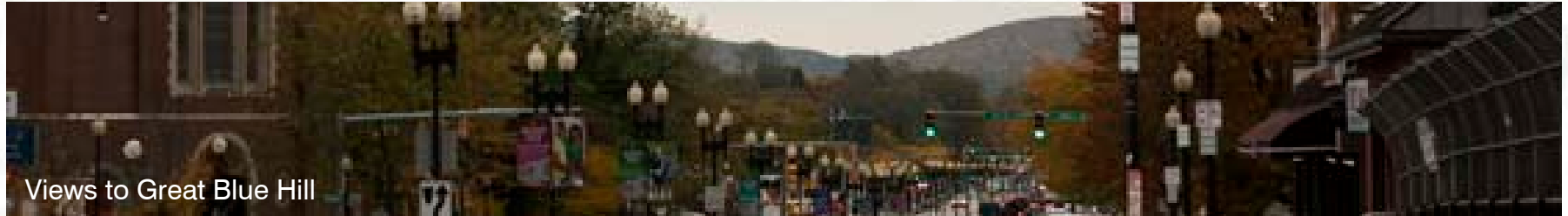
Strength and uniqueness of corridor



Vistas to the City



Views to the Harbor



Views to Great Blue Hill



Newmarket/
South Bay

Upham's
Corner

Columbia
Road

Four Corners

Talbot Avenue

Morton Street

Blue
Hill/Cummins

River Street

Fairmount

Readville

Fairmount Indigo
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Corridor Identity

Cultural and Historic Assets

Strand Theatre, North Burying Ground, Shirley Eustis House, Historic French's Opera House, Camp Meigs



Newmarket/
South Bay

Upham's
Corner

Columbia
Road

Four Corners

Talbot Avenue

Morton Street

Blue
Hill/Cummins

River Street

Fairmount

Readville

Fairmount Indigo
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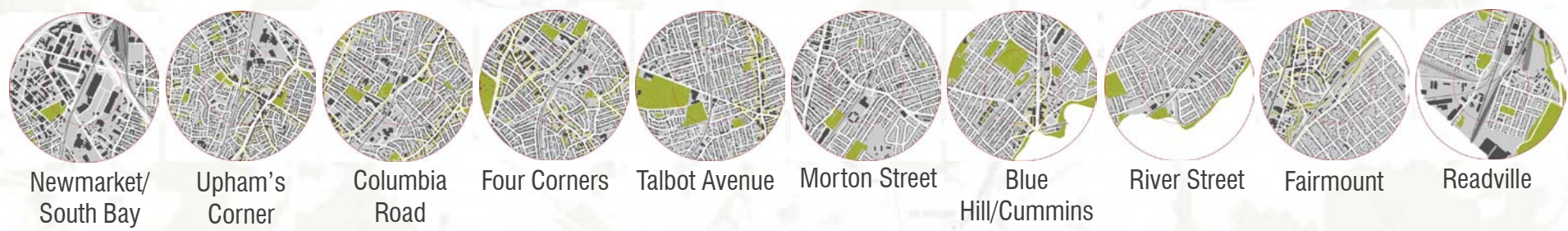
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Corridor Identity

Food as Destination

Paraiso, Flames, Pit Stop Barbeque, Ali's Roti Restaurant, Simco's, among others



Newmarket/South Bay Upham's Corner Columbia Road Four Corners Talbot Avenue Morton Street Blue Hill/Cummins River Street Fairmount Readville

Fairmount Indigo
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Corridor Identity

Food as Destination

From *Discover Boston On Main Streets: Beyond Baked Beans*

Upham's Corner – soulful beans

Bowdoin/Geneva – beans and rice

Four Corners – maiz & pois

Hyde Park – vanilla bean ice cream



Newmarket/
South Bay

Upham's
Corner

Columbia
Road

Four Corners

Talbot Avenue

Morton Street

Blue
Hill/Cummins

River Street

Fairmount

Readville

Fairmount Indigo
PLANNING INITIATIVE

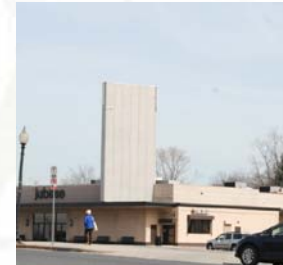
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Corridor Identity

Churches and Religious Institutions

Pilgrim Church, Greenwood Memorial, Jubilee Church, Morning Star Baptist Church, Christ Church, among others



Newmarket/
South Bay

Upham's
Corner

Columbia
Road

Four Corners

Talbot Avenue

Morton Street

Blue
Hill/Cummins

River Street

Fairmount

Readville

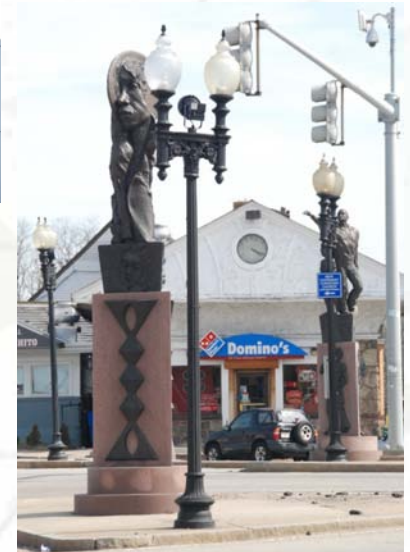
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Corridor Identity

Street and Public Art



- Newmarket/South Bay
- Upham's Corner
- Columbia Road
- Four Corners
- Talbot Avenue
- Morton Street
- Blue Hill/Cummins
- River Street
- Fairmount
- Readville

Fairmount Indigo
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Corridor Identity

Residential Neighborhoods



Newmarket/
South Bay

Upham's
Corner

Columbia
Road

Four Corners

Talbot Avenue

Morton Street

Blue
Hill/Cummins

River Street

Fairmount

Readville

Fairmount Indigo
PLANNING INITIATIVE

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Brand Strategy

Key Observations – Corridor Identity

How does the **Fairmount Indigo Corridor create a link** between many of these disparate elements to achieve a number of interlocking goals?

What is the **value proposition** of the Corridor within the context of the Greater Boston Metropolitan Region.

Diverse cultures

Residential and affordable neighborhoods

Active centers and main streets

Leverage transit and **create an actual and perceptual environment that invites Boston** to come to the corridor to visit, to shop, **and better connects residents** to broader City resources to learn, to live and to establish employment centers.



Brand Strategy

Establish an overall identity of the corridor, one that is representative of the diversity of culture, people and place that make up the corridor, and reflects the stability and inviting nature of a home. Connecting the corridor to Boston's future means connecting it to the City's essence as a home to many great assets, supporting the idea that **“The entire world is at home here.”**

Fairmount Indigo Corridor and Neighborhoods

“The entire world is at home here.”

Brand Strategy

Cultivating the Big Idea

Above all else, advance perspectives, promote initiatives, and **create places** that contribute to the well-being of those who live in or otherwise include the neighborhoods of the corridor into their life.

Create neighborhood spaces, places and initiatives that connect people, commerce and institutions with each other – and to do so in a manner such that **at each rail stop a Brand Beacon is created** – in both the physical and the virtual worlds – that gives each neighborhood credit for the good things that it is and does, and invites the greater community to join in a new future for the Fairmount Indigo corridor.



Brand Strategy

Cultivating the Big Idea

Brand Beacons – experience-based places, events and/or engagements that embody the values, character, and culture of the communities, as well as their aspirations for a better future.

Focus upon creating **Brand Beacons at the rail stops** that establish gateways, destinations and gathering places.

A gateway to the best restaurants, representing the cultures of the community along with specific cultural offerings in the performance and visual arts, as well as more prosaic needs for the community.



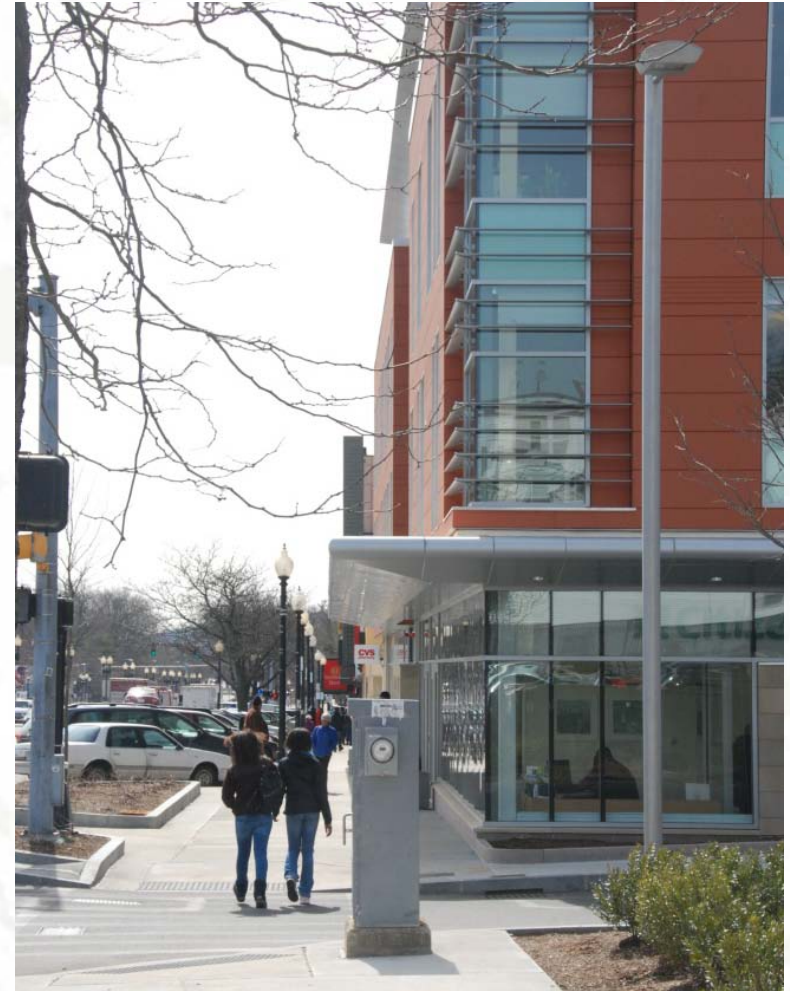
Brand Strategy

Cultivating the Big Idea

Mattapan Community Health Center provides an excellent example.

These places can also be the attractor of all manner of educational offerings and employment centers. The reality is that each one will be as unique as the community in which it resides.

Brand Beacons function as the “town square” bringing together the many and often disconnected positive elements within the community to achieve a multiplier effect.

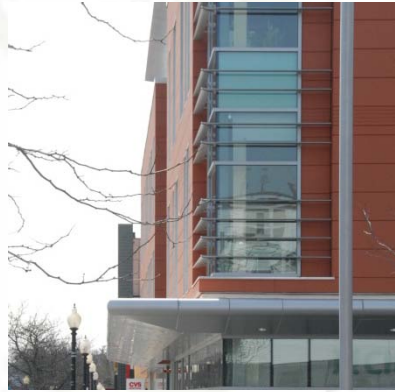


Corridor Identity

Cultivating the Big Idea

Existing Brand Beacons:

Kroc Center, Mattapan Health Center, Codman Square Health Center, among others



Brand Strategy

Cultivating the Big Idea

Neighborhood-centric Brand Beacons also contribute to a closer integration of the corridor into the life of Greater Boston.

The initial calling card will be food.

Geared toward the existing neighborhood groups and cultures, but also to attract culture seekers from Greater Boston who may not have considered the Corridor neighborhoods as an option.

These food offerings would be within understood, accessible and perceptually safe environments that are adjacent to rail enhancing their attractiveness to the new visitors.



Brand Strategy

Potential Big Benefit

Brand Beacons are starting points for positive community change.

They are locations of cross-cultural media for advancement of all manner of knowledge, practices and techniques in a complex urban world.

Welcoming portals into the richness of the Corridor neighborhoods.

Next steps

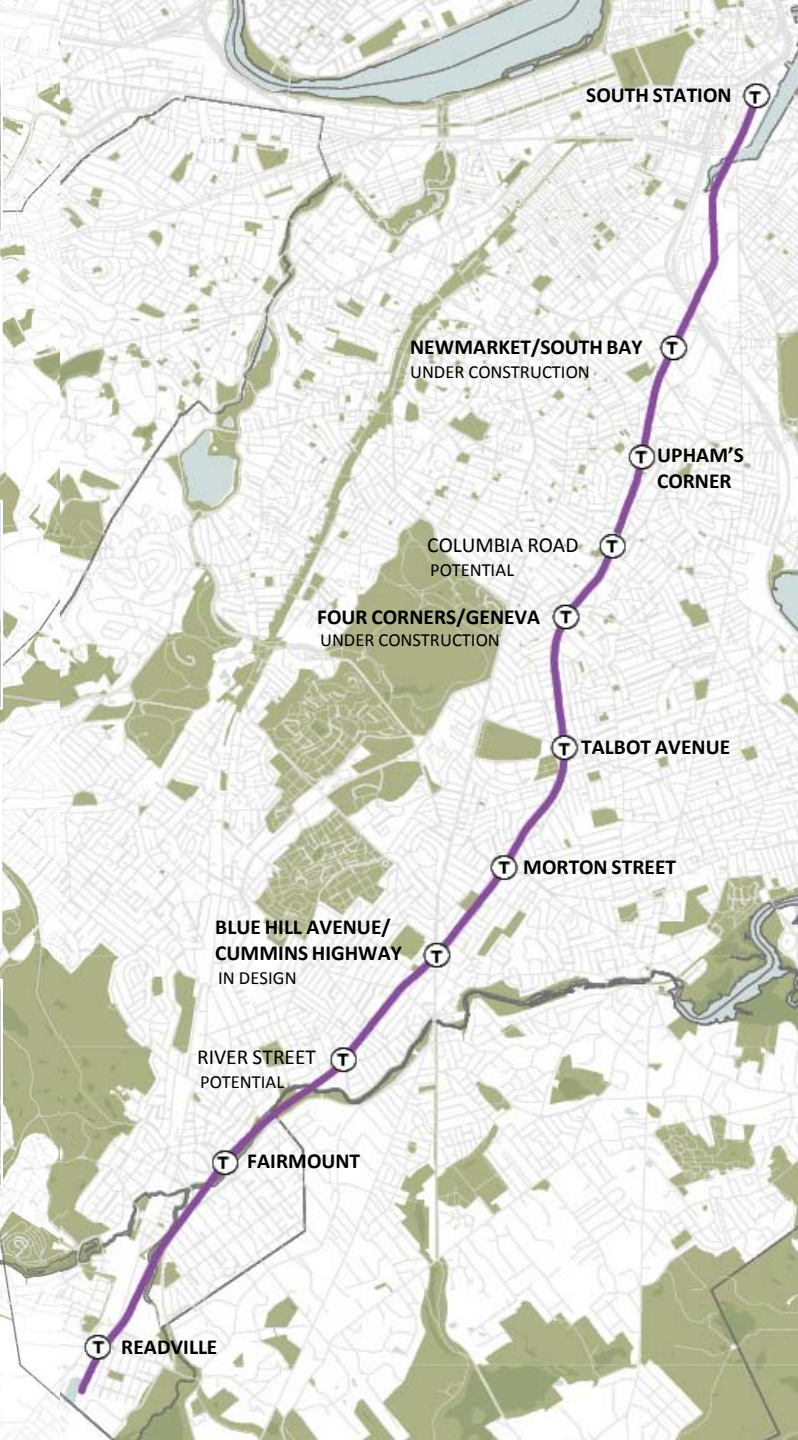
- Next meeting focus on Growth Strategy
- Revisit Growth Strategy and Branding Strategy
- Work toward Draft Corridor-wide Plan Components
- July Community Open House



Corridor-wide Schedule

-  Advisory Group Meetings
-  Community Forums and Meetings





Fairmount Indigo Planning Initiative

Corridor-wide Advisory Group (CAG)

Brand Strategy and Corridor Identity

Tuesday, April 9th

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