




**ACTIVATION OF THE CHARLESTOWN
NAVY YARD WATERFRONT**

Letter of Interest

City of Boston and
Boston Planning & Development Agency

12 May 2017

ARROWSTREET



12 May 2017

To: Boston Planning & Development Agency

Re: RFI for the Activation of the Charlestown Navy Yard Waterfront & Water's Edge

Being duly authorized to represent and act on behalf of Arrowstreet Inc., and having reviewed and fully understood all of the requirements and information provided, the undersigned hereby submits the attached Application and supporting materials and hereby applies for the opportunity to provide or submit a proposal for the activation of the Charlestown Navy Yard waterfront and water's edge as described in the RFI for the Activation of the Charlestown Navy Yard Waterfront and Water's Edge (the "RFI"). Capitalized terms used herein but not otherwise defined shall have the meanings ascribed to such terms in the RFI.

The BPDA is hereby authorized by the Applicant to conduct any inquiries and investigations to verify the statements, documents, and information submitted in connection with this Application, and to seek clarification from references and other third parties regarding any financial and experience issues.

If the BPDA has any questions regarding this Application, please contact:

Bob Lowe, Principal
10 Post Office Square Suite 700N Boston MA 02109
617.623.5555
lowe@arrowstreet.com

The undersigned confirms and warrants that there is no officer, director, partner, employee or spouse of any of the foregoing categories of individuals who is (a) an elected official of the City of Boston or an employee of the City of Boston; or (b) related to or has any business or family relationship with any elected official of the City of Boston or any employee of the City of Boston, such that there would be any conflict of interest or any appearance of conflict of interest in the evaluation or consideration of this Application by the BPDA.

The undersigned declares that the statements made and the information provided in the duly completed Application are complete, true and correct in all respects.

Sincerely,



Bob Lowe, Principal

1.0 ORGANIZATION STRUCTURE

Arrowstreet Inc.

Incorporated in Massachusetts

10 Post Office Square Suite 700N Boston MA 02019

Bob Lowe, Principal

617.623.5555

617.625.4646

lowe@arrowstreet.com

www.arrowstreet.com

Our graphics studio is a collection of designers with deep experience in architecture, illustration, dance, education, furniture making, and naturally, graphic design. We leverage this range of expertise to create innovative, unexpected, and effective solutions that help enhance the user's experience of a space. Whether we're developing a comprehensive wayfinding program, environmental graphics, or printed collateral, we are committed to establishing a unique, collaborative relationship with every client. We believe that the most successful design solutions grow out of open minds and good communication.

2.0 SUMMARY OF ACTIVITY

2.1 Description of Proposal

Arrowstreet is interested in opportunities to develop signage, wayfinding, and environmental graphics for the Charlestown Navy Yard Waterfront & Water's Edge or any individual uses within the Navy Yard. Our interests and expertise lie in the design and development of the following types of signage and graphics:

- Site-wide identification and gateway signage
- Comprehensive wayfinding signage
- Harborwalk Signage
- Chapter 91 Interpretive Signage
- Environmental Graphics
- Public Art

Previous experience and relevant work examples are provided in Appendix I.

2.2 Goals

As noted in the *Watersheet Activation Network Plan* of 2007, the Charlestown Navy Yard is lacking signage on many levels. Major entrance points are undersigned, the Harborwalk is not clearly identified, wayfinding signage is piecemeal and inconsistent, and interpretive signage is minimal. The design and implementation of a comprehensive program will:

- Provide a consistent image and character for the entire site
- Bring a cohesiveness to the various uses and destinations
- Create a welcoming environment and orient visitors
- Encourage discovery and help draw visitors to all areas of the Navy Yard

- Provide clear indication of public spaces and places
- Create a cohesive narrative that tells the history of the site as well as educate the public about the resiliency of area and the impacts of climate change

In addition, environmental graphics and public art can serve to enrich the area, compliment wayfinding and informational graphics, enhance public spaces, and provide cost effective solutions to improving otherwise under appreciated areas. For example, the addition of environmental graphics combined with signage at the pedestrian connection under the Tobin Bridge could help create a more welcoming entrance into the Navy Yard. A comprehensive program of graphics, art and signage can also strengthen the intent of the Double Interpretive Loop Plan and strongly reinforce a positive identity of the Navy Yard.

3.0 FINANCIAL VIABILITY AND CAPABILITY

3.1 Financial Viability

See attached Financial Statement for evidence of Arrowstreet's financial viability.

3.2 Funding

Arrowstreet would not be able to fund or contribute financially to any specific part of the development. However, we would be seeking opportunities to partner with active participants in any aspect of the development where our particular skills and experience are desired.

4.0 ORGANIZATION PROGRAMMING AND SERVICE DELIVERY

4.1 Services & Delivery

Arrowstreet oversees all aspects of a project from design through implementation. We are proud of our success working on complicated projects, managing budgets and schedules, and coordinating with public agencies, architects, landscape architects, engineers and artisans.

As an architecture and design studio, we provide design services from feasibility and programming analysis through all stages of design and implementation. We actively participate in the permitting and approvals processes required for the successful implementation of projects. We are accustomed to working with groups of all types including public entities, private organizations and institutions.

Our ability to create relevant designs for diverse and complex projects comes from our sensitivity to the character and the specific needs of each unique site. We recognize that the most important goal of any wayfinding program is to communicate with people, to direct, and to inform. Our designs do this in a way that is visually dynamic and in sync with all aspects and goals of a project.

5.0 COLLABORATION OPPORTUNITIES

Arrowstreet has extensive experience working in collaboration with a wide variety of clients, architects, developers, community and municipal organizations. We would welcome any opportunity for collaboration.

APPENDIX I / Relevant Work

Battery Wharf

Boston, MA / Leggat McCall Properties



This luxury urban environment consists of a five-star hotel, waterfront condominium units, a Coast Guard museum, public marina and harbor walk as well as retail, spa and restaurant space in Boston's historic North End. Arrowstreet collaborated with developers, landscape architects, artists, historians and the buildings' architects to develop all aspects of the environmental graphics. These include project identification, kiosk directionals, waterfront access signage, interpretive signage, hotel identification with complete sign package, exterior and interior residential signage, as well as the sign criteria for all retail and restaurant tenants and the parking garage sign system.

Seaport World Trade Center

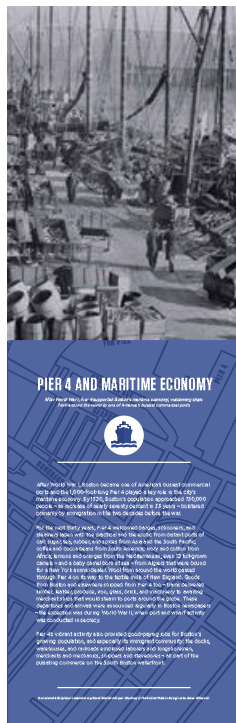
Boston, MA / Pembroke Real Estate



Property owner Pembroke Real Estate asked Arrowstreet to help breathe some new life into facade of the Seaport World Trade Center. Along with new banners, awnings, and tenant signage, the heart of the program features nods to the pier's rich history. Banners on the upper level feature a series of maps from the Norman B. Leventhal Map Center illustrating the transformation of the land over time from a tidal marsh to what is now known as the Seaport District. Supergraphics on the street level loading docks feature blueprint-style ship elevations referencing the pier's use as a major shipping and receiving area when it was first built in 1913. Lastly, interpretive panels on each level provide information on the history and construction of the pier.

Pier 4 Interpretive Graphics

Boston, MA / The Hanover Company



Located along the Harborwalk in the Seaport District of Boston, these interpretive graphics feature a historical overview of Pier 4. Working in collaboration with a local historian, Arrowstreet developed the series of three panels which highlight themes of growth, entrepreneurship, and industriousness—themes very relevant the current rebirth of the Pier and the surrounding Seaport District.

255 State Street Mural

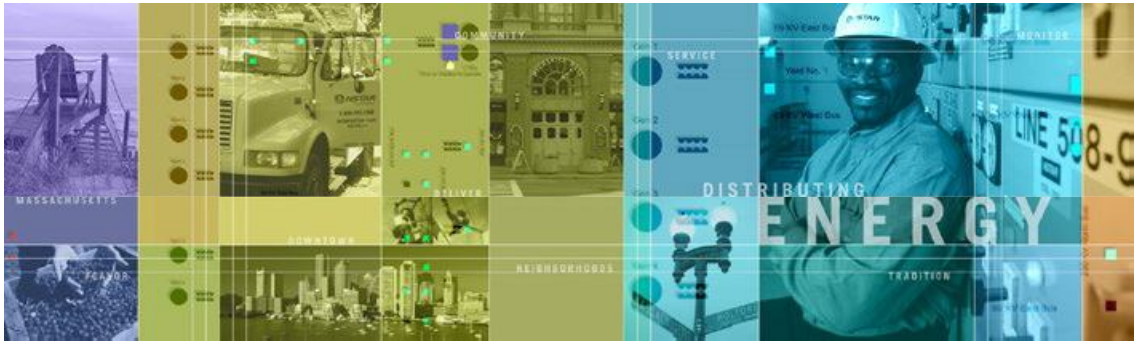
Boston, MA / Pembroke Real Estate



Property owner Pembroke Real Estate asked Arrowstreet to invigorate their storefront windows along Atlantic Avenue. Working with a small site footprint, we proposed a sculptural “sea glass” mural depicting swimming codfish, a subject close to the heart and history of Boston’s waterfront. Our designers worked with 12 shades of tumbled recycled glass pieces to assemble an original illustration by hand, a meticulous process that took nearly 100 hours to complete. Over 900 pounds of tumbled glass went into the final design, which was then fixed in place by pouring layers of resin into each custom built frame. In addition, Arrowstreet coordinated all planning, budgeting, frame construction, installation and lighting of the final mural.

NSTAR Graphics

Cambridge, MA / NSTAR



NSTAR commissioned Arrowstreet's architects to design a new electrical substation in the heart of Cambridge Research Park near Kendall Square. In order to give the building a strong streetscape identity, we designed a series of permanent and durable graphic panels. The project was conceived as a visual narrative about the positive aspects of energy, told in seven "chapters". Action-oriented phrases support the dynamic nature of energy, while collages of photographs, maps, key words and color blocks engage the viewer. We provided complete design services from concept development through final installation.

320 Bent/301 Binney Signage

Cambridge, MA / BioMed Realty



The Bent Street and Binney Street buildings are part of a major, biotech research facility in Cambridge, Massachusetts. The multi-building complex offers laboratory facilities for established and start-up tenants. Arrowstreet designed a comprehensive sign system that takes its visual inspiration from the biotech field and incorporates modern materials. The system includes campus identification and wayfinding, on-site directionals, building identifications, and interior directional systems.