

COMMUNITY MEETING: D STREET DEVELOPMENT

March 18, 2013

Boston
Redevelopment
Authority



City Hall 9th Floor
1 City Hall Square
Boston, MA 02201
617.722.4300

BRA Article 80 Process

Amendment to Planned Development Area No. 50: Filed on
Friday, February 22, 2013

End of Comment Period: Monday, April 8, 2013

Comment Submissions

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<http://www.bostonredevelopmentauthority.org/DevelopmentProjects/devprojects.asp?action=ViewProject&ProjectID=1548>

AGENDA

1. Purpose of Tonight's Meeting
2. Background: Planning for Hotels
3. The Proposed Hotel Project
4. Questions/ Discussion



PURPOSE OF TONIGHT'S MEETING

What is the Purpose of Tonight's Meeting?

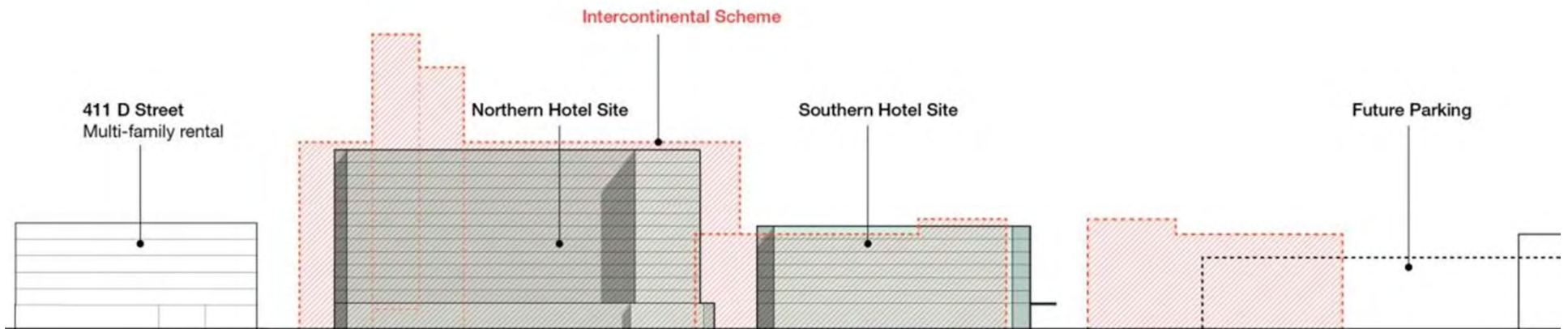
- Required public hearing – part of City's permitting process
- Specifically:
 - We have filed amendment to existing "Planned Development Area" (PDA) No. 50
 - Specific zoning for site at 371 - 401 D Street
 - Existing zoning approved in 2006
 - We are requesting changes to existing zoning

Proposed Project vs. Existing Permitted Project

- Project previously permitted (2006):
 - 585-unit residential project
 - 724 parking spaces
 - 197 foot maximum building height
- Our proposed project:
 - Two hotels, 510 rooms total
 - 1,350 space parking garage (to relocate – not increase – existing BCEC parking)
 - 160 foot maximum building height

Proposed Project vs. Existing Permitted Project

- Change in use: From residential to hotels
- Proposed project: Less total building density
- Proposed project: Lower maximum building height

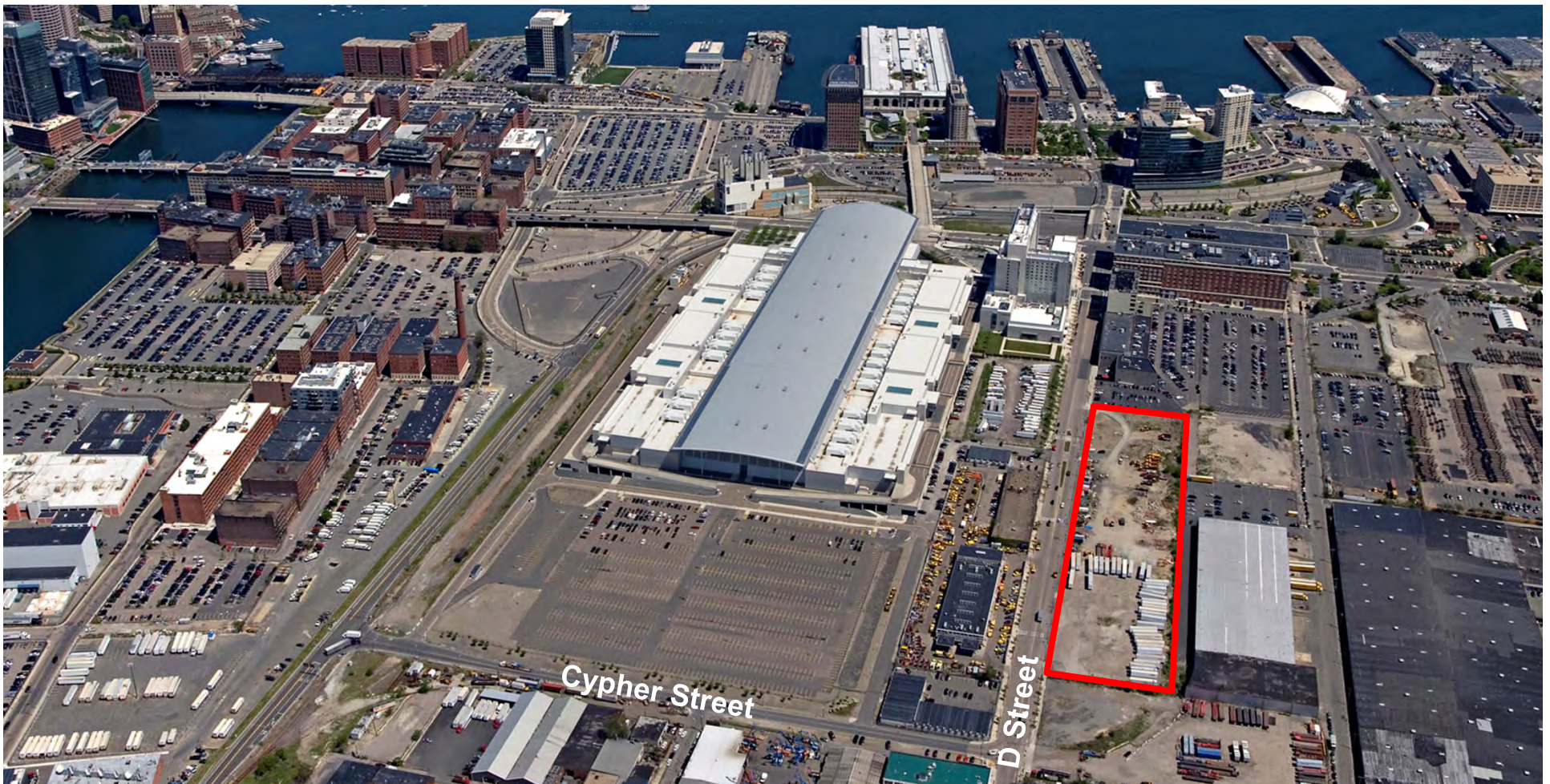


What is the Purpose of Tonight's Meeting?

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What Tonight's Meeting Is Not

- We're not amending zoning for any site besides D Street



What Tonight's Meeting Is Not

- It's not about design review of hotels
 - Separate process:
 - Community review (DAC): March 6, April 3
 - BCDC: February 5, March 5, April 2
 - BRA: Ongoing
- It's not about BCEC expansion
 - Separate, multi-year process
- It's not about any other hotels
 - Only two proposed for D Street site

PDA Amendment Schedule

- Amendment filed: February 22
 - 45-day comment period starts
- Public hearing: March 18
- Commend period ends: April 8
- Anticipated BRA Board vote: April 11

BACKGROUND: PLANNING FOR HOTELS

Why Do We Need More Hotels?

- Studies before 1997 BCEC legislation:
 - Recognized importance of hotels to BCEC success
 - Said 4,000 accessible rooms needed to support BCEC
- Since 1997: Three new hotels
 - Seaport Hotel: 428 rooms (1998)
 - Westin Boston Waterfront Hotel: 793 rooms (2006)
 - Renaissance Boston Waterfront Hotel: 469 rooms (2008)
- 5 years since Renaissance
- No additional accessible hotels planned

Convention Partnership

- 27 members
- 18 month process: January 2010 thru June 2011
- 25 partnership and committee meetings

2011 Convention Partnership Report

- Insufficient hotel supply most significant obstacle to continued success of BCEC
- BCEC has 1,690 total hotel rooms within walking distance
 - Competitors average 7,584 rooms
 - No “mid-priced” hotels
- More hotels needed before BCEC expansion
- MCCA must take steps to encourage hotel development

Comparison to Competitive Set

HOTEL ROOM SUPPLY		
CITY	NUMBER OF ROOMS WITHIN A HALF MILE OF CONVENTION CENTER*	
San Francisco	19,100	
Las Vegas	16,600	
Orlando*	10,709	
San Antonio	8,832	
New Orleans	8,600	
Atlanta	8,300	
San Diego	8,056	
Philadelphia	8,012	
Washington DC	7,393	
Miami Beach	6,850	
Denver	6,600	
Baltimore	6,100	
New York	1,700	
Los Angeles	1,700	
Boston (BCEC)	1,690	
Chicago*	1,261	
Average	7,584	

*After planned expansions in supply.

Sources: Convention and Visitors Bureau, Smith Travel Research, and industry publications.

Comparison to Competitive Set

HOTEL SUPPLY BY CATEGORY					
CITY	UPSCALE		MIDSCALE		TOTAL
	ROOMS	% OF TOTAL	ROOMS	% OF TOTAL	
Orlando, FL	7,397	69%	3,312	31%	10,709
San Antonio	5,778	65%	3,054	35%	8,832
San Diego	7,713	96%	343	4%	8,056
Philadelphia	5,962	74%	2,050	26%	8,012
Washington DC	5,015	68%	2,378	32%	7,393
Boston	1,690	100%	0	0%	1,690
Average	6,373	74%	2,227	26%	8,600

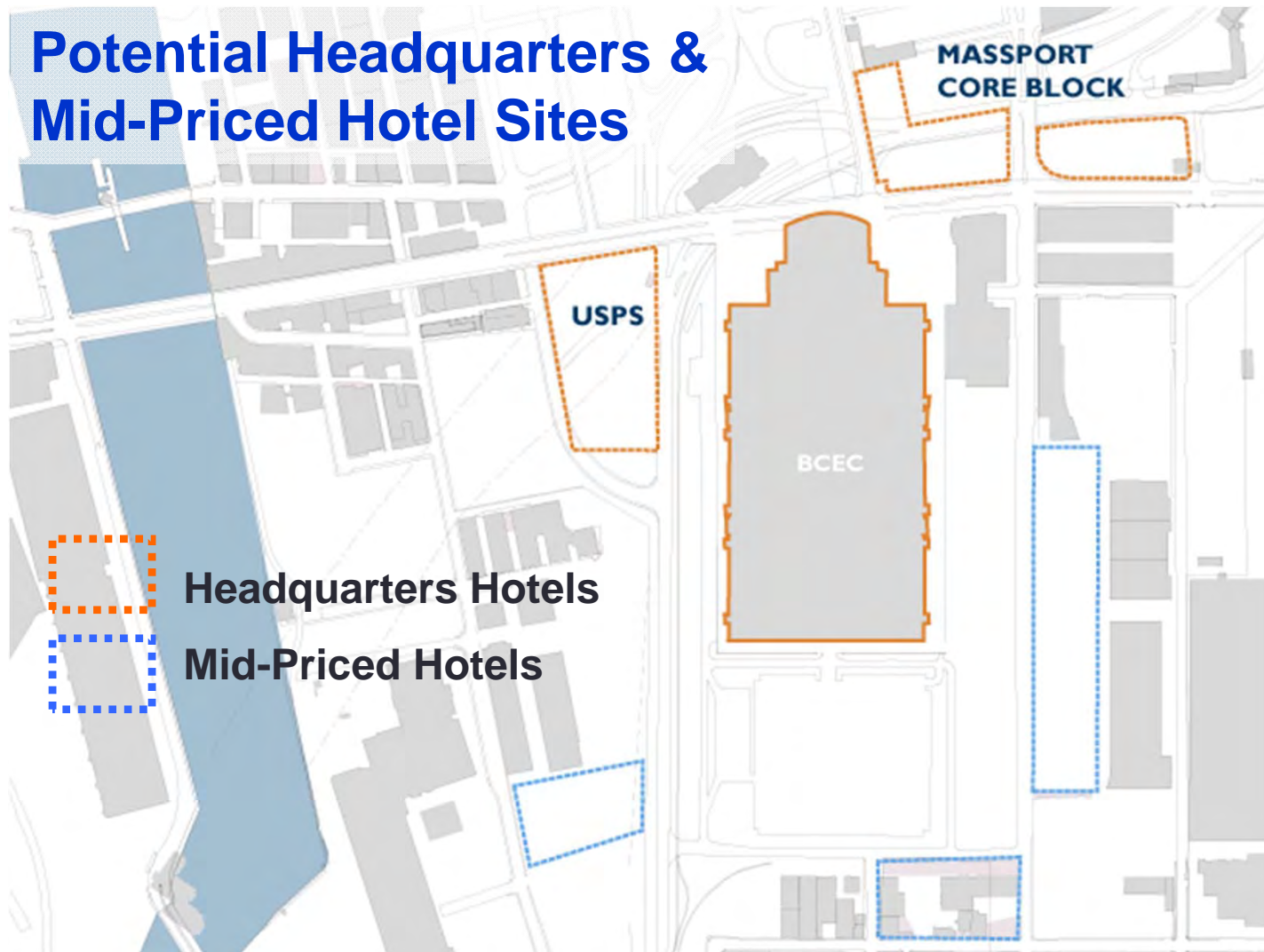
What Are Our Hotel Goals?

	MCCA	Community
Support BCEC with more accessible (walking distance) hotel rooms	✓	✓
More jobs and taxes from new hotels	✓	✓
A variety of hotel types	✓	✓
Ensure quality hotels	✓	✓
Ensure hotels support the BCEC	✓	✓
Engage the community; seek input	✓	✓

Why Do We Need a Parking Garage?

- BCEC has 1,343 parking spaces in the South Lot
- South Lot parking will be displaced when/if the BCEC expands
- 1,350 space parking garage on D Street replaces South Lot parking one for one
- New garage supplies parking for mid-priced hotels and retail in addition to BCEC parking
- Parking garage does not add additional trips to the district

Dec. 2010 Convention Partnership Meeting



Feb. 2011 SB Community Leaders Meeting



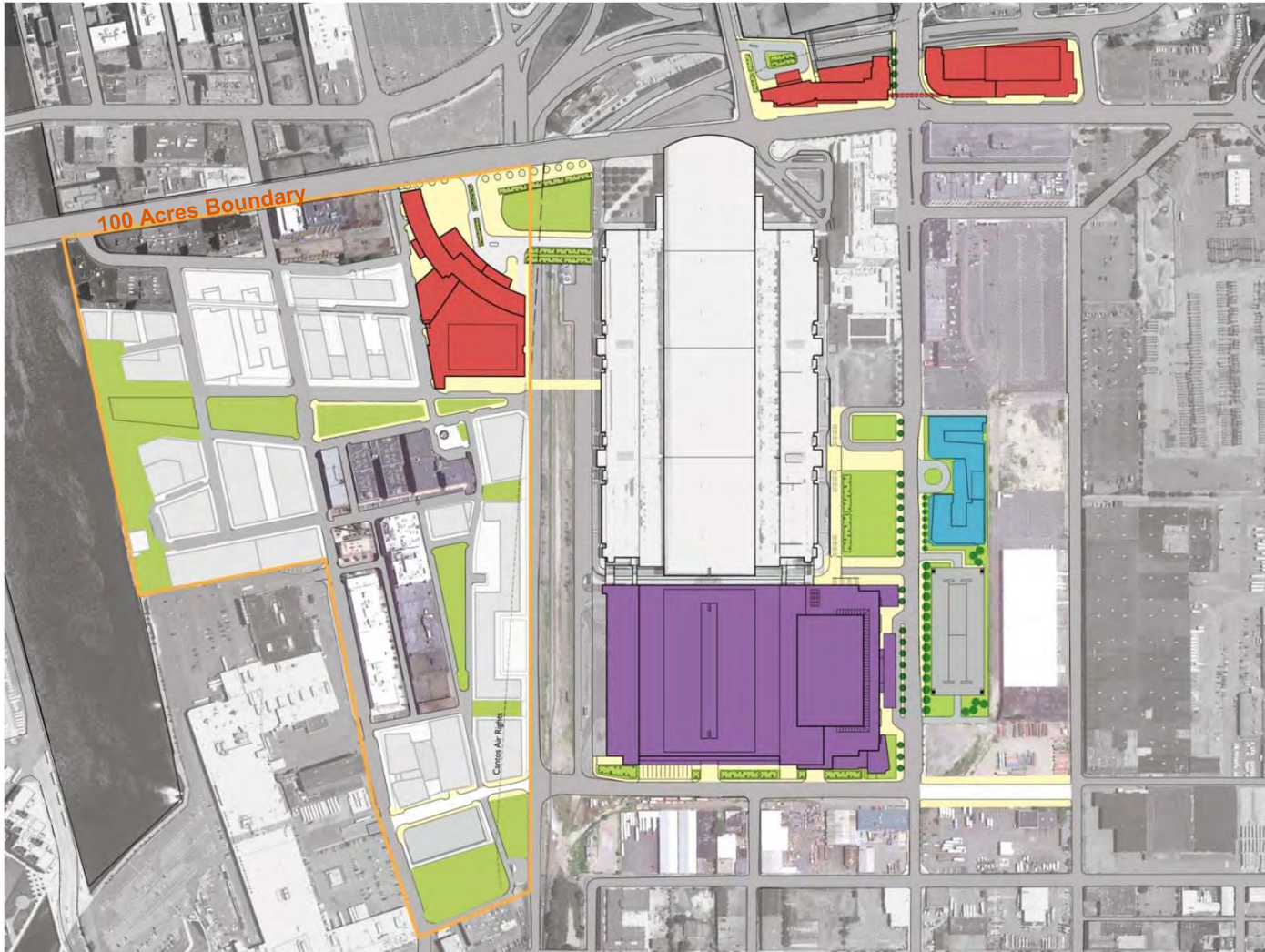
Convention Partnership Final Report, July 2011

WHAT DO WE PROPOSE TO DO?

ONE FUTURE SCENARIO

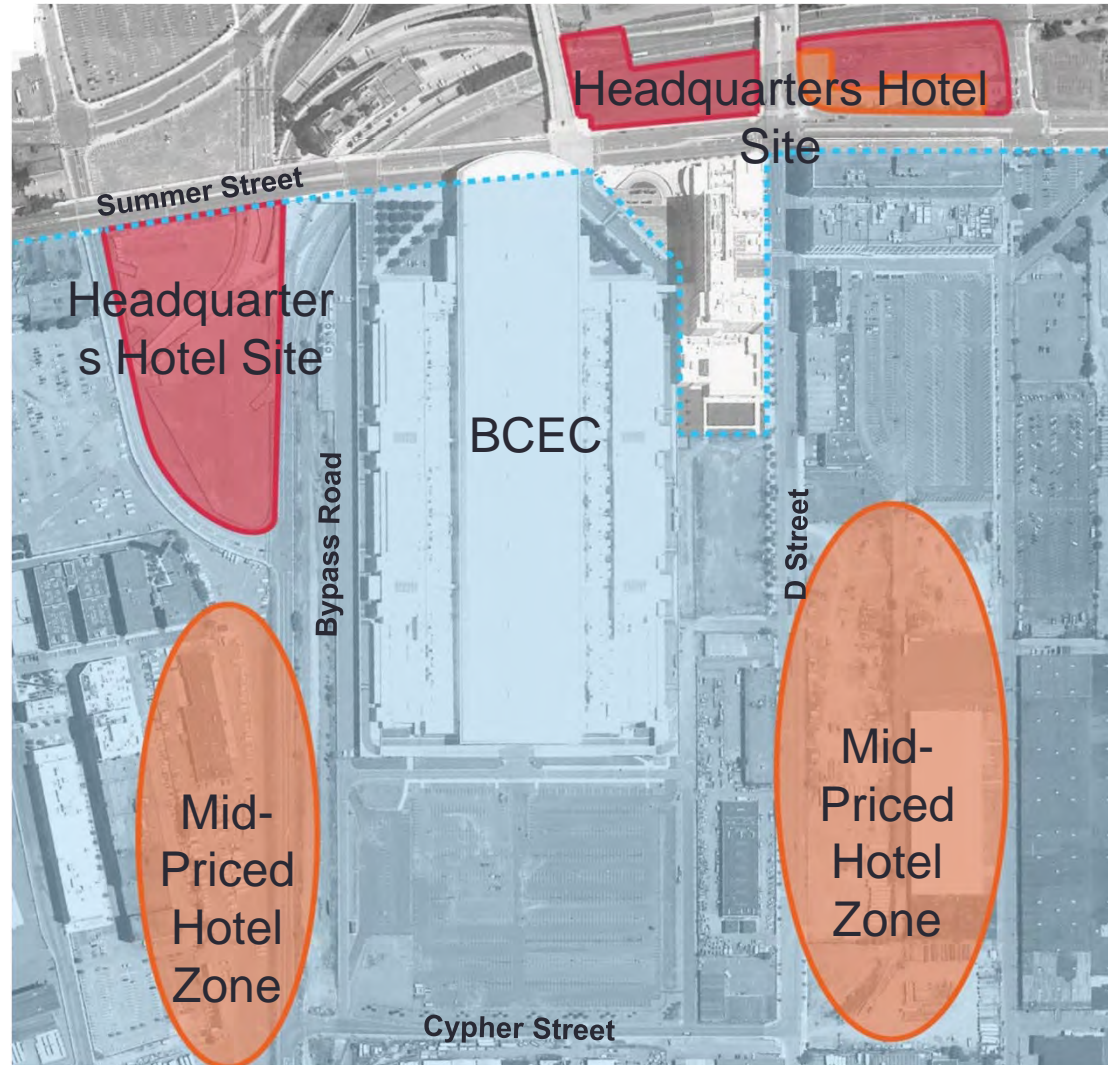


Jan. 2012 Fort Point Community Meeting



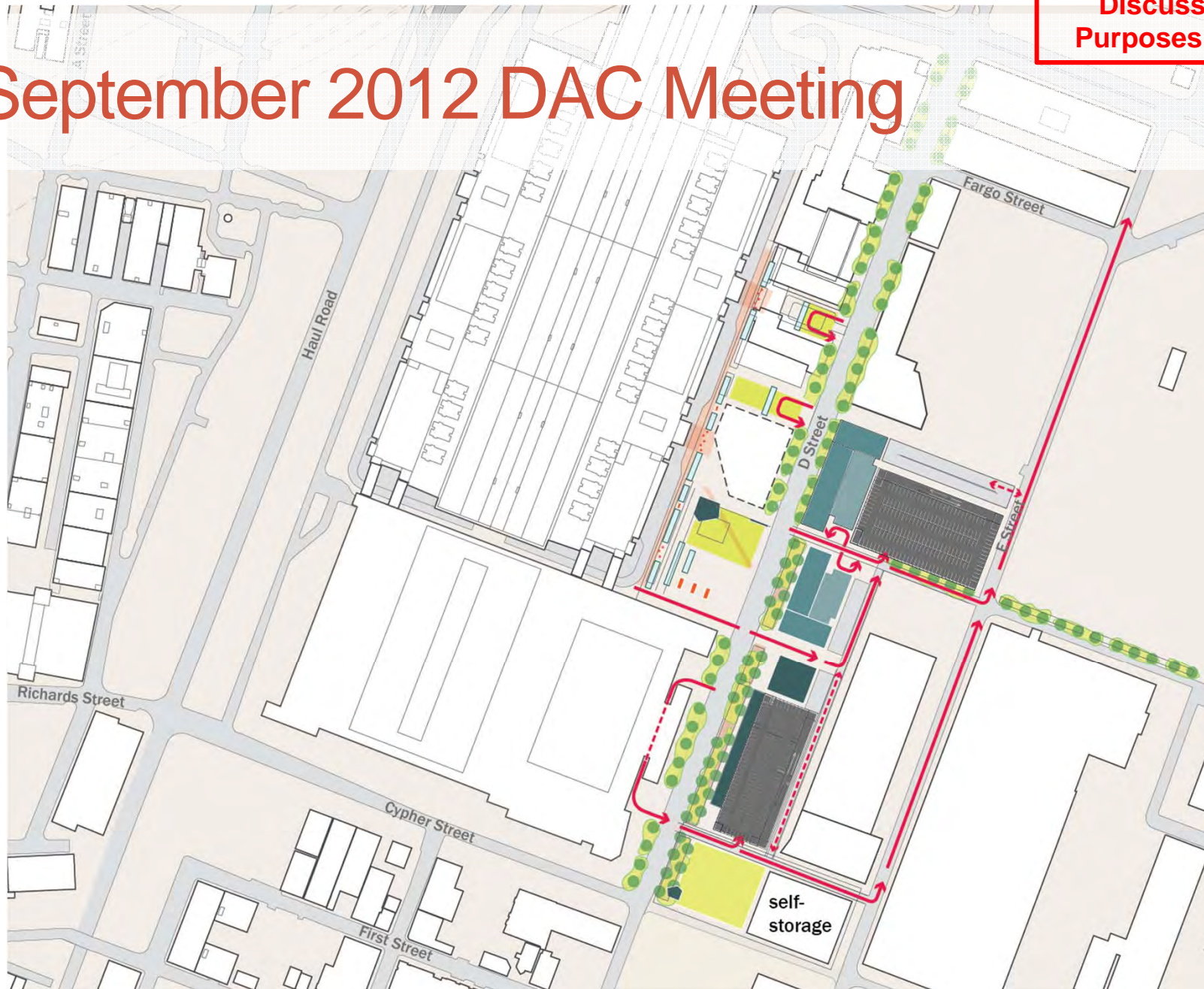
- HQ Hotel
- Mid-Priced Hotels
- Expanded BCEC
- Open Space
- Parking

May 2012 SB Community Meeting



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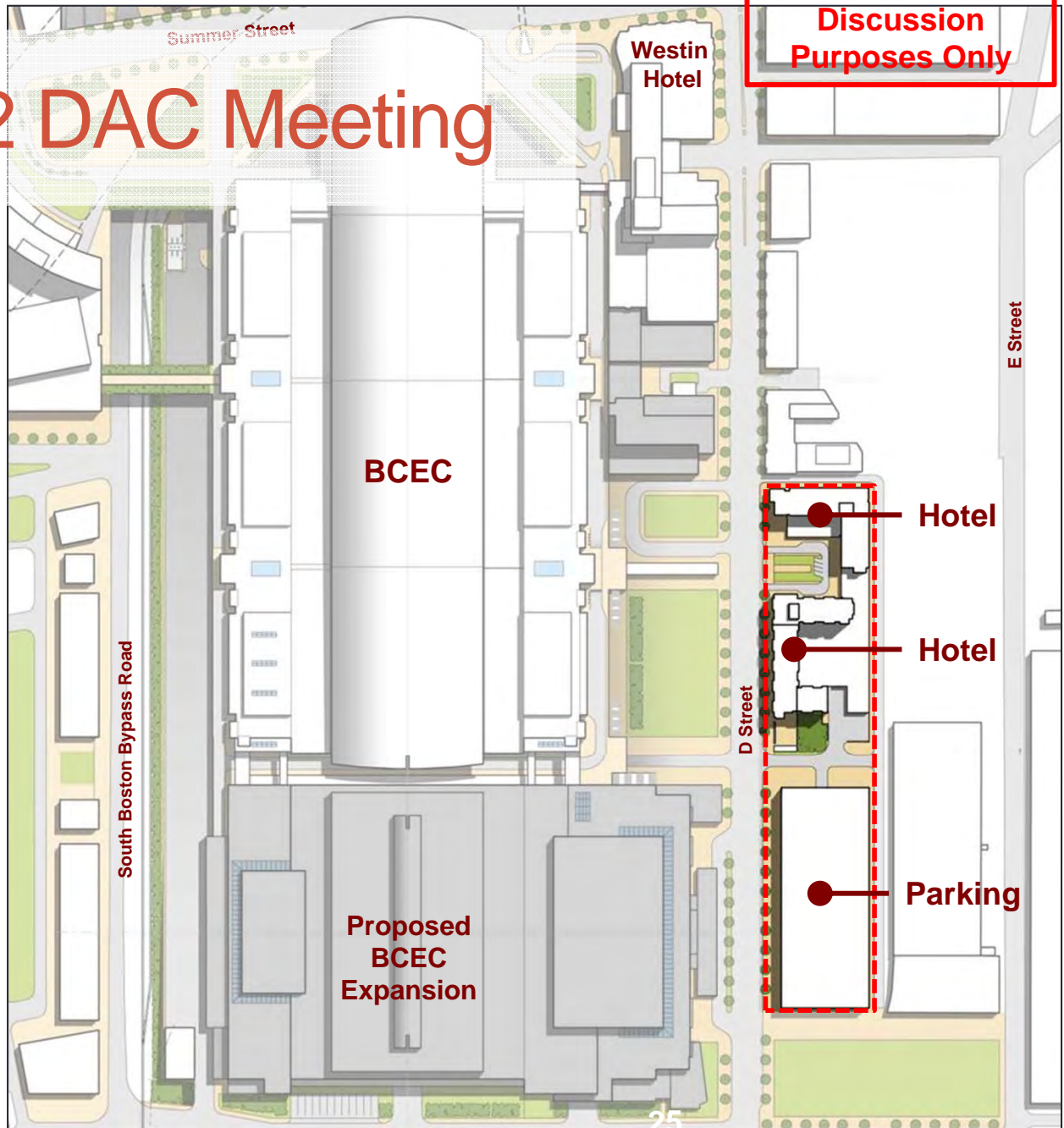
September 2012 DAC Meeting



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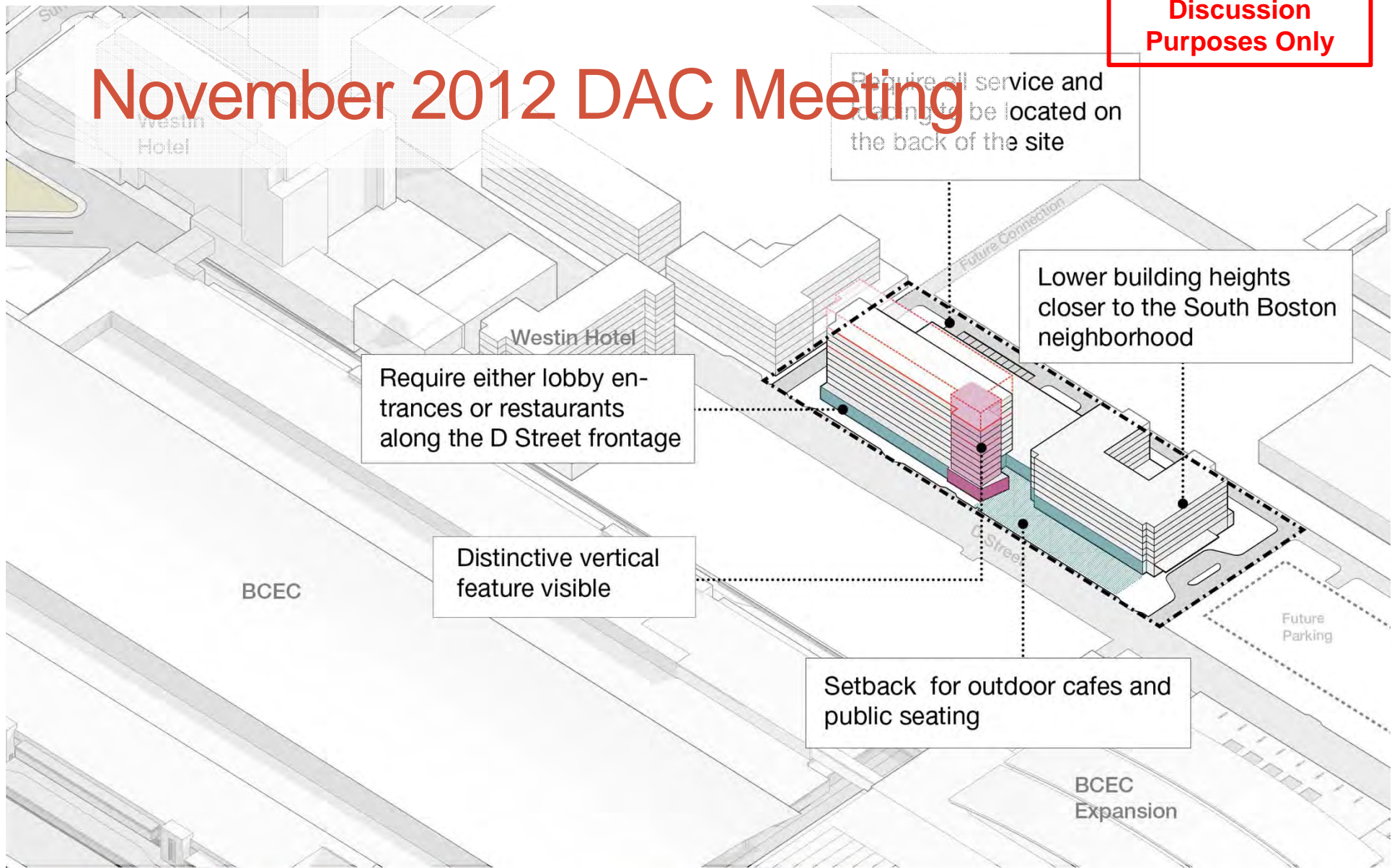
October 2012 DAC Meeting

D Street Land - Site Plan and Proposed Uses



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November 2012 DAC Meeting



Relate to the South Boston neighborhood

November 2012 DAC Meeting



D Street Vision

- 4 themes developed after 10 meetings with Design Advisory Committee
 1. D Street should be designed as a user-friendly, authentic, and balanced streetscape
 2. D Street should be organized around a “focal point” designed to attract visitors and residents
 3. Transportation initiatives should create links to D Street, South Boston, and the waterfront
 4. D Street should be activated with uniquely local retail and restaurant services

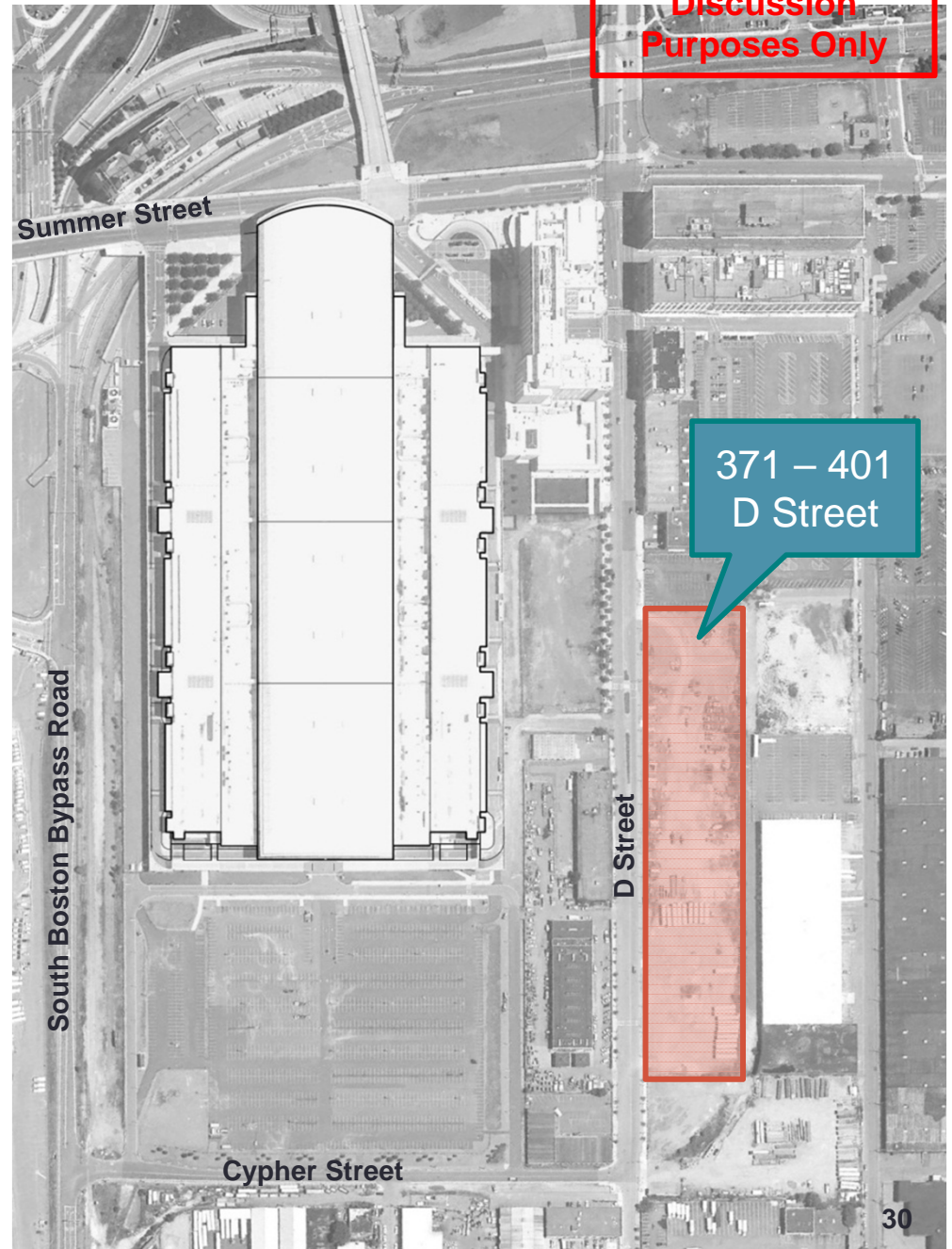


THE PROPOSED HOTEL PROJECT

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Land Acquisition

- MCCA purchased 5.6 acre Intercontinental site (October 2012)



RFP Process

1. RFP issued November 2012

- Seeking proposals from private development teams
- Two “upper tier” mid-priced hotels
- 400 to 500 rooms total
- Must comply with design guidelines

MCCA	Developer
<ul style="list-style-type: none">• Acquires land for hotels• Provides adjacent parking• Starts permitting• Issues RFP	<ul style="list-style-type: none">• Completes final design• Finances and constructs• Completes permitting• Owns and operates• Pays ground rent to MCCA• Hotel guests pay for parking

RFP Process, Continued

2. RFP responses (January 7, 2013)

Commonwealth Ventures (CV Properties, LLC)	Carpenter & Company (with Highgate Hotels)
Aloft (330 rooms)	Hyatt Place (300 rooms)
Element (180 rooms)	Hyatt House (200 rooms)
510 rooms total	500 rooms total

3. Designate “highest ranked proposal” (February 14, 2013)

- Commonwealth Ventures designated

4. Negotiate with developer (February 15 thru April 5, 2013)

- Key project documents
- Preliminary design for hotels

Introduction to Hotel Team



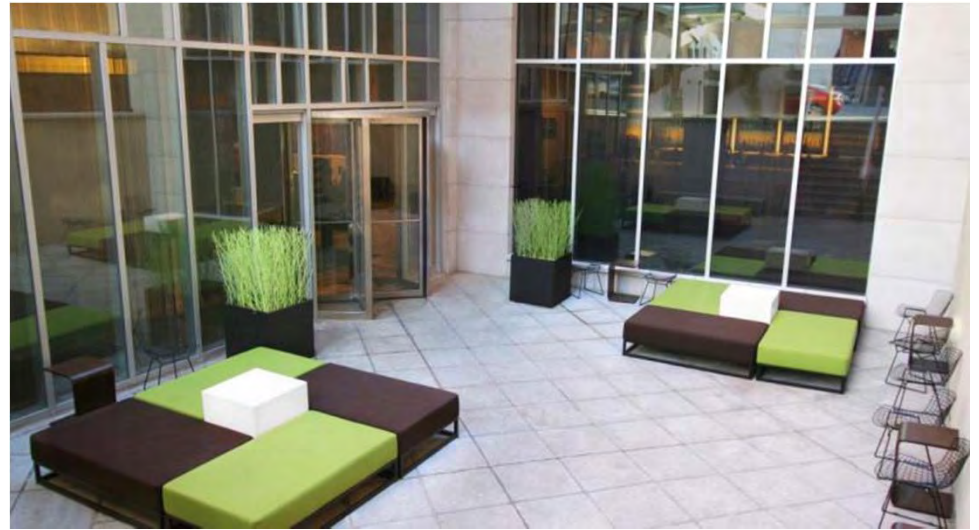
Community Benefits/Outreach

- \$135 million investment
- Activation and improvement of a significant stretch of D Street
- New street level retail and restaurants
- Creation of up to 500 construction jobs
- Creation of 150 permanent jobs
- Over \$2 million of housing and jobs linkage
- Project level “internship” program for local high school/ college students
- Community outreach similar to Channel Center
 - FPAC
 - AFH
 - Laboure Center

Boston Aloft – A Vision of W Hotels

- Mid-market price point
- Urban-inspired design
- Accessible technology
- Vibrant social scene at XYZ Bar
- Perfect fit for Seaport/Innovation District

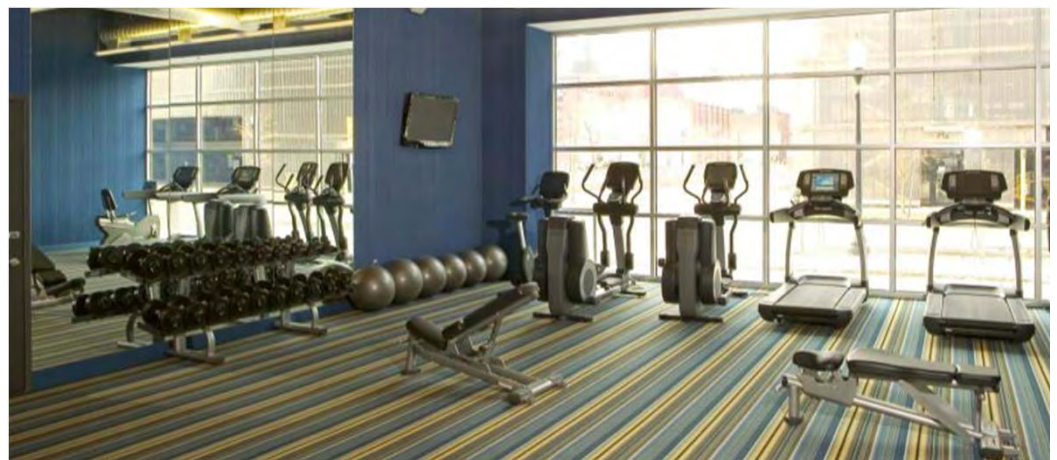
Aloft Harlem, NY



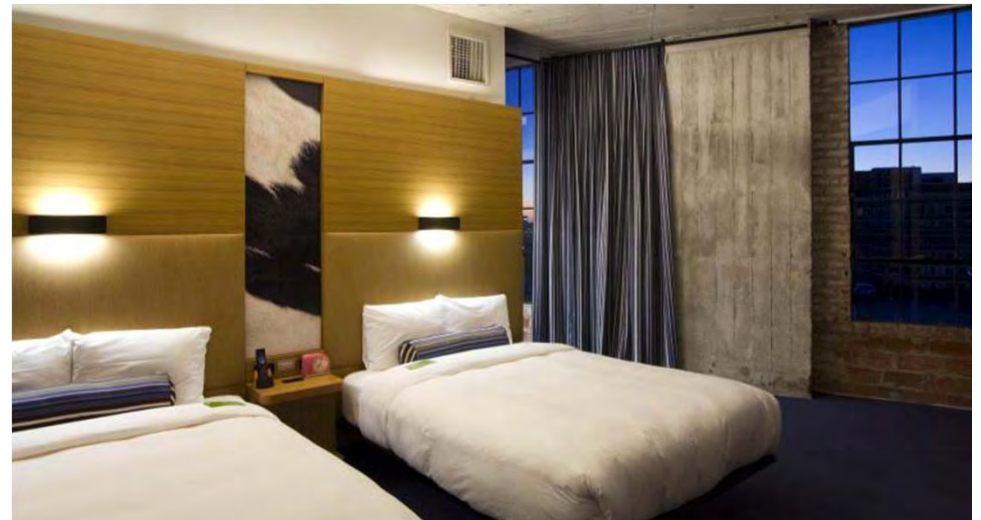
Aloft Charlotte Uptown at the Epicentre, NC



Aloft Minneapolis, MN



Aloft Dallas Downtown, TX



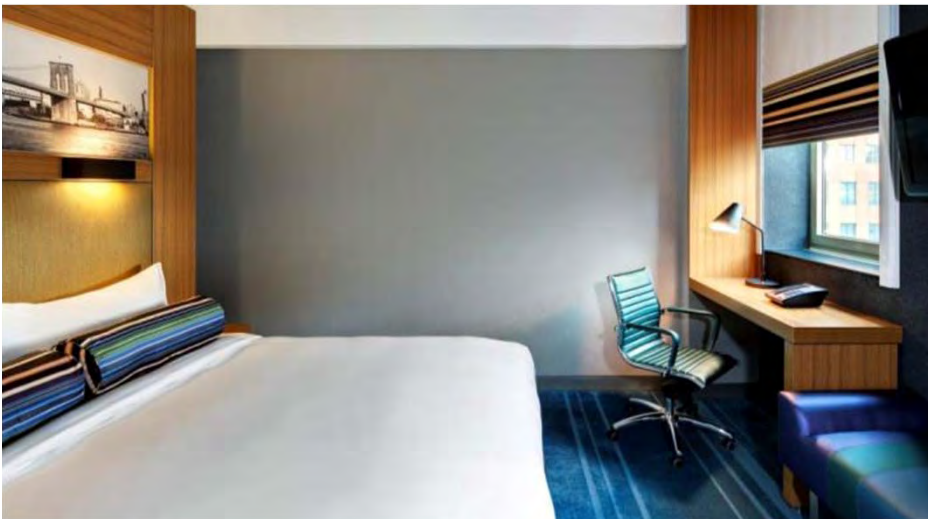
Aloft Tallahassee Downtown, FL



Aloft Milwaukee Downtown, WI



Aloft New York Brooklyn, NY



Aloft Asheville Downtown, NC



Element Boston by Westin

- Focused on the longer stay traveler
- Grounded in smart, environmentally focused design
- Signature Westin products, such as the Heavenly[®] bed and spa inspired bathrooms
- Fully equipped kitchens
- Evening receptions for both guests and locals
- Strong complement to Aloft

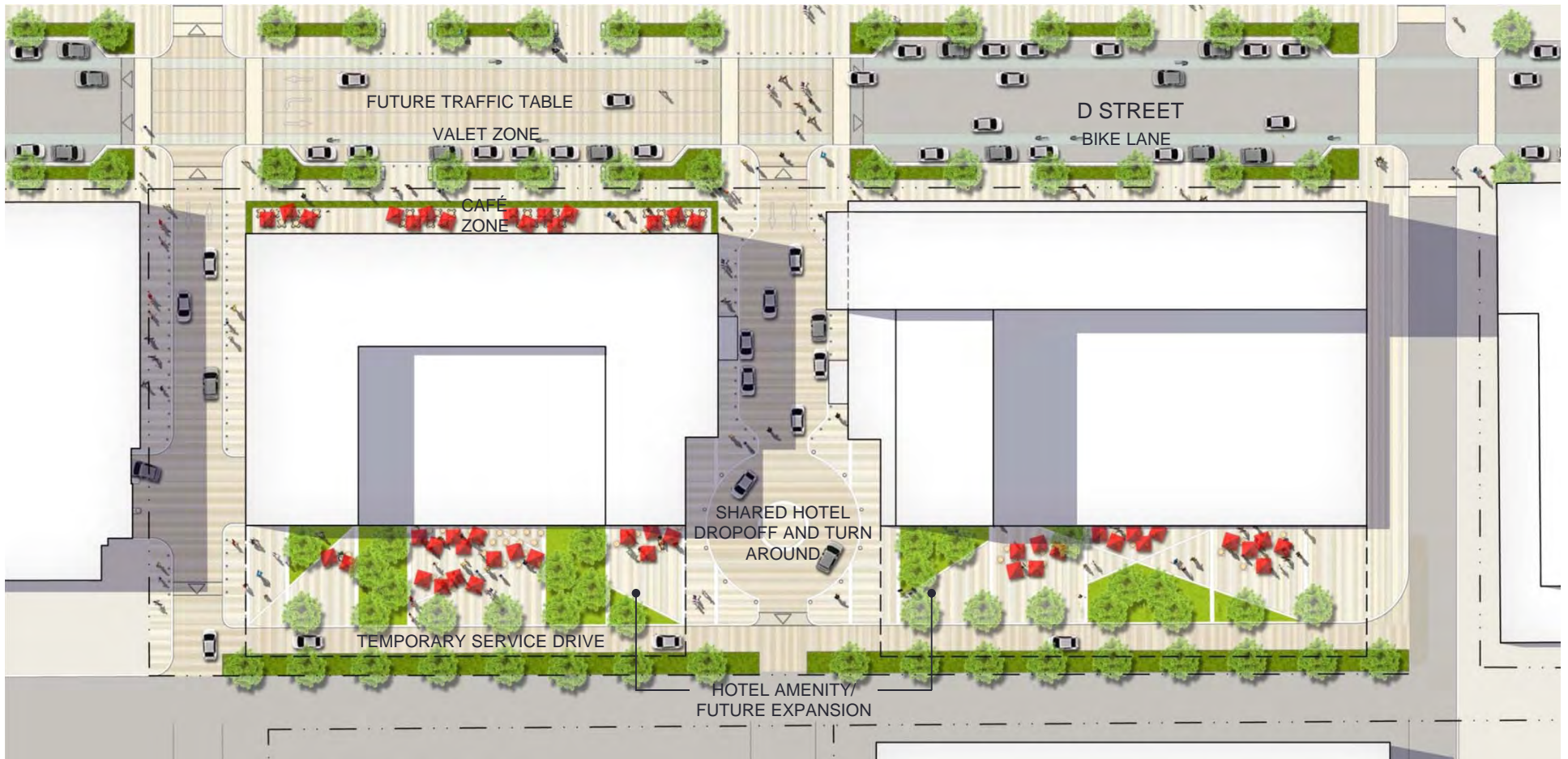
Element New York Times Square West



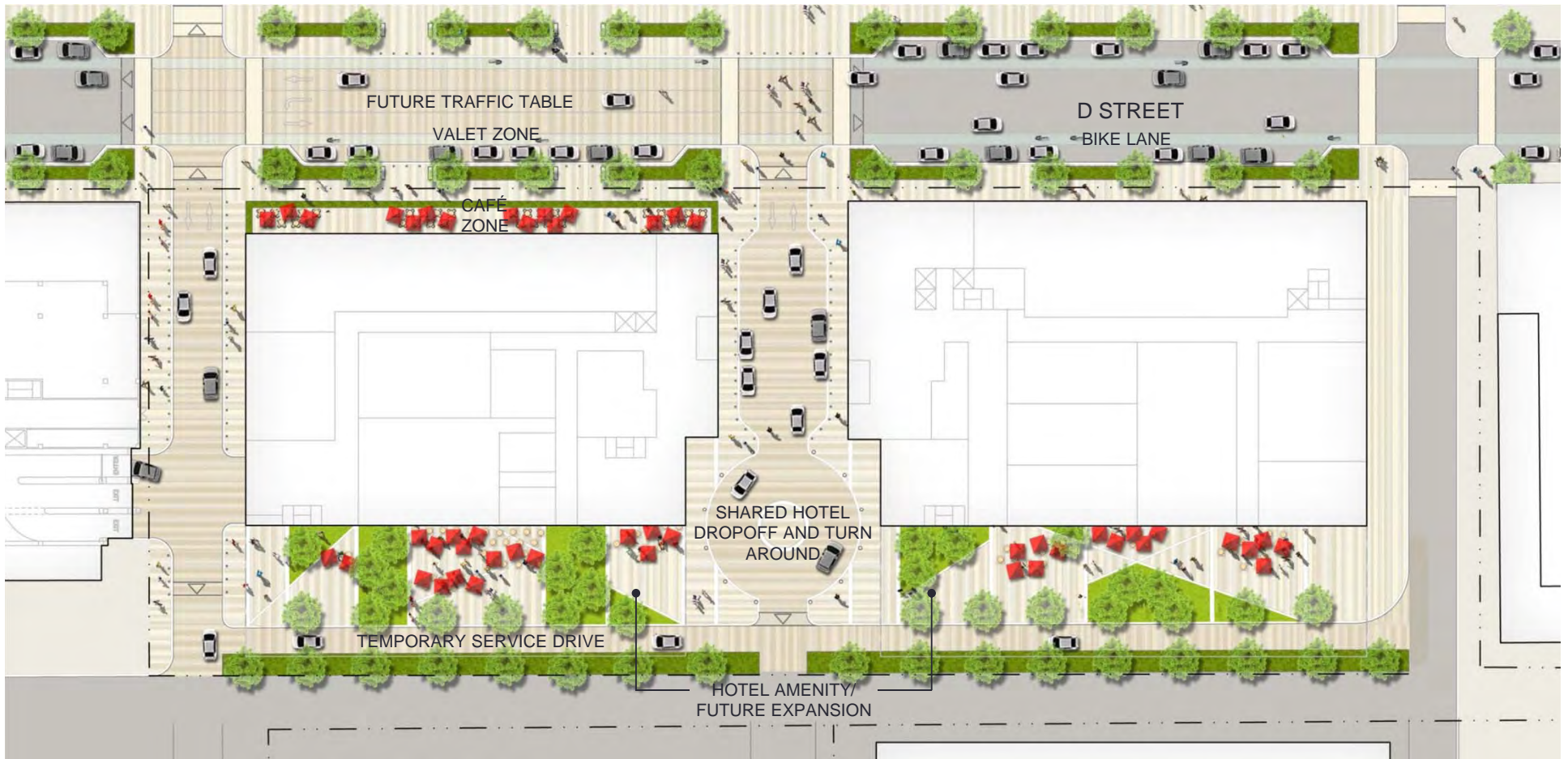
Element Miami International Airport



Site Plan

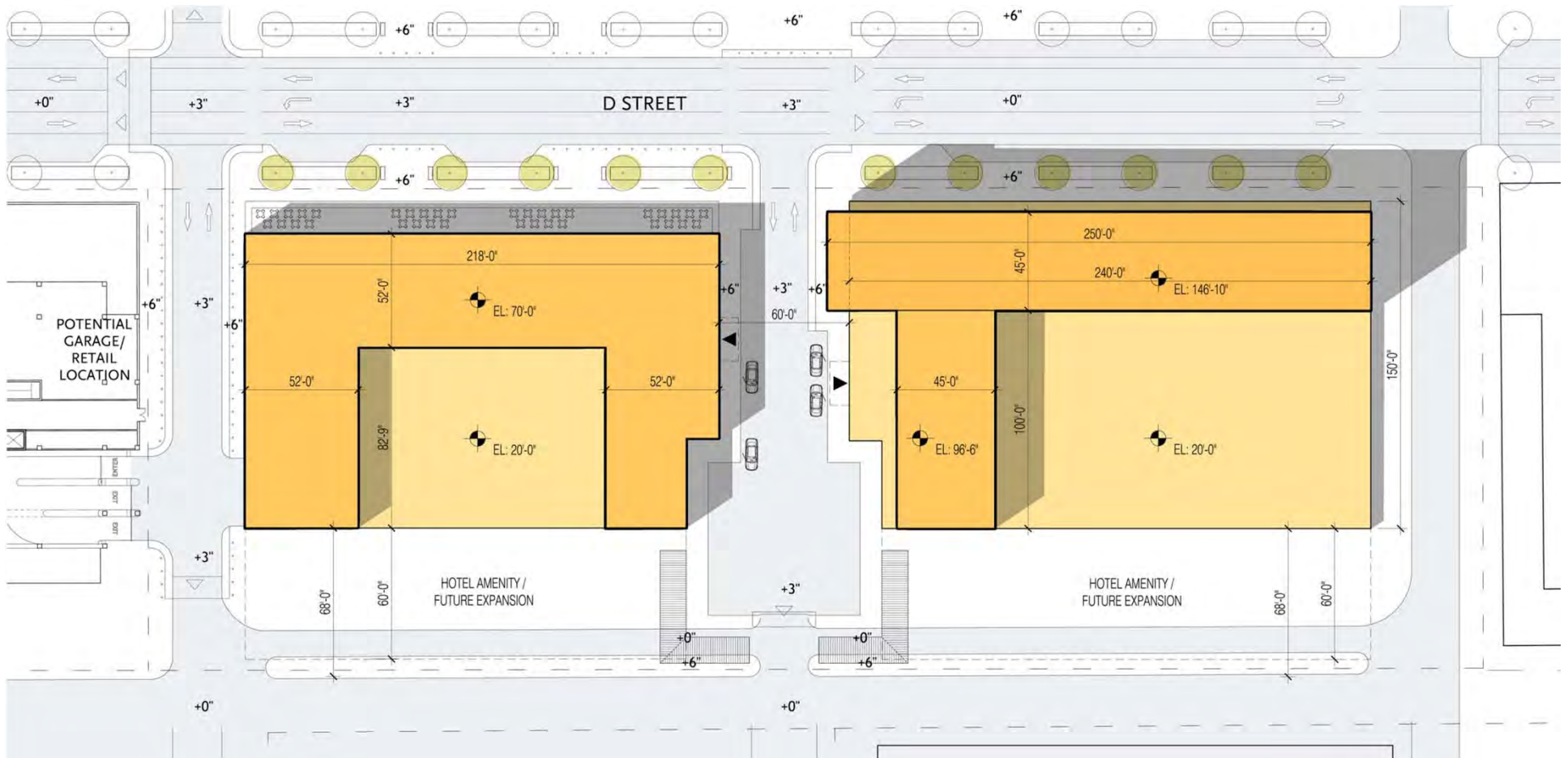


Ground Floor Plan



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Site Plan

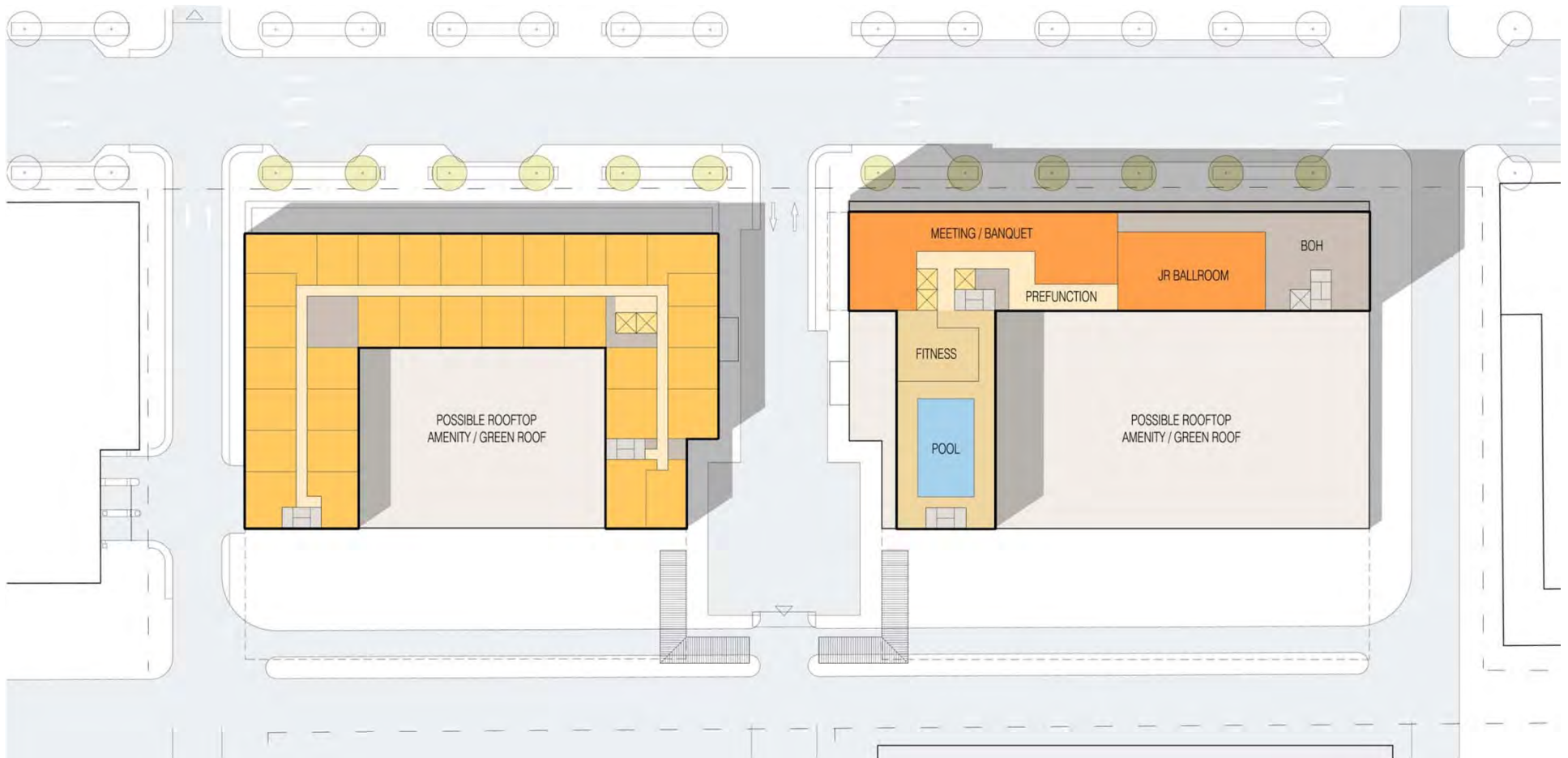


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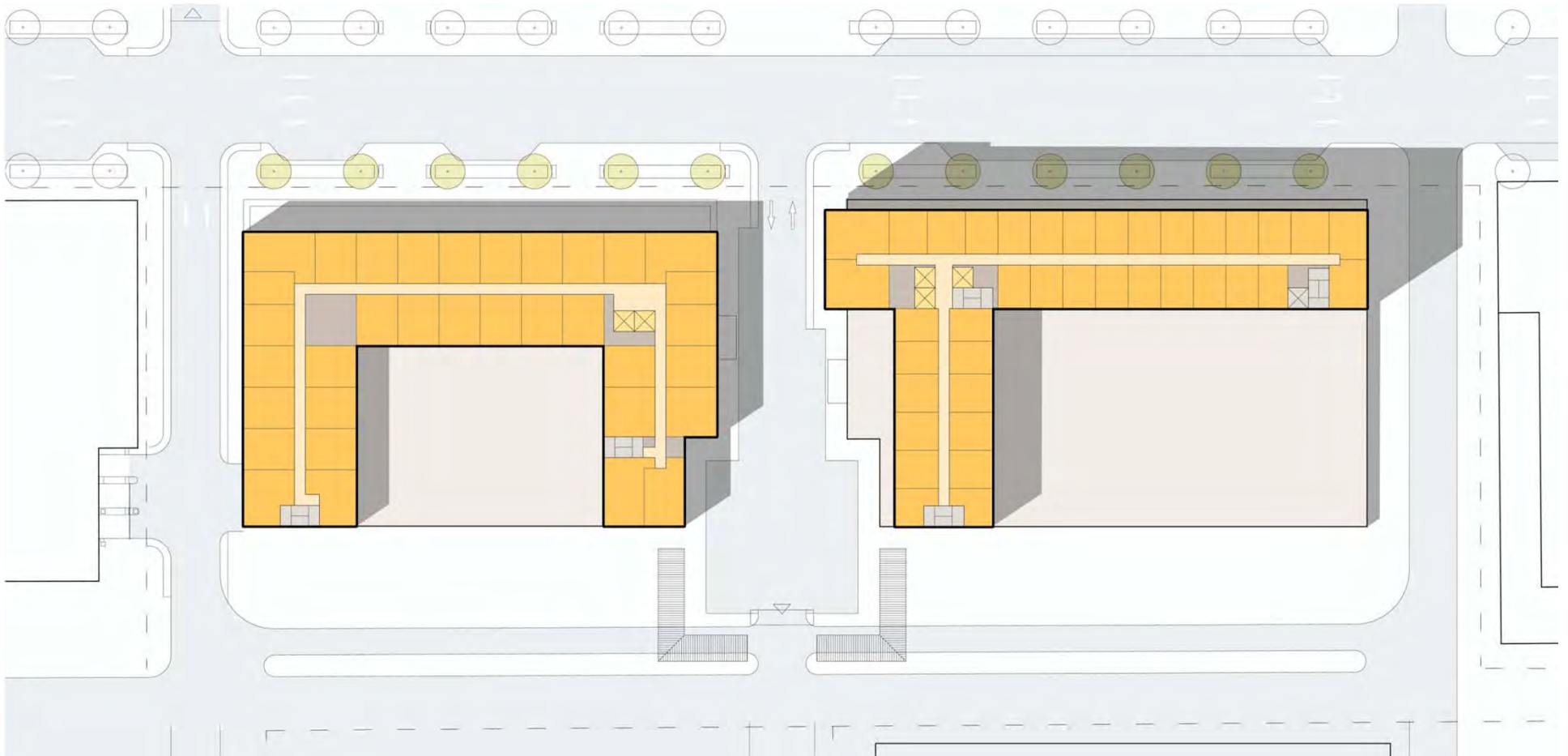
Ground Floor Plan



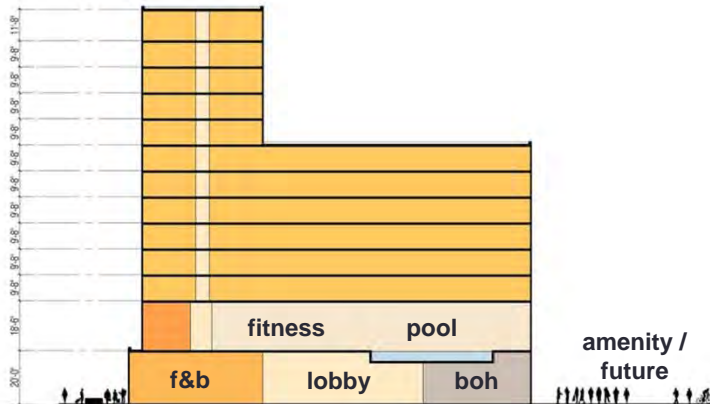
Second Floor Plan



Typical Hotel Plan



Hotel Sections

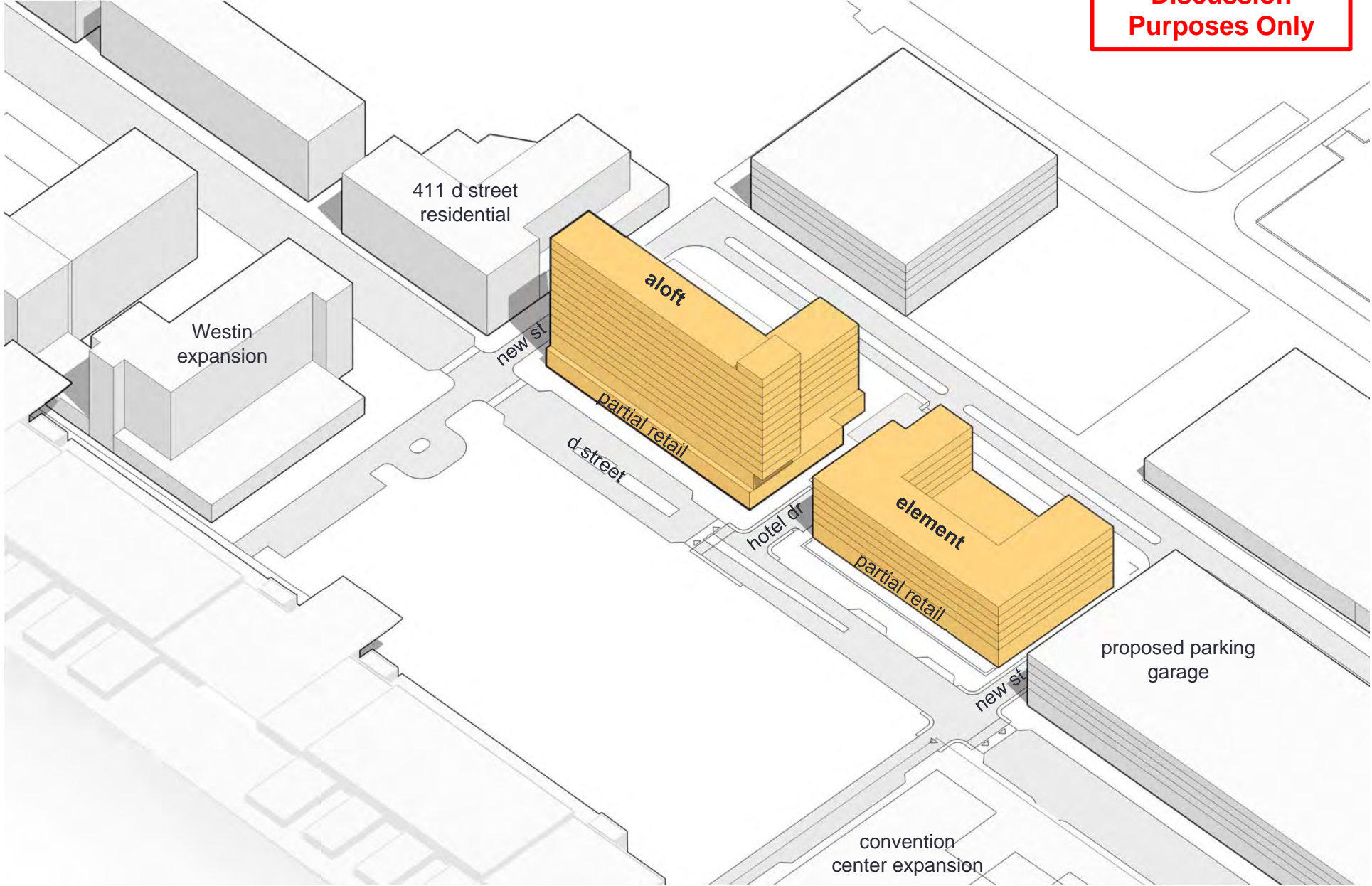


aloft

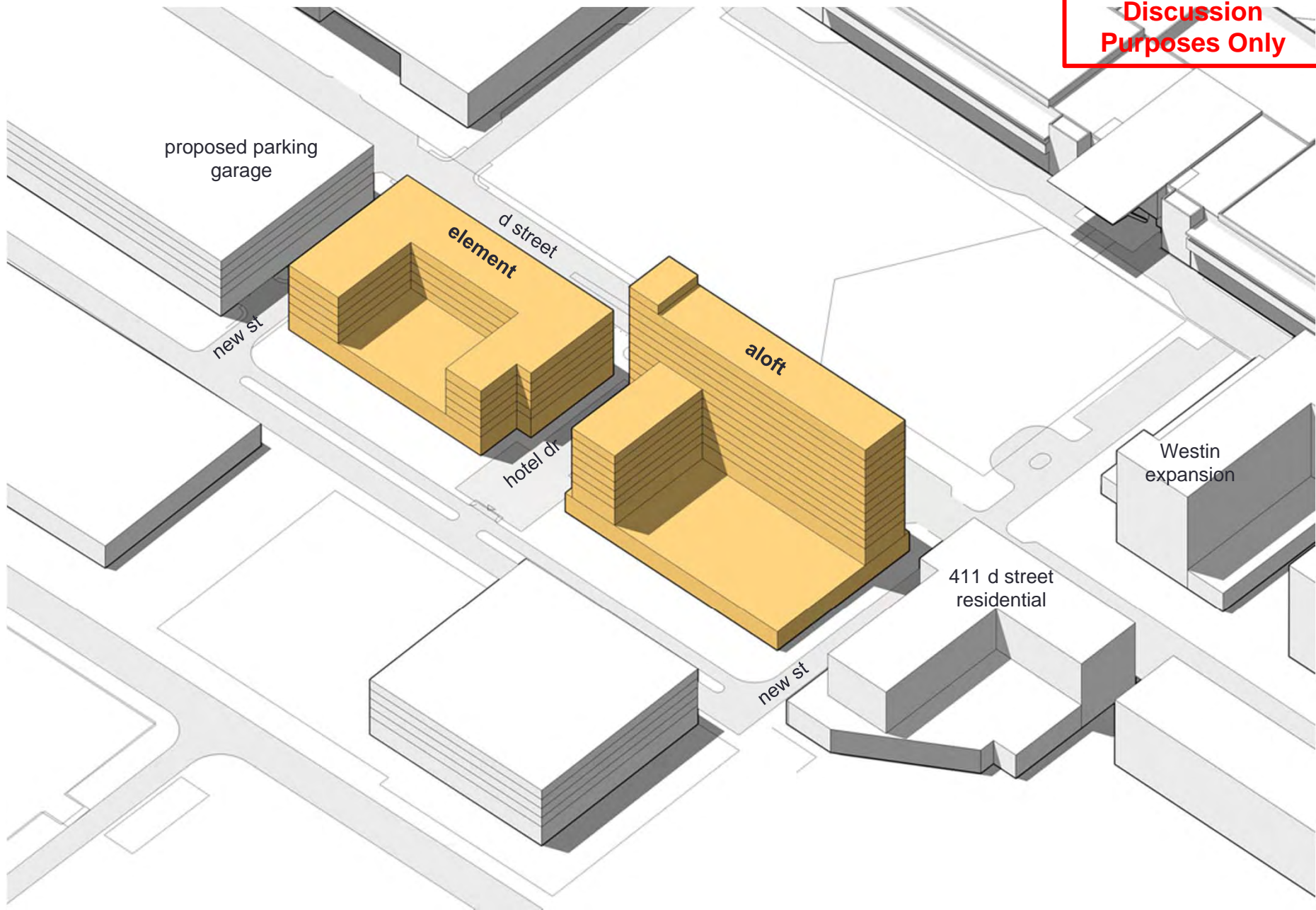


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View from D Street



QUESTIONS/DISCUSSION
