Agenda

1. Advisory Group Update
   - Schedule Update
   - AG #2 Follow-up Feedback & Responses

2. Advisory Group Meeting #3 Goals

3. Review Draft Vision and Goals
   - Vision Workshop Recap

4. Preservation and Growth
   - Define Preservation and Growth
   - Why preservation & why growth?—Draft Vision & Goals

5. Why Growth?
   - Public Benefits
   - Demographic trends
   - Development trends

6. Why Preservation?
   - Maintaining cultural heritage and spaces
   - Securing vulnerable properties
   - Conserving view corridors
   - Retaining eclectic uses and mix of users

7. Discussion & Public Comments
Advisory Group Update
<table>
<thead>
<tr>
<th></th>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>March 7, 2019</td>
<td>Introduction &amp; Project Overview</td>
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<tr>
<td>2</td>
<td>April 24, 2019</td>
<td>Existing Conditions &amp; Character Areas</td>
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<td>3</td>
<td>May 22, 2019</td>
<td>Preservation &amp; Growth</td>
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<td>4</td>
<td>June 20, 2019</td>
<td>Climate &amp; Resiliency</td>
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<td>5</td>
<td>July 17, 2019</td>
<td>Mobility &amp; Public Realm</td>
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<tr>
<td>6</td>
<td>September 2019</td>
<td>Development Scenarios</td>
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<td>7</td>
<td>October 2019</td>
<td>Preferred Development Scenario</td>
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<td>8</td>
<td>November 2019</td>
<td>Preferred Development Scenario Impact Assessment</td>
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<tr>
<td>10</td>
<td>February 2020</td>
<td>Urban Design Guidelines &amp; Zoning Recommendations</td>
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<tr>
<td>11</td>
<td>March/April 2020</td>
<td>Draft PLAN: Downtown</td>
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<td>May—July 2020</td>
<td>Meet as needed. PLAN: Downtown must be substantially complete by July 2020.</td>
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Meeting dates and subjects are tentative and subject to change. Extra meetings may be scheduled and will be discussed in advance with the Advisory Group. Advisory Group members will be provided with schedule updates as the project progresses.
Advisory Group Meeting #2 Follow Up

What We Heard

- Holistic approach to Downtown vs. focusing on the distinctions of the Character Areas
- “Character is made by people and their patterns” – Focus on user mix
- Clarity on what we are trying to achieve
- State Street Study & Boston Common Master Plan Coordination
02. Advisory Group #3 Meeting Goal
Advisory Group Meeting #3 Goals

Discussion Questions

• Provide feedback on the high-level PLAN: Downtown goals
• What are the principles and criteria for preserving elements in addition to existing designated landmarks and areas?
• How can we best preserve and convey the social histories of Downtown?
• What sort of growth should occur in terms of uses? How should we organize this growth (districts, corridors, etc.)?
• What is the criteria we might apply towards the retention, growth and diversity of small businesses?
03.
Draft Vision & Goals
Community Engagement

Efforts to Date

- **Open House**
  - December 3, 2018

- **Stakeholder Roundtables**
  - Downtown Boston BID: February 2, 2019
  - Preservation & Conservation: February 19 & March 7, 2019
  - Institutions: February 19 & March 19, 2019
  - Landowners & Developers: February 20 & March 20, 2019
  - Business Owners: March 20, 2019

- **Advisory Group Meeting #1**: March 7, 2019

- **Advisory Group Meeting #2**: April 24, 2019

- **Vision Workshop**: April 30, 2019
Open House
December 3, 2019

Who we heard from: Over 120 attendees

Equity
• Safer access to pedestrian realm & open spaces
• Increase affordable housing options
• Stabilize working-class residents & small businesses

Resiliency & Preservation
• Preserve culture through arts, architecture, & open spaces
• Balance Boston’s historic fabric with future improvements
• Connect equity to open spaces to resiliency

Mobility
• Improve transit connections & station access
• Provide continuous bike infrastructure
• Increase safe pedestrian infrastructure

Identity & Public Realm
• Increase vibrant open spaces & public realm with more trees and plantings
• Recognize the cultural differences & identities across Downtown
• Activate Downtown at night

Mixed-use Core
• Increase retail diversity in type & lease lengths
• Activate Downtown at night with programming
• Increase community and open spaces
Vision Workshop
April 30, 2019

Who we heard from: Over 75 attendees

Equity
• Downtown is for everyone. “What exists is a warped picture...what is a good community with a mix?”
• Chinatown vulnerable to redevelopment
• Support for low income families to avoid displacement

Resiliency & Preservation
• Value to living downtown-pressure on delicate architecture fabric
• Working-class, non-English speaking residents and immigrant-owned small businesses who cannot afford renovations are the most vulnerable.

Mobility
• Prioritizing pedestrians and mass transportation options over driving
• Dedicated bus & bike lanes with planning around future scooter and other electric vehicle integration
Vision Workshop
April 30, 2019

Identity & Public Realm
• “Pocket Destinations” that complement Boston Common and the Greenway by supporting the “brown bag community” and residents with active programming.
• Public realm improvements could better support small retail businesses and “make history more visible.”
• Increased pedestrianization and emphasizing pedestrian safety.

Mixed-use Core
• “Avoid homogeneity of Downtown” and encourage variety and unique establishments.
• Provide support for small businesses which give Downtown its unique flavor as well as funding and technical assistance.
• Accommodating urban amenities such as schools & public spaces.
PLAN Downtown will...

Draft Goals

1. Develop a new framework for the preservation, enhancement, and growth of Downtown Boston as a place for all, balancing livability, daylight, walkability, climate change preparedness, access to open space, affordability, and a dynamic mix of uses.
2. Embrace the distinctive histories present in public spaces as essential to creating a unique and cohesive Downtown.
3. Promote dense, mixed-use development to support job growth, housing opportunities, and an expanded public realm.
4. Improve access to housing, cultural assets, and amenities for a diverse range of Boston residents across all neighborhoods, levels of affordability, stages of life, and backgrounds.
5. Preserve the cultural heritage, arts and performance venues, and historic building fabric while advancing climate preparedness and resiliency measures.
6. Encourage consistent, safe, healthy, and high-quality improvements to the public realm to support 18 hour/7 days/week activity for residents, workers, and visitors.
7. Support business development that maintains Downtown as a regional economic center and promotes the retention, growth, and diversity of ground-floor retail businesses, especially legacy and small businesses.
PLAN Downtown will...

*Draft Goals*

8. Enhance connections through, within, and to Downtown, with a focus on active transportation, transit, and non-vehicular modes of transportation.
04.
Preservation & Growth
Preservation & Growth

**Preservation** is active and evolving over time to protect Downtown’s physical assets and intangible histories as Downtown grows.

**Growth** accommodates opportunities for new residents, jobs, and public amenities respectfully and creatively within the well-established fabric of Downtown.
Preservation & Growth

Relevant Draft Goals

Goal 1—Develop a new framework for the preservation, enhancement, and growth of Downtown Boston as a place for all, balancing livability, daylight, walkability, climate change preparedness, access to open space, affordability, and a dynamic mix of uses.

Goal 3—Promote dense, mixed-use development to support job growth, housing opportunities, and an expanded public realm.

Goal 4—Improve access to housing, cultural assets, and amenities for a diverse range of Boston residents across all neighborhoods, levels of affordability, stages of life, and backgrounds.

Goal 5—Preserve the cultural heritage, arts and performance venues, and historic building fabric while advancing climate preparedness and resiliency measures.

Goal 7—Encourage business development that maintains Downtown as a regional economic center and support the retention, growth, and diversity of ground-floor retail businesses, especially legacy and small businesses.
05.
Why Growth?
Benefits of Growth

Imagine Boston identifies three primary benefits of growth

1. Increasing the supply of residential and commercial space mitigates price increases and promotes affordability
2. Expanding leading industries promotes economic competitiveness and pathways to living wage jobs
3. New development produces tax revenues and can be leveraged for public benefits

Places to Grow

**Mixed-Use Core:** Continued mixed-use development to create and enhance active centers
Public Benefits

Opportunities for Improvements

• Streetscape
• Mobility & Access
• Affordable Housing & Commercial Spaces
• Retail Activation
• Social & open spaces
• Incremental environmental improvements (GHG reduction & resiliency)
• Preservation
Who is Downtown?

Residents Downtown

17,400 residents live downtown.

Students
28% are enrolled in college or university, compared with about 17% of Boston residents.

Educational Attainment
60% have Bachelor’s Degrees or more advanced degrees.

Diversity
34% are foreign-born compared with about 27% of Boston residents.

Age Distribution
Downtown has a higher share of both 18–24 year olds & those over 65 than the City as a whole.

Race & Ethnicity

Source: U.S. Census Bureau, 2011–2015 American Community Survey, BPDA Research Division Analysis
Who is Downtown?

_Households Downtown_

7,500 Households
live downtown

72% of Households Rent

8,790 Housing Units
and 85% are occupied.

Household Types
36% were families and 51% of households are single persons.

Source: U.S. Census Bureau, 2011–2015 American Community Survey, BPDA Research Division Analysis
Who is Downtown?

Downtown Residents Who Work

53% of employed Downtown residents walk to work.

22% of employed Downtown residents work outside of Suffolk County.

Source: U.S. Census Bureau, 2012-2016 American Community Survey, BPDA Research Division Analysis
Who is Downtown?

**Jobs Downtown**

**171,130 Payroll Jobs** in comparison to 54,880 jobs in Back Bay and 31,120 jobs in South Boston Waterfront.

24% of Downtown workers live in Boston.

50% of workers in payroll jobs had Bachelor’s degree or higher.

Downtown’s Growth Trends

Citywide goal to build 69,000 new housing units by 2030, based on a population projection of 760,000.

Downtown’s population grew by 54% from 2000 to 2017, much faster than the city’s growth of 14%.

Downtown has seen the most new development.

Article 80 Approvals by Neighborhood (August 1996-October 2018)

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Millions of Square Feet</th>
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<tbody>
<tr>
<td>Downtown</td>
<td>35.8</td>
</tr>
<tr>
<td>South Boston Waterfront</td>
<td>34.1</td>
</tr>
<tr>
<td>Fenway/Back Bay</td>
<td>24.5</td>
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<tr>
<td>Allston/Brighton</td>
<td>17.7</td>
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<tr>
<td>South End</td>
<td>14.9</td>
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<tr>
<td>Dorchester</td>
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<tr>
<td>Roxbury</td>
<td>8.2</td>
</tr>
<tr>
<td>South Boston</td>
<td>7.9</td>
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<tr>
<td>Longwood/Mission Hill</td>
<td>7.9</td>
</tr>
<tr>
<td>East Boston</td>
<td>7.0</td>
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<tr>
<td>Jamaica Plain</td>
<td>6.1</td>
</tr>
<tr>
<td>Charlestown</td>
<td>4.0</td>
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<td>Mattapan</td>
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<tr>
<td>West Roxbury</td>
<td>2.2</td>
</tr>
<tr>
<td>Hyde Park</td>
<td>1.5</td>
</tr>
<tr>
<td>Roslindale</td>
<td>1.1</td>
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</tbody>
</table>

Source: BPDA Pipeline Database (current as of October 1st, 2018), BPDA Research Division Analysis. Downtown includes Chinatown, Leather District, West End, North End, and Beacon Hill. Square footage updated to reflect data improvements, January 2019.
Downtown’s Growth Trends

Office and hotel approvals are on an upward trend.

Payroll jobs increased by 8% from 2011 to 2015.

BPDA Board-Approved Downtown Development Projects

Top 10 Industries by Number of Establishments

*Administrative & Support & Waste Management * Remediation Services
1. BPDA Pipeline Database (current as of October 1st, 2018), BPDA Research Division Analysis.
06.
Why Preservation?
Maintain Cultural Heritage

Province & Bromfield Streets

Photo credit: Matthew Dailey

Brattle Book Shop

Tyler Street

Beach Street

Boston Massacre Reenactment

Photo credit: Malad Goves

Fourth of July
Positive View Corridors

Congress Street Looking North
Washington Street @ Bromfield Looking North
Washington Street @ Ave. de Lafayette Looking West
Beach Street Looking East
Court Street Looking East
Bromfield Street Looking East
Eclectic Uses and Juxtapositions
Land Use
Activities in Historic Assets

Source: City of Boston
Historic Assets and Underutilized Publicly Accessible Spaces

Phillips Square
Chin Park
Kilby and Milk Streets
Blank Walls and Vacant Shopfronts

Washington Street near Bromfield Street

Macy's on Chauncy Street

27-29 Stuart Street

Blank Walls
Vacant Shopfronts
Plan Downtown Study Area Boundary
Older Properties without Historic Designation

Bromfield Street
Harrison Avenue near Beach Street
Bedford & Kingston Streets
Parking Garages and Surface Parking

Parking Between Tyler and Harrison

Pi Alley Garage, Washington Street
07.
Discussion & Public Comments
Discussion Questions

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Discussion