



PLAN: Downtown

Advisory Group Meeting #3
Preservation & Growth

May 22, 2019



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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



01.

Advisory Group Update



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Advisory Group—Schedule Update

Preliminary Advisory Group Schedule—Subject to Change

1	March 7, 2019	Introduction & Project Overview
2	April 24, 2019	Existing Conditions & Character Areas
3	May 22, 2019	Preservation & Growth
4	June 20, 2019	Climate & Resiliency
5	July 17, 2019	Mobility & Public Realm
6	September 2019	Development Scenarios
7	October 2019	Preferred Development Scenario

8	November 2019	Preferred Development Scenario Impact Assessment
9	December 2019 / January 2020	Urban Design Guidelines & Zoning Recommendations
10	February 2020	Urban Design Guidelines & Zoning Recommendations
11	March/April 2020	Draft PLAN: Downtown
	May—July 2020	Meet as needed. PLAN: Downtown must be substantially complete by July 2020.

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
- Vision Survey open until May 27, 2019.

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



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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

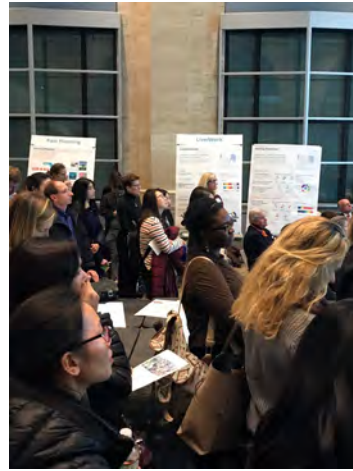
- Safer access to pedestrian realm & open spaces
- Increase affordable housing options
- Stabilize working-class residents & small businesses

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.





Open House Photo Exercise

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.



Brattle Book Store

PLAN Downtown will...

Draft Goals

2. Embrace the distinctive histories present in public spaces as essential to creating a unique and cohesive Downtown.



Downtown Crossing near Shoppers Plaza

PLAN Downtown will...

Draft Goals

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



Midtown Cultural District

PLAN Downtown will...

Draft Goals

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.



Shubert Theater

PLAN Downtown will...

Draft Goals

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





Mary Soo Hoo Park

PLAN Downtown will...

Draft Goals

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.





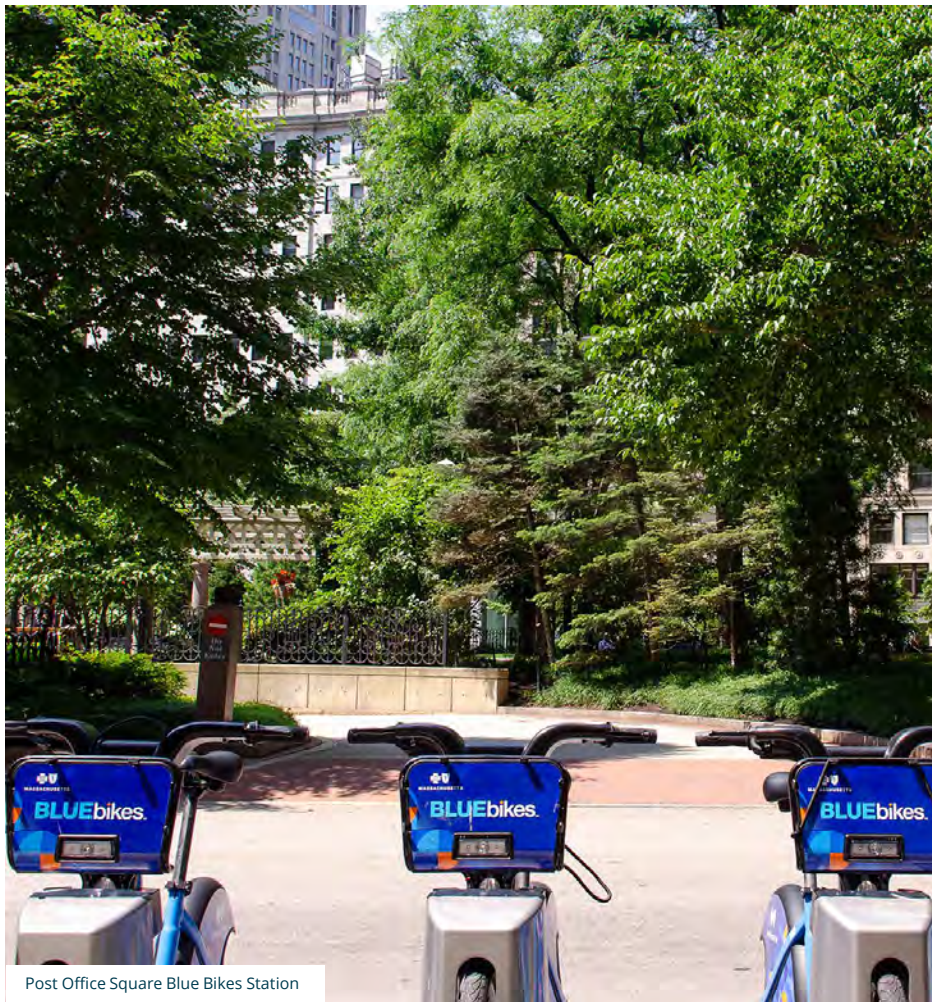
Kilby Street

PLAN Downtown will...

Draft Goals

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.





Post Office Square Blue Bikes Station

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



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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?



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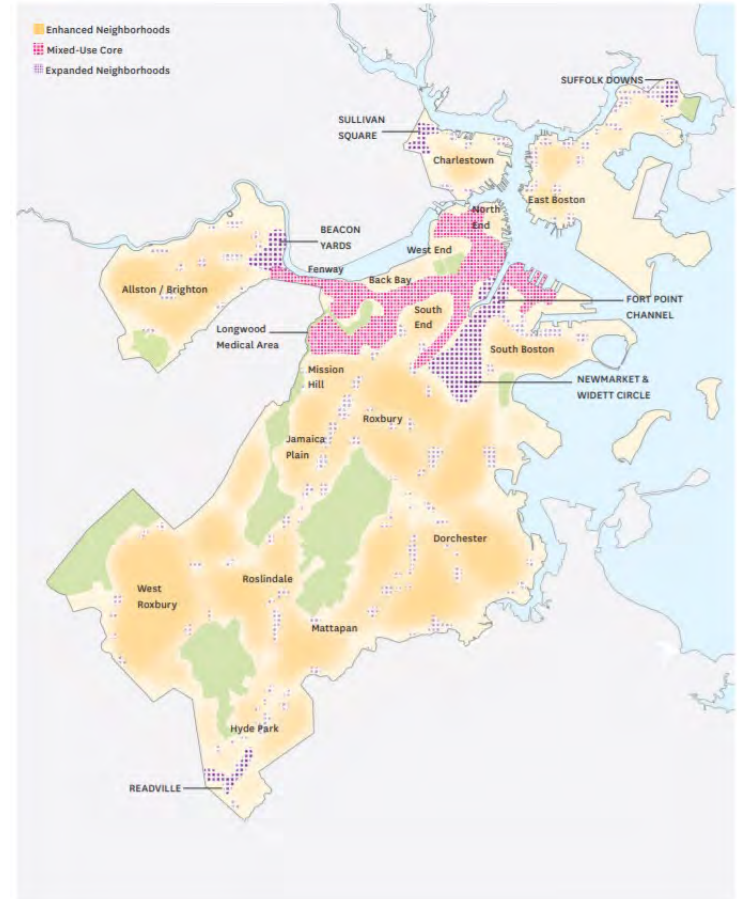
Benefits of Growth

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

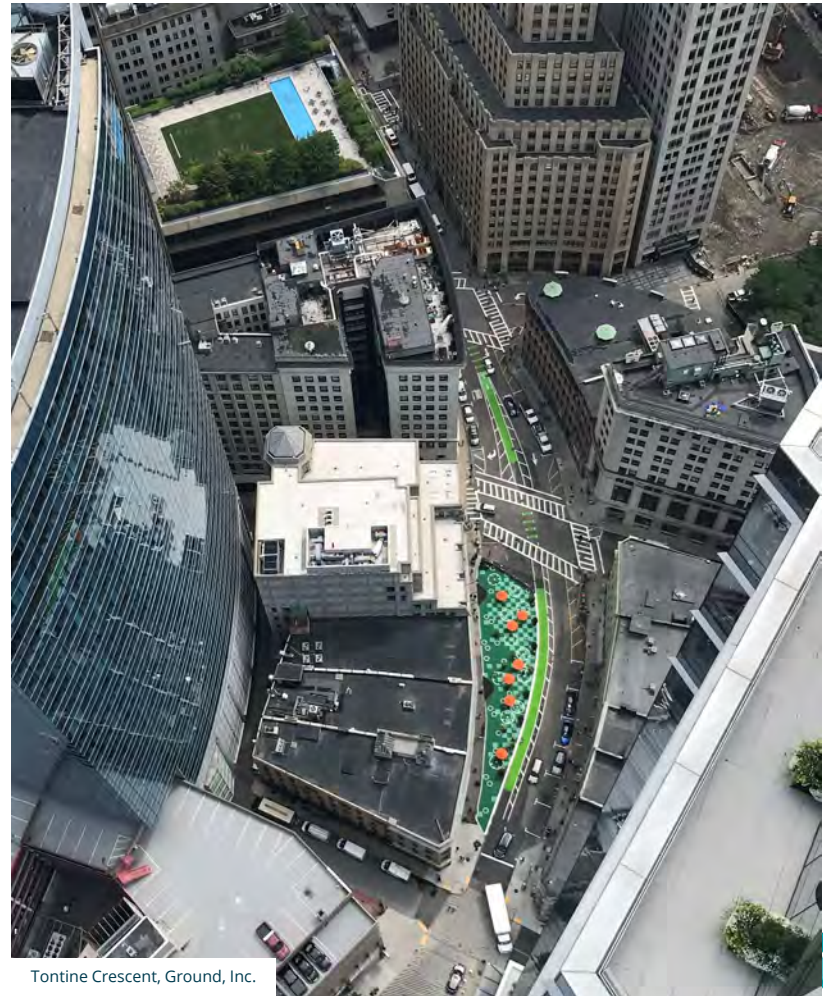
Mixed-Use Core: Continued mixed-use development to create and enhance active centers



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

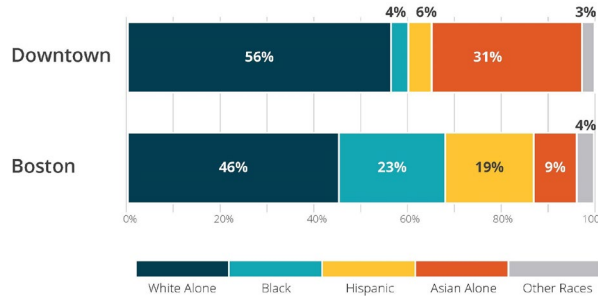
**60% have Bachelor's
Degrees** or more advanced
degrees.



Diversity

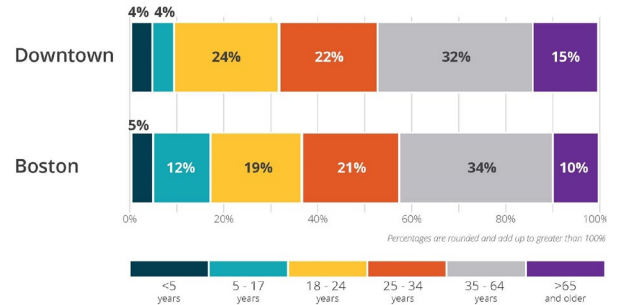
34% are foreign-born
compared with about 27% of
Boston residents.

Race & Ethnicity



Age Distribution

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



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

Who is Downtown?

Households Downtown

7,500 Households
live downtown

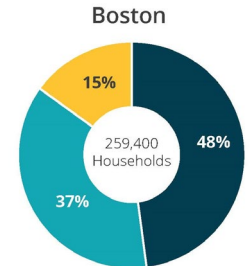
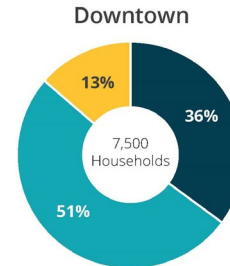
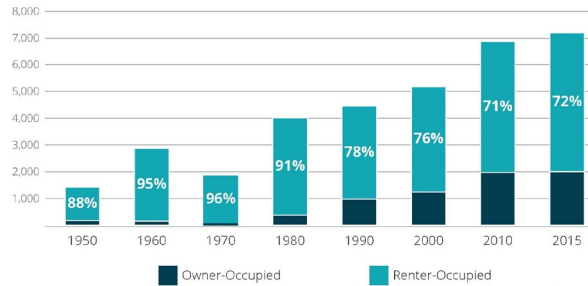
72% of Households Rent



Housing Units
8,790 Housing Units
and 85% are occupied.

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

Occupied Housing Units



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

Who is Downtown?

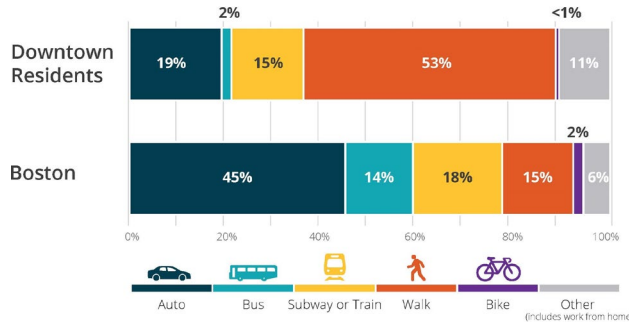
Downtown Residents Who Work



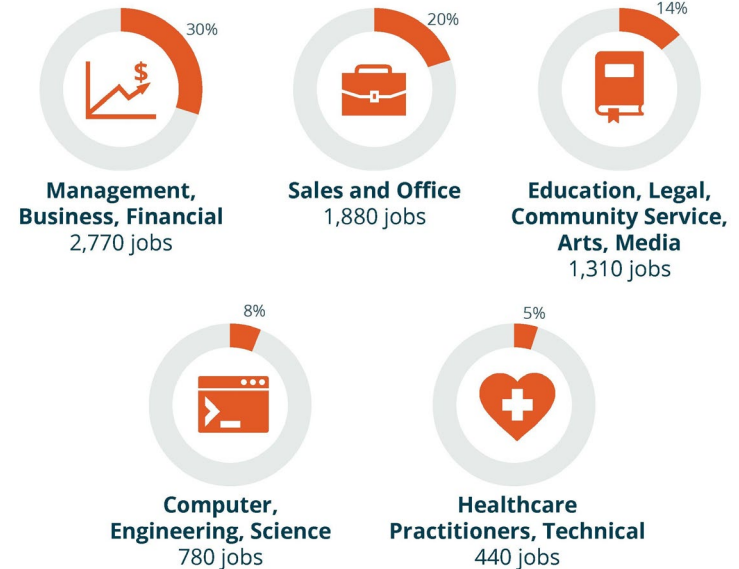
53% of employed Downtown residents walk to work.

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

Means of Commuting



Top 5 Occupations for Downtown Residents



Source: U.S. Census Bureau, 2012–2016 American Community Survey, BPDA Research Division Analysis

Who is Downtown?

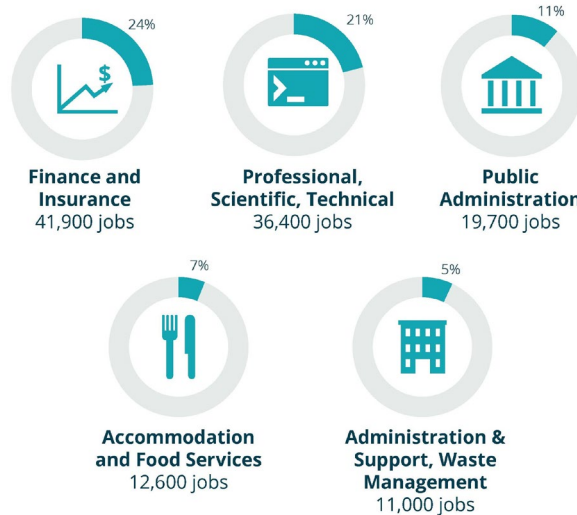
Jobs Downtown

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

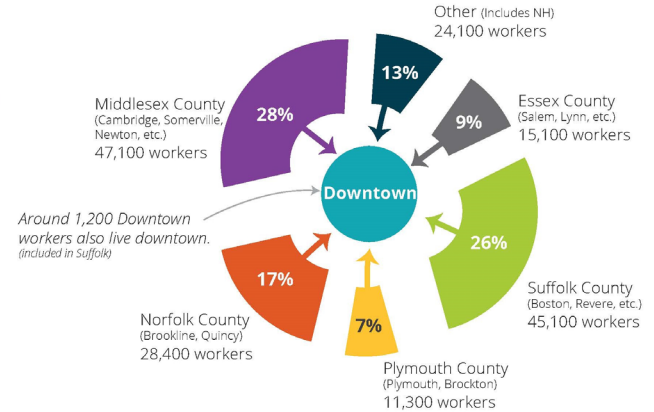
24% of Downtown workers live in Boston.

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

Top 5 Industries in Downtown by Number of Payroll Jobs



Commuter Flows to Downtown



Source: On-TheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2015), BPDA Research Division.

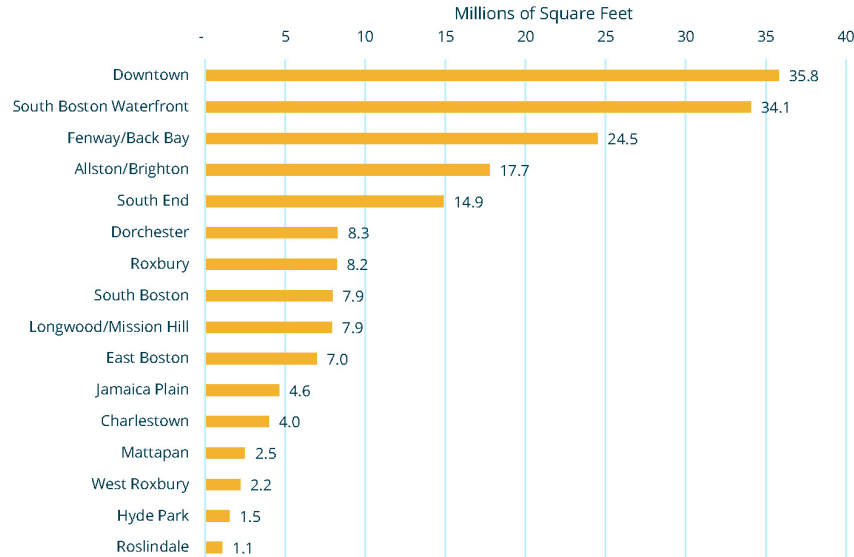
Downtown's Growth Trends

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)



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.

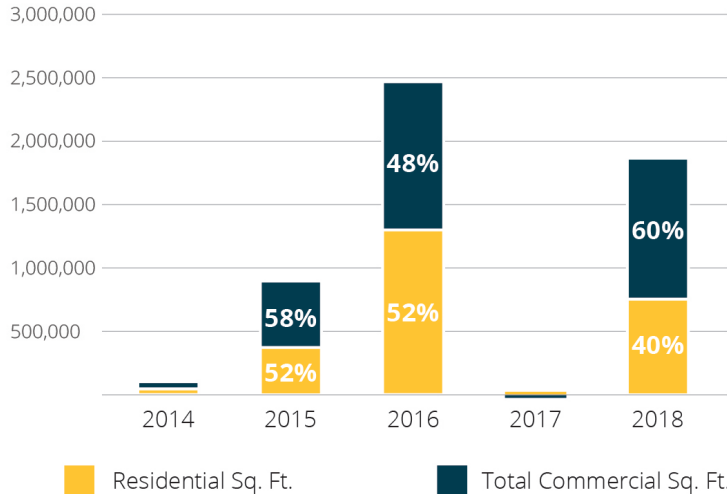
Downtown's Growth Trends



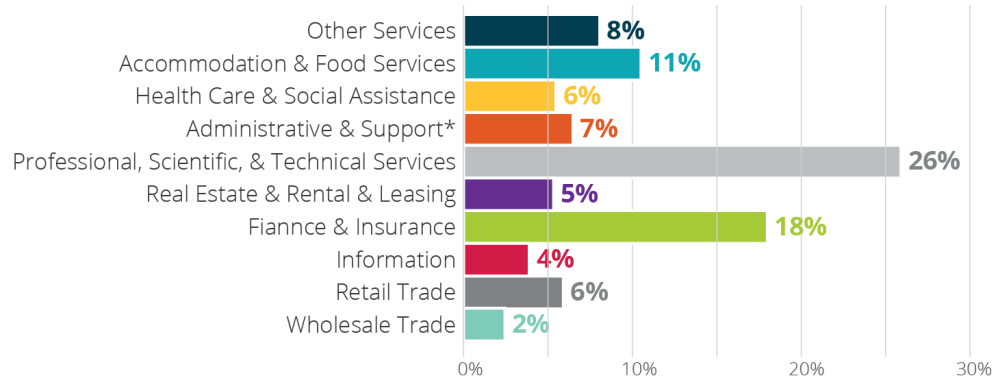
Office and hotel approvals are on an upward trend.

Payroll jobs increased by 8% from 2011 to 2015.

BPDA Board-Approved Downtown Development Projects¹



Top 10 Industries by Number of Establishments²



*Administrative & Support & Waste Management * Remediation Services
 1. BPDA Pipeline Database (current as of October 1st, 2018), BPDA Research Division Analysis.
 2. U.S. Census Bureau, 2012–2016 American Community Survey, BPDA Research Division Analysis

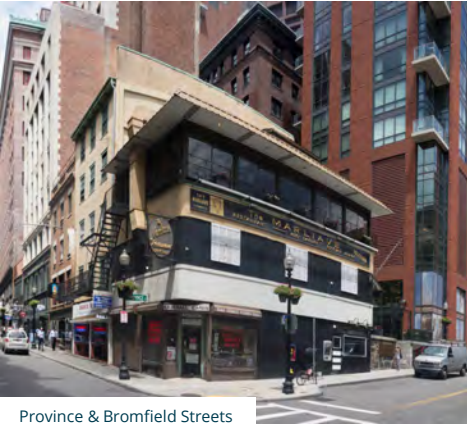
06.

Why Preservation?



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Maintain Cultural Heritage



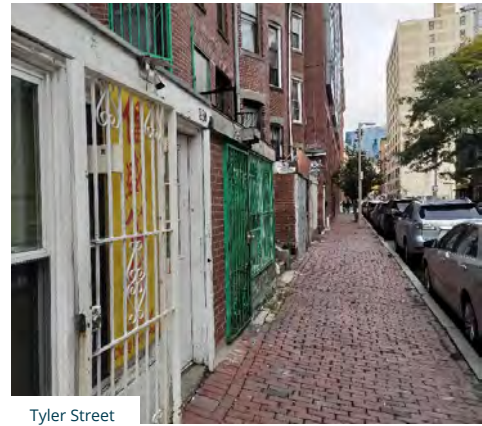
Province & Bromfield Streets



Photo credit: Matthew Dailey



Brattle Book Shop



Tyler Street



Beach Street



Boston Massacre Reenactment



Photo credit: Malad Goves



Fourth of July

Positive View Corridors



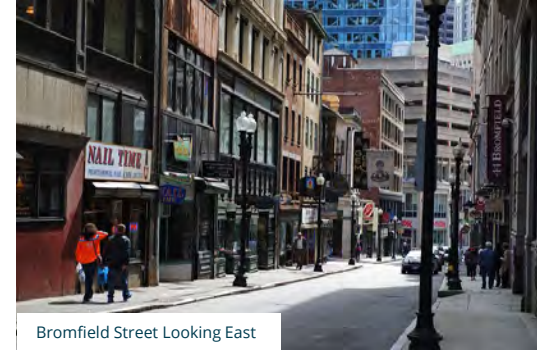
Congress Street Looking North



Washington Street @ Bromfield Looking North



Court Street Looking East



Bromfield Street Looking East



Washington Street @ Ave. de Lafayette Looking West

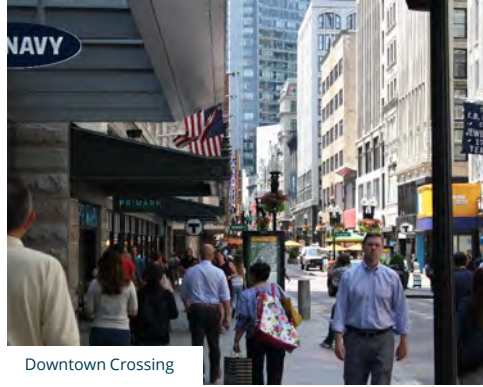


Beach Street Looking East

Eclectic Uses and Juxtapositions



Downtown Crossing



Downtown Crossing



Beach Street



Kneeland Street



Broad Street Looking North



Broad Street near Surface Road



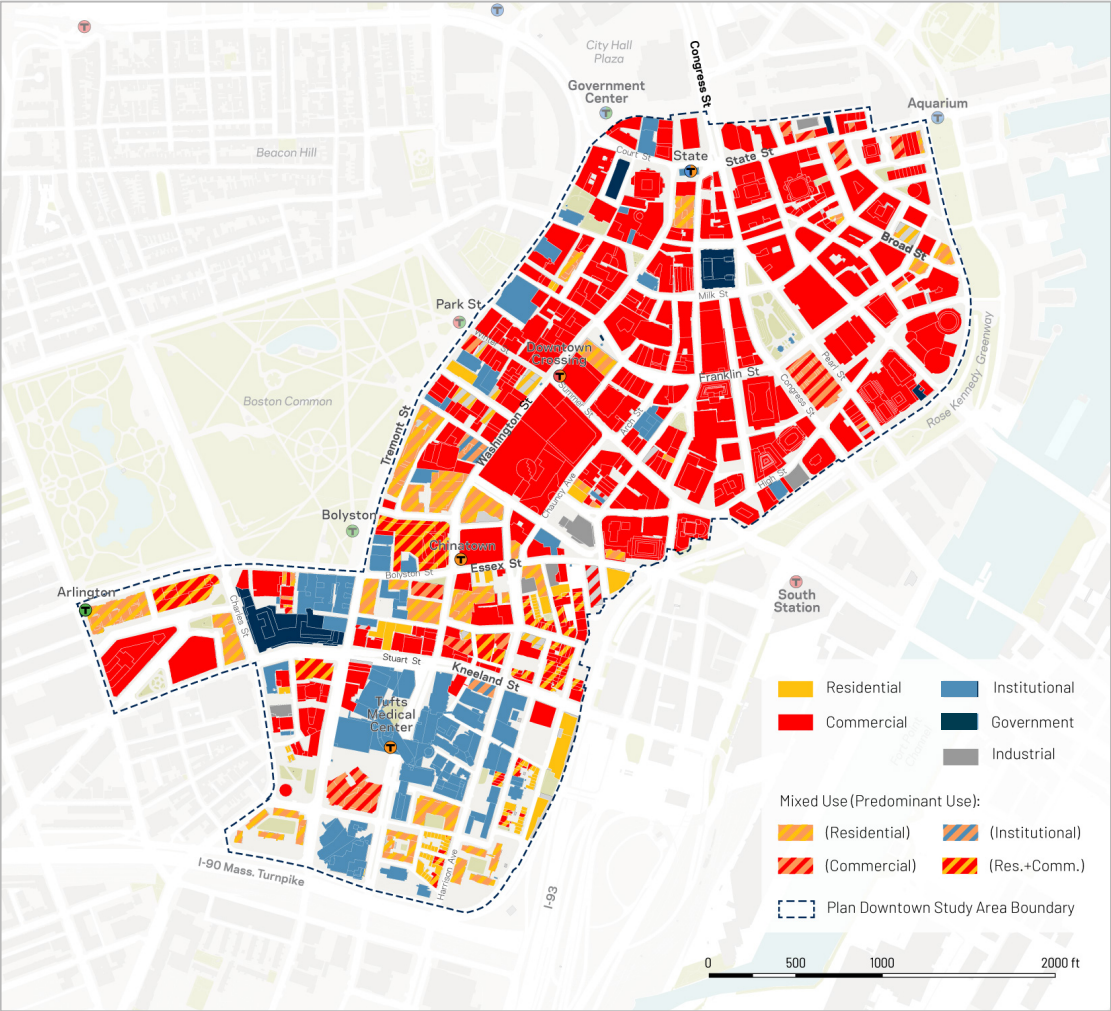
Post Office Square



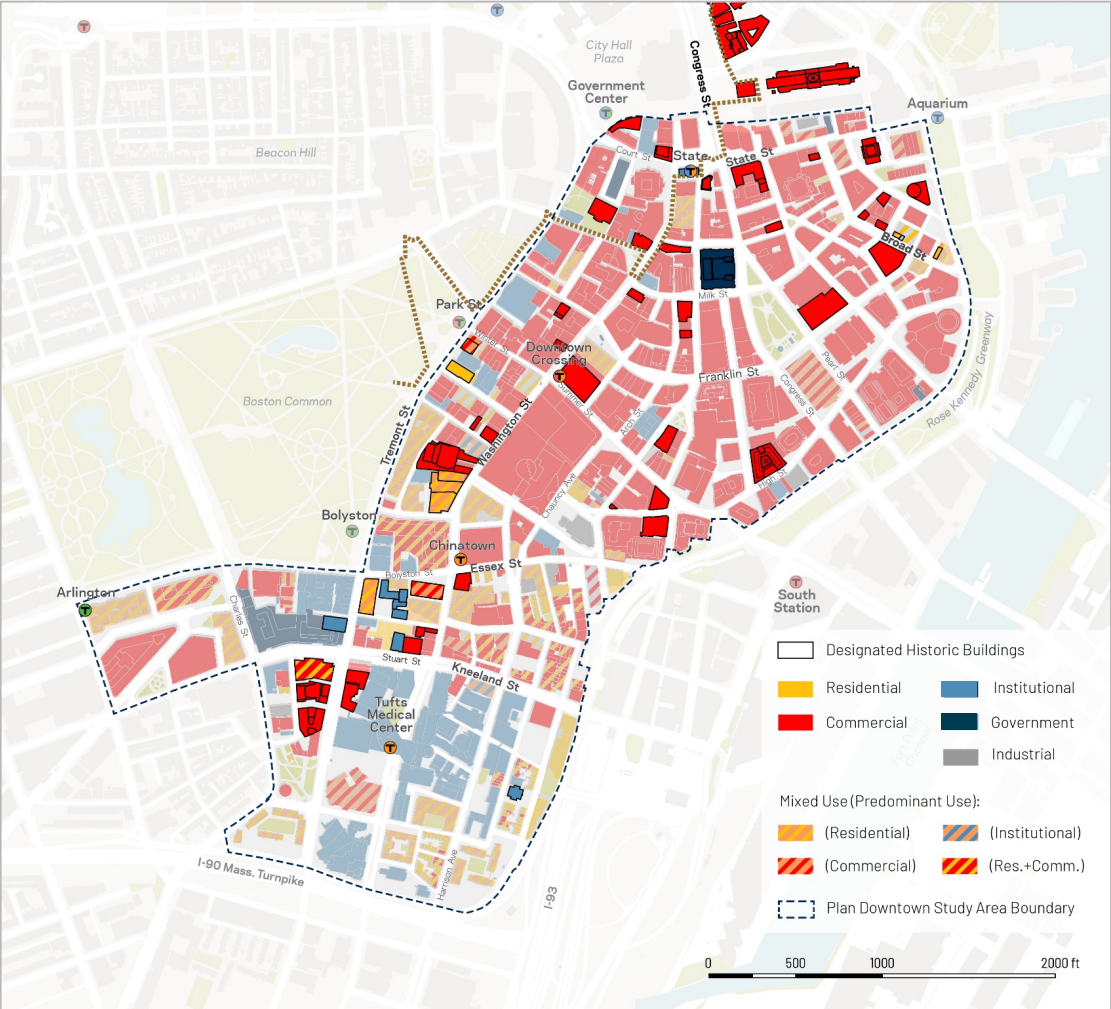
Readers Park



Land Use



Activities in Historic Assets



Source: City of Boston



King's Chapel



Washington & Essex Street

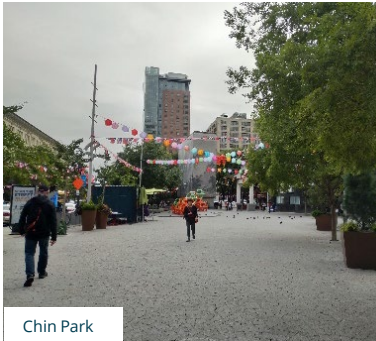
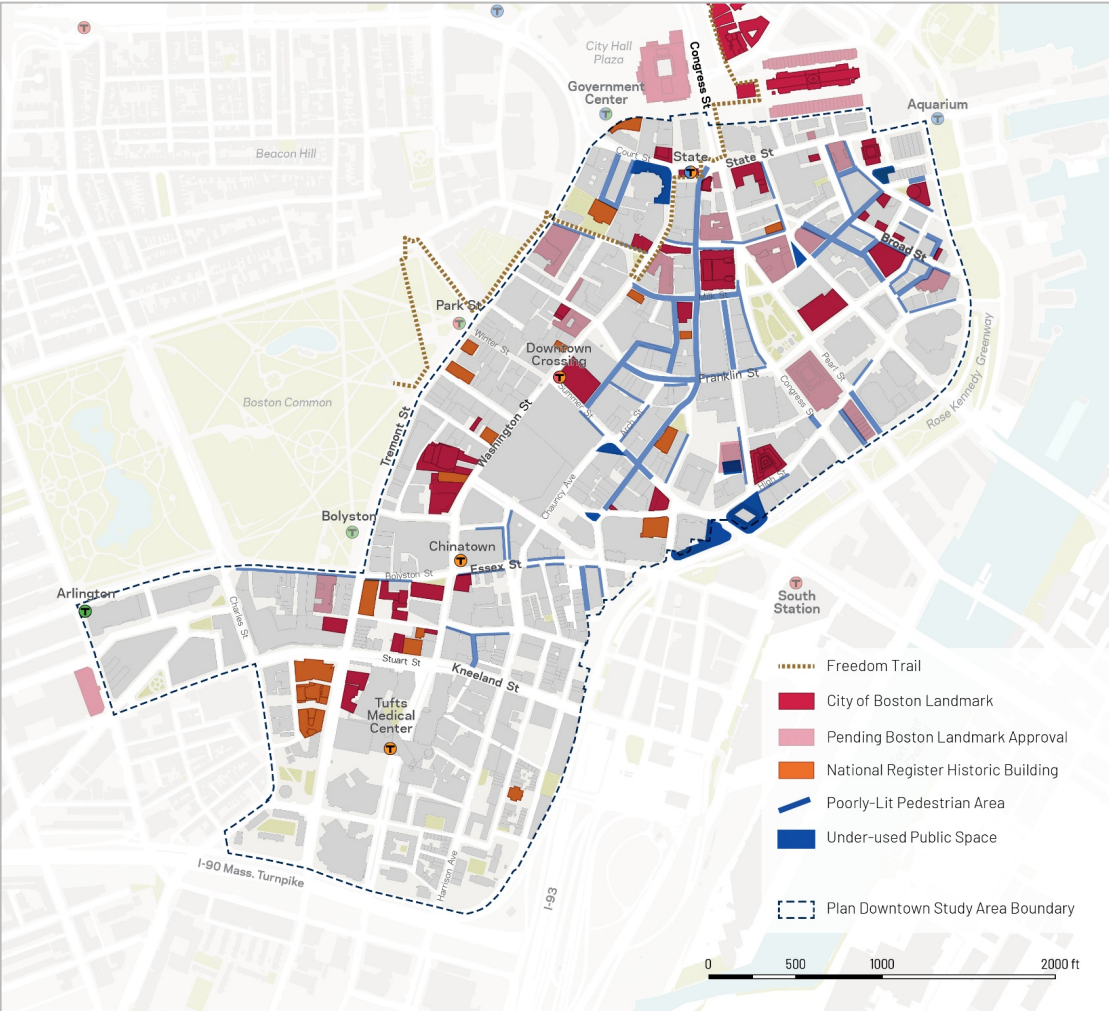


Old State House

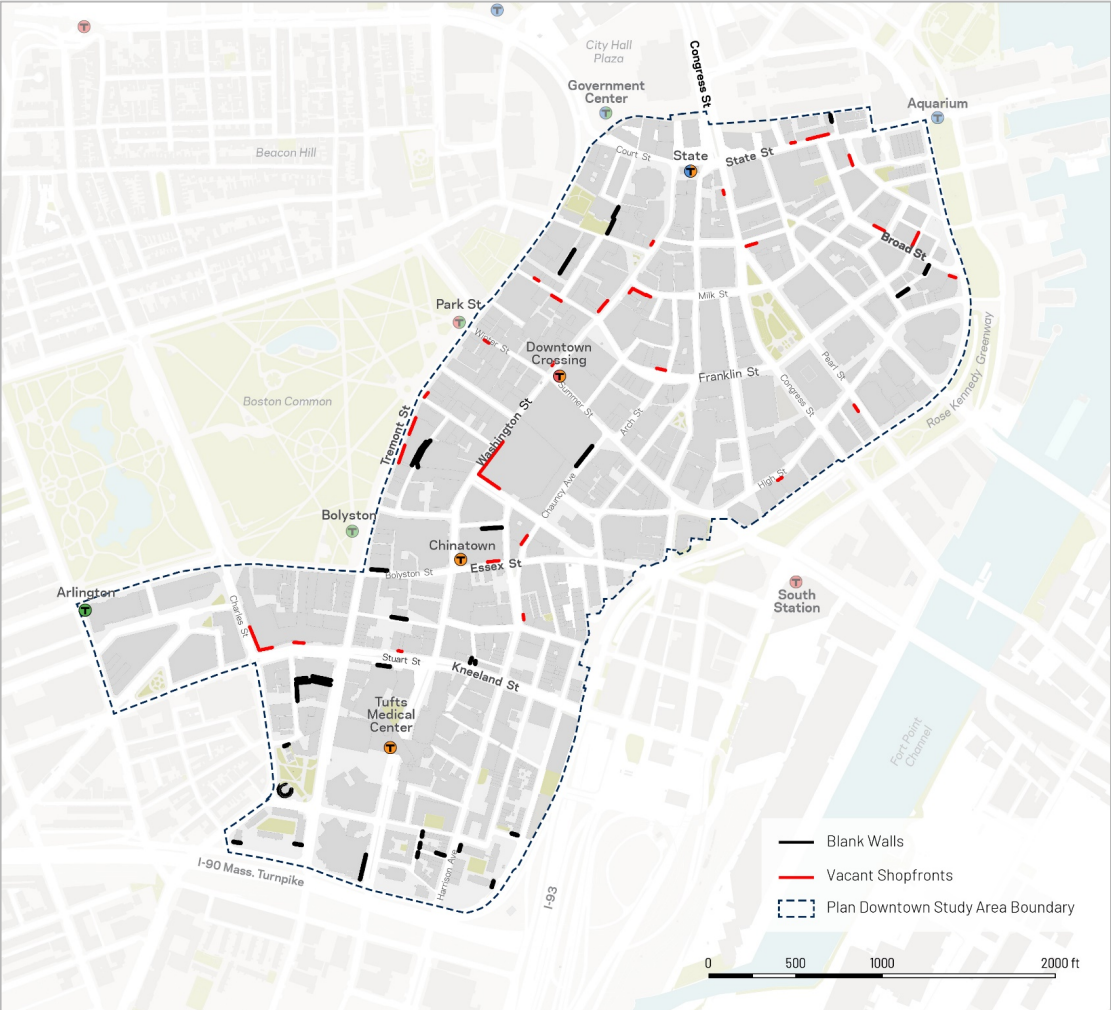


Old South Meeting House

Historic Assets and Underutilized Publicly Accessible Spaces



Blank Walls and Vacant Shopfronts



27-29 Stuart Street

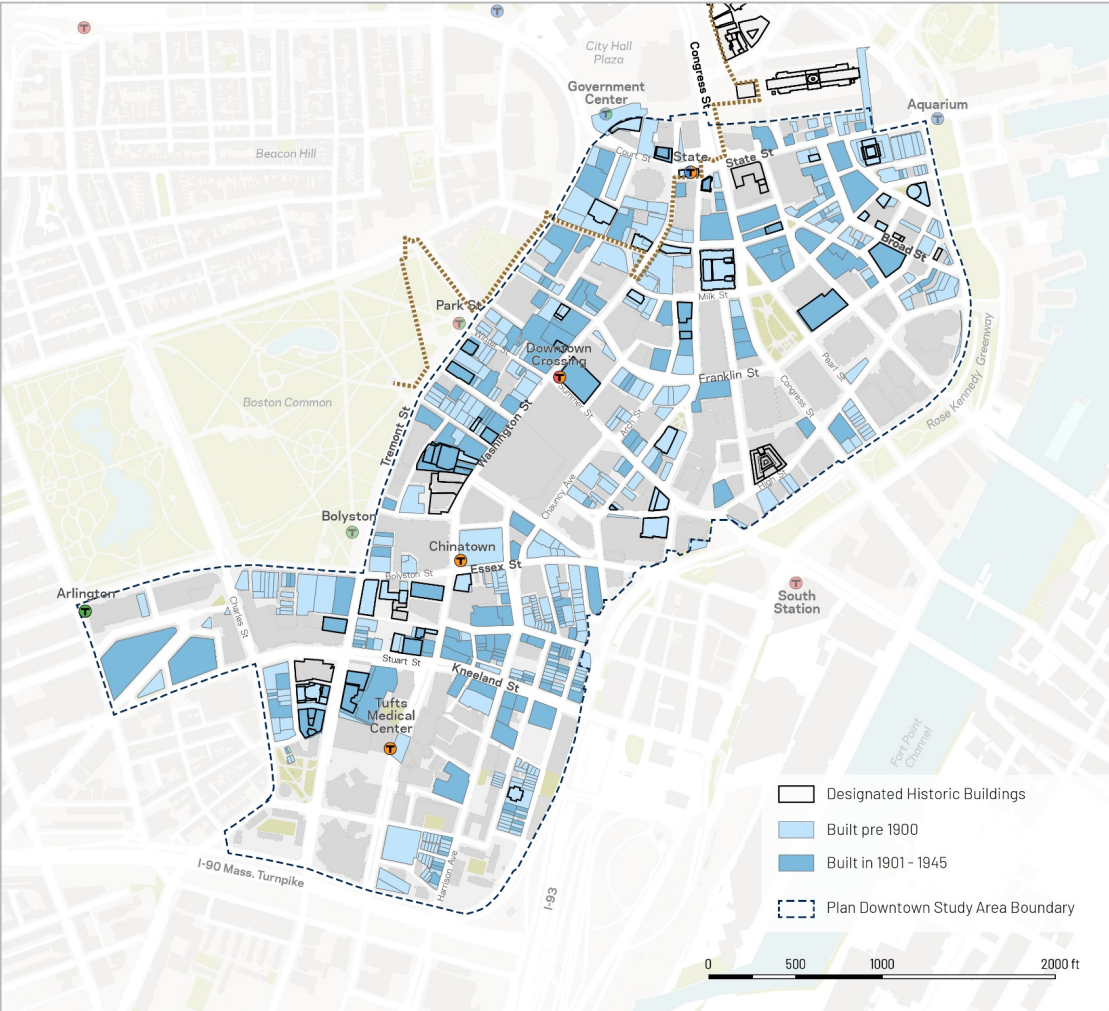


Macy's on Chauncy Street

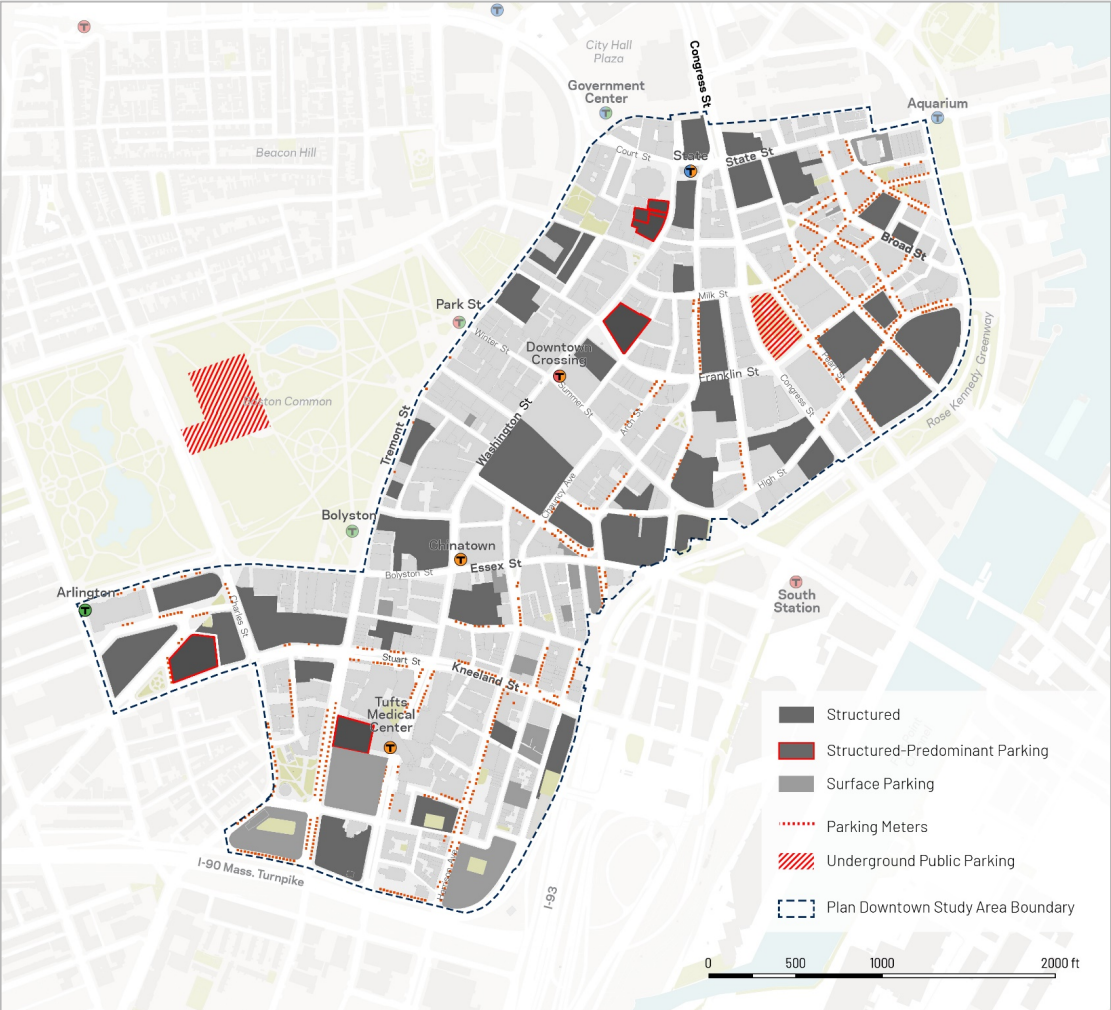


Washington Street near Bromfield Street

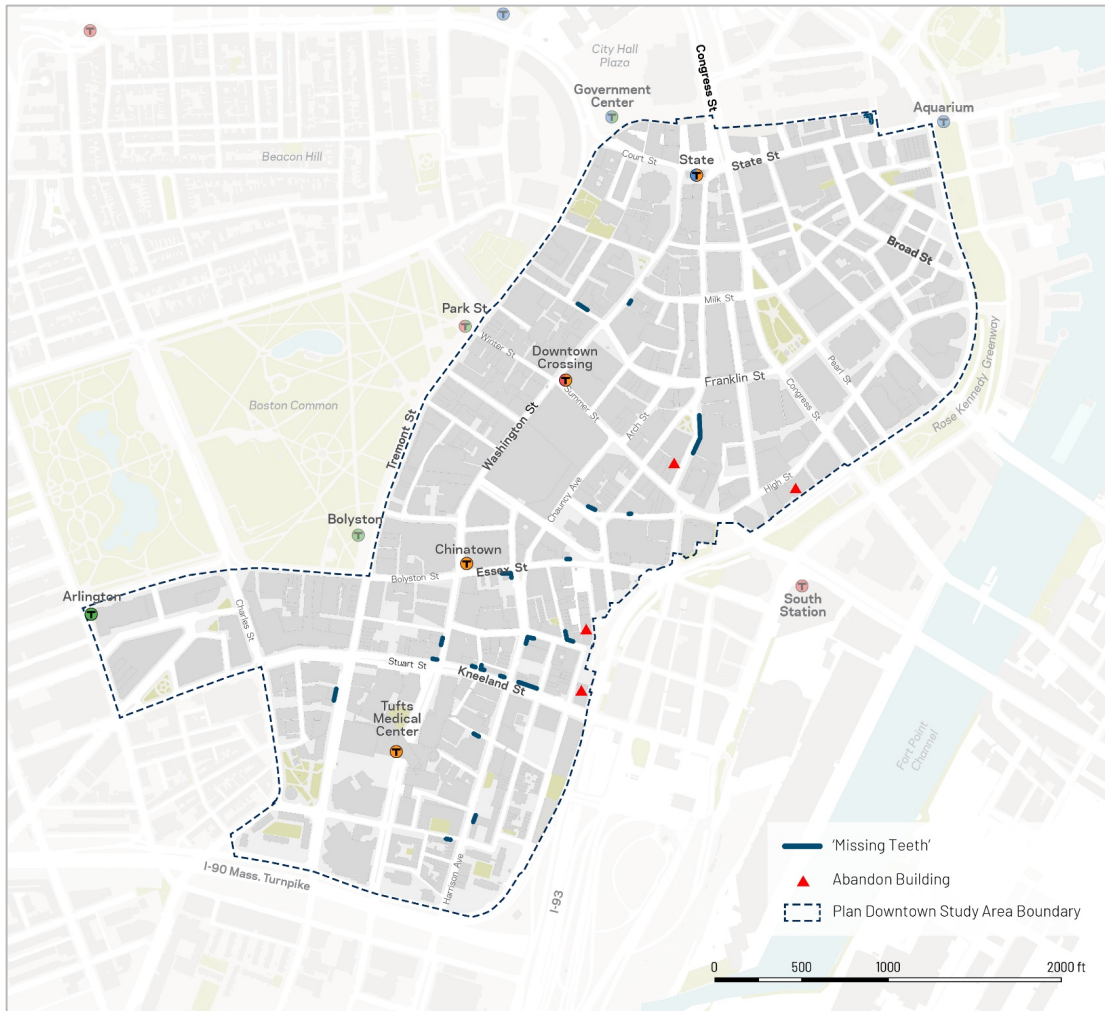
Older Properties without Historic Designation



Parking Garages and Surface Parking



Missing Teeth & Abandoned Buildings



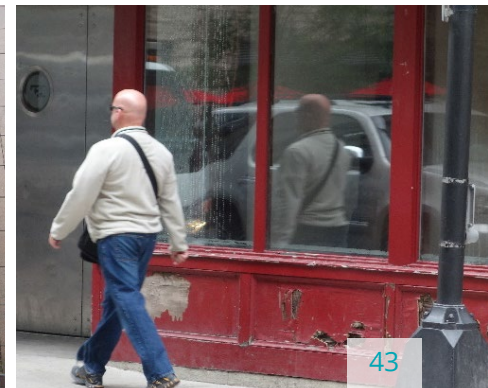
Bedford and Kingston Streets



Harrison Avenue and Beach Street



Surface Road Near Dewey Sq.



Washington Street Near Avenue de Lafayette

07.

Discussion & Public Comments



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Discussion Questions

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- What sort of growth should occur in terms of uses? How should we organize this growth (districts ,corridors, etc.)?
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Discussion

