PLAN: Downtown
Study Area Boundary
# Goal 1

**Growth & Preservation**

Preserve cultural heritage and embrace distinctive histories to create a unique and cohesive Downtown.

<table>
<thead>
<tr>
<th>APPROACH</th>
<th>IMPACTS Potential impacts and metrics of success</th>
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<th>CHALLENGES Challenges that may arise with implementation</th>
<th>RANK Overall</th>
<th>DTX</th>
<th>FD</th>
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</tr>
</thead>
<tbody>
<tr>
<td>1.1 Protect public spaces that create distinctive identities in Downtown, highlighting the local, regional, and national significance of the district.</td>
<td>Have input from users — a responsive evolving.</td>
<td>State House Custom House Town Council</td>
<td>Managing large events in smaller spaces (e.g., reappropriating)</td>
<td>Overall: 5</td>
<td>5</td>
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<td></td>
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<td>Custom House Town Council</td>
<td>Managing spaces when they're used for a special event</td>
<td>DTX: 5</td>
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<td>Custom House Town Council</td>
<td>How to introduce people to other &quot;rooms&quot; in the Downtown</td>
<td>FD: 5</td>
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<tr>
<td>1.2 Promote arts and cultural activities that are reflective of Downtown and its Character Areas.</td>
<td>Summer/collect at new opportunities. More people to public gatherings, promote audience growth.</td>
<td>Preservation of identity?</td>
<td>Clandestine parties now for such activities — change of norm?</td>
<td>Overall: 5</td>
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<tr>
<td>1.3 Proactively identify and protect important architectural context and encourage the retention of significant historic building fabric.</td>
<td>New/better knowledge &amp; post</td>
<td>Over-development — applicable to all</td>
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<td>Overall: 5</td>
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**Character Areas:**
- DTX = Downtown Crossing
- FD = Financial District
- WD = Wharf District
- TD = Theater District
- CT = Chinatown

**Ranking:**
- H = High Priority
- M = Medium Priority
- L = Low Priority
## Goal 2

### Growth & Preservation

Promote dense, mixed-use development to support living, working, learning, and leisure activities in a 18 hour/day, 7 day/week district.

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<tr>
<td>2.1 Continue encouraging residential development in Downtown.</td>
<td>Will be the key for activity—a leads to support the other activities</td>
<td>Conversion of Chao Pho C office</td>
<td>Growth lag is growth will impact needs for right signals</td>
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<td>Ping of Downtown's personalities — need to clarify what these areas offer</td>
<td>Obsolescence-vacant spaces</td>
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<td>Support + Add to Competition</td>
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<td>Expense &amp; Construction</td>
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<td>Extremely low office vacancy</td>
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<td>Understanding needs (applicable to all)</td>
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<td>What is the target market?</td>
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<td>2.2 Provide civic infrastructure to support residential uses.</td>
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<td>Day Care</td>
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<td>Schools</td>
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<td>Training</td>
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<td>Coordination of private investment — needs to happen in conjunction w/ 2.1</td>
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<tr>
<td>2.3 Ensure Downtown remains a hub for cultural activities.</td>
<td>Tell a richer story</td>
<td>Protect existing assets — eg. theaters</td>
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<td>More venues</td>
<td>Synergy between OS + Old So High Space</td>
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<td>Museums? — Chinatown story has a space to be shared</td>
<td>Design to be responsive for specific areas (eg. Chinatown + older theater)</td>
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<td>Compulsory + Collective approach</td>
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<td>Should post for everyone</td>
<td>Expense of Land</td>
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Goal 3
Growth & Preservation

Encourage economic development that maintains Downtown as a diverse, equitable, regional job center.

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<tr>
<td><strong>3.1</strong> Provide technical, institutional, and financial support to local business and entrepreneurs.</td>
<td>Maintain diversity of tenants + ownership → increase it! Drives cultural diversity.</td>
<td>Access.</td>
<td>Cost of starting business</td>
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<tr>
<td><strong>3.2</strong> Support the continuity of small scale business operations.</td>
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<tr>
<td><strong>3.3</strong> Promote the creation of flexible commercial spaces that can adapt to the changing needs of businesses.</td>
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**PLAN:** Downtown
**Goal 4**  
**Growth & Preservation**

Promote the retention, growth, and diversity of active ground-floor uses, especially legacy and small businesses.

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</table>
| 4.1 Accommodate the widest possible range of active ground floor uses. | Low ground-floor vacancy  
              More small retail  
              Fewer banks  
              Open Workshops at Bennett St. Sch. | Examining models from across the country  
              *What makes a difference in activity?*  
              *What was new? Different?*  
              Chapter 91 - equivalent for ground floor | | | | | | |
| 4.2 Support businesses that promote activity Downtown, including those that operate beyond traditional business hours. | More pop-ups  
              More restaurants | Permanent Pop-up Space  
              Development - set-asides - space  
              Support Pop-ups | Difficulty in permitting space | | | | | | |

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**Goal 7**

**Mobility & Public Realm**

Encourage consistent, safe, healthy, and high-quality improvements to the public realm that welcome everyone year-round.

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</table>
| **7.1 Strengthen the public realm by providing legible and safe connections between major nodes and destinations.** | - safer  
- easier to navigate | - developers  
- the ATR | - ownership  
- streamlining  
- cross agency coordination | H |
| **7.2 Provide more opportunities for people to interact with art on a regular basis.** | - yes!  
- flexible  
- throughout downtown | - artists  
- public relations  
- management | - funding  
- permit process overruns | M (see above, out in others) |
| **7.3 Provide new opportunities for flexible programming in the public realm.** | - raise awareness  
- more people on the streets more times  
- good for local businesses  
- good for marketing | - BIDs  
- institutions (in kind)  
- local businesses  
- across city agencies | - logistics  
- traffic  
- public safety  
- depolyment of resources  
- across diverse populations  
- permit process overruns | H |
| **7.4 Continue to facilitate innovative public realm interventions through pilot and tactical projects.** |  |  |  | H |
| **7.5 Provide the infrastructure needed for people to use public spaces throughout the day and the year.** | - security - good/bad?  
- tunnel system improvements |  | - access to space  
- congestion  
- public safety | H |

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**PLAN: Downtown**
# Goal 5

**Growth & Preservation**

Enhance access to housing for Boston residents across all levels of affordability, stages of life, and backgrounds.

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<tr>
<td>5.1 Expand housing options for families in Downtown.</td>
<td>* Families in downtown have positive impacts: education, safety, affordability, business</td>
<td>Family First buildings + developers needed to specialize in family-friendly housing + include family amenities</td>
<td>Other parties need to change to cater to families: eg. access to schools (esp Public Schools)</td>
<td>H</td>
</tr>
<tr>
<td>5.2 Use publicly-owned land to provide workforce/affordable housing within mixed-use developments.</td>
<td>* Good principle: path of least resistance - opportunity for a developer</td>
<td>Residential developer</td>
<td>Limited forces available</td>
<td>M</td>
</tr>
<tr>
<td>5.3 Stabilize housing opportunities in vulnerable districts and for seniors.</td>
<td>* More permanent housing would be welcome - raised population</td>
<td>Developer</td>
<td>Ensure the public realm feels safe &amp; secure - challenges depend on income/savings level - displacement</td>
<td>L</td>
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<tr>
<td>5.4 Encourage private developers to provide below-market rate housing options within their projects.</td>
<td>* Commercial CTR site</td>
<td>Developer</td>
<td>Demonstrate that IPI is acceptable + developer need incentives to get more affordable</td>
<td>V</td>
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</tbody>
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Goal 6
Mobility & Public Realm

Improve connections through, within, and to Downtown, with a focus on active transportation, transit, and non-vehicular modes of transportation.

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<tbody>
<tr>
<td>6.1 Improve transit services through a systems-based approach to upgrading infrastructure.</td>
<td>- Reliability/safety&lt;br&gt;- Modernization&lt;br&gt;- Leadership</td>
<td>- MBTA</td>
<td>- Drivers from outside the City&lt;br&gt;- MBTA&lt;br&gt;- Do we have the density</td>
<td></td>
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<tr>
<td>6.2 Prioritize high-occupancy and non-motorized transportation modes on all streets.</td>
<td>-</td>
<td>- Employer TDM measures&lt;br&gt;- Blue Bikeshare&lt;br&gt;- New mobility tech (scooters)</td>
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<tr>
<td>6.3 Provide a high quality, safe street environment for pedestrians and cyclists.</td>
<td>- Bike facilities&lt;br&gt;- Bike lanes</td>
<td>- Commuting changes to streets&lt;br&gt;- BPD enforcement</td>
<td>- Bike lanes need protection&lt;br&gt;- Downtown</td>
<td>H</td>
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<tr>
<td>6.4 Encourage multimodal connections between the north and south sides of Downtown.</td>
<td></td>
<td>- Street crossings&lt;br&gt;- Sidewalk connectivity</td>
<td>- Tunnels&lt;br&gt;- Lack of direct routes through Downtown</td>
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<tr>
<td>6.5 Optimize circulation in Downtown without compromising wider area vehicular movement.</td>
<td></td>
<td>- Improve multimodal connections&lt;br&gt;- Congestion pricing</td>
<td>- Signals optimization</td>
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<tr>
<td>6.6 Rationalize logistics and pickup/dropoff activities to limit the negative impacts on commerce and movement through Downtown.</td>
<td>- TNCs&lt;br&gt;- Logistics companies</td>
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<td>- Enforcement</td>
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PLAN: Downtown
## Goal 8
### Climate & Resilience

Preserve historic building fabric and cultural institutions while advancing climate preparedness and resiliency measures.

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</table>
| **8.1** Encourage the retrofitting of historic assets to address urban heat island concerns. | - COST.  
- TEMPERATURE VARIATION | - RECOVERY  
- GRANTS  
- FINANCIAL LOANS (LOW INTEREST RATES)  
- INCREASED ENERGY EFFICIENCY | - POOR BUILDING CONDITIONS OF MANY URBAN BUILDINGS  
- OLDER BUILDINGS HAVE UTILITIES IN BASEMENTS | ![Rank](Image) |
| **8.2** Encourage the retrofitting of historic assets to address flooding concerns. | - RELOCATION? (WITHIN 500 FEET)  
- USE S | - VOLUNTEER  
- RELOCATION  
- USE GRANTS  
- FLOOD PROTECTION  
- "BARRIERS + SYSTEMS" | ![Rank](Image) |

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### Goal 9
**Climate & Resilience**

Ensure future development and public realm projects are resilient, and mitigate climate change impacts related to sea level rise, coastal storms, increased stormwater, and rising temperatures.

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<tr>
<td>9.1 Ensure new development incorporates heat resiliency measures at the building and district scales.</td>
<td>- HEAT REFLEXION (MATERIAL) &lt;br&gt; - BUILDING CODES, LAW, ...</td>
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<tr>
<td>9.2 Ensure new development incorporates flood mitigation measures at the building and district scales.</td>
<td>- DISTRICT, NEIGHBORHOOD STRATEGIES &lt;br&gt; - FUNDS OF URBAN AGE RELATED TO FLOOD-PROOFING &lt;br&gt; - % OF MITIGATION RESOURCES GO TO THESE PROTECTION-BY-CATEGORY &lt;br&gt; - CROSS SUPPORT</td>
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Goal 10
Climate & Resilience

Reduce the carbon impacts of new and existing buildings, transportation, and waste and consumption in Downtown.

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<tbody>
<tr>
<td>10.1</td>
<td>Advance the City's carbon-neutrality goals ahead of established schedules.</td>
<td>- High initial cost; future savings</td>
<td>- Envelope A</td>
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<td>- Tiny: Energy efficiency with profit &amp; value.</td>
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<td>- Currently benefits do not go to owners, but just (owners)</td>
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<td>- Pay for energy efficiency</td>
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<td>- Adaptive systems</td>
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