



# 150 Seaport Boulevard BCDC Project Summary Booklet

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*Submitted by Cronin Holdings LLC*

March 30, 2016

# 150 SEAPORT BOULEVARD PROJECT SUMMARY

**Project Proponent:** The Project is located on Seaport Boulevard in the South Boston Waterfront District.

**Project Proponent:** Cronin Holdings LLC  
250 Northern Avenue  
Boston, MA 02110

**Architect:** Elkus-Manfredi Architects

**Landscape Architect:** Carol R Johnson

**Expanded Project Notification  
Form Submission Date:** March 30, 2016



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## Project Location:

Located in the South Boston Waterfront District, the site is in a prominent area at the interchange of the Interstates 90 and 93. Until recently, it was one of the few developed waterfront sites in the area. Over the past 15 years the neighborhood has changed dramatically and the Project Site is now surrounded by new developments with a mix of uses including residential, office, hotel and retail. The proposed redevelopment of this Project Site will continue this transformation by expanding a now revitalized neighborhood and providing the link between the Fan Pier/Pier Four developments and the mixed use waterfront areas to the southeast, including The World Trade Center, The Fish Pier, and Liberty Wharf.

The proximity to public transit makes the area an ideal location for transit oriented development. The Project Site is a 15-minute walk to South Station, a transportation hub that provides access to the MBTA Red Line, Silver Line, and seven commuter rail branches. In addition, the MBTA Silver Line Courthouse and World Trade Center stations are located approximately a quarter-mile from the site. Several MBTA local and express bus routes operate near the proposed site as well. Routes 4, 448, 449, and 459 bus lines have stops on Seaport Boulevard adjacent to the Seaport Hotel, approximately 0.15 miles from the site. The Route 7 bus line runs along Summer Street, which is approximately a quarter-mile away from and runs parallel to Seaport Boulevard. In addition, through its unique location, water taxi, ferry and BHC shuttles are located adjacent to the Project Site which will round out the many transportation options for residents and visitors to the Project.

## Proposed Project:

The Project as shown in the table below, will be a signature 283,700 square feet, 250 feet tall, twenty-two story mixed use building that will include approximately 124 residential units and 10,700 square feet of restaurant space on the ground and second floors. Included with the new building is a three level below grade, garage containing approximately 179 parking spaces to serve both the residents and retail/restaurant on the Project Site. The residential units will vary in size including, studio, one bedroom, two bedroom and three bedroom units. Secured bike storage for the residences will be included within the building.

## Summary of Project Dimensions:

Project Element	Approximate Dimension
<b>Residential</b>	273,000 square feet <ul style="list-style-type: none"><li>▪ Approximately 124 residential units</li><li>▪ Library and Fitness Spa</li><li>▪ Supporting Functions</li></ul>
<b>Retail/ Restaurant</b>	10,700 square feet <ul style="list-style-type: none"><li>▪ Retail/Restaurant</li><li>▪ Supporting Functions</li></ul>
<b>Total Gross Floor Area*</b>	<b>283,700 square feet</b>
<b>Parking Vehicles</b>	179 spaces (below grade)
<b>Height*</b>	22 stories / 250 feet

### Zoning:

The Project site is located within the Fort Point Waterfront sub-district within the Harborpark Zoning District pursuant to Article 42E of the Boston Zoning Code and within the South Boston Inner Harbor sub-district of the South Boston Waterfront Interim Planning Overlay District. The Fort Point Waterfront is shown on Map 4A/4B of the City of Boston Zoning Maps. In addition, the Project site is within the Restricted Parking Overlay District. The Project site is located in an area in which Planned Development Area (PDA) designations are allowed.

The Project Proponent intends to seek approval for a Planned Development Area Development Plan for the proposed project, as currently allowed under Section 3-1A.a of the Code and as allowed under Section 27P-16 and Section 42E-15 of Article 42. Such zoning allows PDA's in order to: establish a more flexible zoning law and encourage large-scale private development, while ensuring high-quality design by providing planning and design controls; to provide a secure economic base for the downtown services, industrial and waterfront economy and to encourage development which knits together the surrounding neighborhoods.

The proposed Project building will have a height of 250 feet, a floor area ratio in excess of 4, and 37% open space. The dimensional requirements for the Project will be set forth in a development plan. The PDA and the development plan after public comment and review are subject to approval by the BRA Board, the Zoning Commission and the Mayor. Upon the approval and the establishment of the PDA, the Project will be governed by the development plan.

### Urban Design:

After decades of underdevelopment, South Boston's Seaport District is now being recognized as the next great neighborhood in the city of Boston. The Seaport has been transformed from an area dominated by surface parking lots and warehouses to the site of numerous recently completed development projects along with several others currently underway. The parking lots and warehouses have been replaced by new office buildings, condominiums, retail stores, and restaurants creating a vibrant and exciting new urban fabric. At this time very few undeveloped or unimproved areas exist in the district. One of the remaining sites is 150 Seaport Boulevard.

Currently, the site of 150 Seaport Boulevard is home to two, one and two-story, restaurant and entertainment venues; the Atlantic Beer Garden and the Whiskey Priest. These restaurants and bars are functional. However, they exist within outdated structures that are inconsistent with the neighborhood's

changing context. As new development in the Seaport has blossomed, the existing use and structures have become increasingly incongruous.

The project site is an important gateway location to the district and the city. Highly visible from both the Harbor and the exit ramp from Interstate 90 makes it an ideal location for not just a building, but an iconic building. Numerous passenger vessels dock at the adjacent Commonwealth Pier, making the location one of the first major properties that passengers see upon arrival to Boston. Similarly, the site is at the east coast terminus of the transcontinental Highway 90, making the building one of the first buildings that visitors and Bostonians will see upon their entry to the city. From downtown, after passing over the Moakley Bridge into the Seaport district, the building will anchor the corridor of development running from the Channel down Seaport Boulevard.

The residential and restaurant programming is an ideal combination of uses that will dramatically improve the site's character, refine the overall pedestrian experience, and support the desired sustainable design goals. The proposed Project will be located in an urban setting where the existing infrastructure is readily accessible and easily adapted for new construction. The height of the proposed residential building will be comparable to the surrounding buildings. The slender shape and form will provide a much needed contrast to squat, box-like buildings currently lining Seaport Boulevard. The building edges have been carefully designed to open up the vista and draw the viewer's eyes to the Boston Harbor. Ultimately, this new slender, elegant structure will be a dynamic and beautiful addition to the Boston skyline.

The benefits to the public realm will not be limited to the new project site. They will extend beyond its borders to enrich and strengthen the neighborhood. Improvements to surrounding sidewalks, seating areas, and public spaces are equally important to the success of the proposed development. The Project will enhance public access to the waterfront by providing the missing connection of the Boston Harborwalk between Pier 4 and The World Trade Center encouraging the community to experience the water as well as the land.

### **Height, Massing, Character and Materials:**

One of the BRA's planning objectives for the Seaport District was to maintain and enhance the connection to the harbor and encourage people to experience the water as well as the land. It is this very principle that has driven the massing, design, and character of 150 Seaport Boulevard and it is the main principle behind the project's urban design goals.

A major component of the City's waterfront revitalization program was the creation of a Harborwalk. The Harborwalk re-establishes the shoreline from Dorchester to East Boston, by creating a continuous public walkway along the water's edge. The site currently does not have a Harborwalk, nor does it have any open space for public use along the water. 150 Seaport Boulevard has committed to creating not only a Harborwalk but generous amounts of open space for public enjoyment.

The ground level plan will occupy approximately half of that area, leaving the remainder of the site open. The Harborwalk will run along the edge of the building site on both the north and east sides. This new exterior space will be enhanced with the incorporation of new site furnishings such as custom seating, planters, shade structures, trash/recycling bins, bollards, railings, lighting and bike racks.

This public walkway will not only have a connection to the water, but will also follow the edge of two stories of restaurant and outdoor eating areas. The new restaurant will be primarily glass facades and will open up to the exterior; further activating the building edge and incorporating seating elements for both pedestrians and restaurant patrons.

The existing restaurant on the site currently utilize an expansive upper deck seating area and front patio, allowing patrons to dine outside during the warmer months of the year. Preserving and enhancing this idea, the new restaurant will have expanded outdoor seating on both levels that will wrap from the front of the building to the back, further enhancing the connection between inside and outside. These two levels of restaurant will maintain an urban scale that will promote and enhance connectivity to the pedestrian realm.

The remaining programmatic uses at the building's lower levels are a small residential lobby and residential services, a loading dock, two discreet parking elevators and mechanical space. These uses are tucked along the western side of the building away from the primary public open spaces.

Beyond programmatic uses, the building massing is both inspired and shaped by its connection with the water. The sail-like layered massing which slightly protrudes out over the sidewalk to the south has been stepped up, away from the sidewalk to maintain a comfortable walking condition beneath the building and to graciously emphasize the directionality of the building massing towards the Harbor. The main building massing move occurs along the northern and eastern sides of the site. At ground floor, the building peels away from the sidewalk edge, revealing the harbor beyond and giving approximately 1,800 square feet of additional open space along the waterfront to public use. To further emphasize the movement towards the water, the building gently curves away in a sweep of serrations. These serrated curves extend upwards to 250', and twist 90 degrees, creating a series of sweeping glass sails facing the harbor.

The project will align with the new urban fabric of the Seaport district in its basic parameters of height, scale and materiality. However, 150 Seaport Boulevard will distinguish itself among its neighbors as a distinct, signature gateway tower. The building is ideally located at the eastern terminus of Interstate 90, and at a key entry point into the harbor via passenger ships. The site is meant to be a landmark, and the design is suited to make it a memorable one.

### **The Public Realm:**

The Proponent seeks to make significant upgrades to Seaport Boulevard and its adjacent sidewalks within the PDA. Seaport Boulevard will be realigned to allow for a bike lane and an off-street valet zone. This will slightly reduce the width of the street and will in turn reduce the speed of traffic. Additionally, street improvements and re-alignment will reduce the overall width of the existing median; helping to minimize the existing barrier between the two sides of the boulevard, reduce crossing time and encouraging

The intent of the development recommends making improvements to the existing sidewalks. A generous and barrier free pedestrian zone will knit seamlessly into the two adjacent parcels facilitating flow along Seaport Boulevard while providing access to the Harborwalk. Enhancement of this pedestrian zone will be through the introduction of new street trees, paving, bollards, bike racks, trash receptacles, and lighting. Entrances to the residences, restaurant and Harborwalk have been carefully designed to make the spaces feel unified and integrated. This continuous outdoor space is energized by display windows, canopies, signage and outdoor seating.

The design also includes a new Harborwalk on the north and east side of the property. The waterfront edge will feature new stainless steel and wood guardrails and custom lighted pylons to enliven the experience and create a sense of destination.

Access to the Harborwalk from the southeast is accented by a sculptural water feature, overhead string lights, and two-story dining which continues around the waterside edge. Outdoor seating and plantings also add to the experience. Access to the boardwalk from the west is activated by the introduction of a textural feature wall which will display art installations from the Society of Arts and Crafts. Further enhancements of this area will be achieved with plant materials and lighting.

Overall pedestrian experience of this project will create a distinct and memorable experience that residents and visitors alike can name, identify with and return to.

### **Project Benefits:**

The project will transform an underutilized gateway parcel, previously omitted in the Seaport District planning process, into a lively mixed use, architecturally significant residential and commercial building. In addition to providing much needed housing and other direct and indirect economic benefits, the project will contribute significantly to the vitality of the neighborhood with public realm improvements that will provide a safe pedestrian friendly environment. Specific Public Benefits include:

- **Providing a Mixed-Use Environment**  
 Creating residential and civic uses increases the variety of activity for a greater number of hours during the day and into the evening. Upon successful completion, the new development enhances the overall safety and comfort of the public.
- **Improving Pedestrian Environment**  
 Completing and enhancing the streetscape along Seaport Boulevard, improving and expanding sidewalks, increasing façade transparency and providing ground floor retail and restaurant space refines this block’s link to its surroundings.
- **Completing the Boston Harborwalk**  
 Providing direct access to the waterfront by connecting the City of Boston’s pedestrian waterfront walkway between Pier 4 and The World Trade Center and allow for an uninterrupted Harborwalk along this entire stretch of the waterfront.
- **Creating a Distinctive Architectural Design**  
 Creating a dynamic addition to Boston’s urban fabric, the building will become an important visual landmark along the waterfront and a reflection of Boston’s creative image and high quality standards.
- **Advancing Sustainable Design and Climate Change Preparedness**  
 Achieving all targets for environmental and sustainable design with the anticipated goal of attaining a silver rating through the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) system. The Project will include multiple approaches to providing resiliency against future flooding, rising sea levels and changes in energy delivery.
- **Promoting Boston’s Affordable Housing Objectives**  
 Developing much need affordable housing and complying with the Mayor’s Inclusionary Development Policy for construction of residential property within the City of Boston.
- **Increasing Employment Opportunities**  
 Providing the greater Boston community with approximately 400 construction jobs and 200 permanent jobs that are anticipated through completion of this project.
- **Enhancing Property Tax Revenue**  
 Increasing revenue for the City of Boston with approximately three million in new annual property tax receipts that will be generated through completion of this project.
- **Promoting Transit-Oriented Development**  
 Maximizing residential development in an area with new and expanded transit access minimizes automobile use and the potential impacts on surrounding roadways. Several transit stations, bus lines and harbor transit boats exist within the vicinity of the proposed development.
- **Advancing Smart Growth Principles**  
 Focusing density into areas supported by existing infrastructure promotes and reinforces community vitality in addition to reinforcing development and continuing the momentum of expanding the Seaport neighborhood.

# Inspiration

FEBRUARY 3, 2016



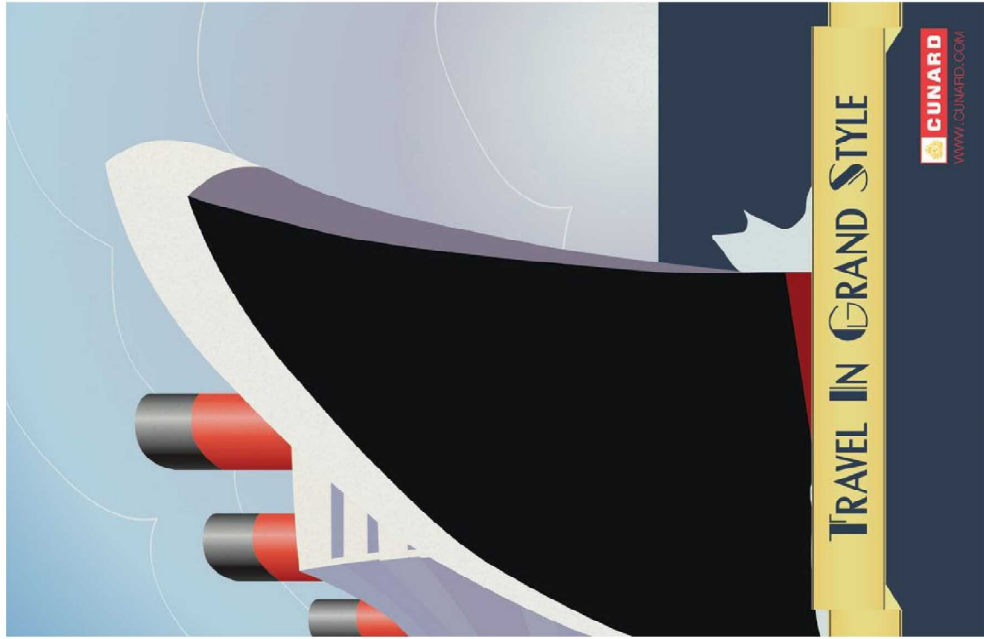
INSPIRATION  
ELKUS MANFRED / ARCHITECTS



150 SEAPORT BOULEVARD  
Boston, Massachusetts

Inspiration

FEBRUARY 3, 2015



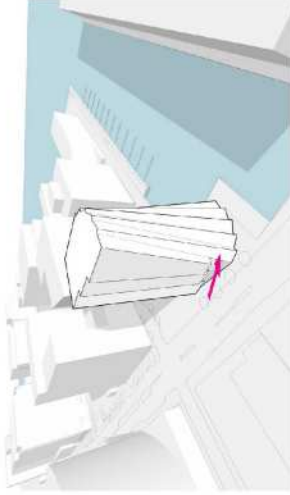
150 SEAPORT BOULEVARD  
Boston, Massachusetts

THE CRONIN GROUP

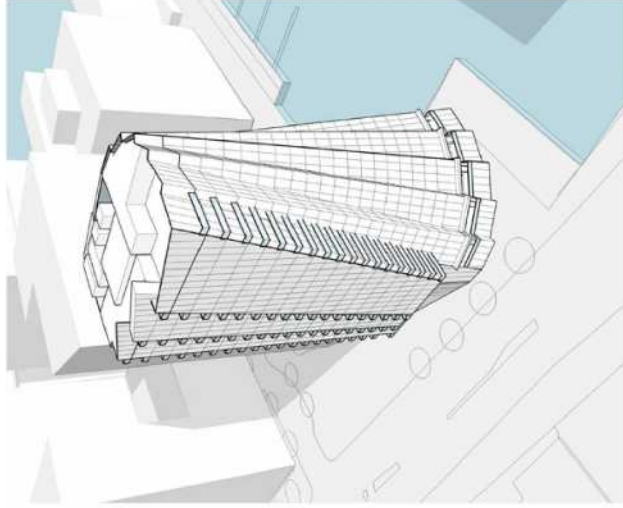
INSPIRATION  
ELKUS MANFREDI ARCHITECTS



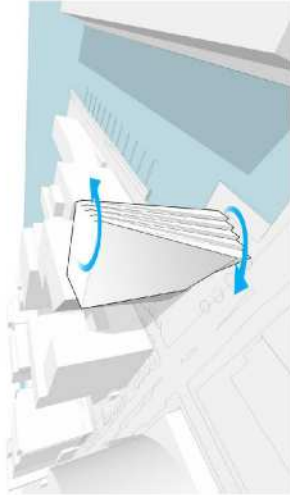
# Massing Development



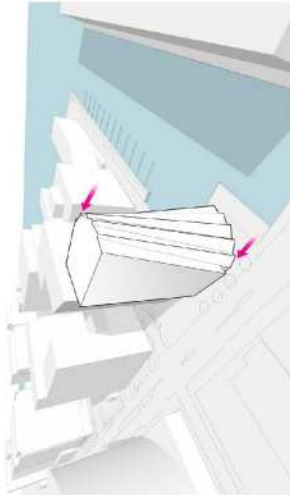
URBAN REALM EXPANSION



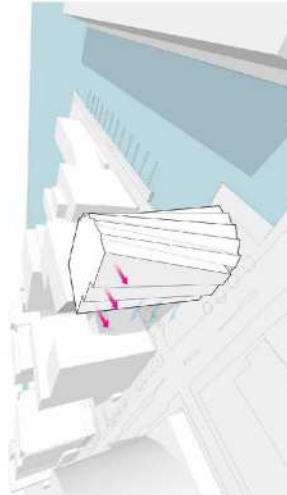
FINAL BUILDING FORM  
**MASSING DEVELOPMENT**  
ELKUS MANFREDI ARCHITECTS



DYNAMIC MODELING



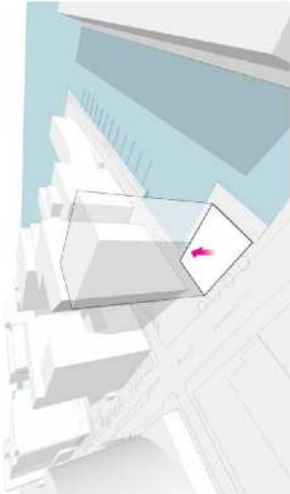
OPEN SPACE AND VIEW CREATION



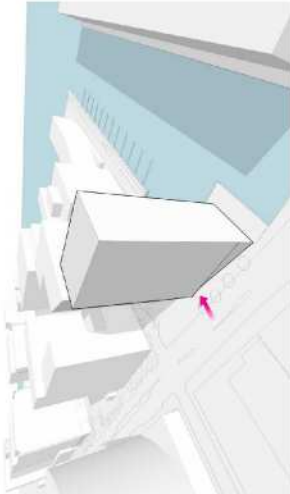
TERRACE EXPANSION



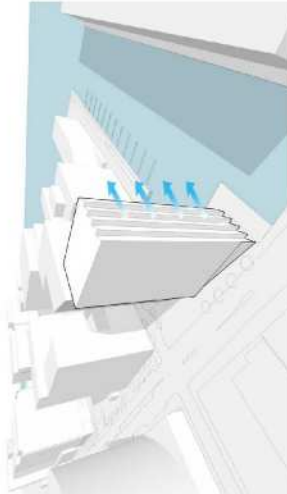
THE CRONIN GROUP



SITE FOOTPRINT & BUILDING ENVELOPE



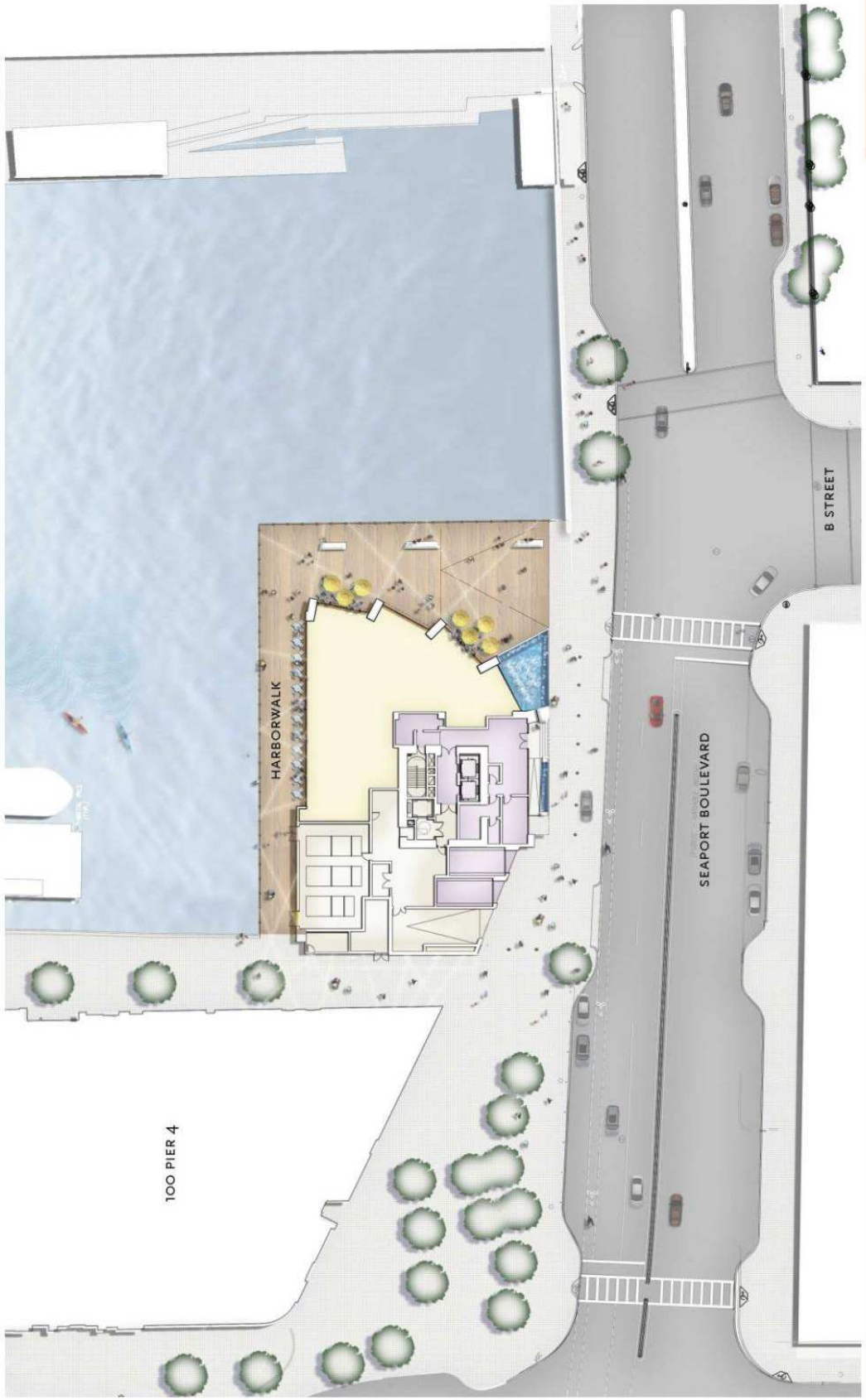
UTILITY EASEMENT



VIEW OPTIMIZATION

**150 SEAPORT BOULEVARD**  
*Boston, Massachusetts*

Site Plan



View from B Street



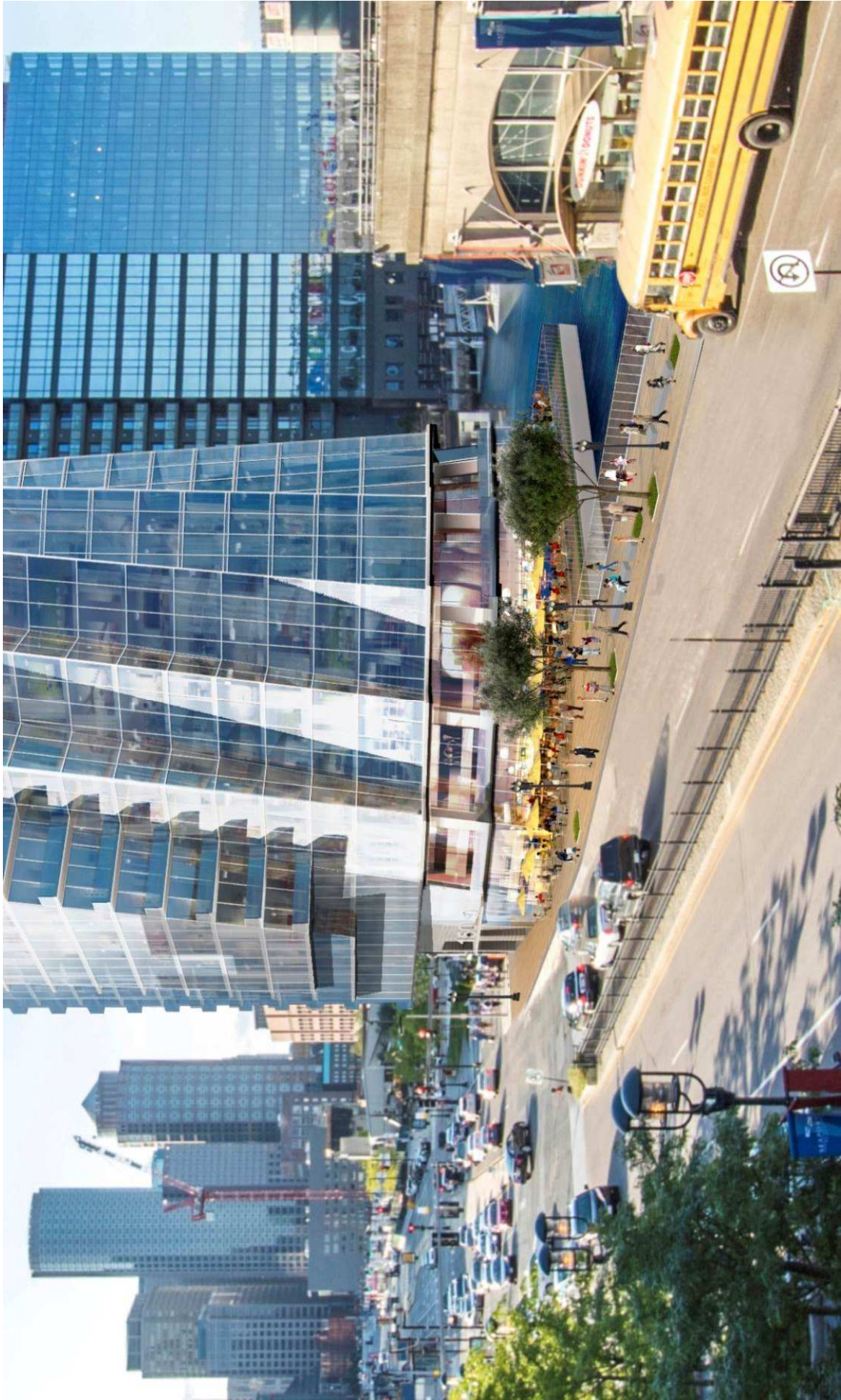
View looking towards Seaport Boulevard



View looking toward Northern Avenue



View from Seaport Boulevard



View of the Harborwalk



**Context Photographs – View looking towards Northern Avenue**



150 SEAPORT BOULEVARD  
Boston, MA

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Context Photographs – View looking toward Downtown



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Boston, MA

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150 SEAPORT BOULEVARD  
Boston, MA

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# Landscape Plan

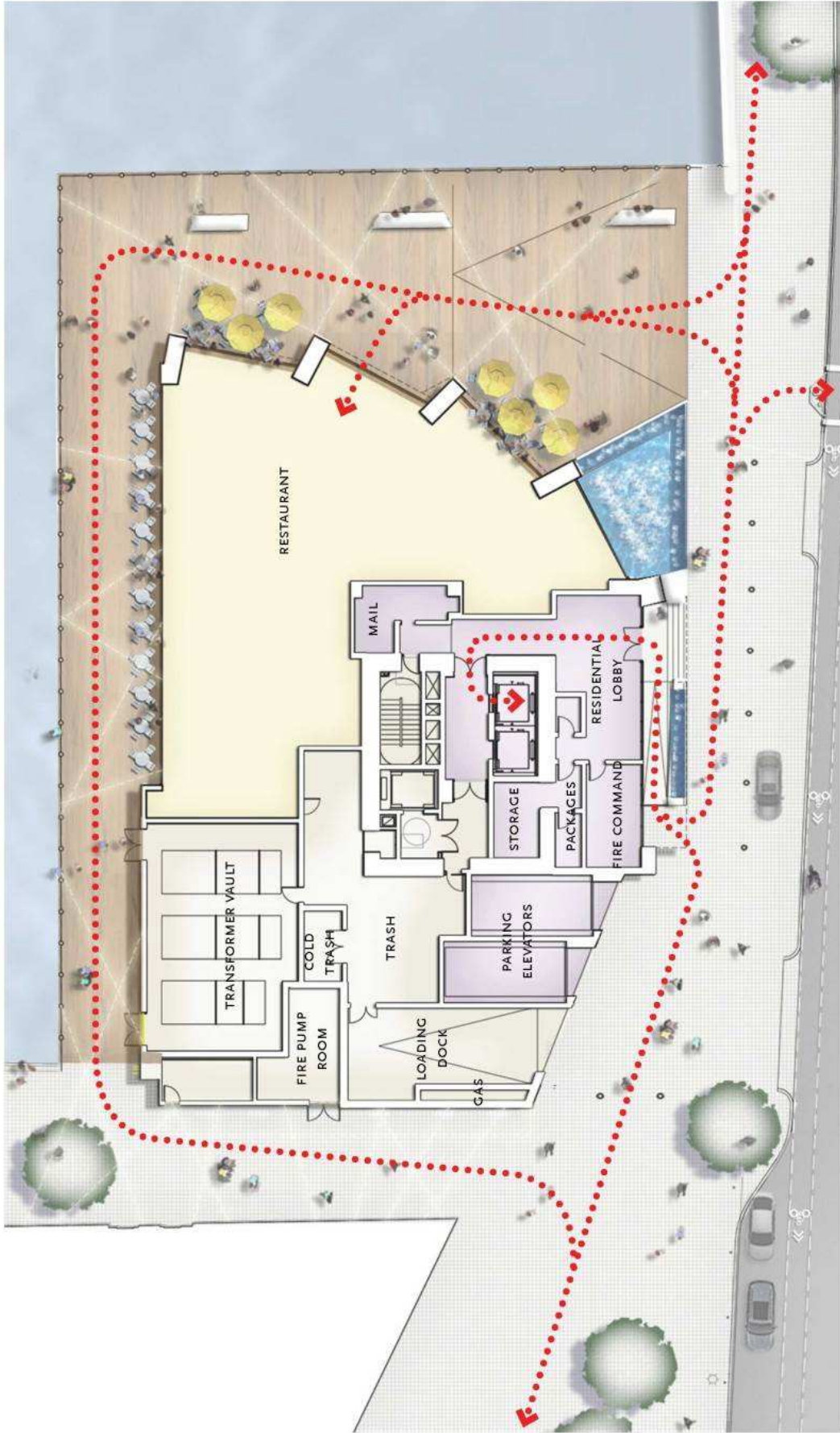


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LANDSCAPE PLAN

150 SEAPORT BOULEVARD  
Boston, MA

# Site Accessible Routes

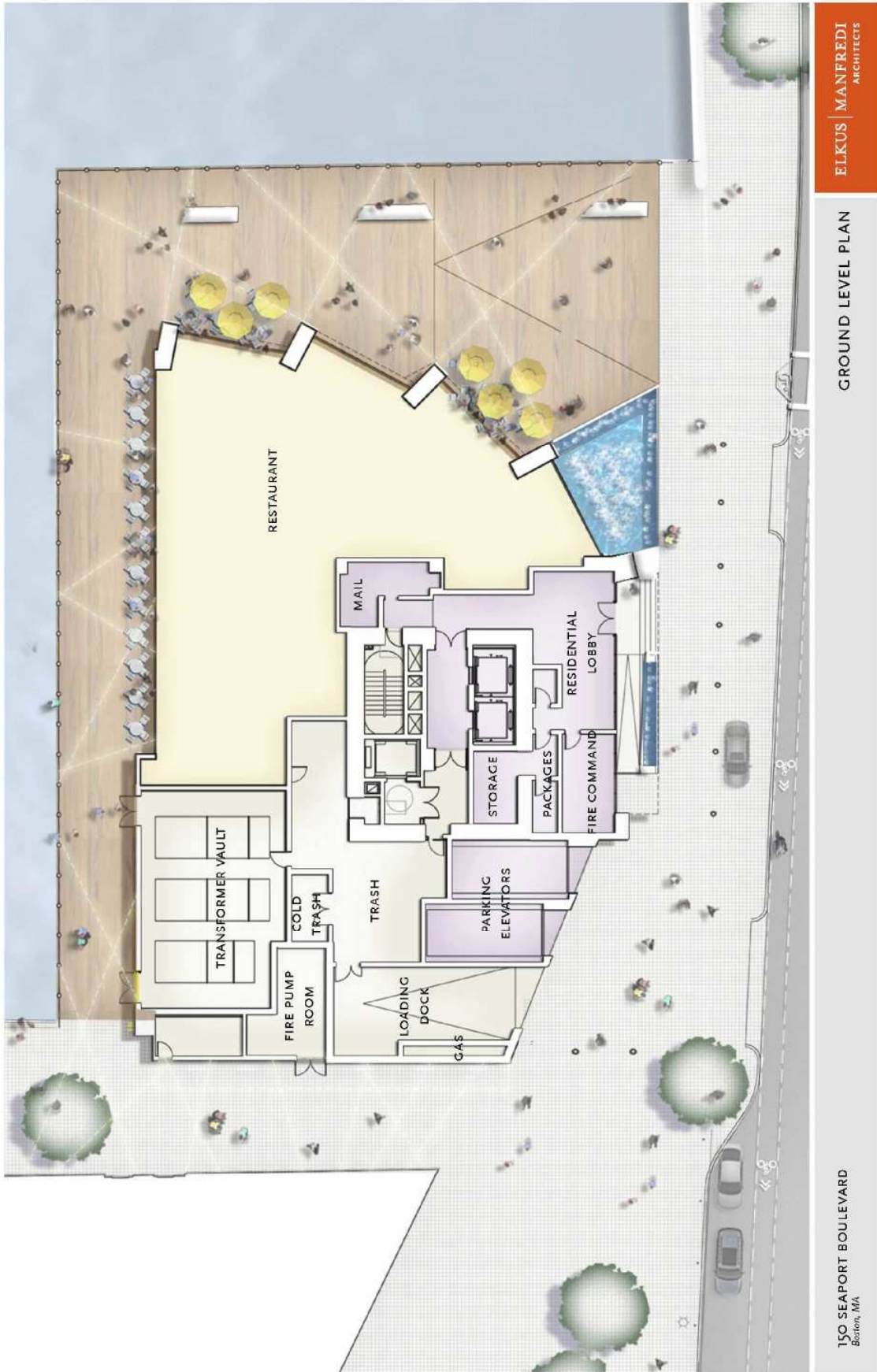


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ACCESSIBLE ROUTES THROUGH THE SITE

150 SEAPORT BOULEVARD  
Boston, MA

# Ground Floor Plan



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GROUND LEVEL PLAN

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