

# BLACKSTONE MARKET

A New Destination in Boston's Market District

A Proposal for Parcel 9 Component I / Addendum 3

From **Blackstone Market LLC**

A joint venture between Cresset Group and  
DeNormandie Companies

Submitted to MassDOT, March 15, 2013



# COMPLETING THE MARKET DISTRICT

Blackstone Market has been thoughtfully conceived as a critical piece in Boston's emerging Market District.

*Finalists should describe how their proposed development and use plan for Parcel 9 reflects and reinforces the development of the Market District as a whole, with particular attention to the goals and priorities for that emerging district as set forth in the 2009 Boston Market District Feasibility Study commissioned by the BRA.*

Together with the historic Haymarket, the pushcart vendors, the food purveyors on Blackstone Street, the Public Market in Parcel 7, and the nearby small-scale food shops of the North End, Blackstone Market will draw nearby residents, office workers, and foodies. This new market building on Parcel 9 will contain a ground-level market that complements the Haymarket and the Public Market in goods and pricepoint, destination and casual restaurants, a community/function room, green roof, and 70 rental residential rental units. These programs have been carefully calibrated to complement existing and planned market activities. The goal is to make the Market District—in all of its components—a one-stop food shopping choice.

**Market** The ground-level market shall be a full-service market that sells goods at a competitive mid-pricepoint, between the Haymarket and the Public Market. The market also has continuous glass doors that open out to Blackstone Street, Hanover Street, and Surface Road in pleasant weather.

**New Restaurants** The new development will include up to three restaurants on the second floor, spanning the range



from casual dining to a destination restaurant. Each of the restaurants will feature fresh and locally grown ingredients acquired from the Market District. The ground-level entrances to the restaurants, located at the three corners of the pie-slice-shaped building will enliven the streetscape and complement the market seating area and the hustle and bustle of people visiting the Market District.

**Community/Function Room** Blackstone Market will feature a community/function room on the third level, above the market. This space can serve as a meeting place for the Market District and surrounding communities. Beyond the room, on the market roof, there is a green roof, which will be a community amenity and make the building a model passive green building.

**Apartments** Overlooking the Greenway will be seventy rental apartments. The residences will occupy the upper levels of the southernmost end of the site, away from the energy and excitement of the Haymarket. The apartment building has been modeled on early 20th-century pre-war apartment buildings, such as those at the end of Charles Street. The scale and proportions of the building are also reminiscent of the Bostonian Hotel and the historic buildings within the Downtown South Cove district on the other side of Quincy Market. The apartments will be a mix of studios, one-bedrooms, and two-bedroom units that have been sized and designed for people who want to live in an active urban environment with walkable amenities—including the Market District—nearby.

**Blackstone Market Design** This mix of functions has resulted in an articulated building form that nestles into the variegated cityscape of the surrounding blocks, negotiating between the height and mass of the Bostonian Hotel and

the smaller and lower buildings of the Blackstone Block, which, together, comprise one of the unique pieces of urban fabric in Boston. Blackstone Market will be contemporary in expression while looking to the surrounding historic fabric for its scale, texture, materials, and articulation.

The Blackstone Market has been conceived as a key piece of a larger Market District redevelopment—all catalyzed by the City of Boston's vision for the Market District and the new life downtown since MassDOT's completion of the Central Artery/Tunnel Project and the Greenway. Simultaneous with the redevelopment of Parcel 9—and whether or not this team is designated—the DeNormandie Companies will work with the City of Boston and other property owners and stakeholders to develop a flexible long-term plan for the balance of the Blackstone Block, which will complement the uses proposed for Parcels 7 and 9, the Haymarket, the Bostonian Hotel, the Union Oyster House, and the other restaurant and entertainment venues that define the neighborhood. In addition, if designated, the development team will contribute financially to infrastructure improvements along Blackstone Street (see pages 16-17 for more details).

Blackstone Market, as a physical place and in its diverse programming, will serve as an important anchor for the Market District and will help define a powerful, inviting pedestrian link between Quincy Market and the North End, between Beacon Hill and the Greenway. Blackstone Market, and the Market District that defines it, will draw a diverse local demographic from the surrounding communities to grow and support a thriving Market District in Boston.



## THE NEW MARKET DISTRICT EXPERIENCE

Blackstone Market will strengthen the Market District through its open ground-floor with market hall, seating areas, multiple sales points, public restrooms, and pass-throughs to Blackstone Street.

### The Market District Ground Level Experience

- Market
- Restaurant
- Retail
- Residential
- Hotel

*An improved and expanded market district in the area of Boston's historic downtown marketplace has the potential to be not only a successful enterprise but an iconic place within the city. Full-fledged market districts are the most highly evolved form of public markets. They function as synergistic economic zones in which open air markets, specialty food stores, and market halls reinforce each other's customer base and their economic dynamism attracts related businesses.*

—Project for Public Spaces, Market District Study, 2009

The unique composition of the the Blackstone Market development team allows for the opportunity to accelerate the development of the Blackstone Block. The footprints contained within the dashed outline work with the Parcel 9 development to form initial proposals for future development of historic Blackstone block (see page 15 for details).

The ground-floor of Blackstone Market will complement the openness of the Haymarket push-cart vendors, the Public Market in Parcel 7, and the many shops and restaurants of the Blackstone Block, the North End, and Quincy Market.

The ① “nose” of Blackstone Market along Hanover Street will serve as a welcoming beacon to passers-by. ② “Pass-throughs” on the ground level connect Blackstone Street (and its Haymarket vendors and food purveyors) to the Surface Road and the Greenway. The apartments have a Greenway address along Surface Road, and ③ the residential lobby extends the active sidewalk edge north along the Greenway. The ④ open market hall and the entrances to the restaurants have been carefully placed to take advantage of connections through the Blackstone Block as well as key moments of visibility from surrounding attractions.

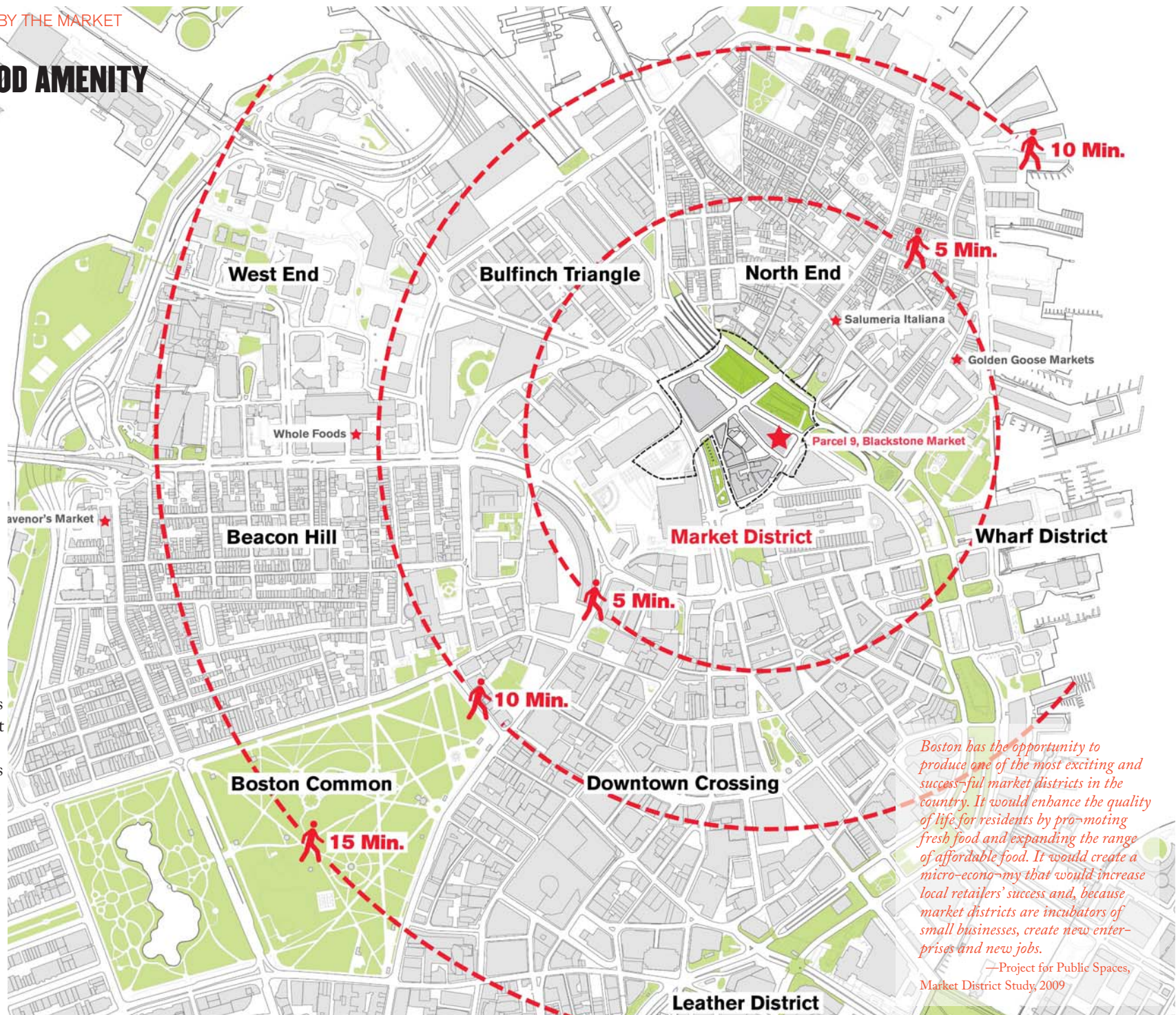
The development team is committed to improving the Market District as a whole—and Blackstone Street, in particular, as an urban space.



## A NEIGHBORHOOD AMENITY

Blackstone Market is designed to serve as the “missing link” in the Market District through its market program and will strengthen both the Market District and the communities it serves.

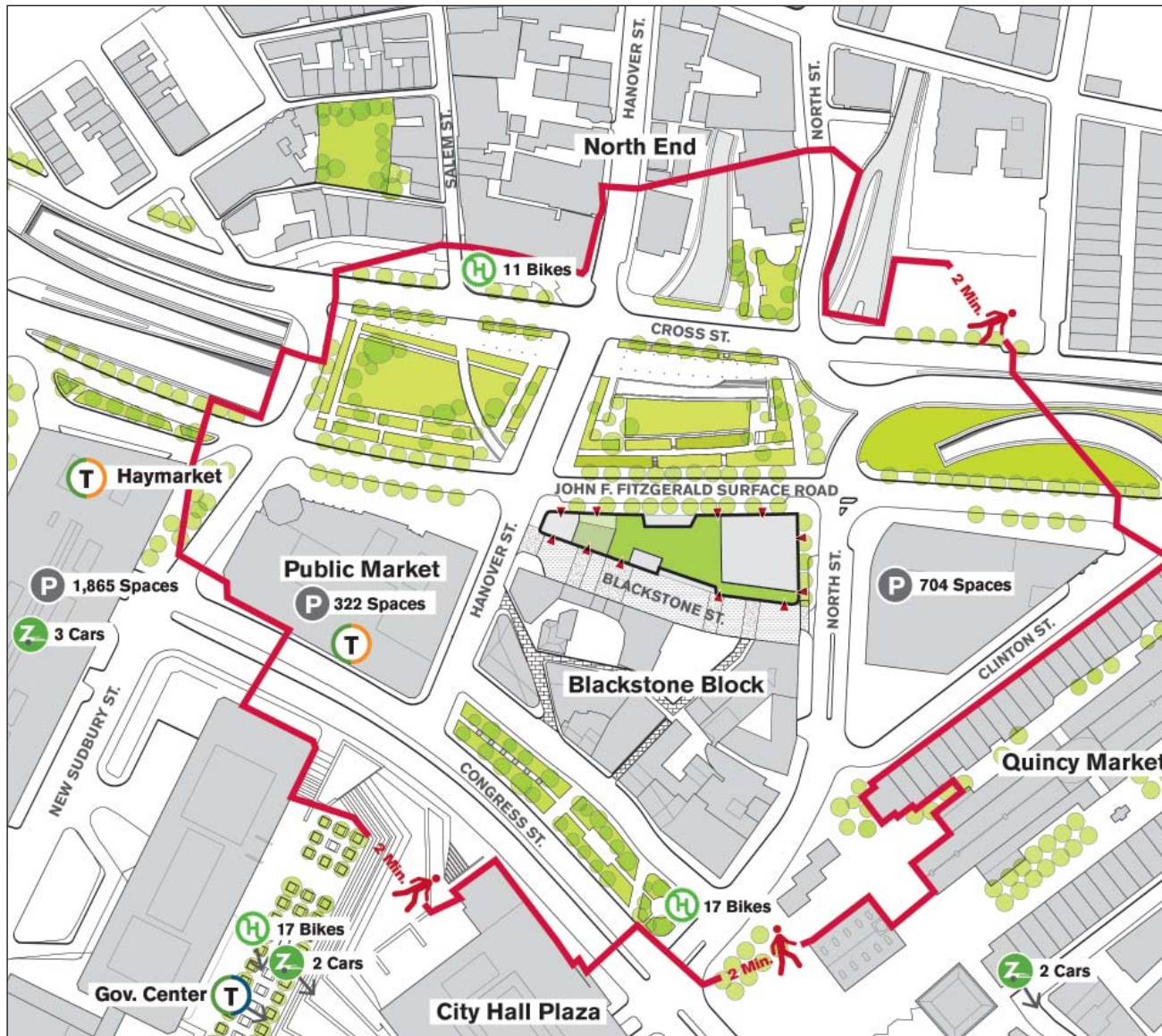
Residents from the North End to the West End to Beacon Hill and the Leather District will be served by Blackstone Market, the new Public Market, and the Haymarket. Together, these markets create a “one-stop” shopping destination and will meet the needs of residents and workers alike. Blackstone Market will serve many surrounding neighborhoods by providing a place to shop for goods that cannot currently be found without a trip in the car. The Whole Foods on Cambridge Street near MGH is currently the only major provider of basic dry goods.



*Boston has the opportunity to produce one of the most exciting and successful market districts in the country. It would enhance the quality of life for residents by promoting fresh food and expanding the range of affordable food. It would create a micro-economy that would increase local retailers' success and, because market districts are incubators of small businesses, create new enterprises and new jobs.*

—Project for Public Spaces, Market District Study, 2009





*"A curiosity to be found at 9 Marshall Street in the Blackstone Block is a Millstone, known today as the Boston Stone. . . . It was adopted as the zero mile-stone of Boston and is the point from which all distances are measured."*

—Miguel Gomez-Ibanez, "Preserving Three Hundred and Fifty Years of Change in the Blackstone Block," *Old-time New England*, Summer/Fall, 1977

Blackstone Market is in easy walking distance of MBTA stations on the Green, Orange and Blue Lines, 45 Hubway bicycle stalls, 7 Zipcars, and 3 public parking garages with more than 2,891 spaces.

Visitors, shoppers, restaurant-goers, and the residents who will live here will benefit from some of the best transportation access in Boston and will also be a short walk or bicycle ride from a multitude of jobs, businesses, restaurants, and other daily amenities. Residents will also have the convenience of secure indoor bicycle parking, and discounted Zipcar memberships and transit passes to ensure a car-free lifestyle in Boston. With so many public garage spaces seconds away, the project will broker off-site arrangements to accommodate the residents desiring to own vehicles, rather than build more parking on this confined site. Such sharing of parking resources works for the on-site restaurants and market as well.

Given the expected range and intensity of uses at Blackstone Market—and the prominence of the site—a detailed curbside management plan is expected. Working with the City, Haymarket vendors, the Public Market, the Greenway Conservancy, and other stakeholders, the Blackstone Market will develop and assist in the management of a plan to accommodate visitors, shoppers, and restaurant-goers; loading and drop-off; emergency access; and even trash pick-up. Building and service entries, placement of trees, street furniture, vendor stalls, outdoor bicycle parking, and all sidewalk designs will be completed as part of a comprehensive management plan for the entirety of Blackstone Market's frontage.

*[The Parcel 9 market] would emphasize basic fresh foods—meats, fish and produce—in a simpler, utilitarian style, complementing the businesses of Haymarket vendors and Blackstone Block merchants*

—Project for Public Spaces, Market District Study, 2009





# PROGRAMMED TO SUPPORT THE MARKET DISTRICT

The relative size and character of each function of Blackstone Market has been carefully balanced, both in terms of development feasibility and as a choreographed urban experience.

Blackstone Market is comprised of four interrelated functions:

① a ground-level market, ② second-level restaurants (with distinctive ground-level entrances), ③ a community/function room, ④ a seven-story 70-unit rental apartment building, and ⑤ a flexible green roof. The uses will activate the Market District and generate foot traffic for the shops, restaurants, and market vendors at varying times of the day.

**② Restaurants** Above the market will be up to three second-story restaurants—with prominent lobby/entries located on the ground level at each of the building's three corners. The restaurants will represent a range of choices, from family-casual to foodie-destination; and each restaurant will feature ingredients from the Market District. Second-level terraces will overlook the Haymarket and the Greenway.

## ⑤ Flexible Green Roof

An elevated landscape in the Market District will initially contain self-sustaining vegetation such as sedum but may one day grow to become an active community amenity with productive beds of consumable produce.

## ③ Community/Function Space

A community room and function space is provided on the rooftop to take advantage of views and visually connect the interior to the surrounding urban fabric and Market District context.

**① Market** The majority of the ground floor is comprised of a market that will enable the surrounding communities to meet their basic shopping needs locally—product lines that will complement the HPA, the Blackstone Block purveyors, and the BPMA.

**④ Apartments** The residences sit on top of the market and restaurants at the intersection of North Street and Surface Road. The apartment building has been carefully set back from Blackstone Street and screened by trees and plantings, to buffer the residents from the hustle and bustle of the Haymarket and the restaurants below. The apartments will leverage the team's knowledge of soundproofing approaches—earned working on the South Boston Waterfront—and will have state-of-the-art windows specially designed for noisy urban environments.

The market residences have their primary entrance on the Greenway near North Street. At the corner, a welcoming restaurant lobby provides access to one of three second-floor restaurants. Each restaurant has a terrace providing views of the Boston's compelling cityscape. One terrace will look across the Greenway to the North End, while the another faces north along the Greenway to the Zakim Bridge and the third roof terraces looks out over the Blackstone Block. A rooftop greenhouse will be the showpiece of an urban agricultural program.

## Apartment Summary

No.	Unit Type	sq. ft.
7	Studio	525
42	One Bedroom	775
21	Two Bedroom	1,050
70	Total	

The rental residential building meets the Mayor's Inclusionary Housing policy, with 7 units of affordable housing (15% of the number of market-rate units) priced at 70% of the AMI evenly distributed throughout.



# BLACKSTONE MARKET OVERVIEW

*Provide a single, definitive, detailed description of all proposed uses for the first floor of Parcel 9, including without limitation, retail, restaurant, market, lobby, mechanical, circulation, storage, trash compaction, and delivery and building service, as well as a description of all market, retail, and restaurant uses on the second or other floors of the proposed building. Describe explicitly how the first- and second-floor uses and plan will interface with the operations of the Haymarket Pushcart Association (“HPA”).*

*The response should make clear the character of the space, the operational plan, and potential conflicts or synergies with the HPA or Public Market.*

*N.B.: The first floor uses and program submitted in response to this Addendum 3 will be deemed by MassDOT to be the only and definitive proposal.*

**Market** The proposed market for the majority of the ground floor shall be a full-service market that sells at a competitive mid-price point. This will allow residents and local workers to enjoy a complete shopping experience in the Market District. This market program will be in collaboration with both the Parcel 7 Public Market and the Haymarket Pushcart Association (“HPA”) and will not compete with the products that either of these key Market District groups will be offering. It is critical to create the right synergy amongst these primary operations in order to promote the Market District as a local “one stop” food shopping destination that can meet a wide variety of needs for the public and where the coordinated parts—Parcel 7, Parcel 9, and the HPA, and the Blackstone Block shops—not only reenergize the Market District but bring a sense of place and purpose to the area. Importantly, the Blackstone Market team has had a series of discussions with the Parcel 7 development team and the HPA, and we are in agreement that this approach will appropriately complement each operation’s efforts for the ultimate benefit of the Market District as a thriving urban amenity.

**The “nose”** The smaller retail space at the Hanover Street end of the ground floor is perfectly positioned to play multiple roles depending on the final disposition of

the market and the restaurant space on the second level. It could be activated as a stand-alone retail space—a coffee house as an outgrowth of one of many of the North End’s successful venues, a small indoor market that may house one or a few of the HPA vendors who may want a full-time presence in the Market District. It could also serve as the ground-floor entry to one of the restaurants on the second level or be an adjunct space to the market itself to highlight its offerings in a more significant way—the bakery section, for example. Because it is crucial that space like this have a great deal of flexibility to capture and complement the efforts of the larger context around it, the Blackstone Market team will be pursuing a carefully curated and vetted retail tenant.

**Residences** The residential lobby, facing the Greenway and immediately adjacent to one of the three restaurant entries, extends the active sidewalk edge north along the Greenway. The lobby is located on the corner and is designed with large-scale glass storefronts to provide views inside and to provide a light, airy, and warm reception to the apartment tenant or visitor. First-class materials—stone flooring, wood accent walls, and indirect lighting—will be highlighted on the interior. The lobby creates a Greenway address for the residents while it looks back to the North End, reinforcing the similarities between this project and the typical North End building with retail uses on the ground floor and residential uses on the upper floors. Like many of the well-loved North End mixed-use buildings, Blackstone Market takes cues from the surrounding historic fabric to add to the overall flavor of the neighborhood from both a use and architectural perspective. This fully symbiotic relationship with the adjacent program, vendors, buildings, streets and the Rose Kennedy Greenway will make Blackstone Market seem as if it always belonged there. Blackstone Market is an expression of the North End-style building spilling over the Greenway and anchoring the North End sensibility firmly in the new Market District.

**Mechanical Spaces** All mechanical spaces are internal to the building. On the ground floor, mechanical spaces are limited to the southeast side of the building adjacent to the loading for both the market and residential uses. Mechanical uses occur in two other areas: The roof level of the residential building houses the majority of the mechanical requirements for not only the residential but importantly

## Zoning Summary (Article 49 Central Artery Special District)

**Overall height in feet and floors (55’ Zoning Cap):** 104’ residential roof; 44’6” community room roof; 30’6” level 2 roof surface; 15’6” level 1 roof surface

**Average height in feet across the length of the façade on the John F. Fitzgerald Surface Road:** 55’ from mean grade

**Floor-Area Ratio** as defined by the City of Boston Zoning Code (zoned for FAR of 4): 4.28

While Blackstone Market conforms to the prescribed uses outlined in Article 49 (Central Artery Special District) of the City of Boston Zoning Code, the residential portion of the building at the eastern corner of the development along North Street exceeds the 55’ height limit and will require relief. The development will also require relief for an FAR that slightly exceeds (by .2) the stated limit of 4.

After extensive consideration and many massing tests aimed at both a sensitive treatment of the surrounding urban fabric and a density that results in a sustainable and successful development proposal to support the Market District, the Blackstone Market team believes that the variegated massing capped by 7 levels of rental units proposed within this document is optimal for the goals outlined herein. Furthermore, the team feels confident that the uses are truly the best and highest for the purpose of growing a sustainable Market District. The ground level market program fills a needed gap in terms of both price point and goods; the restaurants fill the District during non-peak market hours to increase evening activity and bring new local customers to the markets during the peak sales hours; creating 70 new residential units will similarly increase non-peak activity and serve to populate the Market District with local residents likely to regularly patronizing the District businesses (rather than tourists who are unlikely to buy consumable goods on a regular basis).

for the venting of the restaurant space to ensure that the exhaust will not affect building occupants or abutting buildings. While the goal is to keep the roof above the second floor as free of mechanical space as possible, a limited portion of the roof surface will address certain mechanical requirements of ground level market and restaurant spaces. All systems will be done in coordination with the requirements of Article 37 of the Boston Zoning Code and leases will require their build-outs to meet or exceed this level as well.

**Circulation / delivery** Circulation and delivery have been thoughtfully composed to ensure an active and vibrant streetscape along all of the building edges and to take into consideration the weekly use of Blackstone Street by the HPA. The ground-floor of Blackstone Market will complement the openness of the Haymarket pushcart vendors, the Public Market in Parcel 7, and the many shops and restaurants of the Blackstone Block, the North End, and Quincy



## Area Calculations

<b>Basement</b>	<b>2022</b> (gross)
dry storage	1674 (net)
circulation	310
<b>Ground Floor</b>	<b>26114</b> (gross)
general circ.	510 (net)
waste storage area	1475
<b>Market</b>	17050 (net)
circulation	792
market, bakery, seating area	16258
<b>Residential</b>	2344 (net)
lobby	1303
circulation	544
mechanical	497
<b>N. Restaurant</b>	1444 (net)
retail/seating area	1319
circulation	125
<b>S. Restaurant</b>	877 (net)
lobby	596
circulation	189
mech/storage	92
<b>East Restaurant</b>	818 (net)
lobby	577
circulation	153
mechanical	88
<b>Floor 2</b>	<b>25815</b> (gross)
excludes outdoor space	
<b>Residential</b>	603 (net)
circulation	603
<b>North Restaurant</b>	5802 (net)
dining, back of house, wc	5651
circulation	151
<b>South Restaurant</b>	7229 (net)
dining, back of house, wc	6942
circulation	287
<b>East Restaurant</b>	9859 (net)
dining, back of house, wc	9428
circulation	431

<b>Floor 3</b>	<b>24133</b> (gross)
includes exterior green roof & residential	
<b>Flexible Green Roof</b>	10059 (net)
green roof	9307
circulation	393
mechanical	359
<b>Residential gross</b>	10488 (gross)
residential net	9645 (net)
residential units	8236
residential circ.	1206
residential mech.	203
<b>Community/Function Room</b>	2437 (gross)
community net	2409 (net)
community circ.	250
community room	2159
<b>Floors 4-9</b>	10488 (gross) / each floor
<b>Residential gross</b>	10488 (gross)
residential net	9645 (net)
residential units	8236
residential circ.	1206
residential mech.	203

### Net Area Totals

Market:	17,050 sf
Community:	2,409 sf
Restaurant:	26,029 sf
Residential	76,363 sf

**Total GFA:** 125,995 sf

Market. “Pass-throughs” on the ground level connect Blackstone Street (and its Haymarket vendors and food purveyors) to the Surface Road and the Greenway. The open market hall and the three entrances to the restaurants have been carefully placed to take advantage of connections through the Blackstone Block as well as key moments of visibility from surrounding urban view corridors.

Both the retail areas have multiple entrances to ensure ready access from any of the surrounding communities and the “nose” of Blackstone Market along Hanover Street will serve as a welcoming beacon to passersby. The ground-level restaurant and community/function space entries provide full-scale, handicap accessible access to the upper levels and provide for up to three restaurant entries. Should the final program contain fewer restaurants any of these entry spaces can be readily folded into an adjacent use. The Blackstone Market team also leaves open the possibility of connecting one or more of the restaurants more integrally and overtly to the ground level Market District uses. If this pathway is pursued, entry points and clear sectional/visual connections internal to the ground level market will also be created. The restaurant entries are dispersed along the property to provide for a balanced approach to the upper level use while allowing each user their own “space” to appropriately create a high-quality experience for both the diner and nearby resident alike.

Located strategically at key urban corners, the open and engaging public entry points are carefully designed to activate the edges of the block and surrounding context but to remain clear of the active HPA market to mitigate any conflict with the HPA setup and activity Thursday through Saturday. As noted above, the location for the residential lobby allows it to address the North End while giving the apartment building its own identity and address along the Greenway.

The circulation internal to the trash room is of prime importance given its critical service to HPA, the Parcel 9 market, and the restaurants on the second floor. The trash/recycling center is centrally located along Blackstone Street in order to 1) readily service the HPA on their market days, 2) provide internal access for the ground-floor market for their day-to-day operations and 3) to provide both trash and delivery service for the restaurants on the second floor. All the restaurant kitchens (up to three) have direct access to the service freight elevator that is integral to the trash/

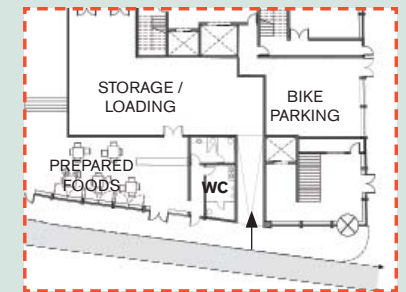
recycling center, providing efficient trash removal while keeping it out of the public eye. Furthermore, this area will serve as a limited loading area for the restaurants, which will allow for food service through this area using the shared freight elevator to distribute goods to the individual operators at the second level.

**Storage** There are two key storage areas within the block. The first is dedicated to the HPA for storage of their equipment consisting of approximately 2,000 square feet of dry tempered basement area below the trash/recycling center. This protected space is accessible by both large-scale stairs and the dedicated oversized freight elevator to ensure that HPA equipment and stall setups can be readily accommodated. Residential storage is located on the ground floor adjacent to the backside of the residential lobby. In an effort to support car-free life-styles, the residential storage area accommodates a dedicated room for bicycle storage for residents and a separate area for residential tenant move-ins to allow for furniture and personal belongings to be stored inside without encumbering the public way in any manner.

**Restaurants** While there are many restaurants in and around Parcel 9—predominately in the North End and a few in Faneuil Hall—there are not yet any new restaurant uses within the Market District that directly supports the market program to contribute positively to the community and the growth of the district as a whole. The planned restaurants in Blackstone Market will occupy first-class retail space and will feature maximum structural column spacing

### Provisions for Building Delivery or Other Services

The building delivery and recycling/refuse strategies for Blackstone Market were developed with Save-That-Stuff, Nelson\Nygaard, Cresset Management, and DeNormandie (managers of properties on the Blackstone Block). Guiding principles include: a) disaggregation of loading/servicing to two separate locations, b) balance of compactors and small bins to provide management flexibility, and c) interest in collaborating on shared district-wide approaches. The team has considered options for the loading dock location (plan below and to right), and will decide on the optimal solution in consultation with the City and State, the HPA, and stakeholders.



**Alternative loading dock plan**



allowing for optimum flexibility, state-of-the-art mechanical and ventilation systems, unparalleled light and air via full glass exterior walls coupled with dedicated exterior decks featuring distinct separate views for each restaurant highlighting the surrounding neighborhood context.

This space is very attractive to restaurant operators who have not had such an option in this area for years. Many of the groups with whom we have had preliminary discussions are excited to have the opportunity to have a freer hand in designing unique spaces while engaging in the emerging character of the Market District. They readily support the idea of purchasing from all of the market venues and we believe that the final restaurants will be one of a kind entities—most likely chef driven—that want to be more closely tied to the idea of building on the synergies of the Market District and to become local destinations for the surrounding residential communities.

*Residential condominiums prohibited. In furtherance of the Parcel 9 Development Guidelines in Section IV of the RFP, MassDOT will include in the Lease an explicit and outright prohibition on the creation of condominiums for individual residential units, now or in the future, regardless of the prior use of the space to be converted.*

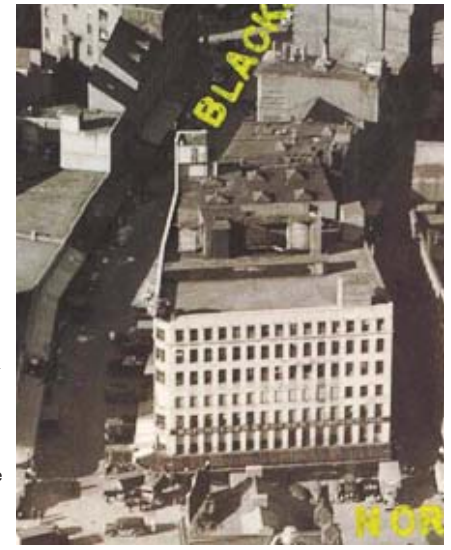
The Blackstone Market Team agrees to these Lease Terms.

*Non-disturbance covenant. In order to limit conflicts with the HPA, MassDOT will include in the Lease an explicit acknowledgement by the Lessee accepting the nature and hours of the HPA operations and a covenant not to interfere with those operations. MassDOT further will require the Lessee to include these same provisions in any assignment of its rights under the Lease, including any sale, transfer of interest; any commercial, residential, or other sublease, license, vendor agreement; or other permitted assignment of its lease rights.*

The Blackstone Market Team agrees to these Lease Terms.

*Agreements. Finalists must submit copies of all executed or proposed agreements with the HPA or any other group relating to the proposed development of Parcel 9. Attached in Component II.*

A historic view of Parcel 9 from North Street looking down Blackstone Street shows the Batchelder and Snyder Building occupying what is now Parcel 9. The residential component of the Blackstone Market design proposes a similar massing. Looking back to a time before the elevated highway, the Blackstone Market proposal stitches together the oldest block in the city with one of the newest additions (the Greenway) in a contemporary language that is appropriate for the historic context.



The residential component of Blackstone Market has been carefully designed to minimize any conflicts between the hustle-and-bustle of the Haymarket pushcarts and the rental apartments above. Solutions include: a) the consolidation of the residential program into a single "palazzo block" at the south-east corner of the site, b) the apartment block is set 18 feet back from the new two-story restaurant/retail edge along Blackstone Street, c) residential window assembly specifications to minimize noise transmission—modeled on Massport's Commonwealth Flats residential window guidelines, and d) carefully planned multiseason landscape buffer.

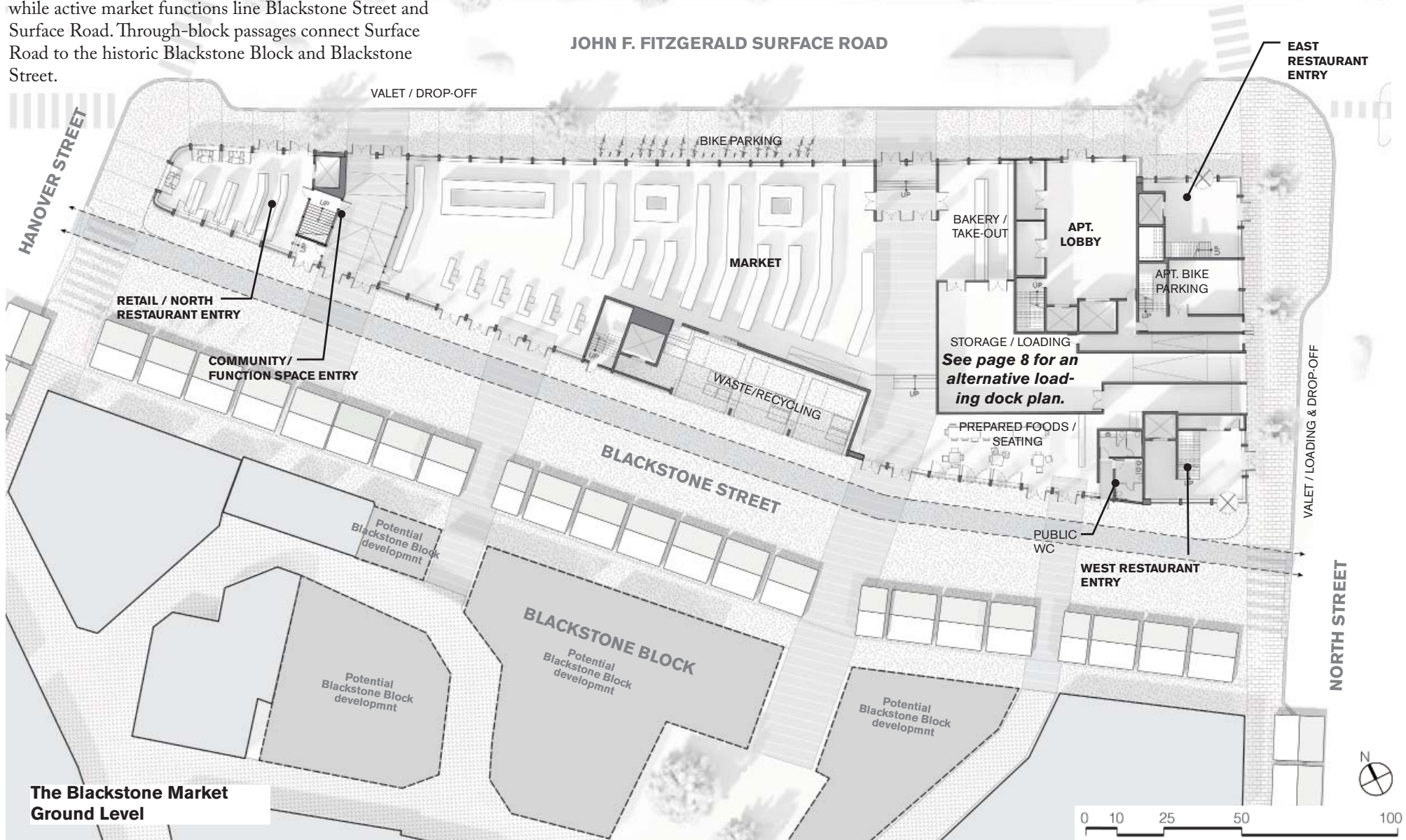


## ACTIVE EDGES & SHARED STREETS

The ground level has been carefully programmed and designed to maximize the active edges around the building. Welcoming restaurant entrances define the corners while active market functions line Blackstone Street and Surface Road. Through-block passages connect Surface Road to the historic Blackstone Block and Blackstone Street.

*"Blackstone Street . . . is the chief street of the market district and demonstrates the fact that food, like life, can be beautiful. Blushful tomatoes greet the eye; red, russet, and yellow apples; jolly peppers and sweet corn grinning toothfully. A sunset in vegetables! The red, red cheeks of the salesmen matching their choicest sirloins!"*

—George F. Weston, *Boston Ways: High, By, and Folk*, 1957



**The Blackstone Market  
Ground Level**



## A PLACE FOR THE COMMUNITY ABOVE THE MARKET DISTRICT

Responding to public comments in the weeks after the initial Parcel 9 proposal was submitted, the Blackstone Market team has amended the concept for the significant rooftop over level 2. The roof surface will be engineered to hold a range of vegetation from self-sustaining, shallow plants like sedum to a more intensive occupation by edible plants that require a greater soil depth. This flexible rooftop landscape strategy allows the team to test an installation of a harder self-sustaining variety in the initial phase of the



The upper level community/function room will provide a needed venue for community meetings and a headquarters of sorts for future Market District organization meetings. A recent public meeting in the North End shows one of the current and well utilized community rooms in the surrounding community (above).

development and to slowly integrate additional species in later phases. If an appropriate non-profit partnership can be established, there is hope that the roof may one day be an amenity for the surrounding residents and local schools as a productive rooftop garden and a demonstration and learning space for future urban rooftop agriculture in the city.

A community and function room overlooks the elevated landscape with unimpeded views to the entire Market District and the surrounding urban context. The community/

function space allows for both interior and exterior engagement and visually connects the new market building to the historic fabric that defines it.

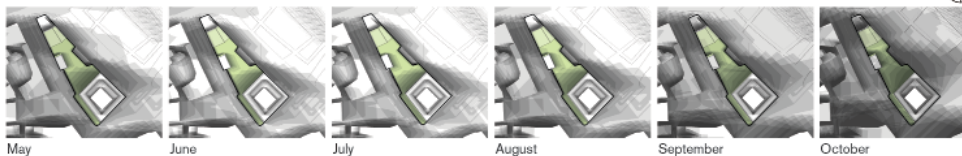


A future landscape over the Market District. The initial phase of planting will see a roof blanketed by a self sustaining vegetated surface with planters lining the roof with species that provide year-round color. The color peeking over the building edge will provide for a hint of what's happening above for market-goers and vendors below.

### The sun shines on the green roof.

Solar analysis of the site was used to calibrate the massing of Blackstone Market to ensure that the elevated green roof would get adequate sun throughout the year. Rooftop vegetation will receive ample sunlight from May to November.

#### Hourly Shadow Captions, 7 am to 5 pm



### Incorporating Sustainable Design Guidelines

The thermal mass provided by the brick masonry cladding and the eco-roof over the second-floor restaurants will make Blackstone Market a model passive green building. In addition to this overall sustainable design strategy, the project will include low-flow fixtures, low- and no-VOC materials, and ample use of daylighting as an interior light source. The design team intends to use both the City of Boston Environmental Guidelines for High Performance Buildings and Sustainable Development and LEED to benchmark sustainable design approaches.



# HOW BLACKSTONE MARKET COMPLEMENTS HAYMARKET AND THE PUBLIC MARKET

*HPA conflicts. Finalists must describe any potential conflicts between the proposed development and use of Parcel 9 and the operations of the HPA, including, without limitation: HPA noise impacts on Parcel 9 uses; HPA cleanliness and odor impacts; pedestrian and delivery access conflicts during HPA operations; and competition between Parcel 9 retail food uses and HPA operations. For each potential conflict, identify how such conflicts with the HPA will be minimized with respect to all Parcel 9 building uses, both in terms of physical design, operations, and coordination.*

We have met routinely with the Haymarket Pushcart Association, a key constituency abutting Parcel 9, in order to review our proposed project with them and confirm that our

approach to the site in regard to design, use, and incorporation of HPA functions is addressed to their satisfaction. We are in agreement with the HPA on all aspects of the project and how it interfaces with their operations and have moved forward on a binding agreement with them that has been included in the submission (see Component II). We do not feel that the noise from the HPA is significantly different from many areas in the city where we have built other residential buildings. Urban residential communities are often in busy areas of the city abutting activity that carries on throughout the day and evening with no impact

on the residents. Additional sound proofing, including triple-glazed windows along the Blackstone Street side of the residential building, will help to ensure compatibility of the varied users in the area. And as noted in our agreement with HPA, we will actively highlight the District's ongoing activities—including the HPA—by notice in the lease form so that all potential renters are well-informed of the existence and activity of the HPA's ongoing operations. Our residential development experience in the city clearly suggests that urban residents are well-aware of the high level of activity in the dynamic and mixed-use places where

*We feel very strongly that the proposal that exerts the least "gentrification" pressure on the Haymarket, and at the same time fits best into the City's desire to create an enhanced "Market District" centered on the Haymarket, the Parcel 7 Public Market, and the new development on Parcel 9, is the Blackstone Market LLC proposal.*

*-Otto Gallotto, email dated June 5, 2012*





they choose to “shop” for their residences. Again and again, residents choose to live in the urban environments for the very reason that they want to be proximate to, and a part of, the activity and vibrancy that is the city.

The proposed market use on the ground floor is in harmony with the HPA market activity, and the restaurants at the second level will only benefit from the street activity that the Haymarket pushcarts provide. We believe that the small outdoor dining terraces will take advantage of the history and ongoing legacy of the HPA along Blackstone and Hanover streets and that the surrounding Market District activity will be taken on as an integral component of the restaurants’ identity.

As noted above, market and restaurant deliveries will occur early in the morning along Blackstone Street at the trash/recycling/loading area and North Street. In other developments where we have multiple restaurants, we have been able to manage the deliveries in the morning hours in order to mitigate loading conflicts or delays. This is controlled by coordination of the tenant deliveries through active property management and handled on a daily basis by curb management practices staffed by managers of a valet company that effectively and consistently staffs the development. Loading on Blackstone Street will be limited to morning activity, limited midafternoon times, and late evenings in order to minimize conflict with the HPA, ground level market, and restaurant functions.

We are sensitive to the issue of cleanliness and odor and will work with HPA on the design of Blackstone Street to appropriately place utilities and drainage structures so that they can wash down their operations on a frequent basis and actively assist in keeping the market in good order. All businesses that operate along Blackstone Street share a desire to keep the street clear and clean for a high level of business functionality. Importantly, all the primary uses

of the Blackstone development—the market, restaurants, residential, and community/function room—have entry point access to their spaces clear of the HPA market zone, allowing for well-defined access to these venues while not conflicting with the HPA market area.

*Relationship to Boston Public Market. Finalists must describe the relationship between the retail uses on Parcel 9 and the proposed Boston Public Market on Parcel 7. The description should address explicitly the type, source, price, and sales approach for produce and other products to be sold. The degree to which the Parcel 9 retail will be in conflict with, compete with, and/or be complementary to the Boston Public Market should be described.*

Based on our recent discussions with Public Market representatives, it is critical that the market district venues—Parcel 7, Parcel 9, the HPA, existing Blackstone Street retail tenants, and future DeNormandie development (on underutilized Blackstone Block parcels adjacent to Blackstone Street)—will need to coordinate in a fashion that is collaborative and clearly addresses different demographics and needs in the surrounding communities.

To this end, Blackstone Market will be developed as a mid-priced market (between the average price points of the BPMA and the HPA) that will fill in the “gaps” in a shopper’s needs by providing items that are not offered by the other venues in the Market District. If the District is going to thrive on a consistent basis, it has to service the complete needs of the shopper. We expect and respect that the Parcel 7 Public Market will feature some of the region’s best products, from produce, meat, poultry, and fish to microbrew beers and wines. These, however, tend to be at the highest end of the cost spectrum. The market we propose will give shoppers the ability to get a selection of these goods at a mid-price point more in line with standard grocers and will provide staples such as dry goods, limited housewares, and a wide variety of prepared foods. The HPA will help provide

a fuller variety of produce at the most cost-effective end of the scale, dovetailing nicely with Parcel 7 and 9.

As part of our commitment to contribute to the creation of a truly functional and mutually re-enforcing Market District, we would like to support a Market District Management Group or some similar organization in order to establish a cohesive vision, unified functions and general advocacy for the District. Such an entity would ensure coordination of the various market functions, allow the market functions to lend support to one another as the market takes shape, and help maintain its integrity. We believe that it is crucial for Market District ownership and management to take a vested interest in making the Market District successful and would like to offer up the Blackstone Market community/function space as a headquarters of sorts for regular meetings of this new Market District Management Group.

*Support of HPA operations. MassDOT will include in the Lease requirements that the Lessee provide financial and operational support to the HPA. Finalists must describe all proposed provisions for financial and operational support, including without limitation interior space, utilities, trash compaction and removal, and other services to the HPA, including any provisions described in the letters submitted on January 23, 2013. Provide a detailed, itemized, tabular description of all such provisions. With respect to charges for space within the building, Finalists must state explicitly if the HPA will be required to pay for ongoing use of the space, including both rent and utilities. With respect to charges for trash compaction and removal, Finalists must state explicitly their proposed financial arrangement with the HPA.*

We have provided lower-level storage space and use of a freight elevator free of charge for the HPA. This will provide 2,000 square feet of dry tempered space that is readily accessed from the trash/recycling/loading area at no cost. Utilities will be separately metered for power and water for the HPA so they pay only for actual usage. Public



bathrooms, directly accessible from both Blackstone Street and the ground level market, will service HPA vendors and their patrons, as well as patrons of the ground level market program in Blackstone Market. Our trash removal agreement with the HPA is contained in our HPA Agreement provided under separate cover and further noted below. It rises thereafter for the next ten years at 10% or cumulative CPI, whichever is less for the next 10 years and so on.

The Blackstone Market team is working with Save That Stuff to create the most efficient and innovative waste disposal system possible. A clearly designated trash area within the building envelope has been designed to handle three large commercial grade trash compactors, as well as provide room for recycling of cardboard and wood. The facilities will provide ample waste collection facilities for the building tenants and the Haymarket pushcarts. In addition to solving the waste management on site, the Blackstone Market Development team looks forward to working with the HPA, the BRA, the BPMA and other stakeholders on a collective green waste management solution for the entire Market District. Modern technology—such as an organic waste tank (see page 19 basement –level plan)—careful recycling, proper location of facilities, and good management can all reduce the cost and impact of facilities on the Market District as a whole.

The Blackstone Market proposal includes capital and operating budgets and commitments in three areas:

- A commitment for storage, trash, and recycling areas in the project—to be collaboratively managed by HPA and BML's on-site property manager.
- A commitment to fully redesign the Blackstone Street right-of-way from the east curbline of the sidewalk on the west side of the street to the new building on Parcel 9. This design will be done in full consultation with the BRA, BTM, and Public Works.

#### Striving for Zero Waste

The Blackstone Market project will create a storage and operational infrastructure that aims for Zero Waste. To that end, our team has the benefit of Save That Stuff, a local waste management company. This approach aligns with the Commonwealth of Massachusetts' new Solid Waste Master Plan titled "The Pathway to Zero Waste." Storage will be provided for the three streams of traditional materials: food waste and waxed cardboard; cardboard/cans and bottles; and any discards that are left over. Non-traditional recyclable material such as wood pallets will be targeted for re-use, and hard-to-recycle materials will be targeted for product substitution with the assistance of Save That Stuff.

→ A commitment of \$1,070,568 toward the complete reconstruction of Blackstone Street. See the attached financial component for an estimated budget for this portion of the project.

Blackstone Market will provide the space and infrastructure for the waste disposal and recycling for HPA. Blackstone Market agrees to cap HPAs trash disposal costs at the \$150,000 (as required under addendum 3).

*Finalists must confirm in writing their willingness to accept these minimum Lease terms for HPA support. MassDOT reserves the right to negotiate further requirements in the Lease.*

The Blackstone Market Team agrees to these terms.



The food purveyors along Blackstone Street and Haymarket pushcart vendors sell a rich mix of goods, which Blackstone Market will complement.

A view from Salem Street in the North End.





## THE BLACKSTONE BLOCK

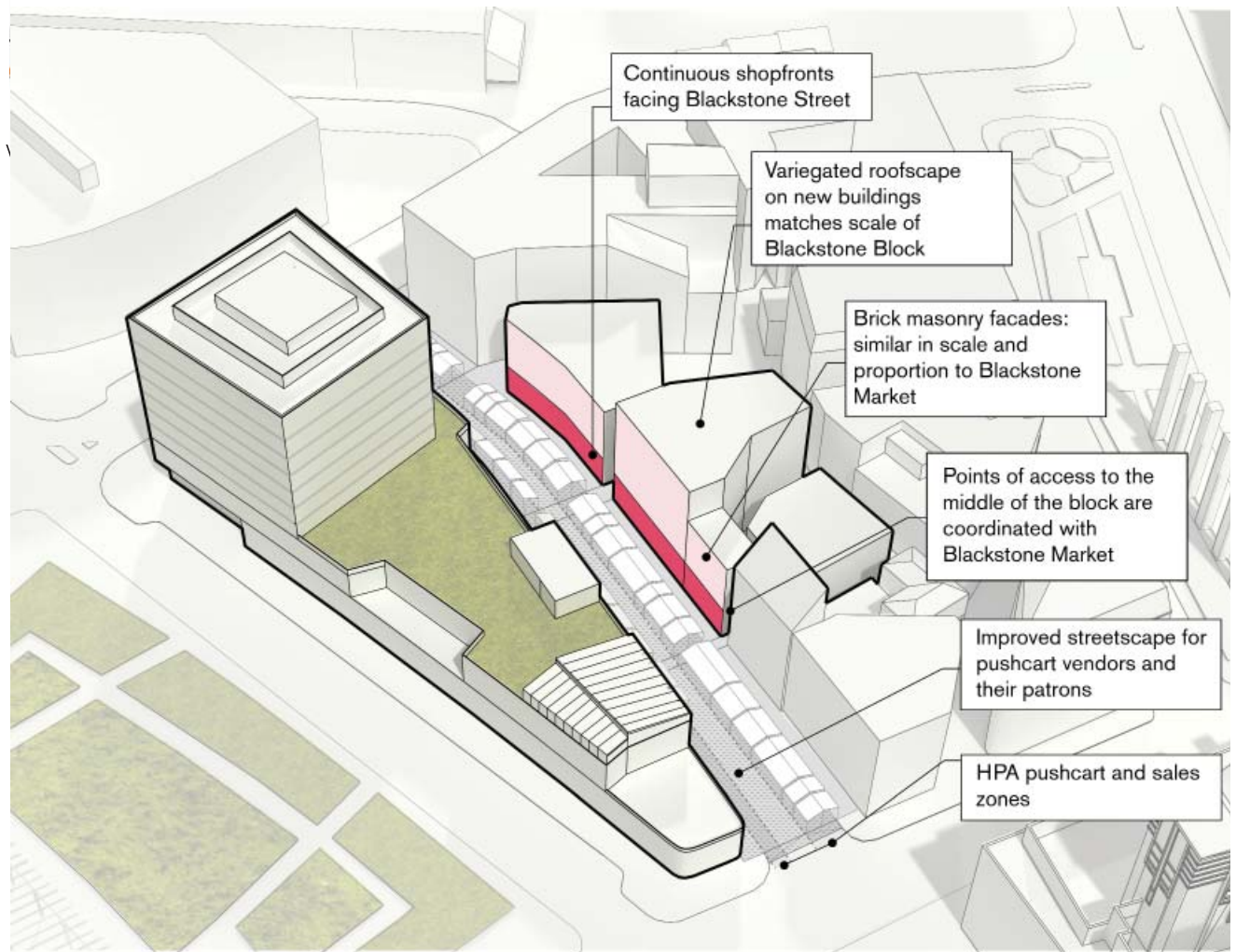
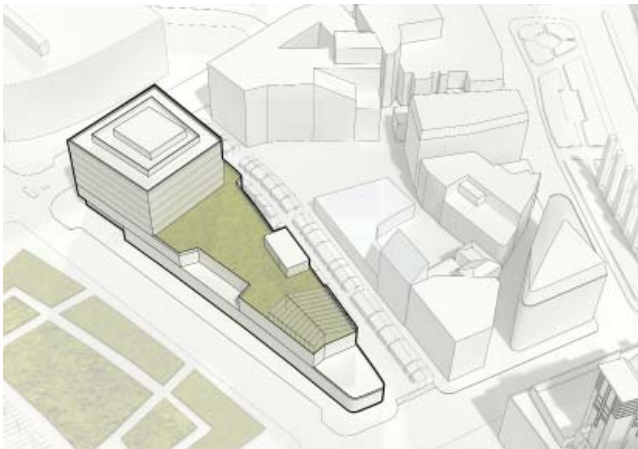
*[Blackstone Market] proposes a project team that is well-formed, complementary, and has the Boston development experience to successfully implement the proposal.*

- A Joint Comment Letter from Members of the North End/  
Waterfront Community on the Development Proposals at  
Parcel 9, June 3, 2012

The Blackstone Market development team is uniquely positioned to develop and improve the historic Blackstone Block.

The diagrams on the right reflect the intentions of the development team to responsibly design and immediately accelerate the development of the Blackstone Block upon Parcel 9 designation. Key urban design elements include a continuous shopfront along Blackstone Street, variegated roofscapes in keeping with the surrounding context, and clear pedestrian connections between the historic Blackstone Block interior and the Blackstone Market development and Blackstone Street.

A birds eye view of the Blackstone Market massing originally submitted in March of 2012 with the current condition of the Blackstone Block.





# RECONSTRUCTING BLACKSTONE STREET

*Blackstone Street reconstruction. Describe in detail all elements of the proposed reconstruction of Blackstone Street.*

Enhancing Blackstone Street as an urban space is a priority for the development team. Beyond the surface treatment of the public way, a new, dynamic vision for Blackstone Street and the Blackstone Block includes new buildings of an appropriate scale along the west side of Blackstone Street (see page 15 for details), graphic guidelines appropriate for an authentic market district, a phased approach to the renovation of the historic buildings and streetscape, and infrastructure improvements along Blackstone Street. Our concepts are the result of the team's long-standing relationship with the Haymarket pushcart vendors and many

years of direct observation of the Haymarket and nearby businesses.

The Blackstone Street reconstruction will include a complete rebuild of the street and sidewalks on both sides of the street. Both the street and adjacent sidewalks need to be brought to new elevations in order to form the curbless, flush condition as planned for the HPA market district area. This will be accomplished by raising the grade of Blackstone Street while at the same time bringing down the grade of the curb at the edge of the sidewalk—in all cases following best slope of grade practices to provide ease of pedestrian passage, inclusive of handicapped patrons, and to ensure safe passage of vehicles with engineered drainage and parking/loading arrangements that work with

The vision of a future Blackstone Street (below) reflects the intended character described throughout the proposal but does not reflect the recent requirement to set back the market at ground level. See page 10 for accurate plans of the amended





both market and non-market days. It will be particularly important to pay attention to the sidewalk grades at the existing Blackstone Block retail. Reconstruction work on exiting building entry points needs to dovetail back to this existing elevation.

Blackstone Street is envisioned as a shared street and a pedestrian priority zone. Safe pedestrian passage and separation from vehicular use on non-market days will be ensured through the careful placement of bollards and the strategic variation of street surface patterns. The sidewalks intersecting Blackstone Street on both sides of the block will continue the historic brick material treatment, where appropriate, to the edge of the flush condition as it ramps up to create a new Blackstone Street surface. Bituminous asphalt will form the base and finish course at the street with key pedestrian connections called out in concrete or asphalt unit pavers. Flush granite applications will detail the transitions between materials and uses along the street. Special attention will be paid to the design of the street

surface abutting the trash and recycling area, which will need to hold up to the significant wear and tear anticipated at this specific location. The material treatment planned for the improved Blackstone Street surface will create a durable and unified (but variegated and textured) street surface in keeping with both the functional day-to-day needs of the HPA and the character of the surrounding context.

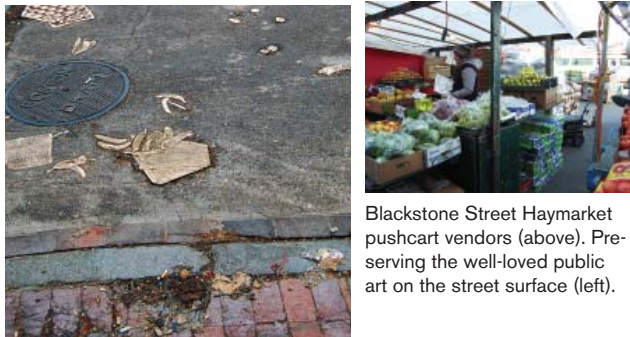
The Blackstone Market proposal includes significant upgraded infrastructure: the rebuilding of Blackstone Street to a flush condition at the abutting sidewalks, appropriate storage space for their stall setups, well-located power and water sources, and a trash/recycling operation that is integrated with the management of Blackstone Market. The development will include either street lights or independent bollards that carry the required HPA infrastructure (access to electric power and water). These elements will be placed at regular intervals to achieve an appropriate urban design expression and the separation of vehicular and pedestrian circulation, but also to provide practical functionality for the HPA vendors so that their stalls can be readily served by utility infrastructure. These utilities will be run back to separate meters so that the HPA vendors are billed for only what they use during their market activities.

The first phase of construction mobilization will include the rebuilding of Blackstone Street to take advantage of the existing unencumbered Parcel 9 property. This will allow the HPA to be relocated only on a brief interim basis while the most constraining rebuilding efforts are underway on Blackstone Street. As this initial street construction wraps up, the Haymarket pushcarts will immediately relocate

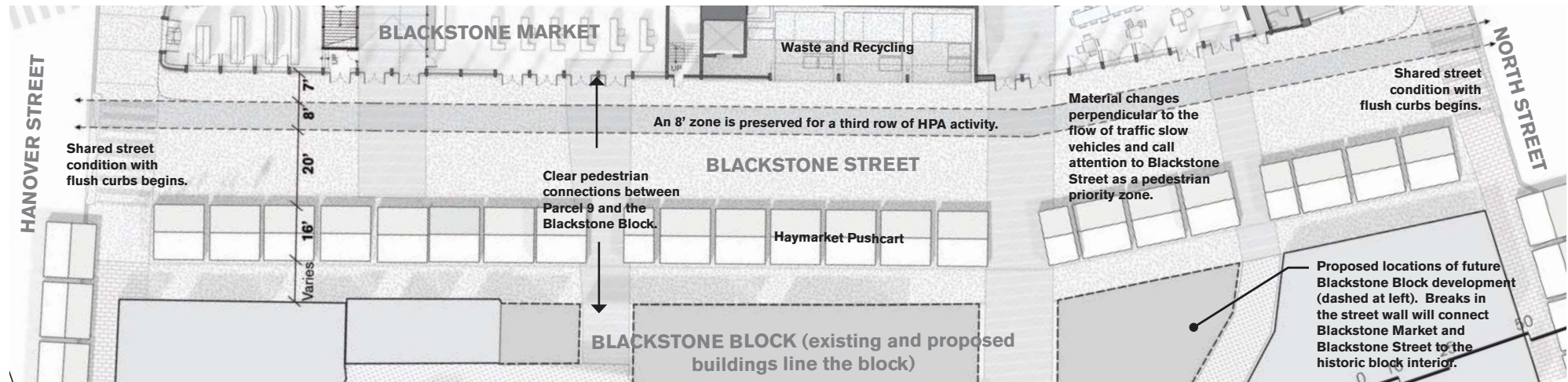
back to their historic home on Blackstone Street. As construction starts on Parcel 9, adjacent land on the other side of the Blackstone Street (controlled by an affiliate of the DeNormandie Companies) will provide ample temporary storage for the HPA vendors stall setups, as well as interim trash and recycling. This phasing – a unique solution that only the Blackstone Market team can provide – strategically re-allocates property controlled by a member of the development team in the Blackstone Block as a convenient, centralized storage area for the HPA to house their critical business components. This phasing solution allows for unimpeded Pushcart activity as well as construction work on Parcel 9 after the initial Blackstone Street rebuild. As the site work finishes, final finish work along the street and sidewalks can be accomplished Monday through Thursday so as not to interrupt the HPA on market days.

*Budget. Provide an itemized budget for all hard and soft costs associated with the proposed street reconstruction, not be less than that included in the response to Addendum 2 to the RFP.*

*N.B.: MassDOT considers reconstruction of Blackstone Street to support HPA operations to be an integral part of the Parcel 9 project. Finalists must confirm in writing that their proposals, including their revised Financial Proposals, include the costs for Blackstone Street reconstruction. See Component II for a budget breakdown. Blackstone Market team confirms that our proposal includes cost of Blackstone Street reconstruction.*



Blackstone Street Haymarket pushcart vendors (above). Preserving the well-loved public art on the street surface (left).





# FITTING IN WITH NEIGHBORHOOD

The variegated massing and facade of Blackstone Market will create a unified urban experience, filling in the “missing tooth” of Parcel 9 along the Greenway.

Blackstone Market has been massed and sculpted to fit comfortably between the scale of the historic structures on the Blackstone Block and the more medium-sized structures to the south, such as the Dock Square Garage and the Bostonian Hotel. At the Hanover Street end of Blackstone Market, the one-story “nose” of the building preserves the important view corridor from the North End to the Blackstone Block. Along Blackstone Street, the community room responds to the varied roof heights and massing of the Blackstone Block. Importantly, the roofscape and facade along Blackstone Street will create a unified urban space. This effect is reinforced by the use of Boston brick as the primary cladding material for the new building. The variegated roofscape is created by both roof structures—like the community/function room and service building—and cut-outs in the mass, strategically sized and located to provide restaurant terraces with compelling views of the surrounding city.



*The success of such a market district would . . . require the formation of an umbrella management organization with responsibility for district standards, supplying cost-effective shared services, promotion, and other common activities.*

—Project for Public Spaces, Market District Study, 2009

## A headquarters for the Market District

The community/function room will support the surrounding communities (North End, West End, etc) and could host meetings for a Market District governance group. Our team believes that for the Market District to reach its potential, it needs to pro-actively create its own governance structure.

Generous ceiling heights are proposed for all public program within Blackstone Market. The community/function room sits above the second-level restaurants to capture the best possible views and connect users visually to the Market District and the surrounding neighborhoods of Boston. The second-floor restaurants buy their ingredients from the ground-level market as well as other vendors in the Market District and North End, and may one day utilize a productive landscape on the roof above them. The success of the Blackstone Market will partly result from the rich mix of complementary uses in the building.



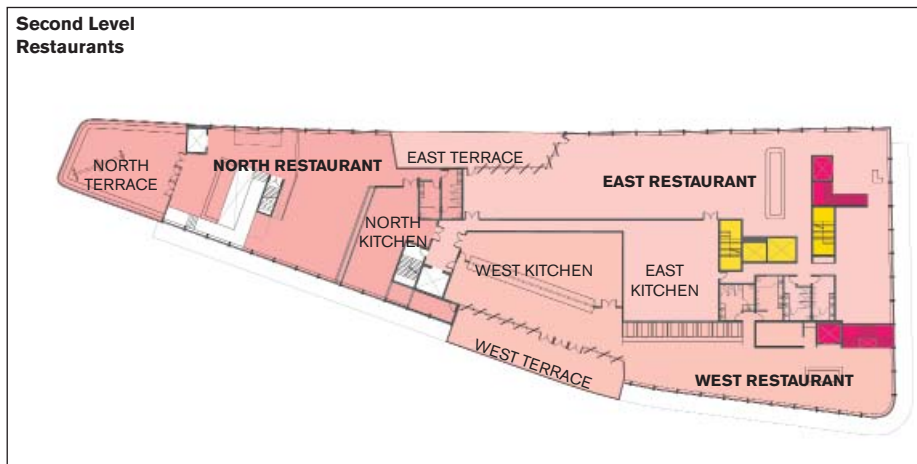
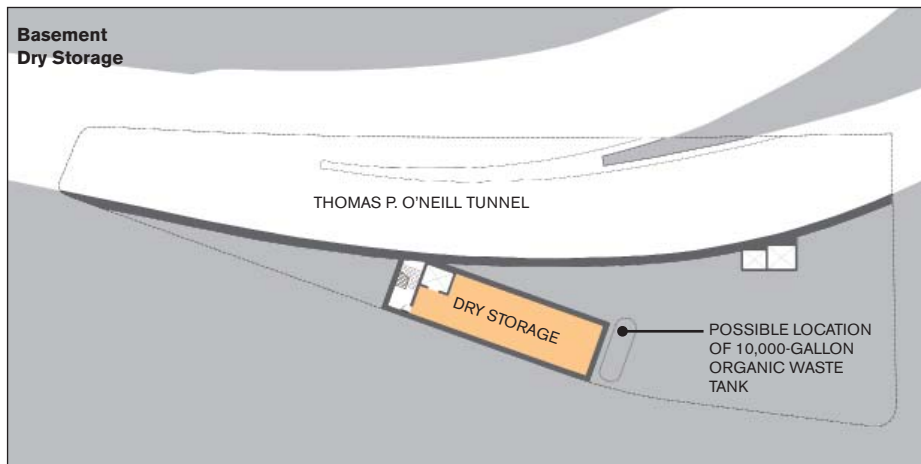
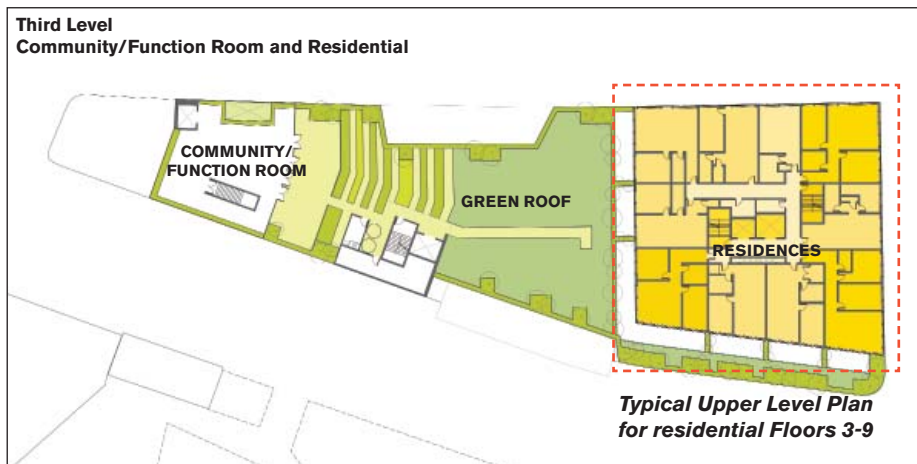
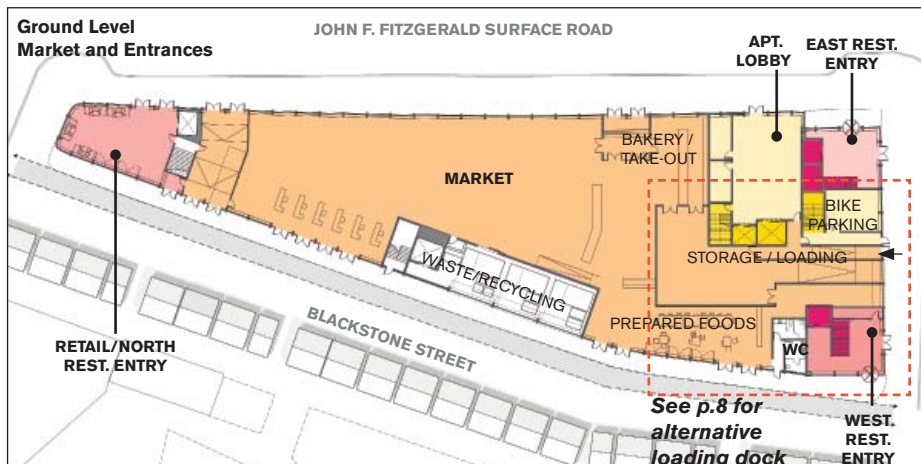
# HOW THE BUILDING WORKS

The market on the ground floor takes advantage of the large and irregular floorplates of the lower. The second floor provides the ideal configuration for up to three restaurants. The upper-level residential program has been consolidated into a square “point-load” residential floorplate to reduce corridor lengths and increase net/ gross efficiency.

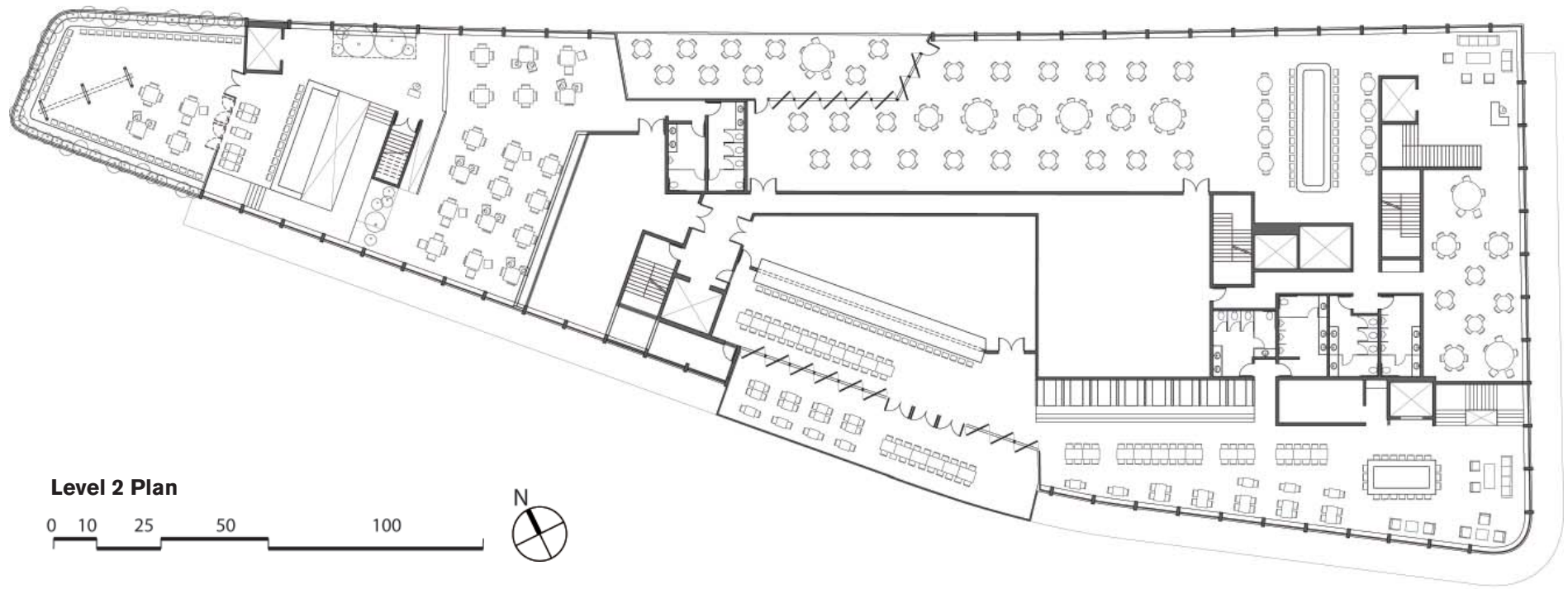


## Vertical Circulation

Five vertical circulation nodes move people and goods through the building: the residential core, the restaurant service/greenhouse/green roof core, and one publicly accessible core for each of the three upper-level restaurants. Each vertical core is located near a prominent entry. The entries have been located to maximize the active edges around the three sides of the building and to minimize the impact of service doors and loading docks.







### Restaurants in a Market

Blackstone Market will host a range of restaurants serving Boston residents and workers. The Blackstone Market team is looking into the possibility of connecting one or more of the restaurants more integrally and overtly to the ground level market to further re-inforce a connection to the Market District. The restaurants will be appropriate for the specific context of the Market District and will not be targeted to tourist patronage. Roof terraces will host sit-down diners to ensure minimal noise and disruption.

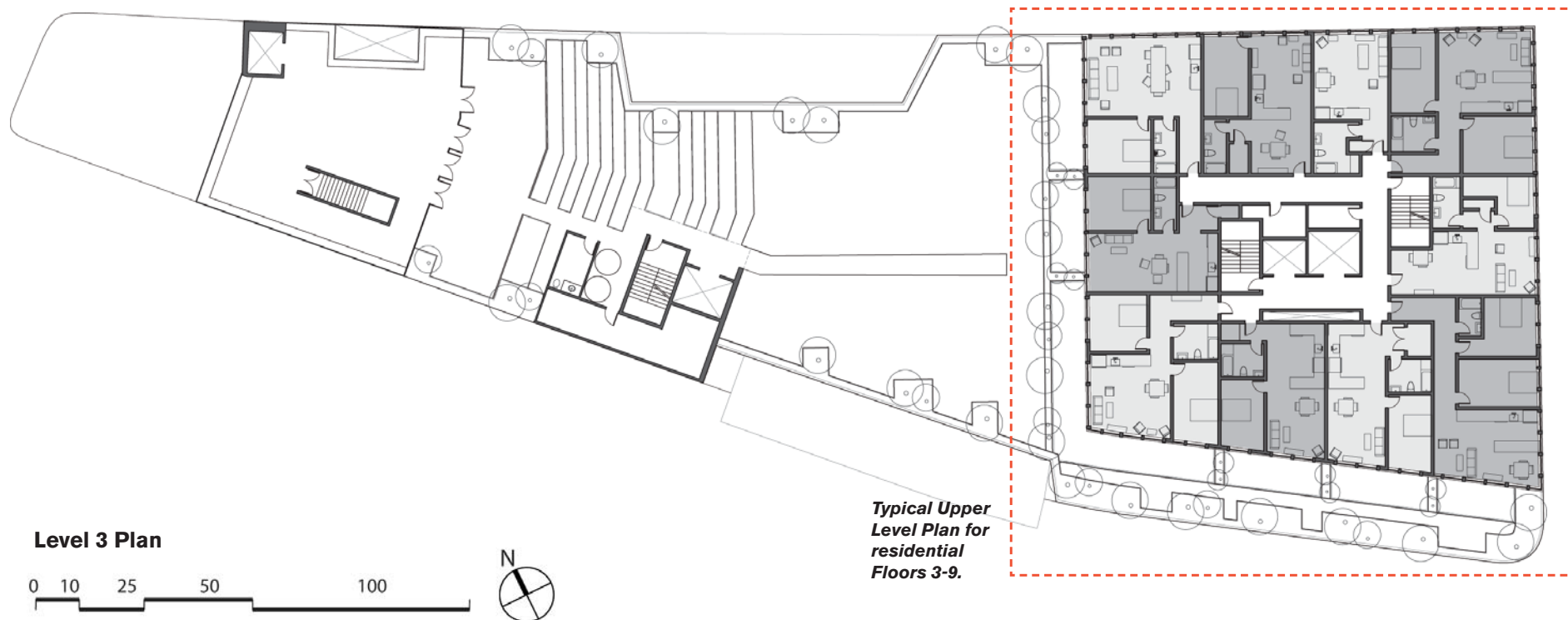
Restaurants with a flavor similar to those that might occupy Blackstone Market (below). From left to right: The Butcher Shop (Boston), Eataly (New York), and Matt's in the Market (Pike's Place Market, Seattle).



### A walkable district, scaled for Boston

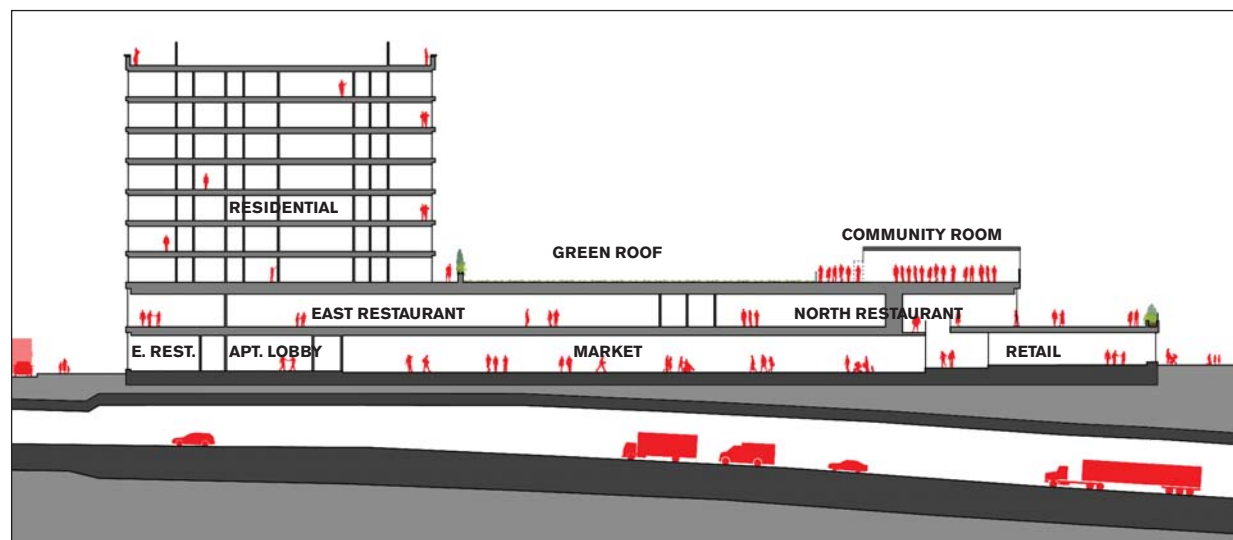
The primary goal of the mix and density of programming, the location of entrances, and the use of operable shop fronts, windows, and doors is to create a lively and walkable district that maximizes the number of compelling food-related experiences and choices. The mix of restaurants will attract a wide diversity of visitors throughout the day, from families to serious foodies. The goal is to create restaurant destinations with the enduring legacy of Durgin Park and the Union Oyster House. The project will also be an appropriately scaled and textured addition to this special piece of the urban fabric. The building makes Blackstone Street a well-defined urban space and complements the Blackstone Block with an appropriately variegated massing.





### Building on Top of a Tunnel

The development and design teams are well-versed in the challenges of building atop tunnels. The structural concept for this proposal involves 2 stories of steel-framed retail use, along with 7 stories of light-framed residential use. By virtue of the utilizing light-framed construction, the load of the new building is expected to be within the CA/T design assumptions for the future building. Drilled-in foundations will likely be utilized on the west edge of the tunnel wall to support the building. Where possible and as dictated by engineering analysis, the new building will bear directly upon the tunnel. In the southeast corner of the site, a cantilever condition in the new construction may be required to maintain conformance with the original assumptions. Alternatively, structural transfers may be another manner in which satisfy the tunnel capacity requirements on this part of the site.





# A CONTEXTUAL BUILDING

Blackstone Market, through its active edges, will positively charge the existing buildings and public spaces around it.

Few cities in the country have the ingredients to create a successful Market District. Boston has just such an opportunity, given the active and successful mixed-use neighborhoods surrounding the Market District, and the alignment of development opportunities at the critical node between Quincy Market and the North End. Coupled with the Public Market in Parcel 7, the important Haymarket pushcart

operations, and the successful restaurants and food purveyors of the Blackstone Block, the North End, and Quincy Market, Blackstone Market will complete the once-in-a-lifetime opportunity to realize the long-desired Boston Market District.

**Context** This fully symbiotic relationship with the adjacent buildings, streets, and the Rose Kennedy Greenway will make Blackstone Market seem as if it always belonged there—yet it will still be a strongly memorable civic-minded building. Surrounded by the masonry buildings of the Blackstone Block, which range from the 1767 Ebenezer Hancock House to the 20th-century Bostonian Hotel, Blackstone

*The Blackstone Block derives its character from the fact that it presents a complex picture of three hundred fifty years of economic and architectural evolution and growth. Each period has left its mark on the block, but no single period of architectural style dominates it today.*

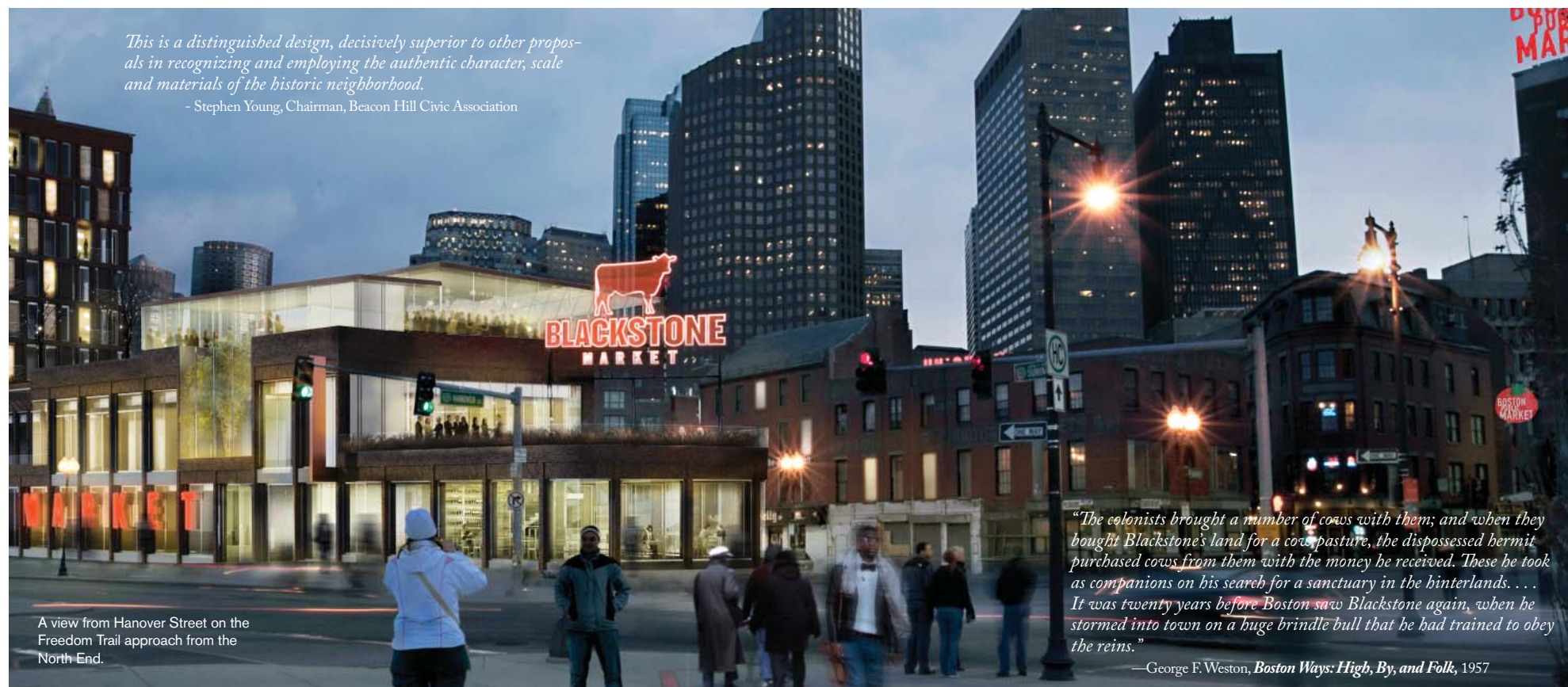
—Miguel Gomez-Ibanez, “Preserving Three Hundred and Fifty Years of Change in the Blackstone Block”

Market’s style will be in an emerging language of Boston architecture that seeks, through its materiality and texture, to evoke the character of Boston’s best-loved historic buildings.

**Materials and Massing** The new market building fits comfortably into the fabric of the surrounding masonry buildings. A brick-and-glass two-story building fills in the footprint of Parcel 9, with a taller brick-and-glass residential building on the south side of the site, above the two-story market structure. Blackstone Market will be contextual in scale, materials, and character—and contemporary in its expression.

*This is a distinguished design, decisively superior to other proposals in recognizing and employing the authentic character, scale and materials of the historic neighborhood.*

—Stephen Young, Chairman, Beacon Hill Civic Association



A view from Hanover Street on the Freedom Trail approach from the North End.

*"The colonists brought a number of cows with them; and when they bought Blackstone's land for a cow-pasture, the dispossessed hermit purchased cows from them with the money he received. These he took as companions on his search for a sanctuary in the hinterlands. . . . It was twenty years before Boston saw Blackstone again, when he stormed into town on a huge brindle bull that he had trained to obey the reins."*

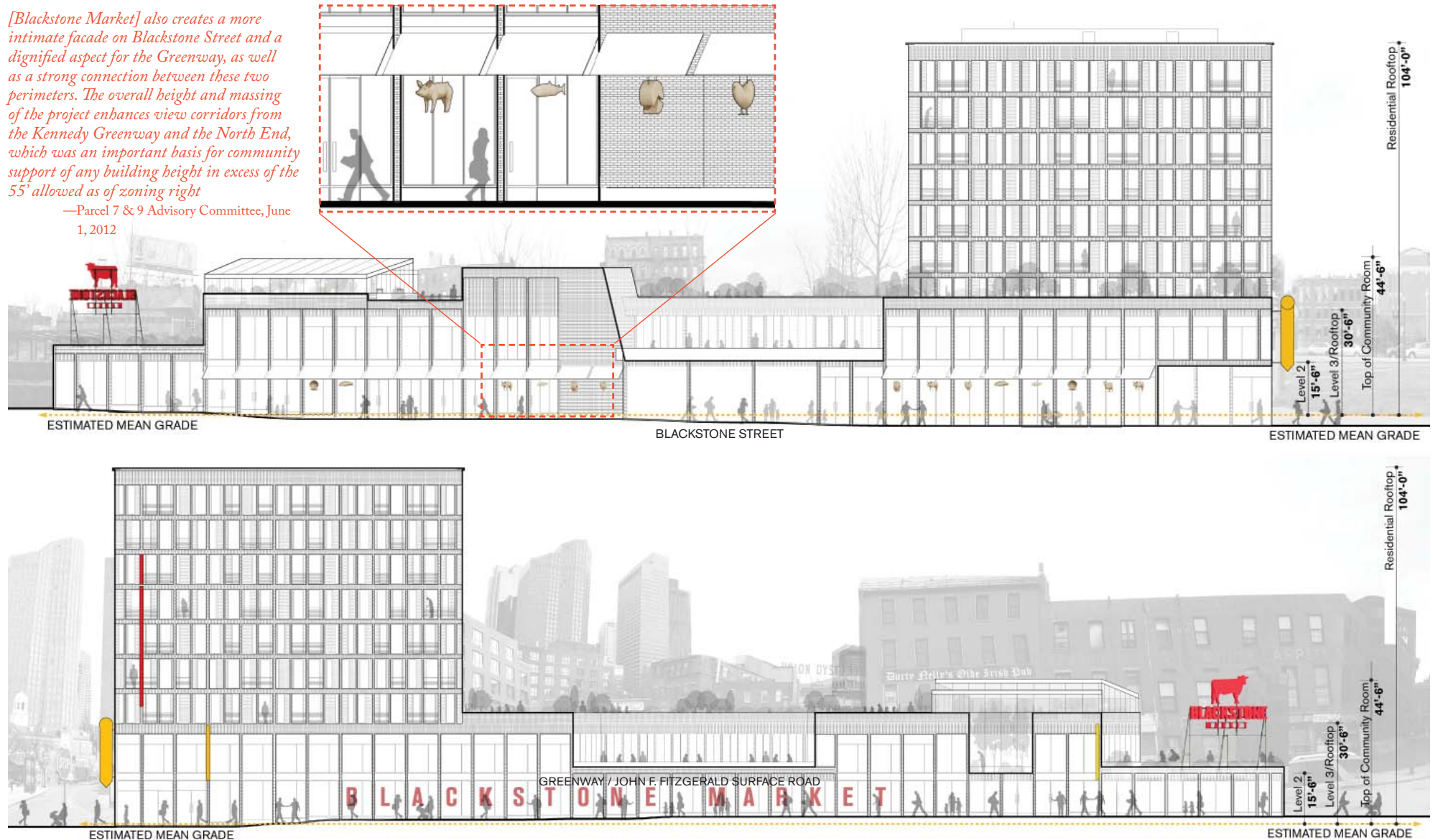
—George F. Weston, *Boston Ways: High, By, and Folk*, 1957

## A RICH PATTERN OF REPETITIVE BAYS

The facades are inspired by Boston's robust 19th-century commercial architecture as seen at Quincy Market and the buildings along Commercial Street in the North End. Brick, metal, operable windows, and fixed glass are organized into a rich pattern of repetitive bays, invoking the texture of historic buildings.

*[Blackstone Market] also creates a more intimate facade on Blackstone Street and a dignified aspect for the Greenway, as well as a strong connection between these two perimeters. The overall height and massing of the project enhances view corridors from the Kennedy Greenway and the North End, which was an important basis for community support of any building height in excess of the 55' allowed as of zoning right*

—Parcel 7 & 9 Advisory Committee, June 1, 2012





# LISTENING TO THE COMMUNITY

The program of Blackstone Market has been designed specifically to support the Market District and surrounding communities.

*Support for surrounding communities. Finalists should describe whether and how their proposed development and use plan for Parcel 9 reflects and reinforces the quality of life in the surrounding North End / Waterfront, West End, and Beacon Hill communities. Issues to be addressed should include, without limitation, noise, hours of operation, traffic, and views. Finalists should describe whether and how their revised Proposal has been modified in response to community comments on and concerns with their initial submissions.*

The Blackstone Market team generated the initial Parcel

9 proposal in response to key stakeholder and community desires. With this goal as a continuing priority for the development team, the following changes have been made in response to community feedback received since the initial proposal (March 2012) and its subsequent addendum (November 2012) were made public:

- **Add a much-needed community meeting room to benefit local neighborhoods.** A dedicated community and function space now occupies the third level near Hanover street and has 360 degree views to the green roof and the surrounding Market District.
- **Additional height toward North Street would be okay as long as the portion of the building toward Hanover Street remains low and retains key views to**

**the Blackstone Block.** An additional two levels have been added to the residential portion of the development to add local patronage for the Market District and to strengthen the overall Blackstone Market proposal.

→ **What about the development of the Blackstone Block?**

The Blackstone Market team is in a unique position to accelerate the development of both sides of Blackstone Street and there is great interest in seeing this historic fabric regain a healthy level of activity and occupancy. A preliminary massing for the block is shown at right and illustrated in detail on page 15. New footprints to create a strong street edge and through-block pedestrian connections are shown in plans throughout this revised proposal.

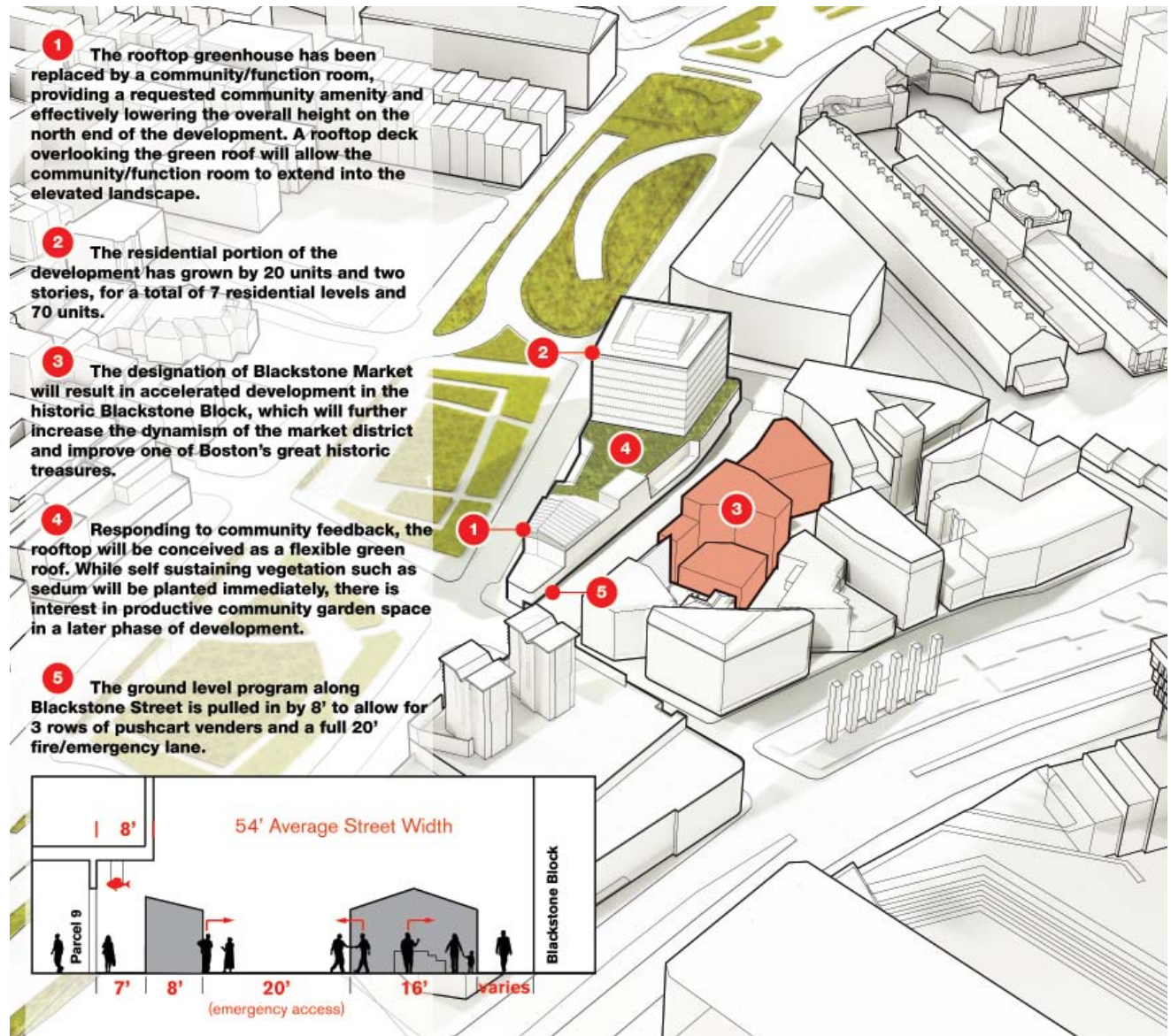


A view across the Greenway from the Hanover Street approach in the North End.

- **Re-think the concept for the rooftop above level 2.** Make the elevated landscape beautiful, but more flexible for future use. What was previously an urban agriculture center has become a flexible green roof that can be planted in phases with an eye toward an innovative future use.
- **Set back the ground level of the building along Blackstone Street.** The HPA needs to retain three rows of sales along Blackstone Street and a 20' emergency vehicle access way must remain clear at all times so the ground level is set back 8' from it's previous location (see diagram at bottom right).

In addition to the changes above, the following points are essential to achieving a symbiotic relationship between Blackstone Market and the surrounding neighborhoods it will serve:

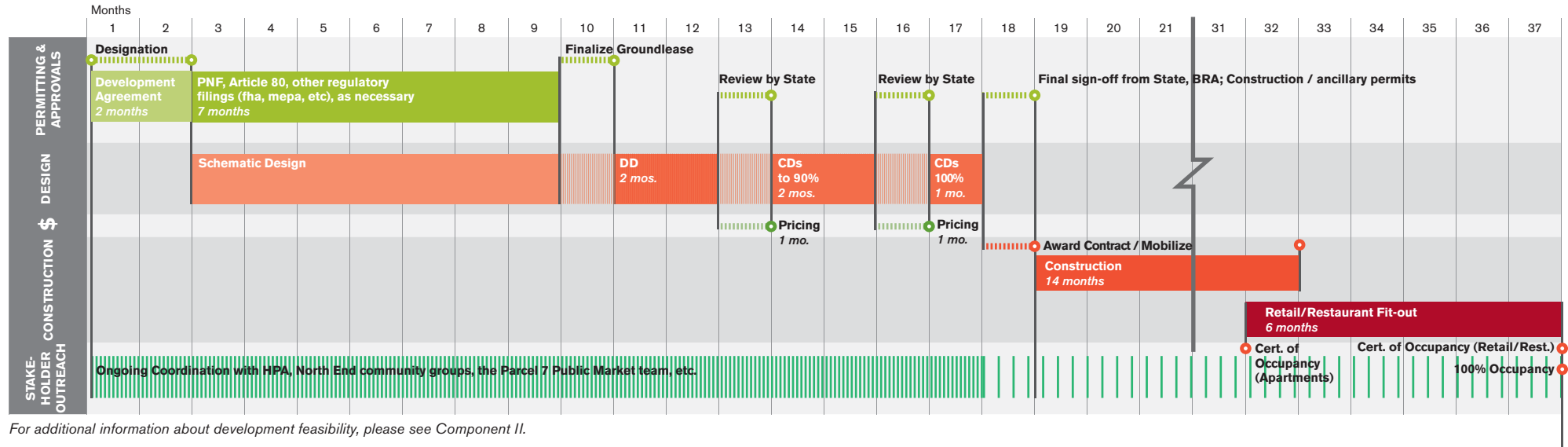
- **Noise.** While the restaurants open on to dining terraces that face onto the street, the terraces are for seated dining and are not expected to generate the high volumes of sound that a bar or similar establishment might produce.
- **Hours of operation.** The market hours will be 9am-9pm to serve the needs of commuters on their way home and early morning weekend shoppers. The restaurant and residential program will add a hum of activity and a visual glow to the neighborhood when the Market District shuts down for the evening.
- **Traffic.** See page 5 for details on traffic, parking and curb management.
- **Views.** The Blackstone Market design arises primarily from the desire to preserve and frame excellent views to the historic urban fabric within which it sits and to create a pleasing vista from the North End and the Greenway. Views from the building out into the urban context are also integral to the design of the restaurants, residences and community/function room above the market.





# MAKING IT HAPPEN

The design and development team has worked with Suffolk Construction to develop a realistic schedule for the the redevelopment of Parcel 9.



# PERMITS AND APPROVALS

The proposed Parcel 9 project will require several approvals from the City of Boston and from state and federal public agencies.

**Impact and Design Reviews** Because the final MEPA certificate for the Central Artery Project requires future building proposals in the Central Artery Corridor to undergo MEPA review, the Project will require MEPA review, although it is unlikely to separately exceed MEPA thresholds. The Project will exceed Large Project Review thresholds under the City of Boston Zoning Code and will also require Boston Civic Design Commission review.

**City of Boston Zoning Approvals** Parcel 9 is located in the Central Artery Special District subject to Article 49 of the Boston Zoning Code, as well as in the Central Artery Area of the Government Center/Markets District governed by Article 45 of the Code. Residential uses and local retail/service uses are allowed by zoning. Zoning relief will be required to exceed the as-of-right floor area ratio of 4.0 and the as-of-right building height of 55 feet. The Project has been designed to be generally consistent with the Greenway District Planning Study Use and Development Guidelines, as amplified by subsequent Advisory Committee review, which suggested that additional height on the North Street end of the parcel could be supported by a lower height on the remainder of the parcel. The Project will comply with green building, groundwater recharge, and other applicable Zoning Code requirements.

**Affordable Housing** The residential component of the Project will comply with the Mayor's Inclusionary Development Program.

**Historic Preservation Approvals** Under the Section 106 Memorandum of Agreement for the Central Artery Project, the Project's design will be subject to review by the Massachusetts Historical Commission, in consultation with the Boston Landmarks Commission, for its potential impacts on four nearby historic resources: the Blackstone Block, the North End, the Fulton/Commercial Street District, and Faneuil Hall Marketplace.

**Transportation-Related Approvals** In addition to Federal Highway Administration and MassDOT approval for project construction over and adjacent to the O'Neill Tunnel, the Project's proposed reconfiguration of Blackstone Street will require approval from the City of Boston Department of Public Works, Public Improvement Commission, and Transportation Department. The Project will also require a Transportation Access Plan Agreement with the Boston Transportation Department as an outgrowth of Large Project Review.

**Parks Approvals** Construction adjacent to the Rose Fitzgerald Kennedy Greenway will require approval of the Boston Parks Commission, in consultation with the Rose Fitzgerald Kennedy Greenway Conservancy.

**Other Approvals** The Project is also likely to require building, sewer, flammable storage and other construction-related approvals prior to Project commencement. In seeking such approvals, we will work cooperatively with MassDOT, the City of Boston, other public agencies with permit jurisdiction, and important stakeholders, including the Haymarket Pushcart Association, the Boston Public Market Association, the Greenway Conservancy, and major property owners, as well as other interested community organizations or individuals. We have assembled a talented and experienced project team to help guide the Project through public reviews. We will seek efficiencies in the approval process, recognizing the need to allow ample time for public review of this innovative Project with civic-oriented uses on a highly visible site. We believe that the Project's appropriate scale, thoughtful design, lack of significant traffic and environmental impacts, consistency with planning objectives, and compelling public benefits in fostering a vibrant market district will prove distinct advantages in obtaining these approvals.



# THE BLACKSTONE MARKET TEAM

**Cresset Group**, developers of Liberty Wharf in the Seaport District, and the **DeNormandie Companies**, owner of many of the historic properties on the Blackstone Block, have joined forces as **Blackstone Market LLC** to develop Parcel 9 in Boston's Market District, fully leveraging their relevant development expertise and deeply embedded knowledge of the site.

The team's proposal has emerged from a collaborative and iterative process that carefully considered the right mix of uses, specific visitor experiences, and the most compelling and appropriate architectural expression for the site.

- DeNormandie will leverage their knowledge of the Haymarket vendors, regional farming, and food distribution to create a one-of-a-kind market and urban agriculture center.
- Cresset will repeat the success of their Liberty Wharf restaurant destination concept at Blackstone Market.
- Cresset will bring their urban residential experience to downtown Boston.
- Both Cresset and DeNormandie are long-term owners of projects they develop.

## Development Entity

Blackstone Market LLC, a to-be-formed limited liability company, consists of the principals of the Cresset Group ("Cresset") and DeNormandie Companies ("DeNormandie"). Both parties shall be co-managing members in the LLC, provide the equity, and procure the debt necessary to design, permit, build, and operate the proposed development. Each manager will have a 50% ownership interest in the ground lease and development. Both managers will participate fully on the design and operational concept of the project with Cresset focusing



**Cresset Group**

Cresset is a full-service real estate operating company, located in Boston, specializing in the development of quality real estate developments in Boston and the inner suburbs. The company provides development (planning and permitting), construction, and property management services. By integrating these three key components of real estate investment and development Cresset creates a sustainable competitive advantage for investors and partners. Created in 2000, Cresset has completed numerous quality developments in Boston including Liberty Wharf, the new mixed-use development that many industry leaders have labeled a "game changer" for the burgeoning Seaport/Innovation District of South Boston. While at Cresset and prior to 2000, the Cresset partners have developed, acquired, or operated nearly \$2 billion dollars' worth of real estate comprised of office, industrial, hotel, retail, and residential (both for sale and for rent). Recent residential experience includes:

- » Lincoln Plaza: mixed-use 92-unit retail/residential redevelopment. Fee ownership.
- » 1850 Residences: mixed-use 86-unit retail/residential redevelopment. Fee ownership.
- » 140 Pleasant St: 44-unit residential development. Completion May 2012. Managing Member, Joint Venture structure.
- » 411 D Street: proposed 201-unit mixed-use retail/apartment development. Commencement anticipated, June 2012. Managing Member, Joint Venture structure.

Cresset has significant experience with a variety of ownership structures including joint ventures. The one common theme for all of Cresset's activity is maintaining an active day-to-day role in all of its projects. The three principals of Cresset—Ed Nardi, John Baxter and Bill Curtis—share a "hands-on" philosophy and individually or collectively take full responsibility for permitting, design development, construction, financing, marketing, and property management.

more on the vertical build, delivery, and management of the asset, while DeNormandie will concentrate on the ground-floor market, coordination with the HPA stakeholders, and the urban agriculture center and green roof. The LLC shall retain experienced best-in-class entities to assist in the marketing of both the commercial restaurant spaces as well as the residential apartments. Standard operational procedures and control mechanisms shall all be contained in the LLC operating agreement.



**DeNormandie Companies**

DeNormandie Companies was founded by Philip DeNormandie in the early 1980s, and currently owns, manages, maintains, and develops properties—valued at \$40 million—in Boston, elsewhere in Massachusetts, Louisiana, and Arizona.

In Boston, DeNormandie Companies owns and manages eight buildings and two parking lots in the historic Blackstone Block (which amounts to approx. 2/3 of the land and buildings in the Blackstone Block). In addition, the DeNormandie Companies owns three multistory buildings on Union Street, which are critically important to the overall revitalization of this historic block and to the success of the emerging Market District. Philip began his acquisition of these Blackstone Block properties more than thirty years ago, in appreciation of their historic character and in anticipation of these properties contributing to the Market District.

Philip has worked closely and cooperatively with the Haymarket Pushcart Association, and many of its individual members for over the past thirty years. Individuals from the HPA will attest to Philip's willingness to help with the varying operational needs of the pushcart vendors, as he demonstrated during construction of the Central Artery/Tunnel Project. He has firsthand knowledge, both as landlord and property manager, of seven food vendor tenants who occupy his properties.

Beyond his business interests, he cofounded the Bourne Conservation Trust in Cataumet, Massachusetts, which preserved more than 300 acres of open space in the town of Bourne. He spent 10 years on the board of the American Farmland Trust, which helps preserve farms in the U.S., and is Vice President of the New England Forestry Foundation, which supports the preservation of working forests in New England.

DeNormandie Companies owns and operates an all-natural Angus beef farm of 500 acres supporting 100 head of Angus cattle in Fairhaven, Massachusetts.

# THE BLACKSTONE MARKET TEAM

## Architects



**Utile, Inc.**  
Associated Architect

Utile focuses on urban projects that require a strategic blend of architectural design, urban planning, and information design. The firm has tackled a diverse range of projects including the National Park Service pavilion on the Rose Kennedy Greenway, the conversion of a 1920s firehouse in East Boston into a youth arts center, and affordable and market-rate housing throughout Boston. For each of these projects, Utile managed the expectations of multiple stakeholders (both private and public), articulated the benefits and challenges of alternative solutions, synthesized feedback, and created solutions that transcended the interests of individual stakeholders and thorny pragmatic issues. Tim Love will be the principal-in-charge of Utile's team for the Blackstone Market.



**Samuel E. Mintz, Architect/Planner**  
Associated Architect

Samuel (Sy) Mintz headed his own architecture/planning firm for forty years, which was located in the historic Blackstone Block, and was responsible for numerous projects in Boston, including the Millennium Bostonian Hotel; the Christopher Columbus Apartments in the North End; 450 units of housing at Harbor Point in Dorchester; the Patricia Hagen White Apartments in Brighton; and Heritage Apartments and Shore Plaza Apartments in East Boston. In the 1960s Sy was Director of Planning and Design for Boston's Downtown Waterfront Faneuil Hall Urban Renewal Project for the public/private Downtown Waterfront Corporation. From 1985 to 2000 Sy was a consultant to the Haymarket Pushcart Association. Sy lives adjacent to the Rose Kennedy Greenway.



**Hresko Associates, Inc.**  
Associated Architect

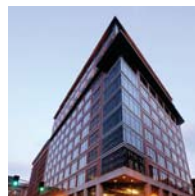
Philip Hresko, principal of Hresko Associates, is an architect and landscape architect and has headed his own firm for 28 years. His firm specializes in complex urban projects that include the Gateway Terrace, a condominium complex in Boston's South End; One Appleton, an adaptive reuse of a former 1800s storage building in Boston's South End; Minot Hall Residences, a historic rehabilitation and new construction project of condominiums, retail, and parking also in the South End; and Edgar Allan Poe Square in Bay Village, Boston. In aggregate, these and the other projects the firm has done exceed \$250,000,000 in dollar value.

## Owner's Consultants



**Goulston & Storrs**  
Legal Counsel

Goulston & Storrs is nationally recognized as a leading real estate law firm with a breadth of experience in land use and development, acquisition, finance, entity formation, tax planning, leasing, and environmental law. Matthew Kiefer, a member of the firm's Development & Land Use group, focuses on securing site control and public approvals for complex urban projects, including market-oriented and affordable housing, retail, office, hotel, and mixed-use developments. Matthew has been involved in redevelopment of Berkeley Investments' portfolio in the Fort Point Channel Landmark District, proposed air rights projects on the Rose Kennedy Greenway in downtown Boston and over the Massachusetts Turnpike, and the proposed mixed-use development of Seaport Square on 23 acres in the South Boston Seaport.



**Suffolk Construction**  
Pre-construction Services

As the largest construction manager in the Northeast, Suffolk has an extensive portfolio of successful projects in Downtown Boston. Suffolk has a successful history of delivering quality construction services on mixed-use and residential buildings. Since 2005, Suffolk has built nearly 6,000 units of housing in Boston alone. The company offers an unmatched level of pricing expertise, commodity knowledge, and the widest network of subcontractors in the Northeast. In the past seven months, Suffolk has broken ground on three mixed-use high-rise buildings in the City of Boston—The Victor, The Kensington, and Millennium Place III—totaling \$346 million in value. Its presence in the market gives Suffolk direct, up-to-date knowledge of the current trends in multiunit residential and retail construction costs.



**Save That Stuff**  
Waste Management

Save That Stuff, Inc. is charting a path to a Zero Waste future. Save That Stuff works with its clients to become Zero Waste businesses by maximizing waste reduction, re-use, recycling, and composting opportunities. Located in Charlestown, Massachusetts, Save That Stuff has a fleet of 18 vehicles, more than 3,000 clients, and operates the largest independently owned recycling facility in the City of Boston. Save That Stuff has received multiple awards for its innovative services, including EPA Region 1's 2011 Environmental Merit Award for their commitment to sustainability and advancing Zero Waste. Adam Mitchell is a Partner at Save That Stuff, Inc., with responsibility for fleet operations, marketing, human resources and business development, and will work with the Blackstone Market team.

## Subconsultants

**Ground, Inc.**  
Landscape Architecture

**KerrSmith Design**  
Branding, Communication, and Graphic Design

**Fort Point Associates, Inc.**  
Environmental / Permitting

**Harry R. Feldman, Inc.**  
Land Surveyors

**Haley & Aldrich**  
Geotechnical Engineer

**Nitsch Engineering**  
Civil Engineering

**McNamara/Salvia, Inc.**  
Structural Engineer

**TMP Consulting Engineers, Inc.**  
MEP/FP Engineer

**Nelson\Nygaard Consulting Associates, Inc.**  
Transportation/Parking





## PROPOSAL FORM



## SECTION 40J DISCLOSURE



### Schedule 1: PROPOSAL FORM

Reference is herein made to a certain Request for Proposals dated December 2011 issued by the Massachusetts Department of Transportation relating to Central Artery Parcel 9 (together with all figures, appendices, schedules, and addenda, the "RFP"). Initial capitalized terms, unless otherwise defined herein, shall have the meanings assigned to such terms in the RFP.

The undersigned (the "Proposer") affirms that it has read and fully understands the terms and conditions set forth in the RFP, and hereby agrees to the terms and conditions thereof.

1. The Proposer hereby irrevocably submits its Lease Proposal for Central Artery Parcel 9 to MassDOT subject to the lease terms and conditions of the RFP.
2. The Proposer herewith submits a Submission Deposit in the amount of Fifty Thousand Dollars (\$50,000), which shall be held and disposed of in accordance with Section V.B.2 of the RFP.
3. The Proposer agrees that all of the Proposer's expenses related to the preparation of this Proposal for Parcel 9 and (if applicable) the consummation of the transaction contemplated hereby, including any costs related to any third party representation engaged by the Proposer, are the Proposer's sole responsibility.

Executed under seal by the duly authorized \_\_\_\_\_ Manager \_\_\_\_\_ of the Proposer:

Name of Proposer: Blackstone Market LLC

Signature: [Signature] Date: March 22, 2012

Print Name: Edward Nardi Title: Manager

The Proposer hereby designates the following individual as its sole contact person and representative for purposes of receiving notices in connection with the RFP and the Proposal:

Typed Name: Edward Nardi Title: Manager

Street Address: 120 Water Street

City: Boston State: MA Zip Code: 02109

Telephone: (617) 624-9100 Facsimile: (617) 624-9138

Electronic Mail: enardi@cressetgroup.com

### Schedule 3: SECTION 40J DISCLOSURE STATEMENT

#### DISCLOSURE STATEMENT OF PERSONS HAVING BENEFICIAL INTEREST IN REAL PROPERTY REQUIRED PURSUANT TO MASSACHUSETTS GENERAL LAWS, CHAPTER 7, SECTION 40J

Pursuant to the requirements of Massachusetts General Laws, Chapter 7, Section 40J, I, Edward Nardi, as duly authorized representative of Blackstone Market LLC, a ( ) corporation, ( x ) partnership, ( ) joint venture, or ( ) other business entity; organized pursuant to the laws of the state of MA and having a place of business at 120 Water St., Boston, MA 02109, provide the following statement giving the true names and addresses of all persons who have or will have a direct or indirect beneficial interest in the real property which is the subject of the Proposal to the Massachusetts Department of Transportation to which this statement will be attached. If there are no such persons, I have indicated this by inserting the word "NONE" in the space below.

NAME	ADDRESS
<u>Philip DeNormandie</u>	<u>12 Marshall Street, Boston, MA</u>
<u>John Baxter</u>	<u>120 Water Street, Boston, MA</u>
<u>William Curtis V</u>	<u>120 Water Street, Boston, MA</u>

(If necessary, attach additional names and addresses on a separate sheet of paper referencing this Statement)

This Disclosure Statement is signed under the pains and penalties of perjury this 22 day of March, 2012.

Blackstone Market LLC  
 Proposer Name  
 X [Signature]  
 Signature of Authorized Representative Signing on Behalf of Proposer  
Edward Nardi  
 Print Name of Authorized Representative of Proposer  
 \_\_\_\_\_  
 Print Name of Authorized Representative of Proposer