

# HAYMARKET SQUARE:

*The public gathering place in Boston's Market District*

Proposal for Parcel 9: Addendum 3  
Component I: Development Proposal





March 15, 2013

**Massachusetts Department of Transportation**  
**Office of Real Estate and Asset Development**  
State Transportation Building  
Ten Park Plaza, Suite 4470  
Boston, MA 02116

**RE:      PARCEL 9 PROPOSAL\_ADDENDUM 3 SUBMISSION**

We are pleased to submit this response to Parcel 9 Addendum No. 3.

The revised design of the project reflects our review of the comment letters received from interested parties, the community, the Haymarket Pushcart Association, the Boston Redevelopment Authority and the Parcel 7 & 9 Advisory Committee. We feel strongly that this input has made our project better and truly helps define the Boston Market District with a distinct building that signifies the market and is respectful of the Greenway at the same time.

You will see in our proposal that the architecture is about the Market District and the market experience. The low 1-2 story building, that starts at the corner of Hanover Street and runs the majority of the length facing the Greenway with a large “Market Hall” experience, anchors the Market District. The hotel portion on North Street provides the “Public Gathering Space” that is needed for people who come to the Market District. The program also provides passive Community Uses on the second floor such as a Meeting Room and indoor pool & fitness. The project provides funding for the complete re-construction of Blackstone Street for the Haymarket and extensive new interior space for the HPA.

The “Haymarket Square” project is the third leg in the stool which reinforces the Market District along with the HPA and the Boston Public Market.

We look forward to presenting our revised design to you and the community on March 20<sup>th</sup>, 2013.

Sincerely,

A handwritten signature in black ink, appearing to read 'Justin D. Krebs', written in a cursive style.

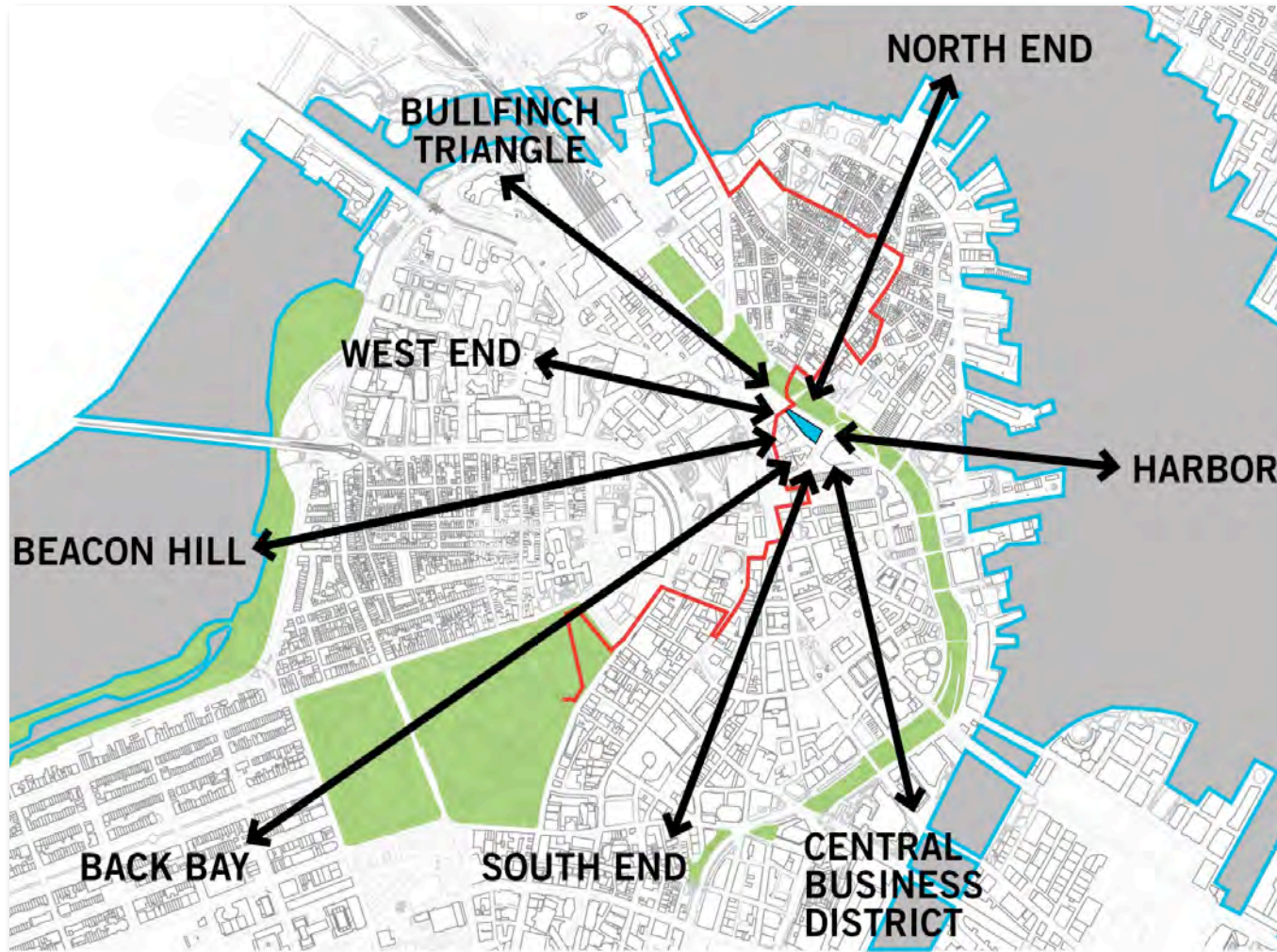
Justin D. Krebs  
**Normandy Real Estate Partners, LLC**  
Principal – Region Head

cc: Eamon O'Marah, Senior Vice President – **Jones Lang LaSalle**



## BOSTONS MARKET DISTRICT

The Development of Parcel 9 represents a once in a century opportunity to reinforce the permanence of the marketplace as a thriving enterprise and an iconic gathering place



within the city. Parcel 9, in conjunction with the proposed Boston Public Market at Parcel 7, and the existing Haymarket Pushcarts have a unique and central location between several important downtown neighborhoods including the West End, Beacon Hill, North End Waterfront and is also proximate to the downtown financial district, Government

Center, and Faneuil Hall, not to mention the intersection of the Kennedy Greenway and the Freedom Trail.

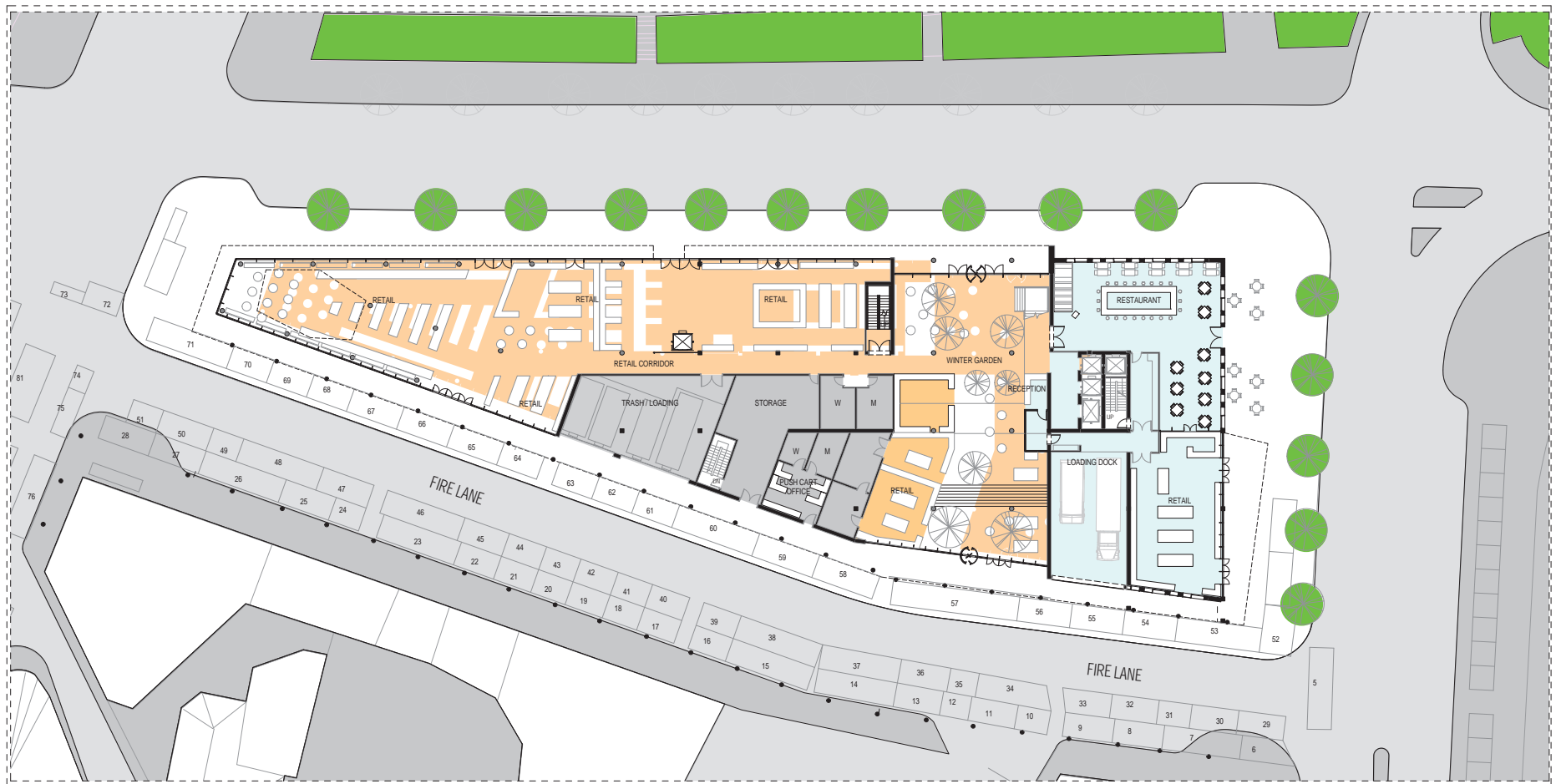
The Market District is already well served by the Haymarket pushcarts which provides fresh produce at extremely affordable prices and draw customers from near and far. The Farmers Market at Government Center provides an opportunity for those who work and live in the City to have access to locally grown and specialty products on a seasonal basis. What is lacking are more basic, everyday food options that are available on a daily and year round basis. To this end, we agree with the recommendations of the Boston Market District Feasibility Study that Parcel 7 and 9 include market halls on the ground floor and that each have a distinct identity. We have reinforced herein that our extensive ground floor retail component is designed to accommodate the provision of basic and specialty food offerings that complement and do not compete with the Boston Public Market at Parcel 7 or the Haymarket Pushcarts.

The fulfillment of the vision of a robust and thriving Market District at this location will reinforce Boston's position as a world class city and provide a necessary service to the residents of the City and the Commonwealth.



# 1. BUILDING MASSING AND PROGRAM

Architecture and renderings by Perkins + Will



**Siteplan / Ground floor:** the Market Hall is central to the scheme. It provides 7day a week food related retail and service for the Haymarket and opens up in good weather to Blackstone Street. Trash , storage and HPA offices support the weekend market activities.

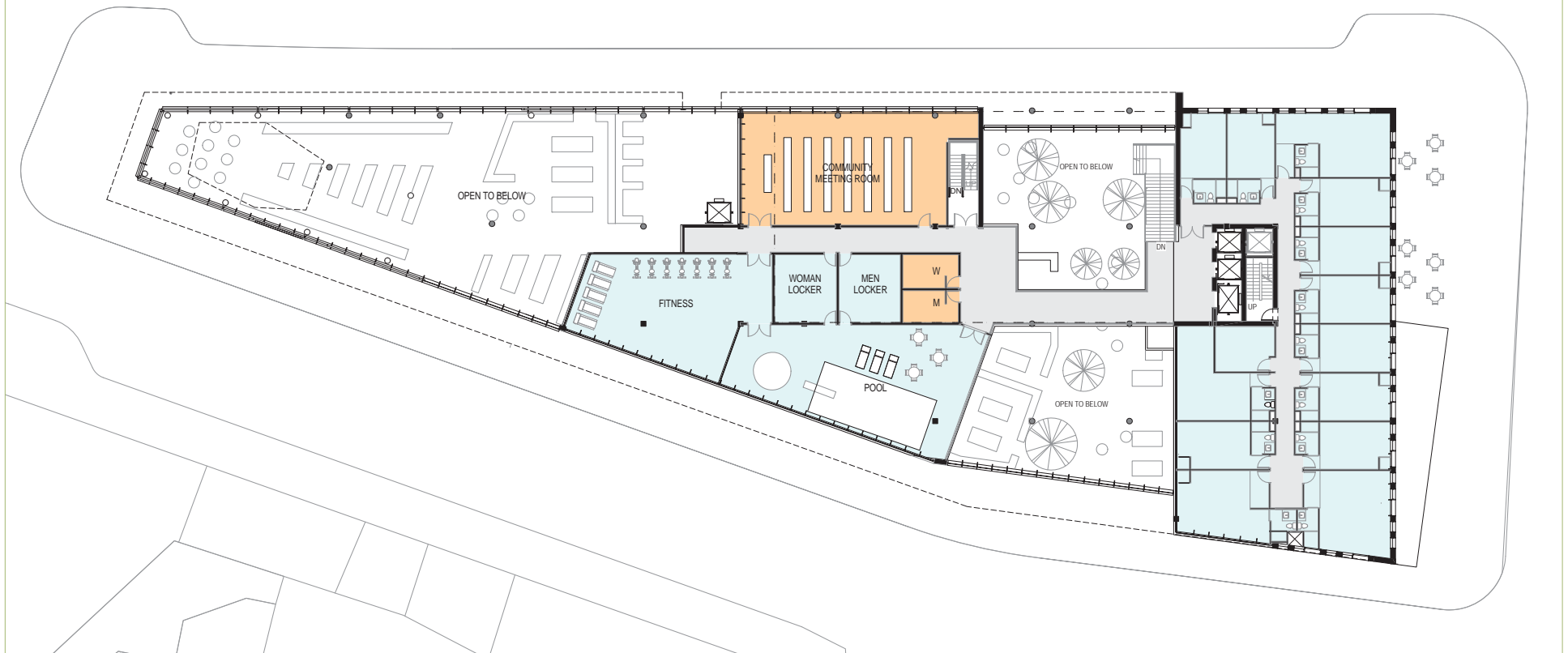


**Second floor:** hotel amenities and community facilities activate the second level overlooking the Market Hall, the Greenway and Blackstone Street. The community meeting room provides a much needed community meeting space and highlights parcel 9 as central to the life of the neighborhood.

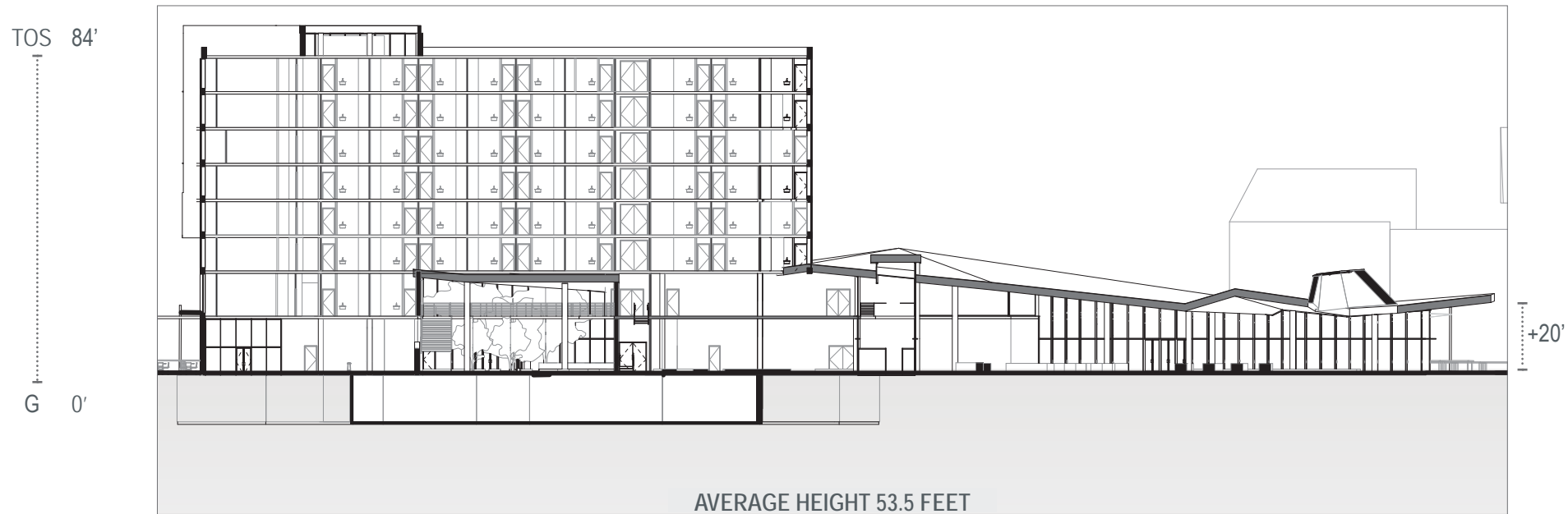
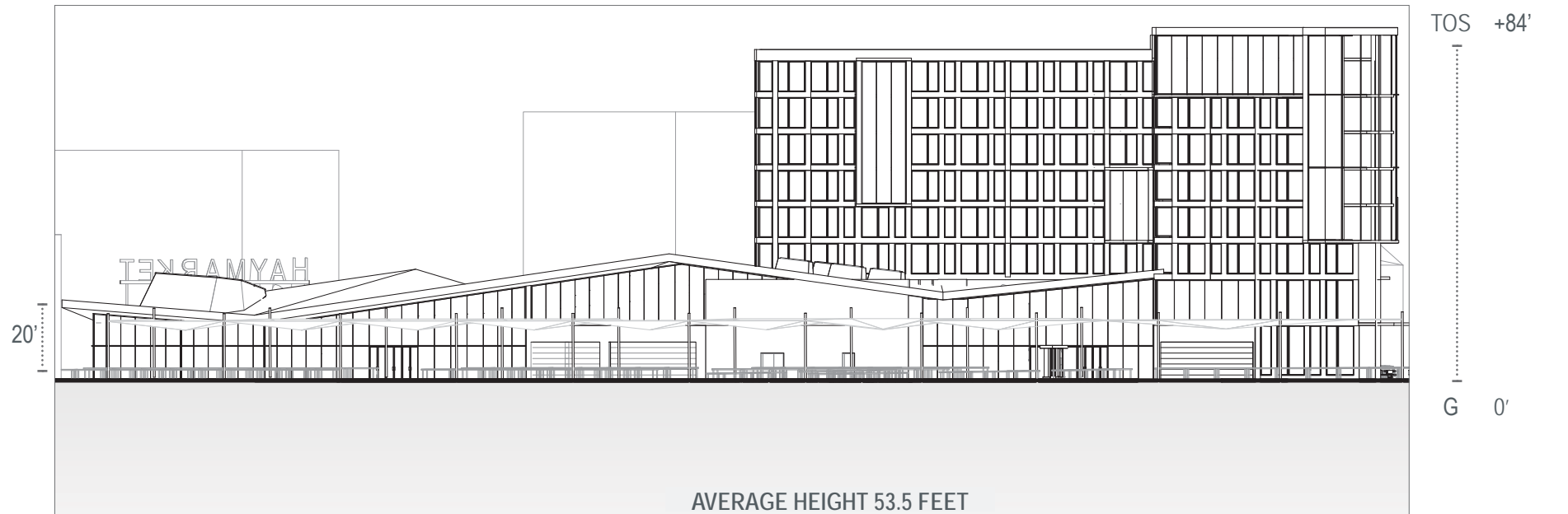
**Typical floors:** floors 3- 8 contain 28 rooms per floor focused towards the Greenway and set back from Blackstone street allowing sun to penetrate deep toward the market

**Market District Plan:** the Market District is both supported and completed by the parcel 9 development. The rich collection of fresh, locally grown food and food related retail is a special area in a dynamic area of Boston. Parcel 9, the Boston Market on parcel 7 , the historic Blackstone Block and the world renowned Haymarket combine to create one of the most amazing collection of food and culture in the City and the Commonwealth.

## Second floor



Elevations











**Aerial view looking south:** the hotel holds the corner at North Street to compliment the garage and Millennium Hotel to the south. The active roof of the Market Hall activates and connects Blackstone Street with the North End greenway park. Its glassy structure highlighted by a special skylight on the point marks the center of the Market district.

**View from Hanover Street:** the 2 story Market Hall reveals the historic Blackstone block through its glassy structure above the roof. The hotel forms a quiet back ground to the park and a transition to the city beyond.

**View looking East on Blackstone Street:** during Market days the street is full of market

stalls that extend the fresh fruit and vegetable tradition of this area with new canopies, utilities and lighting which allow vendors to create a dynamic safe and clean environment to sell their product.

**View looking south down Blackstone Street:** the Market Hall is central to this dynamic environment which forms a playful edge along Blackstone Street and connects to the Boston Market across Hanover.



**View towards the west along the Salem street connection:** the playful roof line of the Market hall activates the area 24/7 with light retail and pedestrians. The hotel's brick exterior connects with the masonry tradition of the area and forms a transition from the city towards the Greenway.

**View looking west from the Northern:** his view shows the masonry frame work of the hotel and the transparency of the ground plane revealing the Market Hall and the Blackstone Block beyond.

**View of the Market Hall:** the Market Hall is a major public space that provides 7 day a week retail and gathering space for the community

**View looking North along the surface artery:** the market is a dynamic energy filled street edge along the surface artery. Glass Garage doors open to allow food retail to spill out on to the side walk and connect the greenway through the Market Hall into Haymarket.

**View looking North down Blackstone Street:** the development will provide Stall owners with stantions, lighting, water, electricity, storage, office space and trash removal in convenient and easily accessible locations for a clean exciting and efficient Sales environment



## Massing

We have adjusted our massing and design in response to comments and feedback received on our original proposal. Our revisions have also taken into account comments made on each of the original three competing proposals.

Our proposal consists of two distinct building forms. The first, and primary form, is our 1-2 story Market Hall which includes an open air market space located at the northern 'point' of parcel 9, shop space for independent retailers, public restroom facilities, a public winter garden and hotel reception area, and dedicated space for the HPA. The Market Hall form has a length of 172 ft along the expressway side of Parcel 9. Portions of the Market Hall have an occupiable second floor which consists of a community meeting room as well as a swimming pool, spa and exercise room all made available for use to the North End/Waterfront community and shared with the Hotel. The design of the Market Hall includes glass storefront and standing seam metal roofs with canopies overhanging the sidewalk and a generously sized skylight in the Market Hall area.

The Market Hall has been designed and detailed in a way that it is recognizable as a unique location along the Greenway that will naturally draw pedestrians and others to this special place. By contrast, the secondary building form, the hotel is designed in a manner that will blend into the surroundings. The hotel form is presented in materials traditional to the North End and Blackstone blocks, boston red brick with traditional windows. The hotel includes 8 occupiable floors with the top height of the 8th floor at 84'-0". The hotel form extends for 162 ft along the greenway starting at the North St. end of the parcel. Careful attention has been paid to the design of the façade so as to minimize the impact of the hotel and to emphasize the expanse of the market based ground floor..

The average building height along John F. Fitzgerald Surface Road is 53.5 ft. and the floor area ration is 3.56. Both of these key massing metrics are below the zoning requirement of t 55 ft. and 4.0 respectively

## Views

The remassing of our development was in direct response to concerns regarding the quality of views from the North End and from the Greenway. The predominant view corridors are from Northeast to Southwest with the northern 'point' of Parcel 9 being in the relative foreground and the North St. Blackstone St. corner being in the background. By lengthening and lowering the height of our low form, we have improved and preserved

	Gross floor area	Market retail	Meeting/fitness	Hotel Rooms
Ground	22,428	17,882	-	-
Second	13,094	-	5,672	12
Third	11,522	-	-	28
Fourth	11,540	-	-	28
Fifth	11,533	-	-	28
Sixth	11,539	-	-	28
Seventh	11,532	-	-	28
Eighth	11,539	-	-	28
	104,727	17,882	5,672	180

Proposal also includes 9,698 s.f. of storage on basement level not counted towards G.F.A.

the views of the top floors of the buildings within the historic Blackstone Block. Our revised roof line adds interest to the Parcel 9 development itself and identifies the Market Hall as a place of gathering.

## Zoning Compliance

Our proposal is in compliance with all requirements of the City of Boston Zoning Code with the exception of building height. We will seek zoning relief for building height. Zoning allows a floor area ratio (FAR) of 4: our project is a 3.56 FAR.

Our average building height of 53.5 ft. is below the height of 55 ft. allowed by zoning regulations.

The maximum building height of our proposal is 84 ft in the hotel portion. The allowed building height by zoning regulations for Parcel 9 is 55 ft. We are seeking the height relief in response to MassDOT's encouragement of the finalists to consider the range of comments from the community including those of the Parcel 7&9 advisory committee, neighborhood groups, and the BRA. There seems to be a fairly clear consensus in the comments, that a massing that includes a building height of 2 stories or less on the northern end of the parcel is desired, and that if this is achieved, a request for relief on height would be reasonable and appropriate for the southern portion of the parcel along North St.





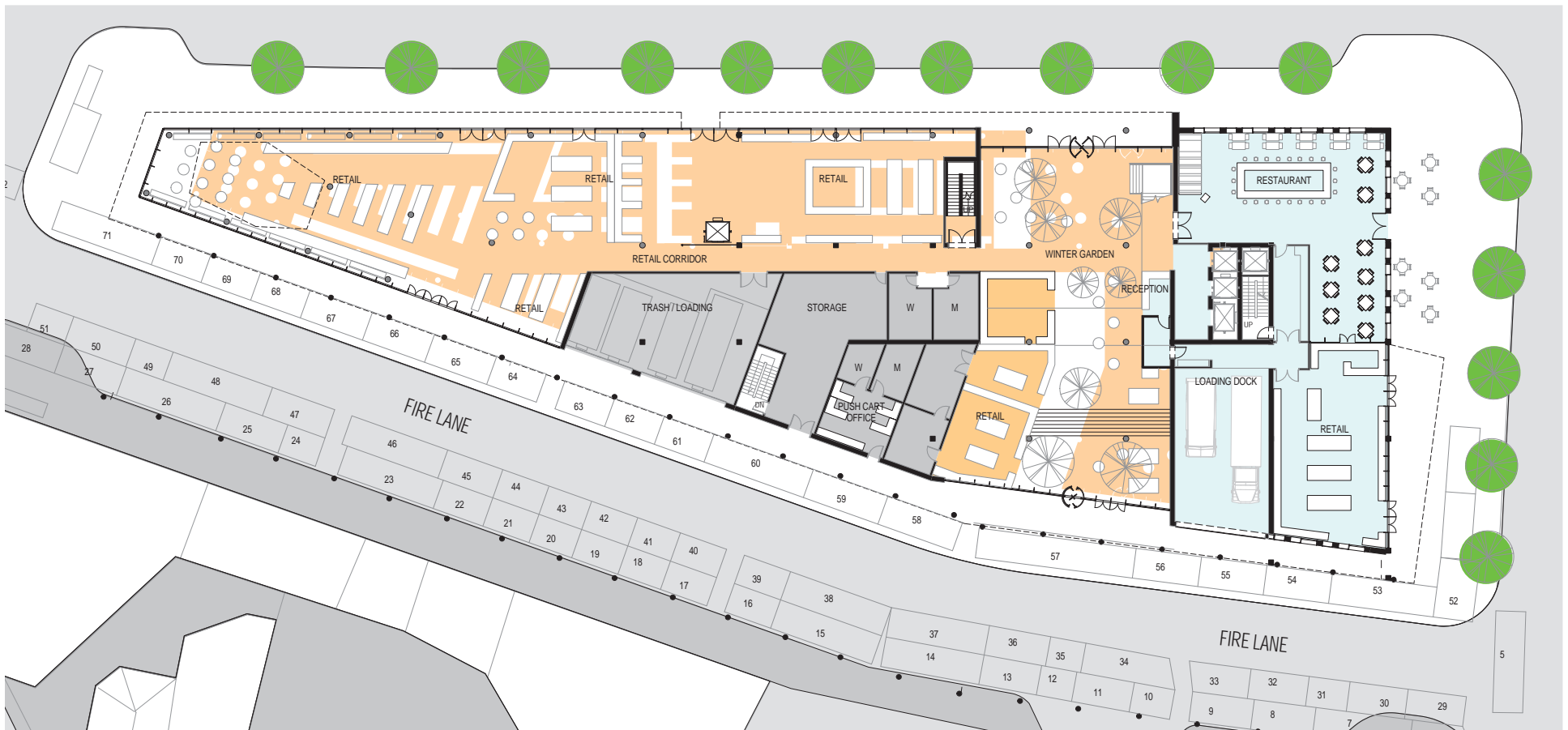
## Accommodation of HPA operations

We fully understand MassDOT's conclusion that 'the best approach will be to set the first floor of the Parcel 9 building back from the parcel line on Blackstone Street by a distance adequate to allow for a full fire lane through Blackstone Street, with three rows of HPA stalls as currently configured. In fact, this team initially developed this concept and it was included as part of our original proposal. Our response to Addendum 3 maintains this condition and in fact improves upon it. With our continued attention to the design of the Market Hall, we have created a more interesting and appropriate canopy/overhang that provides a seamless transition from the outdoor push carts to indoor market hall and public spaces throughout the first floor of our development.

## 2. MARKET, RETAIL, AND RESTAURANT USES

The ground floor of the project is broken into three major sections: 1) Market Hall & Winter Garden; 2) Haymarket Pushcart Association (HPA) facilities, loading and service; 3) Hotel uses.

The vision for the ground floor is dominated by a great market facility that compliments the program for the Boston Public Market at Parcel 7 and the Haymarket Pushcart operations. Specifically, our market will offer primarily basic fresh foods in a simple, durable open space that will complement the HPA and existing merchants on Blackstone Street. We have had extensive discussions with Puritan Beef Company, Inc.





to relocate them from the opposite side of Blackstone Street into a new ~1,500 square foot space to preserve their historic business and help them expand into a broader market as well. The design of the Market hall will have large roll up and French door openings that will create a seamless transition from the Market Hall to outdoor vendor area, opening up the sides of the Market to allow for ease of circulation, perusing and shopping. The Market Hall will be divisible into smaller footprint vendor layouts to allow for an open market experience that allows for greater variety of goods. Considering Boston Public Market will be selling exclusively Massachusetts product, we will focus on imported (non-Massachusetts) products. In addition to the great Market Hall area, we will have smaller traditional retail spaces for stores similar to those in the North End and providing basic fresh and specialty foods. Specifically, we envision a bakery and or gelato outlet, an independent coffee and dry goods shop, an Italian speciality shop selling imported foods and culinary items such as cheeses, meats, oils, dates, olives, toasts, crackers, spreads and sauces; and . The Winter Garden area will be publicly accessible 24 hours a day 7 days a week year round. The large 2-story open space will have floor to ceiling glass exterior walls, interior planting, seating and tables. The Winter Garden is a “public gathering place” to meet, enjoy the product purchased in the Market District and for residents to gather.

The HPA facilities, loading and service area will be located facing Blackstone Street and will contain extensive new indoor waste management and recycling facilities along with a new Head Quarters office for the HPA. Having a HQ on site for the HPA will allow the vendors to maintain a presence at the site and to have a place from which to manage their membership operations. HPA and additional public restroom facilities will be located at the ground level in this area.. The program on the second floor above the Haymarket will be a fitness room, indoor pool and the 2-story indoor Winter Garden. The two hotel rooms facing the Haymarket on Blackstone Street from the second level up will have triple-glazed, inoperable windows that will eliminate noise issues.

The remainder of the ground level – representing ~25% of the overall ground floor – will be Hotel area with separate, dedicated loading, reception, management back-of-house and elevator bank. This area facing North Street will be the location for a signature, 3-meal restaurant facing the Greenway and nearer to Faneuil Hall. The retail area on the corner of Blackstone and North Street could be a component of a larger restaurant use or separate market based retail space such as Puritan Beef Co.

### 3. BLACKSTONE STREET RECONSTRUCTION

#### Limits of reconstruction

Our scope of work area will cover the entire length of Blackstone Street from inside edge of sidewalk to the opposite side inside edge of sidewalk. Both sidewalks on each side are included in our budget for restoration and new finish. We will work with the various private property owners on Blackstone Street to coordinate construction sequence to maintain access to their businesses during reconstruction of the Street. The “areaways” below the sidewalks and any structural work associated with foundations or sidewalk support will be the responsibility of the private owners and we will cooperate with them to execute the work.

#### Pavement

The entire length of Blackstone Street will be made level and flush with vehicular ramps at either end. We have budgeted a durable roadway finish for the central portion of the Street for HPA set up and Fire Lane access. Note, the artistic bronze inlays of Haymarket items will be preserved, catalogued and re-installed in their existing locations in the finish project. In addition, the “Freedom Trail” inlay along the Hanover Street end of the property will be installed in the finish project.







## Utilities and equipment

In addition to the interior space described for waste management, storage, office and restrooms, we will install fifty (45) steel reinforced stanchions with secured electrical power at each base. The HPA will have secure access to the power source with a separate meter in the HPA space. The 45 steel stanchions will be located evenly along the length of Blackstone Street. These stanchions will be designed to support an awning system that we will design in conjunction with the HPA and BRA. In addition, we will install several hose bib locations along the length of the façade of our building along Blackstone Street for use by the HPA for a water source. Finally, we have included in our budget \$455,000 for fixtures, furniture and equipment dedicated to Haymarket including the cost of trash compactors and a custom awning system.

## Construction phasing

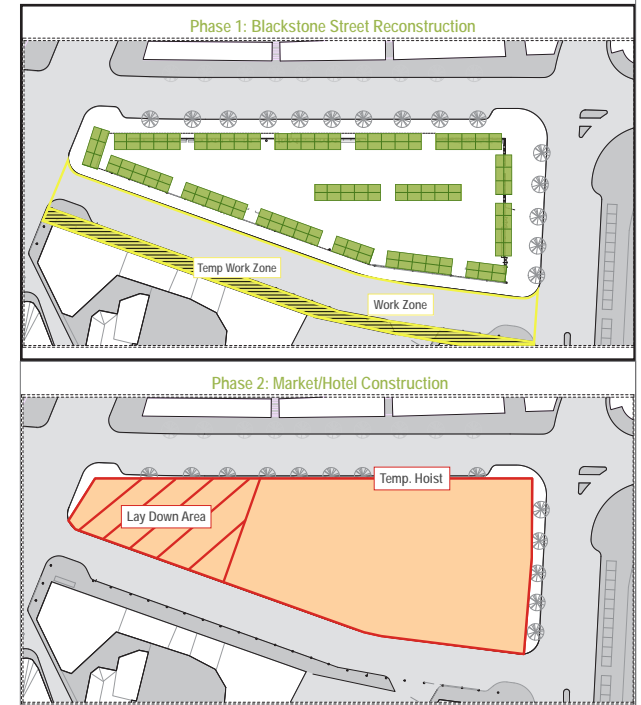
Initially the entire Parcel 9 site will be cleared and paved with a temporary layer of bituminous asphalt. We will coordinate with HPA to lay out a grid pattern on the site to accommodate each numbered stall temporarily relocated and have the paved area marked with stall locations. The HPA vendors will operate on the Parcel 9 site during the reconstruction of Blackstone Street for a period of ~4 months. The first step will be to restore the entire sidewalk along Blackstone Street in front of the shops and businesses and maintain access into the stores. Once this entire sidewalk is complete, access to the stores will be available along the length of Blackstone Street via the sidewalk. The final phase will be the reconstruction of the Street itself and the sidewalk along Parcel 9. Once the entire Street is completed, the HPA vendors will move back to their original stall locations along Blackstone Street. After which the Parcel 9 site will be fenced off to begin construction of the project.

### Phase I

- Catalogue, remove and preserve (for future re-install) bronze street art pieces, elements of freedom trail, and other historic elements and materials
- Prepare temporary re-location of HPA operation to Parcel 9 proper.
- Maintain access to Blackstone Street business, via existing and temporary sidewalks
- Reconstruct Blackstone Street from back of curb/building face on west side to Parcel 9 curb line, including new features for HPA.
- Provide accessible entrances to Blackstone Street businesses in conjunction with owners.
- **Maintain fire/emergency access at all times**
- **Maintain parking for Blackstone Street businesses**

### Phase II

- Re-locate HPA to original/final layout
- Establish Parcel 9 as construction zone.
- Laydown and staging area to be located at northern 'point' end of site
- Hoisting operation from east, Greenway side of site
- Deliveries off hours and not during HPS operations.
- HPA trash storage and removal to be coordinated closely with HPA and MassDOT





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## Budget

### Budget for Blackstone Street Reconstruction:

- Engineering & Design: \$72,500
- Sitework: \$119,208
- Earthwork: \$45,174
- Utility Services: \$105,000
- Paving & Sidewalks: \$182,570
- Site Improvements & Amenities: \$117,500
- Electrical: \$289,600
- Contingency: \$42,953
- Building Permit: \$9,020
- General Conditions: \$54,661
- Liability Insurance: \$8,595
- Fixtures, Furniture & Equipment: \$19,486

**\$1,066,267 Total**

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These costs are also reflected in our Total Project Budget detail in the Financial Proposal Component II.

## 4. HPA COOPERATION

In 2009, the HPA strongly opposed residential program at Parcel 9 – supported by a ~3,000 signature petition against housing – and hotel is a far better programmatic use in relation to the HPA operations. Our hotel will be moderately priced and cater to transient customers who typically will have a 1-2 night stay. The hotel will be advertised as part of the vibrant Boston Market District adjacent to and supportive of the weekly Haymarket Pushcart market. Customers will know they are part of the Haymarket experience however will have no standing – as compared to a high-priced residential unit resident with real standing at the property – to make any meaningful complaints to the HPA. Also very importantly, compared to operable windows required in residential units, the hotel rooms will have inoperable windows that will eliminate any noise issues created by the weekly HPA operations. Our large interior waste management areas for HPA use will modernize

the trash collection aspect of the market to reduce smells and waste issues – while still maintaining the vibrant character of the historic Haymarket. We have provided a base of operations space in the ground floor of the project for HPA use at no rent and will have regular management cooperation with HPA leadership. Communication and organized management between our staff and the HPA will ensure good relations. To that end, as we identify key staff people such as General Manager or Facilities Engineer, we will be explicit to define the unique and wonderful aspect of the property with the Haymarket being in fact a part of our building and that our cooperation and support of one another will allow the Haymarket to flourish and our property to benefit from the whole Market District. Our GM will be an individual who will need to love the Market and food aspects of the location and promote the HPA and its importance to the Market District.

We will accept explicit terms in the Lease which prohibits the sale of produce on HPA market days based on pricing established in consultation with the HPA. We will also accept restrictions on food sales to ensure coordination with products being sold at the Boston Public Market at Parcel 7.

## 5. RELATIONSHIP TO BOSTON PUBLIC MARKET

The Boston Public Market will feature Massachusetts grown and prepared foods. Our Market Hall in Parcel 9 will feature imported food products from outside Massachusetts and from foreign sources. We will program our Market Hall more similarly to European markets with a variety of smaller vendors selling product that will not compete with the products offered at Parcel 7. In addition the Market Hall area that will complement the Boston Public Market, we will have several smaller retail outlets on the ground level similar to the North Ends shops for a mix of uses that may include: a shop similar to Salumeria Italiana; a gelato and coffee shop; possibly a butcher shop similar to those on Blackstone Street such as Puritan Beef Co; and a 3-meal signature restaurant.

We have had several meaningful discussions with Boston Public Market Association (BPMA) representatives to make our Market Hall available to the BPMA for expanded square footage for their operations. The BPMA may need additional space as the Market evolves and we have offered to make parts or all of the Market Hall area available to the BPMA at market rate rent. The synergy could be preferable for the BPMA to manage









the Parcel 7 space and our Market Hall to coordinate the requirements of vendors that may not fit the requirements at Parcel 7 but wish to be part of the Market District and be located in the Parcel 9 Market Hall as a compliment to the mission of the BPMA.

Our project team is willing and committed to a provision that would allow the Boston Public Market to have the right to first refusal for the rental of our ground floor market hall. Such an agreement would of course be subject to the review and approval of both MassDOT and the HPA.

## 6. SUPPORT OF HPA OPERATIONS

Our privately funded capital improvements to the Haymarket Pushcart Association total approximately \$2,571,267 including: (a) Blackstone Street reconstruction; (b) Construction of HPA interior areas and shared spaces; and (c) HPA Fixtures, Furniture & Equipment (FF&E). These costs will be covered within

The private funding for the development of Parcel 9, details are as follow:

(a) \$1,066,267 for Blackstone Street improvement work that includes:

**Site work:** Removal of existing bituminous street surface; install utility conduits for steel stanchions.

**Earthwork:** Level entire length of Blackstone Street; grade ramp at either end.

**Utility Services:** Reset manhole and catch basin covers.

**Paving & Sidewalks:** New paved surface on Blackstone Street to meet City of Boston roadway standards.

**Site Improvements & Amenities:** Install 50 steel reinforced stanchions for awning support with electrical power at each base.

**Electrical:** Gear and conduit boxes to each awning stanchion.

(b) \$1,050,000 for HPA interior spaces with direct access to Blackstone Street:

±1,600 square feet of interior HPA facilities storage area for dedicated HPA use plus a finished commercial office space for dedicated HPA headquarters and HPA men's and women's restrooms.

±1,400 square feet of interior space for trash storage and recycling to accommodate 4 new self-contained trash compactors for shared use by HPA and our ground floor retail market.

(c) \$455,000 for Haymarket Fixtures, Furniture & Equipment (FF&E):

Purchase and installation of 4 new Marathon RJ 250 SC, 35 yard self-contained trash compactors with 10 HP, 3 phase motors, ram guide systems, full rear door gaskets, cycon cylinders, key operated starts and remote power units. 2 for organic material, 1 for trash and 1 for cardboard recycling.

Allowance for specialty awning system to be designed in conjunction with MassDOT, the HPA and the BRA.

The interior areas above described for HPA use above will be delineated in a leasehold interest through a lease with the developer that will run concurrent to the lease the developer signs with MassDOT (currently contemplated for 99 years), with similar rights and obligations as required. The HPA leased area will be a Triple Net Lease subject to a \$1 (one dollar) annual rent. All operating expenses, including all metered utility costs, insurance, etc are the HPA's responsibility. The HPA lease will be enforceable through any future ownership changes or sale of the property.



*"I represent Puritan Beef Co., one of the oldest retail meat retail companies in Boston, certainly the oldest surviving company in Haymarket. I wish to express my support for Normandy Real Estate Partners and Jones Lang LaSalle as developers of Parcel 9 in the Haymarket neighborhood of Boston...Having a moderately priced hotel meets the city of Boston's need for more hotel rooms. The city also needs new residence space but not in this area...I truly believe it's best for the city of Boston."*

*Scott Lampert  
President - Puritan Beef Co.*

**Trash handling and street cleaning fees:** Charges to the HPA for trash handling and street cleaning will be supported and mitigated as follows:

- i. the first ten (10) years of operation costs will be capped at not more than \$150,000 per annum;
- ii. Years 11 through 20 of operations cost may increase at an annual rate equal to the lesser of (i) the annual increase in the Consumer Price Index for All Urban Consumers (Boston), or (ii) five percent (5%); and
- iii. a commitment that the Lessee shall negotiate in good faith with the HPA regarding trash handling and street cleaning rates after Year 20 of operations, such negotiations to start no later than Year 18 of operations, and such negotiations to be in the context of all activity within the Market District.

## 7. SUPPORT FOR MARKET DISTRICT

Parcel 9 is a critical and strategic parcel within the greater Market District. The Haymarket Square proposal recognizes this fact and is designed to ensure the ongoing success of the Market District by first complementing and improving the existing Haymarket Pushcart vendors and secondly by making the Parcel 9 development an additional component of the greater district.

**The continued viability of the Haymarket Pushcart Vendors is the single most important factor in the long term success of a Market district in Boston.** The HPA is the cornerstone of the Market District and a development proposal that improves the current operation is essential. We have designed our project such that the current HPA vendor layout can be maintained in its current form for the long term. As stated elsewhere in this document our proposal includes numerous commitments and contributions that will ensure the long term viability of the HPA, thus securing the foundation of the Market District

We have also continued extensive discussions with the Boston Public Market Association, the successful proponent for the development of Parcel 7. We have established a working relationship with this group that will ensure that the operation of our market elements will be complimentary and coordinated at a minimum. Further, there is a clear commitment from both parties to enter into a formal partnership to operate the market elements of both parcels as a single entity—subject to the agreement and approval of the HPA and MassDOT.

Our re-design has clearly committed this site to an iconic public market that will become a gathering place where residents of the North End, Beacon Hill, West End and the burgeoning Bullfinch Triangle and North Station area can come to meet and shop for a wide range of food products.

## 8. SUPPORT FOR SURROUNDING COMMUNITIES

We have made several changes to our proposal that will help to reinforce the quality of life in the North End/Waterfront, West End, and Beacon Hill communities. We have eliminated our 7th floor food and beverage operation, we have enforced our commitment that the ground floor be compatible with the vision for the greater market district, and we have adjusted our massing such that the views from the north end towards the Blackstone Block are preserved and improved.

### Noise

Our development proposal is superior with regards to noise related issues. Hotels do not require operable windows like permanent residences do. Therefore noise complaints related to the haymarket pushcart vendors and other neighborhood uses will be mitigated. The proposed hotel use is generally quiet by nature, the majority of the floor area is dedicated to hotel rooms which are minimal noise generators. Our ground floor market hall will house activities and noise generation that is similar to and compatible with the existing pushcart operation and the proposed Boston Public Market. The proposal is limited to a single restaurant on the ground floor which will provide a sit down dining experience for hotel guest and the public-noise generation should be similar to and consistent with ground floor restaurants on the opposite side of the Greenway and along Hanover and Salem Streets in the North End.

### Hours of Operation

The hotel by nature is a 24/7 operation which will enhance security of the neighborhood



and provide eyes on the greenway park at all times. Ground floor retail and restaurant will follow hours of operation that are typical for the local area.

### Traffic

The proposed hotel use is superior with regard to mitigating traffic generation. Hotels do not require dedicated parking spaces, and as a mid priced downtown hotel it is anticipated that a very small fraction of hotel guests will even require rental cars. We have had discussions with area parking operators and we are committed to securing a valet parking solution that will not utilize the parcel 7 garage, to ensure spaces at the location are available for Market patrons.

### Views

The massing of our proposed development has been revised in such a way that the critical views from the north end towards the Blackstone Block will be improved dramatically. We have expanded the 'low' portion of our development such that it now occupies more than half of the length of the development measured along the greenway. We have also reduced the average height in the low section and have designed a market hall roof line that will clearly distinguish the market use as the prominent feature of Haymarket Square.

## 9. RESIDENTIAL CONDOMINIUMS PROHIBITED

Not applicable. However, considering in 2009 the HPA strongly opposed any residential use at Parcel 9 we feel that our hotel use is appropriate.

## 10. NON-DISTURBANCE COVENANT

We view the HPA as an asset to our development and one of the primary attractions of the site. We have had numerous discussions with HPA and we are well aware of the nature and hours of their operations and are fully prepared to enter into a covenant not to interfere with the HPA operations. We understand that our ground lease with the Commonwealth will document this covenant, and that the associated provisions will be fully assignable to any sub lessee and future owners of the property.

## 11. AGREEMENTS

The Haymarket Square Development has had extensive discussions with both the HPA

and with representatives of the Boston Public Market and we are committed to ensuring the mutual success of all three groups. Our lease with MassDOT will memorialize the financial commitment to the HPA and be enforceable through the 99 year lease term.

In the spirit of cooperation and as a reflection of our commitment to the long term success of the HPA our proposal does include numerous provisions that will directly benefit the HPA and the Boston Public Market, including:

- Ground floor layout that preserves the current arrangement of push cart vendors locations
- Dedicated space (3,255 s.f.) within the ground floor of our market area that will provide an area for trash collection, restrooms, and office space for the exclusive use of the HPA with no annual rent.
- Re-construction of Blackstone Street from the back of sidewalk on the west side of the street and including the sidewalk and street area.
- 4 trash compactors in a separate ~1,400 s.f. waste management area for HPA use.
- Architecturally designed, permanent stanchions for the support and anchoring of HPA canopies. Stanchions to include electrical power distribution and lighting as appropriate.





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## 12. CONSULTATION

We have met with Haymarket Pushcart Association (HPA) representatives to discuss our revised proposal. We have listened to their concerns and have made the changes in the architecture that reflects their comments. Furthermore, we have outlined the financial benefits the project will provide and the interior space in our building that will be dedicated to the HPA. All of these commitments will be incorporated into our executed Ground Lease with MassDOT and provide the HPA the assurance that these commitments will last – and be enforceable by HPA - through the 99 year term of the Lease.

We have met with Boston Public Market Association (BPMA) representatives to describe our program and how it will complement the mission of the Boston Public Market. We have had extensive discussion with the intent to collaborate and have offered to make some or all of our ~6,500 square foot “Market Hall” area adjacent to Parcel 7 available to the BPMA at market rate for expansion of their operations.

We have notified the BRA of our changes to our architecture based on their comments.



