

Live. Work. Shop. Play.

Stay.

*Prepared by Consulting Architect
Hacin + Associates, Inc.*



Hacin + Associates Inc. [architecture + design]
112 Shawmut Avenue, Studio 5A, Boston, MA 02118
t. 617.426.0077 f. 617.426.0645 w. www.hacin.com



Live. Work. Shop. Play.

Stay.

SEAPORT SQUARE

in Boston's Innovation District

SEAPORT SQUARE

*Setting the Standard for
Innovation on the Waterfront*

Seaport Square spans 23 acres on Boston's waterfront adjacent to the city's Financial District on the largest undeveloped parcel in the City of Boston.

The 6.3 million square foot master plan, designed by Kohn Pederson Fox, envisions a vibrant 24/7 neighborhood in Boston's "Innovation District."

The master plan calls for a unique fabric of residences, shops, restaurants, cultural and educational institutions, hotels, open spaces and a business district with research and office space.



A JOINT VENTURE BETWEEN:



Morgan Stanley







“ *I see a new city.* ”

MAYOR THOMAS M. MENINO

SEAPORT SQUARE

in Boston's Innovation District

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SEAPORT SQUARE in BOSTON'S INNOVATION DISTRICT: A Plan That Can Deliver Innovation

The City of Boston is in a global competition for companies, new ideas, new ways to work, creation of new jobs and the retention of the area's talent.

Mayor Thomas M. Menino and his administration have taken a leadership role in setting forth a vision of The New Boston and designated the 1,000 acre South Boston Waterfront and the Boston Marine Industrial Park as the Boston Innovation District.

The Seaport Square development is perfectly positioned to be the anchor and lead the way for that vision.

Innovation in design is a critical piece for the creation of a commercially viable community, and sustainability is a crucial aspect of designing for the future. However, it is only part of the equation.

What differentiates Seaport Square is its unequalled ability to deliver the environment, platform and services required for the critical interactions and collaboration that lead to innovation. Our goal is to create fertile ground from which innovation and transformation, as well as physical and social networking, can occur.

Proximity and culture matter. We plan to harness those ideals to the fullest to create a place where innovation can grow—organically.



Innovative housing for active research communities

Physical / social networks and resources for professional growth





“ Mayor Menino and the City of Boston have their strategy in place. This strategy is the formation of **an area where there is an attraction, a value and a quality of living and working** that brings companies and entrepreneurs to live and work in the Innovation District. ”

MITCH WEISS
City Of Boston Chief Of Staff

10-minute living, with retail and amenities close by

Extensive cultural attractions for a world-class neighborhood



SEAPORT SQUARE in BOSTON'S INNOVATION DISTRICT: Urban Crossroads, Modern Neighborhood

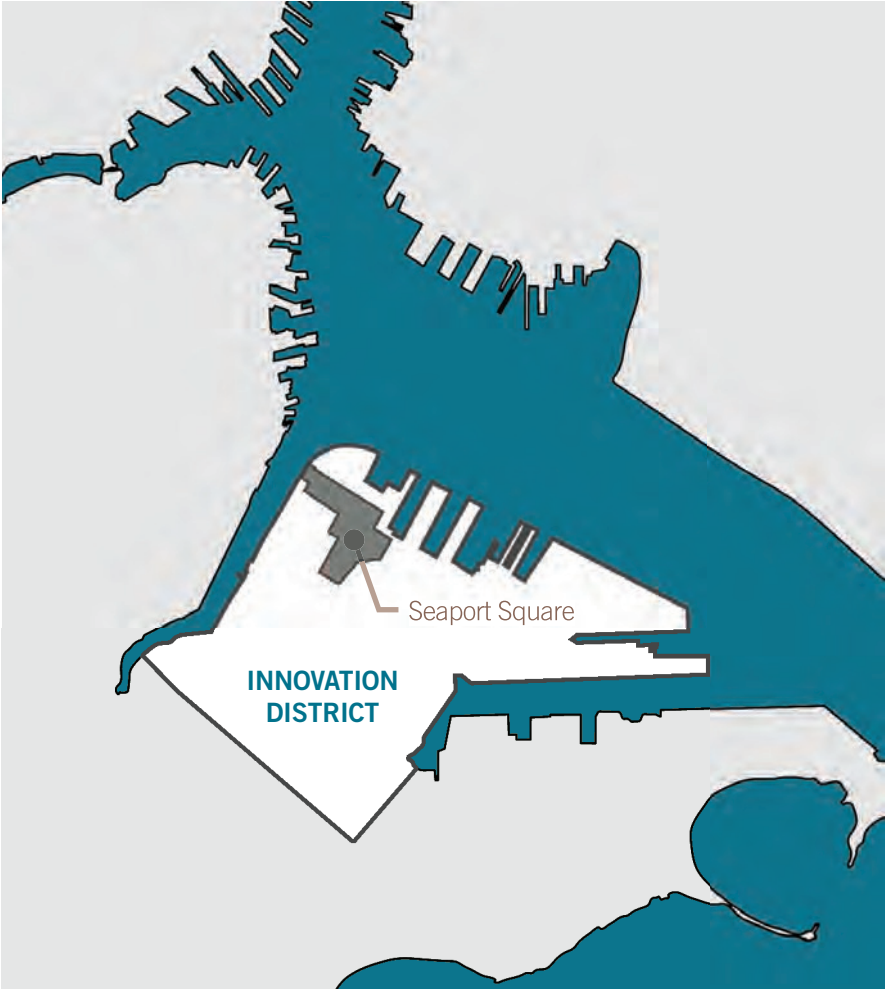
There is good reason why Boston's waterfront has been targeted for new development and economic growth by developers and the city alike.

There is space here to build something truly new.

The waterfront landscape is underdeveloped, so new construction can integrate stringent 'green' requirements and new technologies right from the outset.

The district lies at a crossroads, where different parts of the city connect with each other and with the world.

Seaport Square is located at a Boston 'crossroads', with direct connection to the city center and to the world via Logan Airport. It is accessible by various means of transportation, surrounded by programs that are commercial catalysts and cultural attractors, strategically located on the access routes to amenities of versatile character.

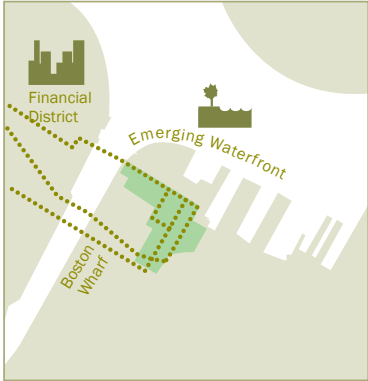


Diagrams illustrating Seaport Square's connections to the city and beyond

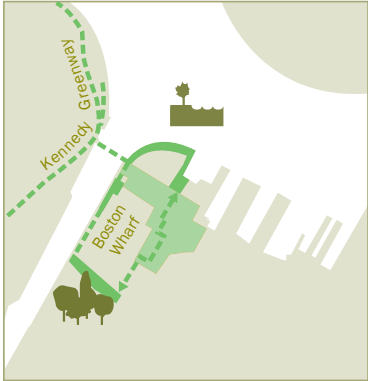
Waterfront Connection



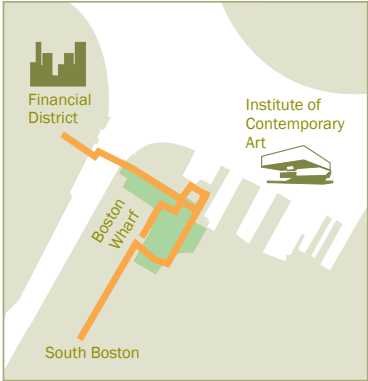
Crossroads Initiative



Greenway Connection

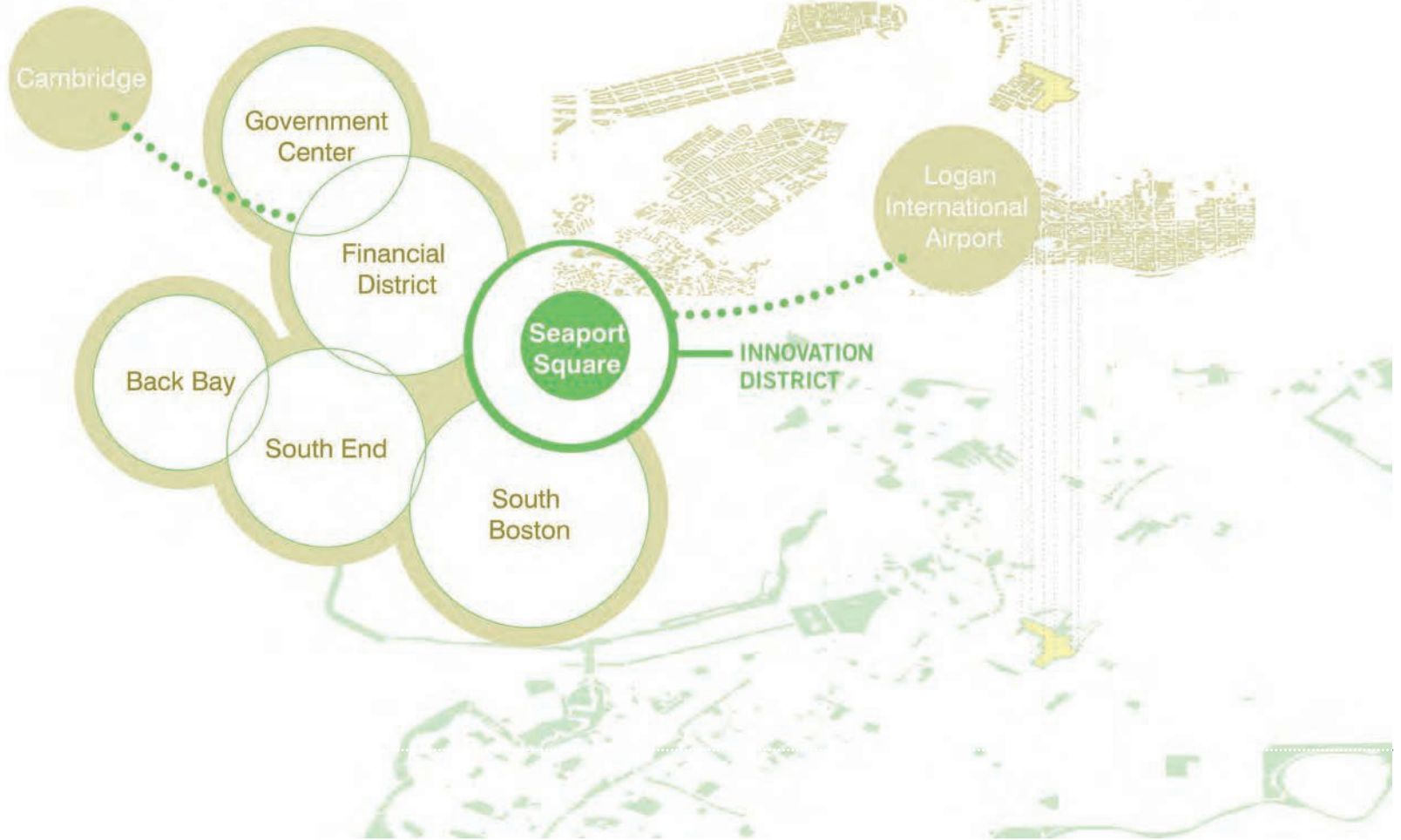


ICA as Attractor

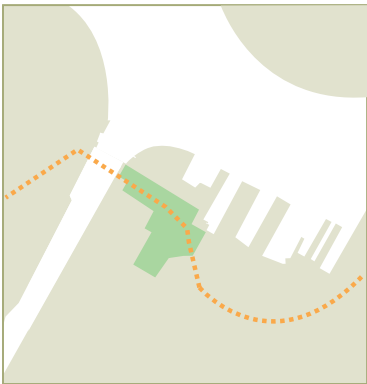


“That’s the district that is going to really change the skyline.”

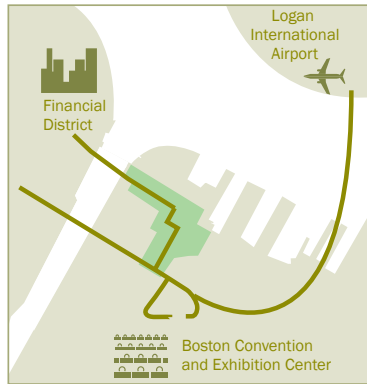
JOHN PALMIERI,
BOSTON REDEVELOPMENT AUTHORITY



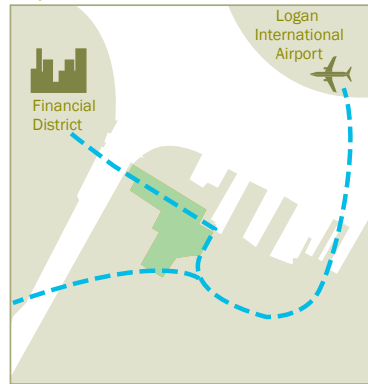
T - Line



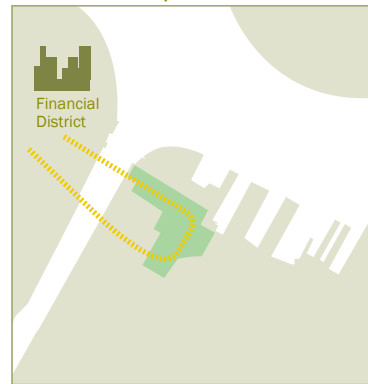
Convention Center



Airport Connection



Commercial Loop



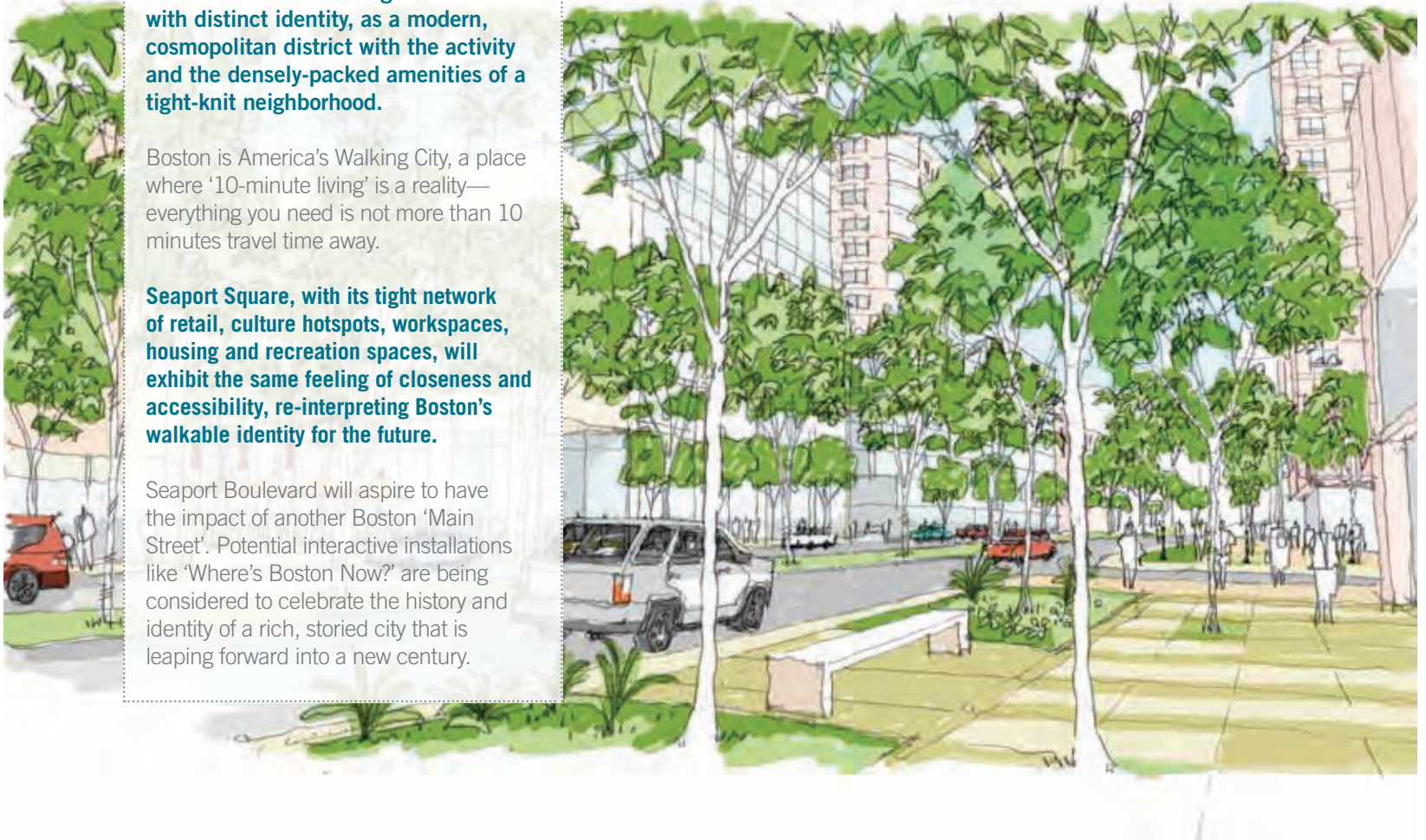
SEAPORT SQUARE in BOSTON'S INNOVATION DISTRICT: Close-Knit Neighborhood Character, A Boston Tradition

Seaport Square will contribute to Boston's tradition of neighborhoods with distinct identity, as a modern, cosmopolitan district with the activity and the densely-packed amenities of a tight-knit neighborhood.

Boston is America's Walking City, a place where '10-minute living' is a reality—everything you need is not more than 10 minutes travel time away.

Seaport Square, with its tight network of retail, culture hotspots, workspaces, housing and recreation spaces, will exhibit the same feeling of closeness and accessibility, re-interpreting Boston's walkable identity for the future.

Seaport Boulevard will aspire to have the impact of another Boston 'Main Street'. Potential interactive installations like 'Where's Boston Now?' are being considered to celebrate the history and identity of a rich, storied city that is leaping forward into a new century.



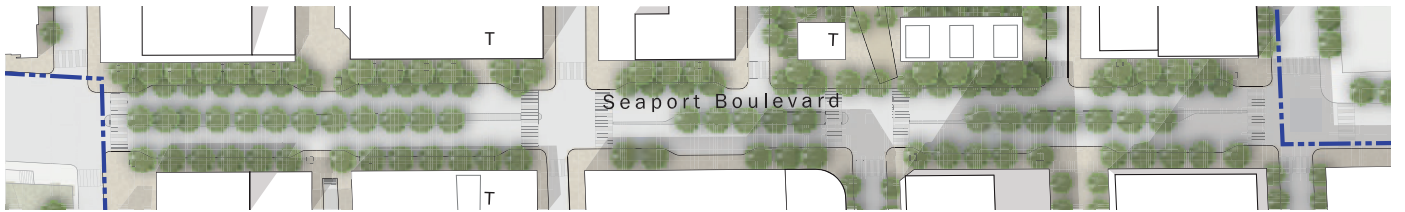
Mayor Menino celebrates with the community at an awards event for Great American Main Streets

The South End's revitalized Washington Street, winner of an award from the National Trust for Historic Preservation



*“ I don’t want this to be Fifth Avenue. **This has to be different, it has to be Boston.** ”*

MAYOR THOMAS M. MENINO



A conceptual rendering for 'Where's Boston Now?', an interactive installation that tells the story of the city

The Greenway, directly connected to the waterfront, has already become an iconic landmark for the new Boston



SEAPORT SQUARE in BOSTON'S INNOVATION DISTRICT: Attracting and Retaining New Minds with World Class Amenities

The city's strategy for creating an 'Innovation District' requires abundant opportunities for a multi-generational, entrepreneurial population to 'Live', 'Work' and 'Play'. The character of the neighborhood will be forged by a range of world-class retail and dining, expanded operating hours for an active nightlife, interactive public art, rotating entertainment and cultural events, and a tapestry of diverse population groups.



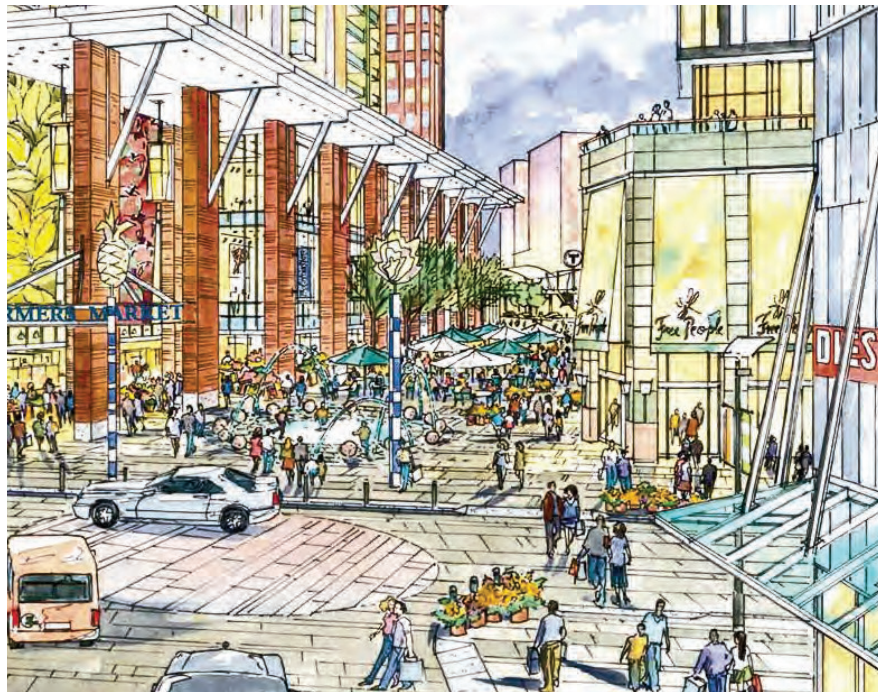
Public parks provide moments of serenity in the dynamic landscape of modern urban living

Public artwork attracts visitors, creates an instantly recognizable identity for any city, and encourages interaction with the urban environment



*“ Young engineers, artists, and scientists...seek out each other’s company and **are drawn to dynamic environments with plenty of public space and entertainment options.** ”*

BOSTON GLOBE [EDITORIAL by LAWRENCE HARMON]



Seaport Square will be a 24-hour neighborhood, bustling with color, energy and activity both day and night

A diverse array of retail will include everything from local vendors and specialty boutiques to major international brands



A RANGE OF HOUSING TYPES FOR A FORWARD-THINKING COMMUNITY

LIVE / WORK SPACES FOR ENTREPRENEURS AND RESEARCHERS

A RANGE OF WORKSPACE OPTIONS TO SUPPORT NEW BUSINESSES

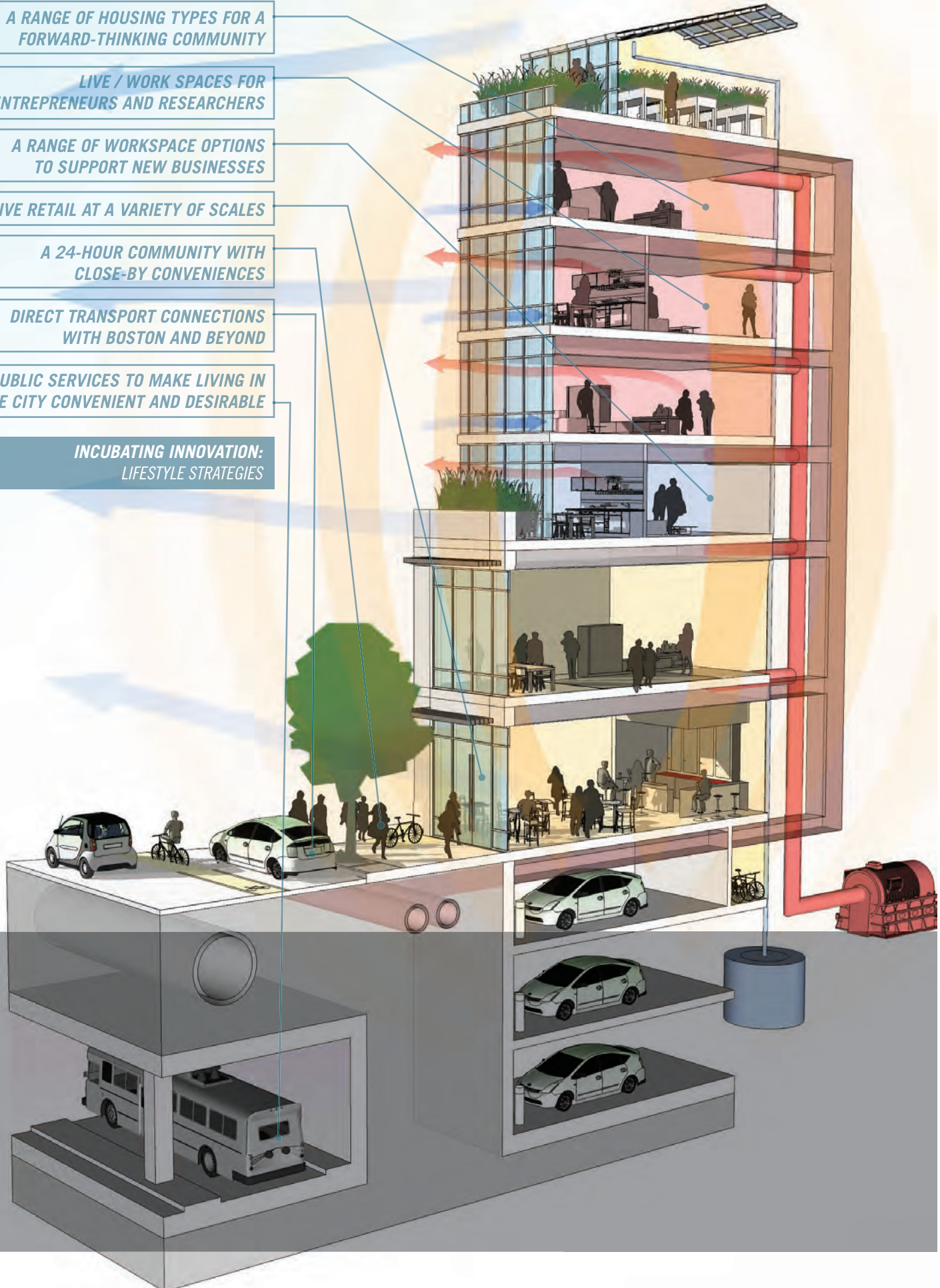
ACTIVE RETAIL AT A VARIETY OF SCALES

A 24-HOUR COMMUNITY WITH CLOSE-BY CONVENIENCES

DIRECT TRANSPORT CONNECTIONS WITH BOSTON AND BEYOND

PUBLIC SERVICES TO MAKE LIVING IN THE CITY CONVENIENT AND DESIRABLE

*INCUBATING INNOVATION:
LIFESTYLE STRATEGIES*



*“ **Smart, entrepreneurial people** will put up with smaller apartments and a carless life in exchange for a spectacular view, a short commute, and the ability to walk to a changing array of restaurants and shops. ”*

THE BOSTON GLOBE [EDWARD GLAESER]

LIVE WORK SHOP PLAY

LIVE:

A Diverse, Entrepreneurial, Multi-Generational Community

Seaport Square is designed to become a multi-generational neighborhood where a diverse array of Bostonians will live, work, play and raise families. The neighborhood will provide a unique living experience to match the needs of the city's 21st century workforce, students and retirees.

Seaport Square will be a neighborhood where interaction, community, collaboration and diversity work hand-in-hand to foster a place where innovation can grow.



*“ [Boston must] continue to develop its urban vitality, ensuring that **it is the kind of place that people from across the country, and around the world, want to live.** ”* THE BOSTON FOUNDATION

Cultural amenities and job opportunities to attract professionals

A family-friendly community with lots of recreation space



RESIDENTIAL BUILDINGS IN SEAPORT SQUARE



An urban neighborhood with shops and dining close to home

A range of housing types for citizens of all ages



LIVE / WORK:

Flexible Spaces for Forward-Thinking People

Seaport Square offers a wide variety of housing options that meet the needs of a diverse workforce.

Affordable housing, workforce housing, units for research professionals, garden apartments, condominiums and live-work spaces will all be represented in a range of sizes and a wide mix of price points.

Co-working spaces, incubator space, sidewalk cafes, internet cafes, and residential infrastructure to support home offices will all be built into Seaport Square.

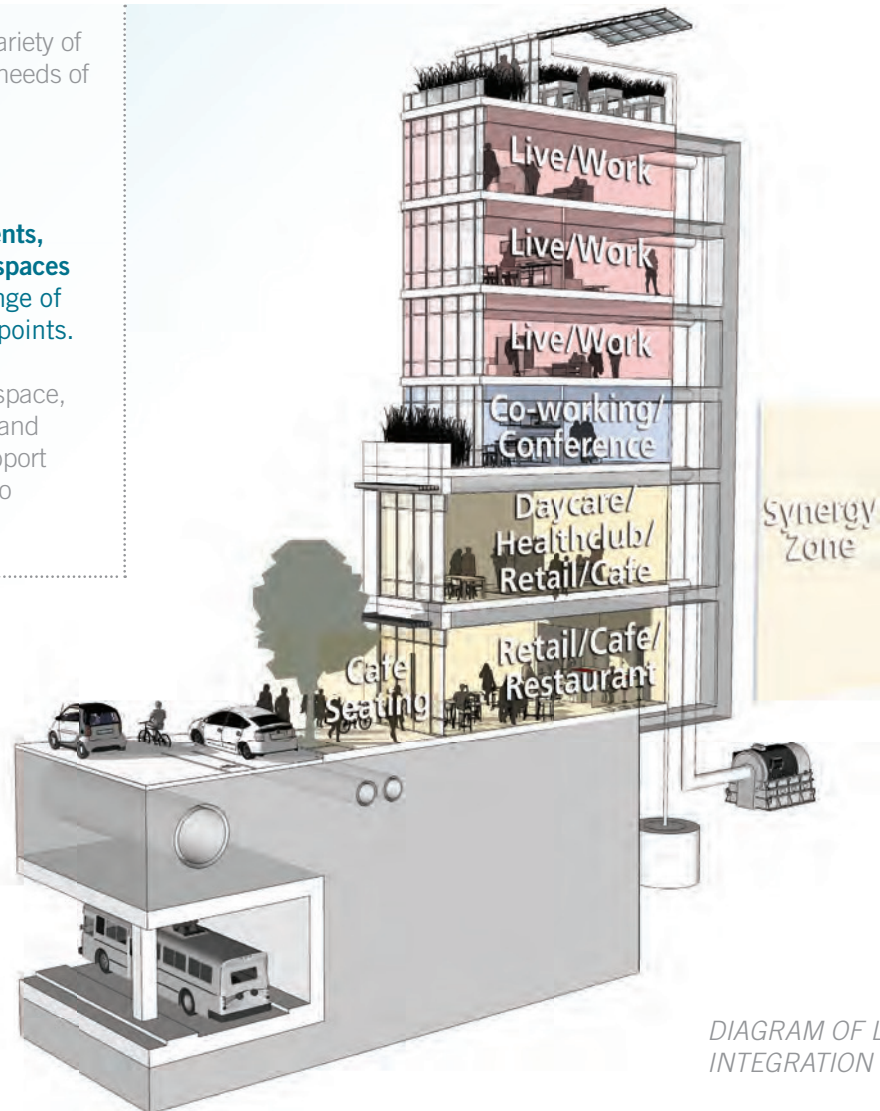


DIAGRAM OF LIVE / WORK INTEGRATION AT J-BLOCK

Well-designed, flexible spaces make working from home not only possible but comfortable and desirable

Shared floors in residential buildings will have workspaces and conference rooms for residents' use

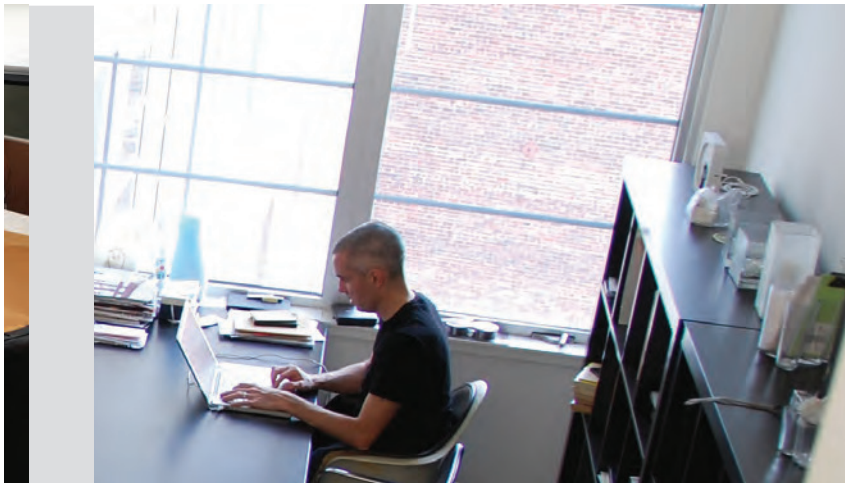


LIVE / WORK SPACES IN SEAPORT SQUARE [dots indicate residential buildings that include Collaboration Centers, dedicated floors with shared conference rooms, technology and workspaces for resident use]



Super-efficient homes respond to the needs of young workers and thinkers that need flexibility and connectivity on a budget.

Integrated day care makes it easier to work and raise a family in the community



WORK: Fostering Collaboration with New Workspaces

In today's business world, the concept of 'workplace' is ever-changing, and traditional office spaces are increasingly being replaced by unconventional alternatives that exist in both the physical and the virtual realm.

The business atmosphere within Seaport Square will be one that utilizes the latest in technological connectivity and provides a range of work / live opportunities and alternative work environments. Traditional office space will also be available for companies and tenants who wish to create a more individualized and permanent presence within the Innovation District.

“The waterfront should be a unique place. We want this to be specific to Boston, and to the workforce we have.”

KAIROS SHEN, BOSTON REDEVELOPMENT AUTHORITY

Traditional office spaces will be available for companies that want a lasting presence in the Innovation District

Designated office buildings will support laboratories and research facilities as well as a range of office types



OFFICE BUILDINGS AND WORKSPACES IN SEAPORT SQUARE

[dots indicate residential buildings with dedicated shared workspace floors for resident use]



Shared conference / office spaces in residential buildings provide a place for young entrepreneurs to get a head start

Workspaces at different scales and price points will encourage collaboration between businesses new and old



SHOP:

Interactive Retail at Every Scale

Retail areas of Seaport Square will feature a technology-enabled interactive shopping experience. Local, national and international stores will contribute to a diverse, dynamic, world-class array of offerings, accessible to residents, workers and visitors alike.

Retailers can potentially interact with occupants and visitors via real-time digital signage networks. Kiosks allow retailers to interact with potential customers in new ways by enabling location- and time-based advertising. Global marketing efforts will endeavor to attract new, innovative tenants that will set the retail program apart.



International retailers contribute to the character of Seaport Boulevard and Fan Pier Boulevard as world-class shopping streets

Small-scale local stores and more informal public markets would be successful here, along with larger ventures



RETAIL VENUES IN SEAPORT SQUARE

[dots indicate minor retail opportunities off of the main thoroughfares, such as cafes in hotel lobbies]



A range of different scales of retail creates a lively streetscape and encourages foot traffic

The Innovation District is a perfect venue for testing new advances in retail technologies, like virtual dressing rooms



PLAY:

Cultural Amenities, Recreation and Nightlife

The urban open spaces, tree-lined shopping streets and cultural institutions, and the inherent proximity of these amenities, give Seaport Square an exciting, ever-changing pedestrian experience for all seasons.

Seaport Square Green and Seaport Hill, along with a new active open space on Boston Wharf Road, provide multiple sites open for public recreational use in addition to bicycle lanes, health clubs, and the adjacent Harbor Walk. Permanent gallery space will house exhibitions. Events, concerts and exciting dining concepts will encourage a lively nightlife scene.

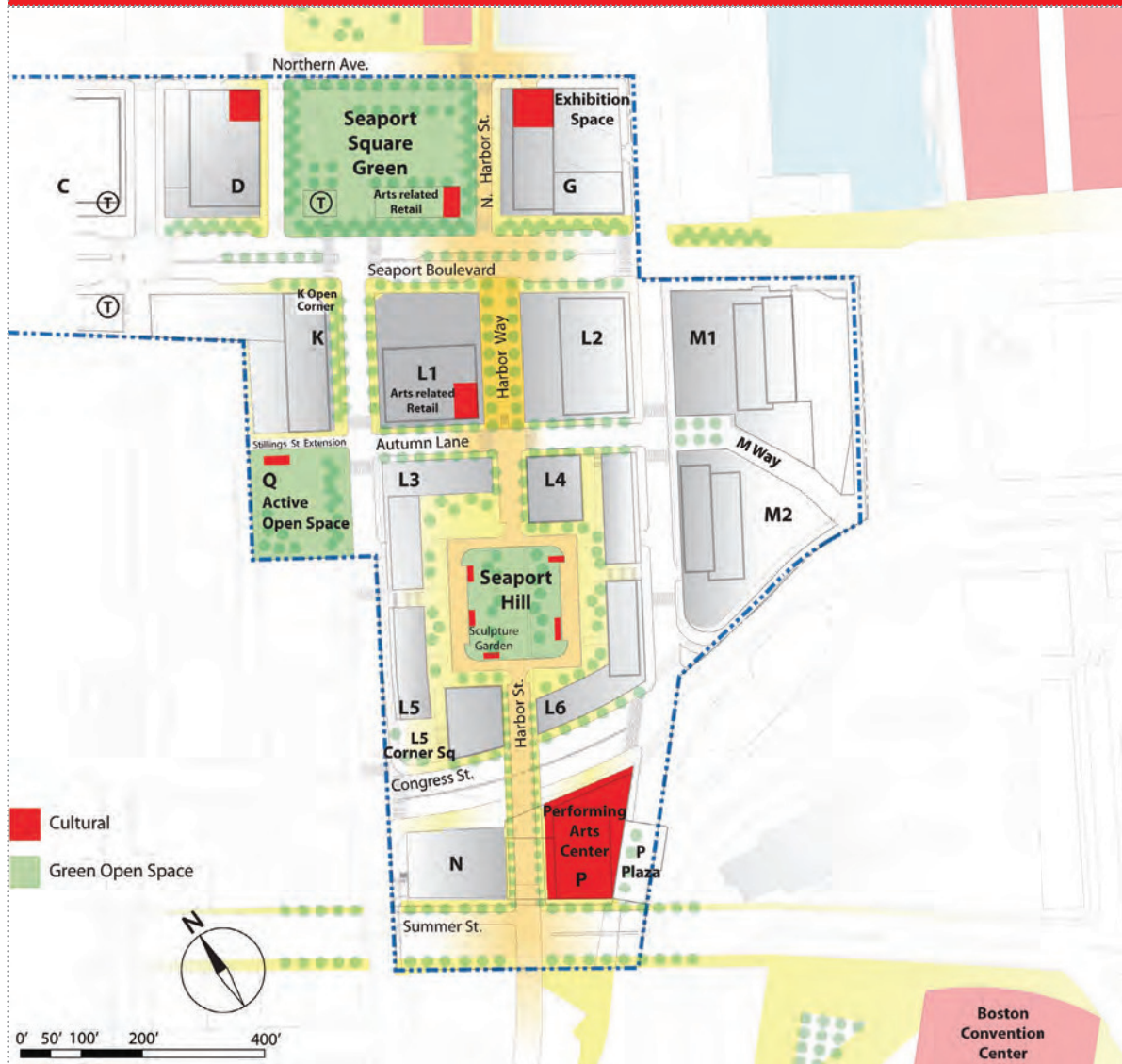


Parks facilitate recreational activity like dog walking, exercise, playing with kids, picnics or concerts

Recreational opportunities can encourage urban activity and wellness regardless of season



SEAPORT SQUARE CULTURAL CORRIDOR The Waterfront has the potential to become a major cultural district, with museums, conventions, hotels, galleries, restaurants, concerts and public space.



Interactive sculpture and other public artwork can define neighborhood identity while promoting

Outdoor seating for cafés and restaurants promotes the concept of “proximity” amongst residents and visitors



FULLY INTEGRATED 'TECHNOLOGY SPINE'
FOR A ROBUST MODERN NETWORK

WIRELESS HUBS FOR EXTENSIVE
COVERAGE INSIDE AND OUT

AMPLE BIKE STORAGE AND
BIKE-SHARING PROGRAMS

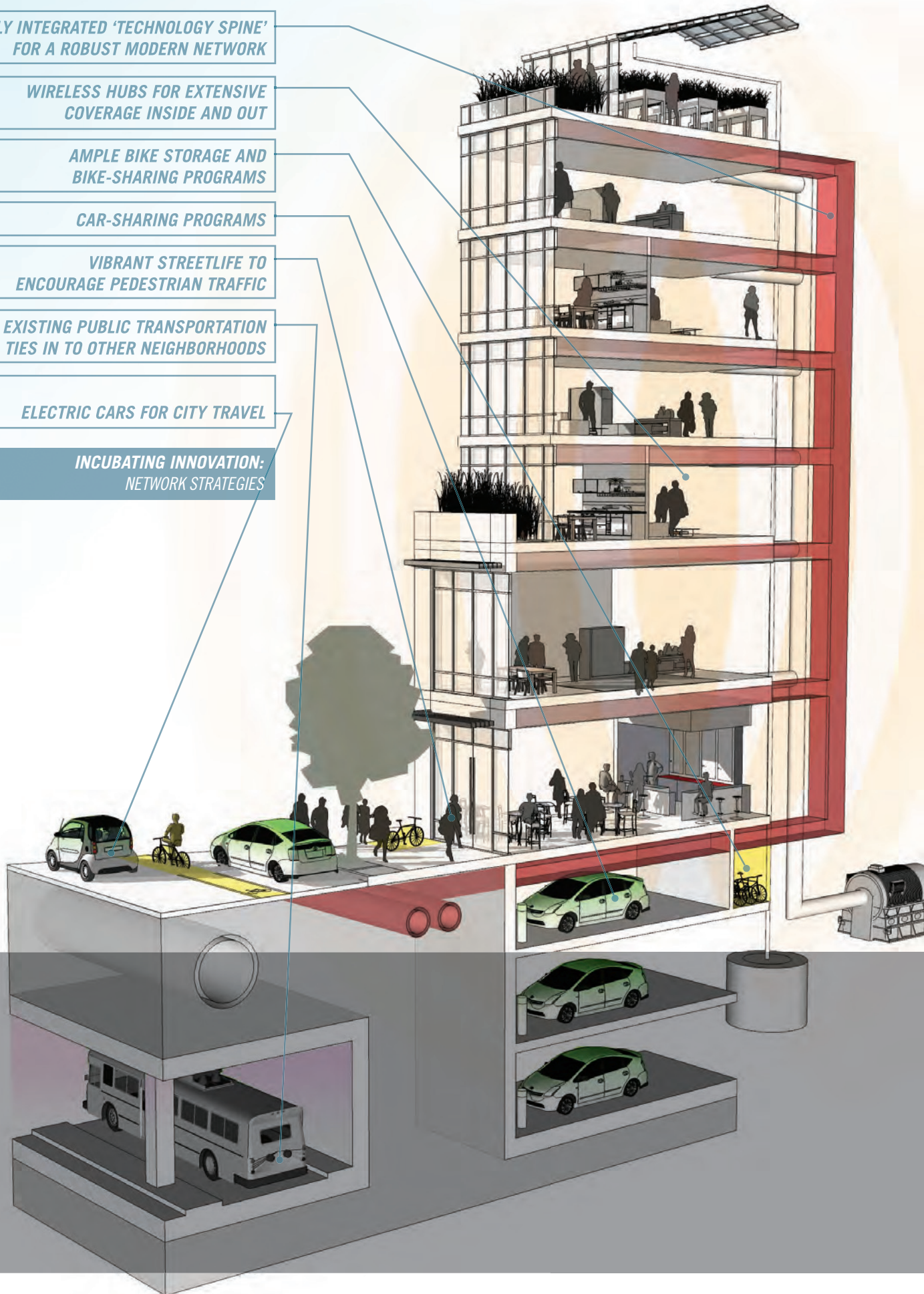
CAR-SHARING PROGRAMS


VIBRANT STREETLIFE TO
ENCOURAGE PEDESTRIAN TRAFFIC

EXISTING PUBLIC TRANSPORTATION
TIES IN TO OTHER NEIGHBORHOODS

ELECTRIC CARS FOR CITY TRAVEL

INCUBATING INNOVATION:
NETWORK STRATEGIES





“ People in clusters innovate at a quicker rate, sharing technologies and knowledge easier...The ability for small firms to generate ideas and mingle with larger firms who have the access to capital and the ability to scale and grow these ideas is imperative in entrepreneurial fields. ”

BOSTON INNOVATION DISTRICT WEBSITE



CONNECTIVITY and TRANSPORTATION

CONNECTIVITY: Information Technology

A community that fosters innovation is economically prosperous, environmentally aware, technically advanced and culturally rich.

Such a community demands a modern network that can serve its complex and dynamic needs.

“ Ideas need a tight ecosystem that fosters creative growth – **distance equals death.** ”

Boston Innovation District website

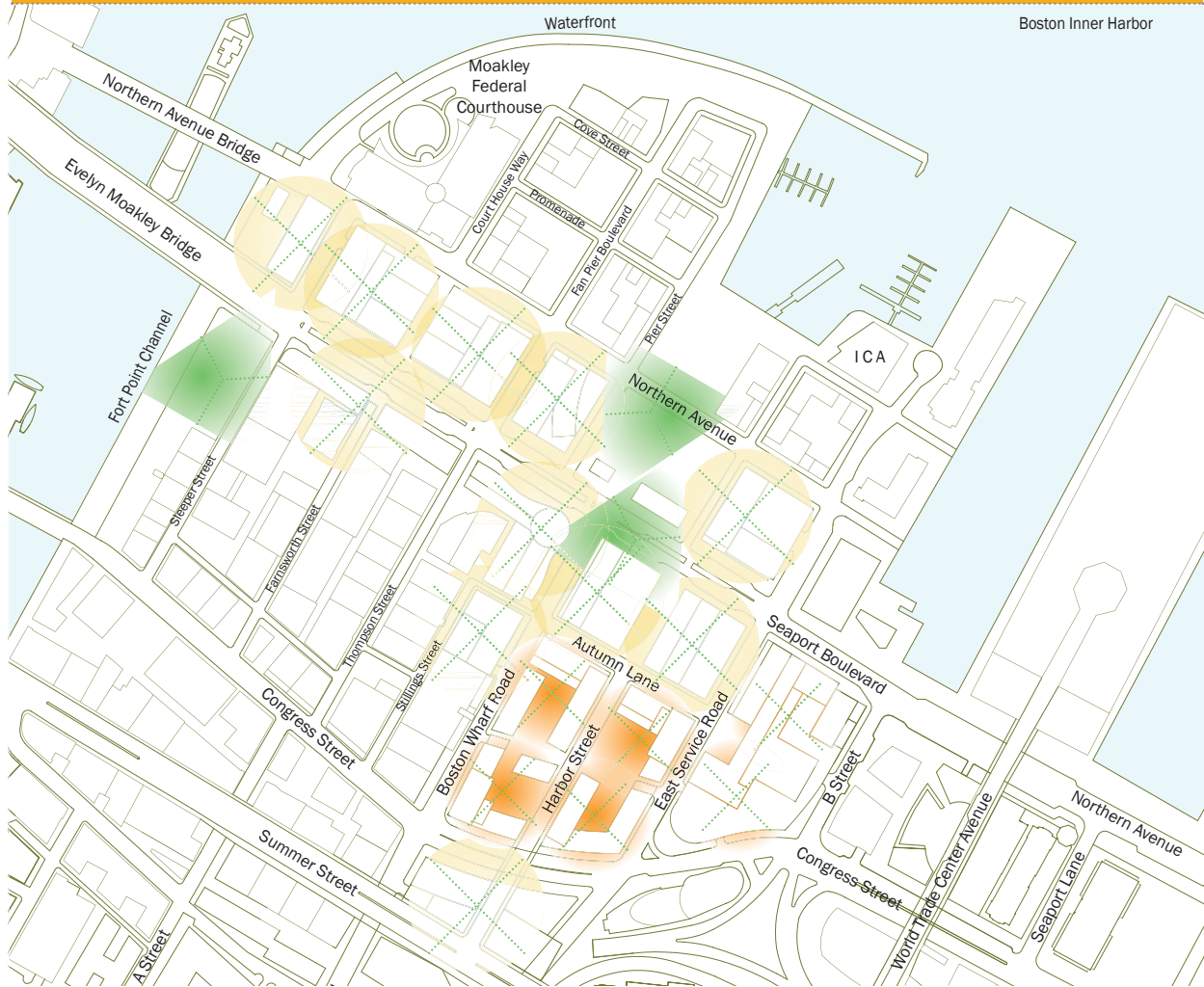


Wireless networks cover the project, making it possible to work and be connected anywhere, anytime

Smart metering technologies connect end users to utility providers to improve efficiency and lower utility costs



POTENTIAL WIRELESS ANTENNA HOTSPOTS



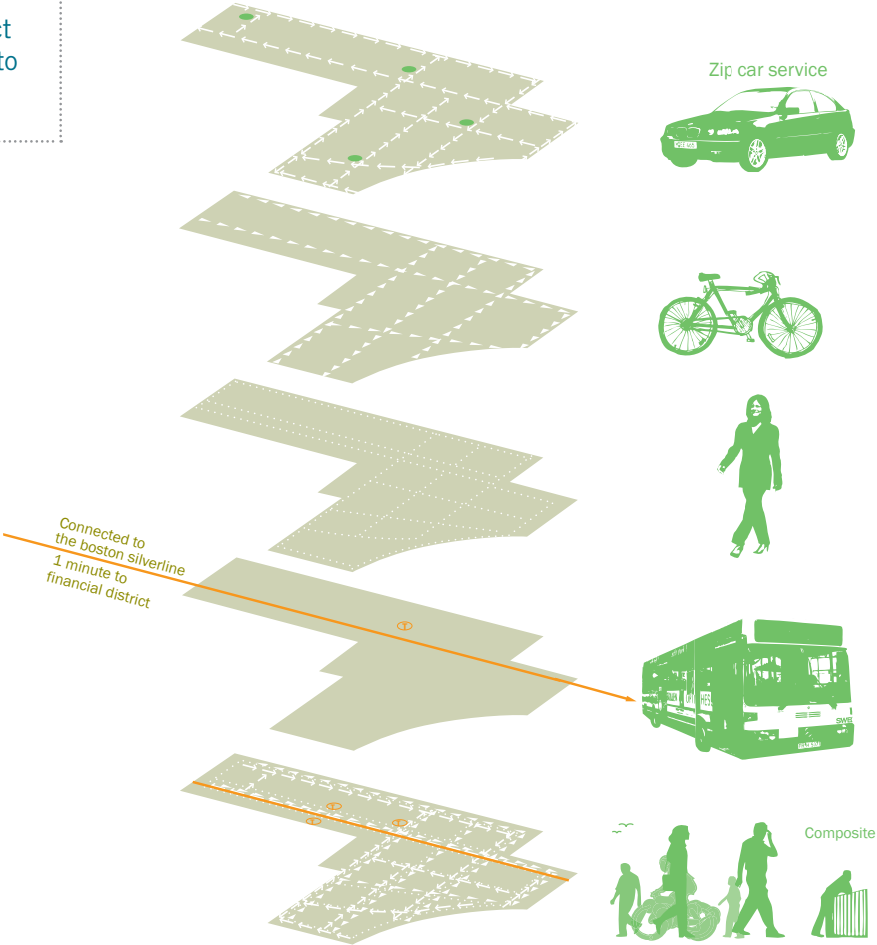
Technology and proximity combine to provide internet-enabled community health services

Video-conferencing for virtual meetings with professionals worldwide



CONNECTIVITY: Environmentally Responsible Transportation

Environmentally responsible mobility networks will connect this new district with the rest of the city, and directly to the world via Logan Airport.

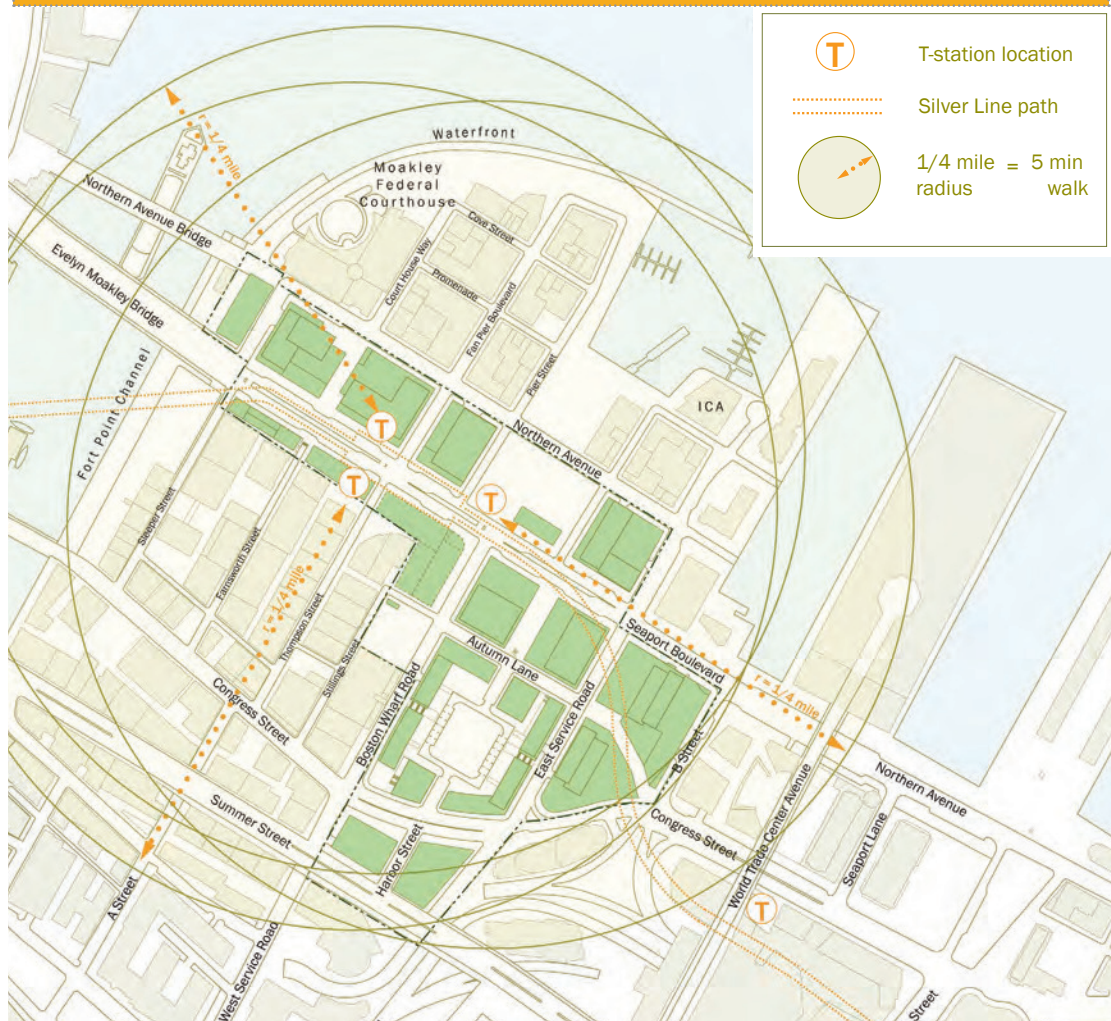


Partnership with CT&T brings new technology for electric cars that can be charged by a 110V outlet

The existing Seaport Square Park and Bike program will continue operating on site, as bike sharing grows in popularity worldwide



PUBLIC TRANSPORTATION and WALKING PROXIMITY



Potential partnership with Zipcar would provide car-sharing services for a young, carless population

The Silver Line, an environmentally friendly bus, runs directly through the site, connecting Seaport Square to downtown and the airport



SUSTAINABLE POWER GENERATION

HYDROPONIC GREENHOUSES FOR ROOFTOP URBAN FARMS

WASTE HEAT RECOVERY HARNESSES AND REUSES ENERGY

HIGH-PERFORMANCE GLAZING MANAGES SOLAR HEAT GAIN

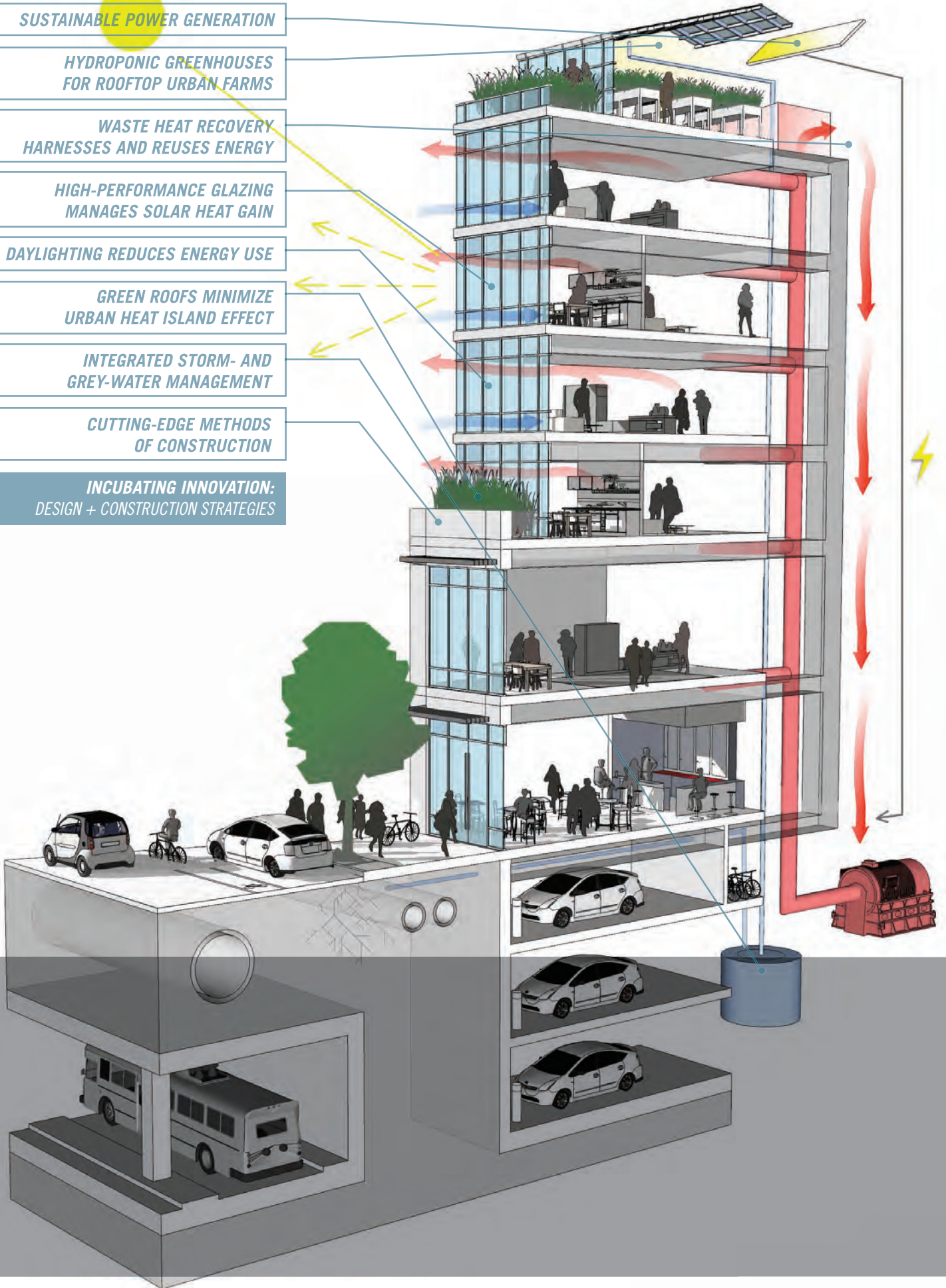
DAYLIGHTING REDUCES ENERGY USE

GREEN ROOFS MINIMIZE URBAN HEAT ISLAND EFFECT

INTEGRATED STORM- AND GREY-WATER MANAGEMENT

CUTTING-EDGE METHODS OF CONSTRUCTION

*INCUBATING INNOVATION:
DESIGN + CONSTRUCTION STRATEGIES*



*“ High performance buildings are the future. As we continue to grow our city, we will do so in a way that is even more sustainable. **Green buildings are good for the environment, public health and the bottom line.** ”*

MAYOR THOMAS M. MENINO

INFRASTRUCTURE and SUSTAINABILITY

INFRASTRUCTURE:

Integrated Energy and Water Reuse

Seaport Square will work to minimize its impact on regional energy and water resources.

The project will reduce emissions and energy demand project-wide through a comprehensive approach to energy efficiency, renewable energy infrastructure, and advanced energy monitoring and metering technologies.

The project has committed to reduce energy consumption by at least 20% compared to Code-compliant buildings, and is continuing to investigate opportunities that will further reduce carbon emissions throughout the operational lifetimes of the buildings.

Additionally, the project is pursuing various water reuse strategies, including rainwater/stormwater capture and building greywater capture systems.



Integrated stormwater collection can redistribute rainwater for irrigation and greywater uses



Seaport Square is exploring the potential of a cogeneration energy plant to supply electricity, heating and cooling throughout the project

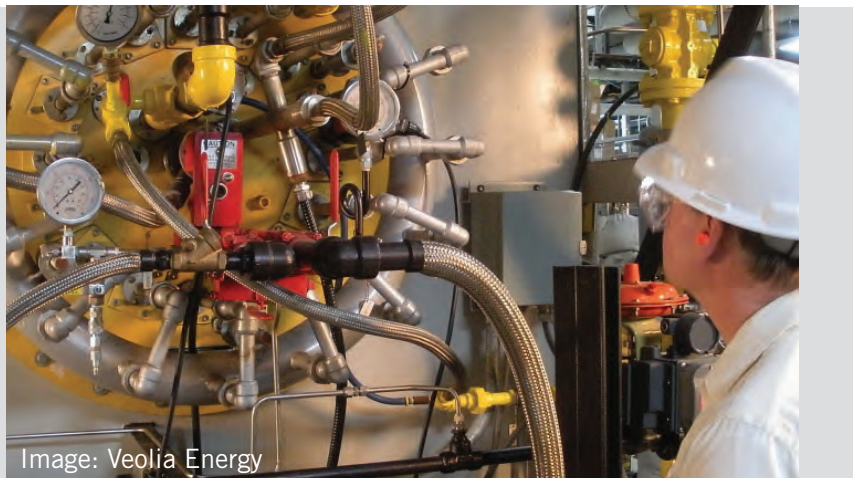
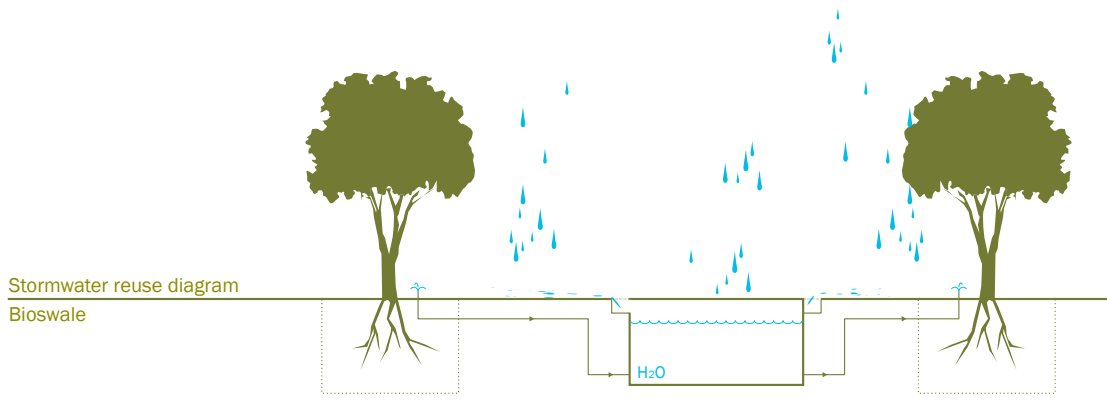
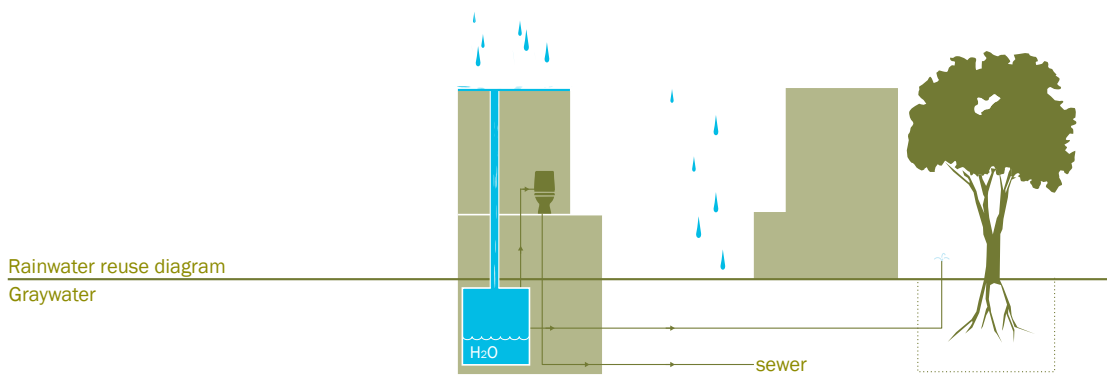
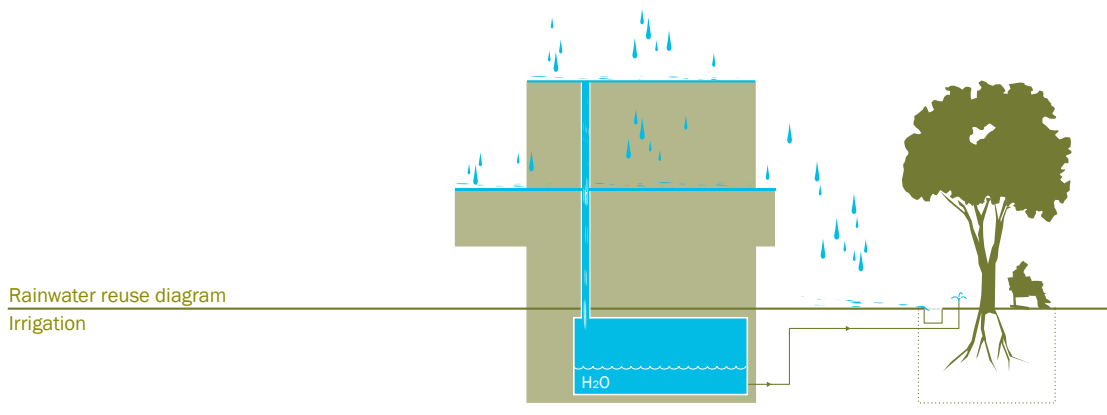


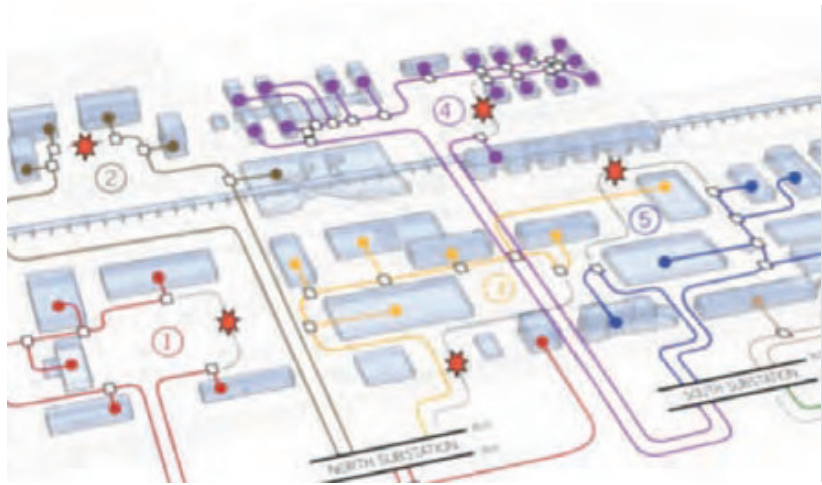
Image: Veolia Energy



Smart grid and smart metering technologies can improve energy efficiency throughout the project

Seaport Square buildings will be constructed with the necessary infrastructure to facilitate future installation of solar technology

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SUSTAINABILITY:

Passive Techniques

While renewable energy and active systems certainly contribute to sustainable design, passive systems have the biggest effect on the environment and on the consumer's wallet. Green roofs reduce heat island effect, and increased ventilation can make use of the natural winds in the area.

Creating a vibrant, high-density mixed-use neighborhood that attracts and retains young professionals is a sustainable strategy in itself.



Green roofs reduce heat island effect, use rainwater and provide additional park space

Increased ventilation will take advantage of winds coming off of the water for cooling during the hot Boston summer



ROOFTOP FARMS with HYDROPONIC TECHNOLOGY FROM BRIGHTFARMS SYSTEMS

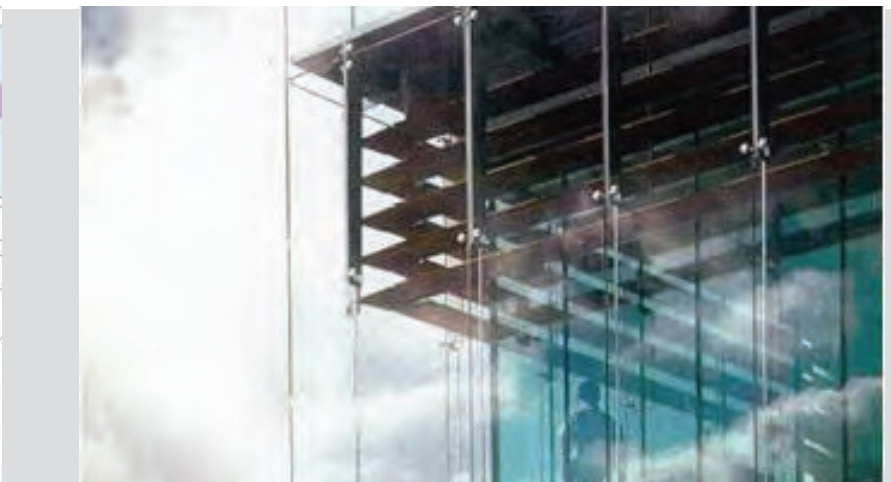
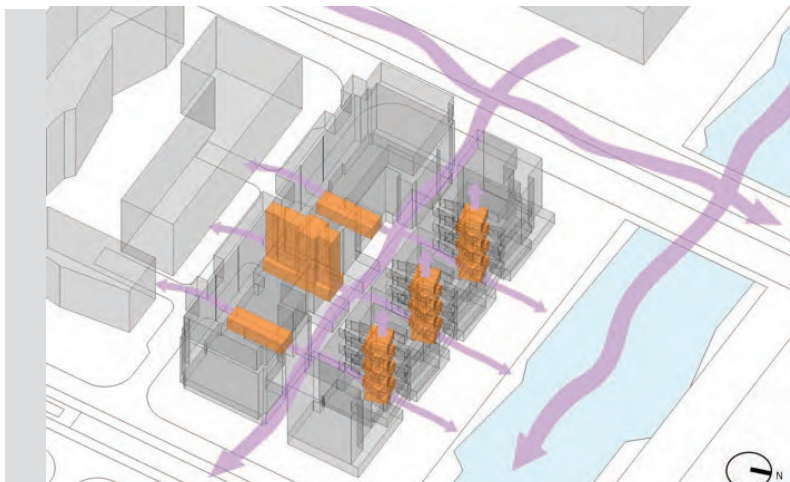


“ Seaport Square represents the most significant commitment to green buildings of any project of its scale in the Commonwealth. Indeed, when fully built-out, **Seaport Square may be one of the largest sustainable neighborhoods in the country.** ”

IAN BOWLES, MASSACHUSETTS ENVIRONMENTAL SECRETARY

Well-designed, efficient curtain wall systems insulate effectively and control heat gain on sunny days

Buildings will use sustainable materials and innovative construction techniques wherever possible



INNOVATION SCORECARD:

Seaport Square Stacks Up with Innovation Districts Worldwide

The City of Boston is modeling its plan for the Innovation District on other similar neighborhoods worldwide, such as Spain's 22@Barcelona. At Seaport Square, a **mix of offices and live/work** allows interactions & exchange of knowledge; **mixed use workspaces, lofts, restaurants & cafes**

attract a vibrant streetlife. **A range of housing** diversifies the mix, while **cultural amenities** inspire communities with art. **Retail corridors and plazas** create inviting spaces; **green roofs and public spaces** connect people to nature; and **proximity** makes the 15-minute commute real.

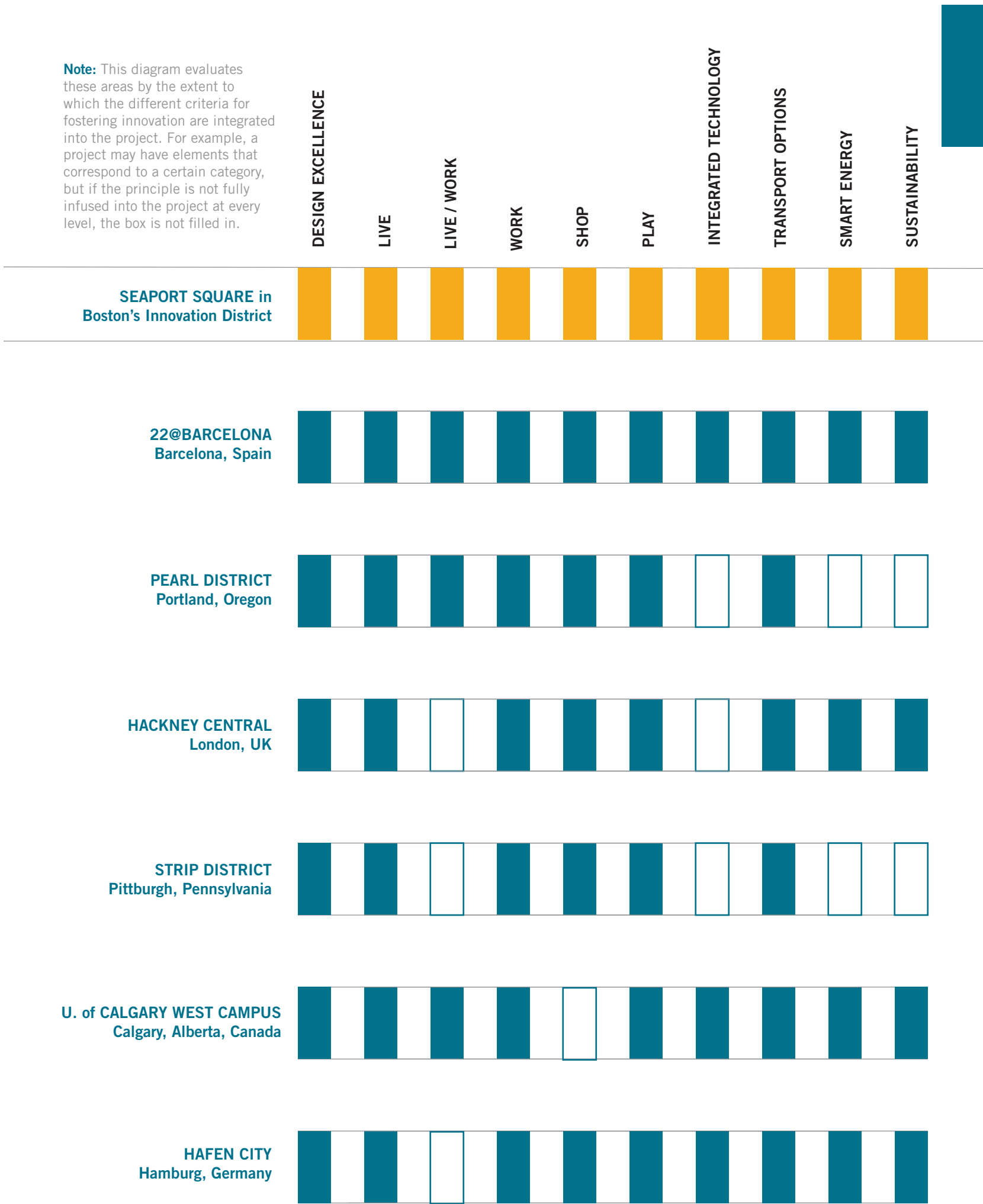
22@Barcelona: This neighborhood in Barcelona [the model for Boston's Innovation District] is strongly in favor of mixing production spaces in order to allow people to live close to their workplace, foster the development of local commerce and guarantee vitality in public spaces throughout the day. Productive spaces coexist with research, training and tech transfer centers, as well as subsidized housing, facilities and green areas that improve the quality of work and life in the neighborhood.



Pearl District: The Pearl District is an area of former warehouses, light industrial and railroad classification yards in Portland, Oregon now noted for its art galleries, upscale businesses and residences. The plans call for the creation of a high density urban residential neighborhood in partnership with the City of Portland. The area has a mix of multi-family housing, major office facilities, regional attractions, retail businesses, parks and open spaces. The plan calls for 5,000 new housing units with an average density of 100 units per acre. This also mandates that the mix of new housing meets the income demographics of the City as a whole.



Note: This diagram evaluates these areas by the extent to which the different criteria for fostering innovation are integrated into the project. For example, a project may have elements that correspond to a certain category, but if the principle is not fully infused into the project at every level, the box is not filled in.



K-BLOCK INNOVATION CENTER: A Urban Lab for the City's 'Core Principles of Innovation'

The Core Principles of the Boston's Innovation District require that it function as an urban lab, exhibit environmental leadership and foster shared innovation.

BGI is exploring the development of an 'Innovation Center' on Parcel K. This Center is designed to help promote the Mayor's initiative; it will provide community space that fosters collaboration, learning and the sharing of ideas. The building itself will exhibit innovation in design and construction methods, including modular assembly.

New technologies and ideas would be tested at the K-Block Innovation Center. Successful ones would be integrated into the alternative Live / Work housing at J-Block, and from there would make their way into the rest of the Seaport Square project.

Modern technologies like electric car hook-ups, health-monitoring and social media retailing would thus be tested at K, and then become a part of the everyday lives of Seaport Square residents and visitors.



The central community gathering area functions as a Commons, and can be reconfigured as an event space



The 'Innovator Workspace' is a flexible office environment with open-plan seating and private conference areas and rooms





Implementation path of new ideas in Seaport Square

Innovation Center users will be able to access high-tech multimedia and communication tools

Educational programming space can host lectures or less formal 'learning labs' and workshops



SEAPORT SQUARE

*Setting the Standard for
Innovation on the Waterfront*





*Seaport Square responds directly to
the City's Core Principles of Innovation.*

As an **URBAN LAB**, the Innovation Center
will incubate and disseminate
new ideas into the city.

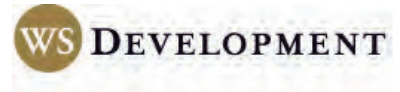
As always, **ENVIRONMENTAL LEADERSHIP**
is an integral part of this world-class project.

And with **ALTERNATIVE HOUSING TYPES**,
a **RANGE OF WORKSPACE OPTIONS**
and a **VIBRANT CULTURAL LANDSCAPE**,
Seaport Square has unrivaled potential to
lay the framework for **SHARED INNOVATION**
on the Boston Waterfront.

INNOVATION PARTNERS



Morgan Stanley



BOOK CREDITS

Design Partners:

KPF

R | H

H+A

ADD Inc

Perkins Eastman

c7A

Joint Venture Owners:
Morgan Stanley / Boston Global Investors

Masterplan Developer:
Boston Global Investors

Retail Partner:
W/S Development Associates LLC

Masterplan Design:
Kohn Pedersen Fox

Associate Architects:
Hacin & Associates Inc., ADD Inc., Perkins Eastman

Landscape Design:
Reed Hilderbrand Associates Inc

Traffic Consultant:
Howard/Stein-Hudson Associates, Inc.

Legal Consultant:
Goulston & Storrs

Consulting Architect / Book Design:
Hacin + Associates

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