

DOWNTOWN BOSTON - DYNAMO OF THE HUB

- DOWNTOWN BOSTON IS A 1.5 SQUARE MILE AREA OF EXTRAORDINARY VITALITY THAT MAKES BOSTON A DESIRABLE PLACE TO LIVE, WORK, VISIT AND DO BUSINESS
- DOWNTOWN IS HOME TO 27,000 RESIDENTS, WORKPLACE FOR 240,000, AND ATTRACTS TENS OF THOUSANDS MORE SHOPPERS, STUDENTS AND OTHER VISITORS
- BOSTON'S DOWNTOWN CONTAINS 50 MILLION SQ. FT. OF OFFICE SPACE, SIX MILLION SQ. FT. OF RETAIL SPACE AND HUNDREDS OF ARTS AND ENTERTAINMENT

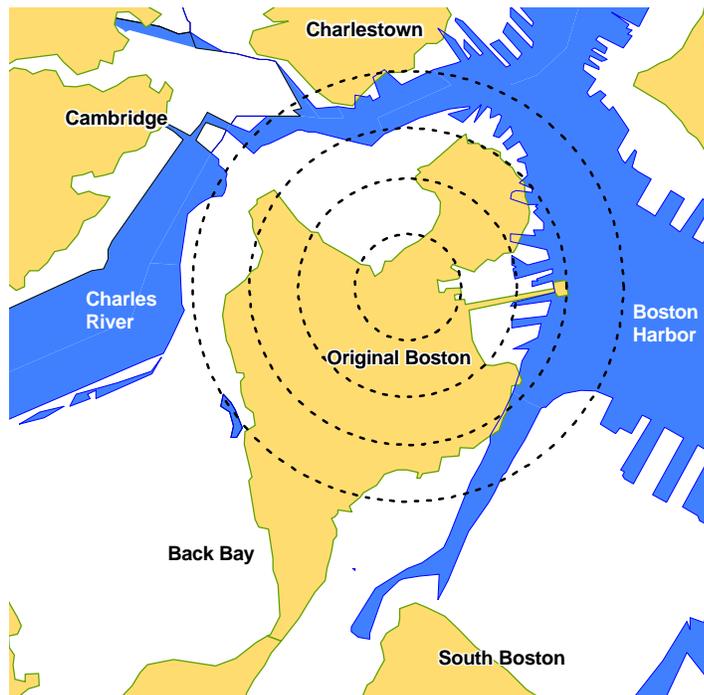
INTRODUCTION

Downtown Boston is the dynamic 1.5 square mile center of the city. Despite its small size, the area is of remarkable historic, economic, social and cultural importance.

In Colonial times, downtown Boston was the "cradle of liberty" and birthplace of the American Revolution. Today, its Freedom Trail of historic sites attracts nearly two million visitors annually. But today's downtown, enlarged over the years by filling in the harbor and riverfront, is also the vibrant center of a modern city and metropolitan area.

Downtown Boston is now home to over 27,000 residents who live in a variety of distinct neighborhoods. It is also the workplace for 240,000 employees, many of whom are employed in the nearly 50 million sq. feet of office space in its high-rise towers or in the various city, state and federal government agencies located there.

Every working day, downtown Boston draws an additional 100,000 people to shop in its wide variety of retail stores, to receive health care from its world-renowned medical institutions, to attend its many colleges and universities, or to see the sights and enjoy the wide range of cultural and entertainment opportunities that are available there, day and night.



Boston has expanded by filling in its harbor and riverfront. The original land mass (map circa 1773) is shown in gray and today's filled areas are in white. Boston's downtown has remained in virtually the same location since it was founded in 1630.

HISTORY

Since Boston was founded in 1630 by English settlers seeking religious freedom, its downtown center has remained in virtually the same location. The spot for the settlement, near the base of a then much steeper Beacon Hill, was chosen because it was near a spring-fed source of fresh water. The general location was chosen because it lay at the mouth of a deep port and a sheltered harbor and also

provided access inland on navigable rivers. An additional benefit of the then much smaller Shawmut Peninsula was that it was a near-island within Boston Harbor, connected to the mainland by a narrow isthmus called the "Boston neck" (located near the present day intersection of Washington and East Berkeley Street). The spot was also easily defended, which came in handy when the English Crown resisted its former subjects'

desire for independence.

In fact, many of the events important to the founding of this country took place in Colonial Boston's downtown. Most of the sites (the Old North Church, Paul Revere's House, Old Ironsides, and the Boston Massacre) now lie on Boston's "Freedom Trail," a series of historical sites which attracts nearly two million visitors every year.

GEOGRAPHY

Boston is a relatively small city, ranking only 67th among major cities in the country in terms of land area. Downtown Boston is likewise very small, a circle containing only 1.5 square miles of land, with its center at a spot at the top of present-day State Street (which in pre-Revolutionary times was called "King Street").

The original 783 acre Shawmut Peninsula has been increased by land fill over the years to its present-day size of just over 1,000 acres. While this expansion has allowed for development of the waterfront, residential areas, and a modern downtown business district, downtown Boston's still modest dimensions and human scale are almost unique among America's cities. Even today, no point within it is more than 3/4 of a mile (a 20 minute walk) from its center.

TOPOGRAPHY

Two-thirds of the 4.65 mile perimeter of downtown Boston is still surrounded by water. A pedestrian accessible waterfront extends from the Esplanade along the Charles River, to the Harborwalk along Boston's waterfront, and then around to the Fort Point Channel before reconnecting to the mainland.

With the exception of Beacon Hill, much of the original hilly peninsula has been leveled to fill in the waterfront and various tidal bays. While a fairly dense mix of residential, commercial and industrial uses now occupies much of the land, over 140 acres of open space remains in downtown Boston. More than half of that open space is comprised of Boston Common (the oldest public park in the nation and preserved as "common" land since 1634), its somewhat younger neighbor the Public Garden (created in 1838), and the vast, brick surfaced City Hall Plaza created as part of Government Center in the 1960s.

TRANSPORTATION

Downtown Boston is connected to the rest of the city, surrounding communities, and the rest of New England by the spokes of a multi-modal transportation system.

Boston was the home of the first underground subway in the United States. Today, the city's downtown is

served by four separate subway lines of the Massachusetts Bay Transit Authority, which spread out from the center of the city to all points of the compass. Altogether, there are 15 rapid transit stations located within downtown Boston, serving an average of 137,700 riders every day. Commuter rail lines link the core to more distant points from terminals located at North and South Stations. Logan International Airport, the 16th busiest in the U.S. and 24th in the world, is only a 20 minute cab or subway ride away. As far as highway access is concerned, the Massachusetts Turnpike (Interstate 90) begins in downtown Boston and runs west across the state. Interstate 93 runs north/south through downtown Boston. Downtown is connected to adjoining neighborhoods and communities across the water by six bridges (Longfellow, Science Museum, North Washington Street, Northern Avenue, Congress Street and Summer Street) and three tunnels (Sumner, Callahan, and the new Ted Williams).

But what makes downtown Boston so unique and what accounts for Boston's reputation as a "walking city" is the number of people who travel on foot. An estimated 1.2 million "person trips" are made into and out of downtown Boston every day, 28% by mass transit and 35% by car. But approximately 25% of those trips - a very high percentage in this day and age - are made on foot, and a full 75% of all trips made within downtown are made by people walking from one spot to another.

RESIDENTIAL

Boston is the 20th largest city in the country in terms of population, but also the center of the seventh most populated metropolitan area in the United States which includes over 5 million people.

While the centers of many cities have been losing population over the last 25 years, downtown Boston has actually gained residents as everyone from young professionals to "empty nesters" have discovered the advantages of living there. Today, downtown Boston has over 27,000 residents living in neighborhoods as diverse as historic Beacon Hill, the picturesque Waterfront, the old world North End, the artsy South Station and Fort Point Channel areas, bustling Chinatown, and high-rise Harbor Towers

and Charles River Park.

These residents are accommodated in over 15,000 dwellings, which range from the brick row houses built in the mid-1800s that give the city its historic charm, to granite warehouses that have been recycled into waterfront residences, to commercial buildings turned into artist studios, to apartment buildings produced by urban renewal in the 1950s and 1960s, to modern high-rise towers that are being built downtown today.

EMPLOYMENT

Boston is one of the few cities in the country that generates more jobs than it has resident workers, and every day downtown Boston attracts some 240,000 workers, almost 2/3 of them (180,000) to work in the nearly 50 million sq. ft. of private office space that exists downtown.

Boston has been successful in making the transition from a manufacturing economy to a service economy. Today, Boston's impressive downtown skyline reflects its place as an international center for business, professional and financial services. Indeed, all but two (the historic Custom House and the "old" John Hancock building) of the 20+ office towers that soar over 400 feet in the city have been built in the last 35 years, and Boston's Class A office market is one of the hottest in the country.

GOVERNMENT

Almost exactly in the middle of downtown Boston sits the aptly named Government Center, site of Boston City Hall, several regional federal, state and county office buildings and courthouses, and close to the Massachusetts State House, which is located on nearby Beacon Hill. Some 60,000 public sector employees work in these offices - 14,400 for the federal government, 39,800 for the state, and 5,900 for the county and city.

RETAIL SHOPPING

Downtown Boston contains almost 6 million sq. ft. of retail space, and offers a complete range of retail shopping opportunities, from traditional full-service department stores like Filene's and Macy's, to boutique specialty stores and off-price bargain outlets.

Two of the three busiest shopping

centers in Massachusetts are also located in the center of the city - Downtown Crossing and Quincy Market/Faneuil Hall Marketplace. Each of these districts welcomes over 650,000 different shoppers every three months, many of whom come several times a month. All told, the retail industry in the center of the city generates \$2 billion in annual sales.

HOSPITALS

Boston is an international center for health care and medical research, and five of the city's 27 hospitals are located downtown (Massachusetts General Hospital, which is the city's largest private employer, New England Medical Center, Shriners' Hospital and Burns Institute, Massachusetts Eye and Ear Infirmary, and the Spaulding Rehabilitation Center). Together, these institutions employ nearly 20,000 workers, provide over 1,700 hospital beds for in-patients, and admit over 60,000 in-patients and treat over 1.2 million out-patients each year.

COLLEGES AND UNIVERSITIES

Boston has long been known as the "Athens of America" due to the presence of the 32 colleges and universities and 135,000 students located within its city limits. Two of these schools - Suffolk University and Emerson College - are located right downtown and are expanding their campuses downtown, converting existing office buildings into classroom space and dormitories and planning new construction as well. The combined enrollment of the two schools adds over 9,000 students to the population mix of downtown both during the day and at night.

HOTELS

Boston has become one of the top "destination cities" in the country for travelers and conventioners, who can choose from a dozen hotels located in the center of the city (The Omni-Parker House and the Swissotel in Downtown Crossing; Tremont House in the Theater District; the Meridien, Rows Wharf and Marriott/Long Wharf on the waterfront; the Bostonian at Haymarket; and the Ritz-Carlton, Four Seasons, Park Plaza, and Radisson hotels near the Public Garden; and the Holiday Inn in the old West End). Together, they provide 4,500 rooms, and accommodate more than

5,200 guests every night.

But with Boston setting records for hotel occupancy each of the last two years, the demand for hotel rooms has begun to outstrip the supply. The result is that a number of former office buildings are in the process of being converted for use as "business" or "European" style hotels downtown where developable parcels are scarce. Just outside downtown, where more land is available, a number of new, large hotels are in construction or in the planning stages.

TOURISM

Of the 10 million people who visit Boston every year, close to 3 million of them are tourists, most of whom visit downtown. The historic Freedom Trail is the top tourist attraction in the state with over 1.7 million annual visitors. But the chain of museums that ring the downtown waterfront are almost as popular. The Museum of Science draws over 1.5 million annual visitors. The New England Aquarium has over 1.3 million visitors. The Children's Museum averages close to 350,000 annual admissions, and the Computer Museum counts 120,000. On peak days, it is estimated that some 30,000 visitors are drawn to downtown Boston.

ARTS AND ENTERTAINMENT

Boston's range of arts and entertainment opportunities are almost limitless and most of them are located downtown. Boston's five commercial theaters (the Wang Center, Wilbur, Shubert, Colonial and Next Move) are located in the Theater District and present everything from pre- and post- Broadway productions to dinner theater. There are also 235 non-profit arts and cultural venues in the city, most of them located downtown, which attract more than 10 million patrons annually. Several first-run movie houses and comedy clubs are located downtown as well.

Downtown Boston also hosts many of the city's large scale sports and other entertainment events. The Fleet Center (built above the new North Station commuter rail terminal) is home to Boston's professional basketball and hockey teams, the Celtics and Bruins. The new facility also hosts annual visits by ice shows and the circus and a year-long schedule of pop music concerts. In the

last few years, Harborlights has established a very popular series of summer concerts held in a large tent erected on the edge of the Fort Point Channel.

Boston's restaurant scene has undergone a renaissance in recent years. While downtown Boston has long been the home of a number of traditional New England dining establishments (The Union Oyster House, Durgin Park and Jake Wirth's are examples), in recent years a flood of new restaurants have also opened downtown serving every kind of domestic and international cuisine. Today, over 50,000 people dine out every day and evening in downtown Boston.

SPECIAL EVENTS

As filled with activity as downtown Boston is on a daily and nightly basis, it is also the site for a number of the city's annual "mega events." One is the annual July 4th Boston Pops concert on the Esplanade along the Charles River. Another is the annual First Night Celebration, a tradition which began in Boston and has since spread to cities throughout the country. In both summer and winter, each draws approximately a quarter of a million visitors to the city. The Harbor itself occasionally hosts events, including an annual week-long Harbor Fest celebration in July and occasional visits by the Tall Ships and Sail Boston, which have attracted as many as 800,000 visitors during a given week.

CONCLUSION

Though a geographically small area, downtown Boston is an extremely important area - historically, economically, socially and culturally - and one that makes Boston such an accessible and exciting place to live, work, do business and visit. Many city and area residents have grown accustomed to all that happens in downtown Boston. Some may even take it for granted. But the wealth, variety and accessibility of opportunities and experiences in downtown Boston are matched by few other cities in the country or even around the world. It is largely because of downtown Boston's extraordinary vitality that the city is seen as such a desirable place to live, work, visit and do business.

BOSTON'S DYNAMIC DOWNTOWN is a geographically small but important area - historically, economically, socially and culturally. No point within it is more than 3/4 of a mile or a 20 minute walk from its center.

Downtown Boston:

- Is only 1.5 square miles of land.
- Is home to over 27,000 residents.
- Is workplace for 240,000 employees.
- Draws an additional 100,000 every working day for various activities.
- Contains over 140 acres of open space.
- Accommodates people making 1.2 million trips into and out of downtown every day.
- Is a place for walking - 75% of all trips made there are made by people walking.

- Has actually gained residents over the last 25 years.
- Contains 15,000 residences, from the historic to the high rise.
- Contains nearly 50 million square feet of private office space.
- Contains almost 6 million sq. ft. of retail space with \$2 billion in sales.
- Has two of the three busiest shopping centers in state - Downtown Crossing and Quincy Market/Faneuil Hall Marketplace.
- Contains five major hospitals, which admit over 60,000 in-patients and treat over 1.2 million out-patients each year.
- Contains a dozen hotels with 4,500 rooms.
- Draws close to 3 million tourists a year.
- Attracts over 1.7 million annual visitors to the historic Freedom Trail - the state's top tourist attraction.
- Contains over 200 arts and cultural venues which attract 10 million patrons annually.
- Accommodates over 50,000 people daily who dine out in its many restaurants.

