



# COLUMBIA POINT

RE-IMAGINING AN  
“AWE” INSPIRING MASTER PLAN

MARCH 24, 2016



Harvard University  
Graduate School of Design  
**Executive Education**



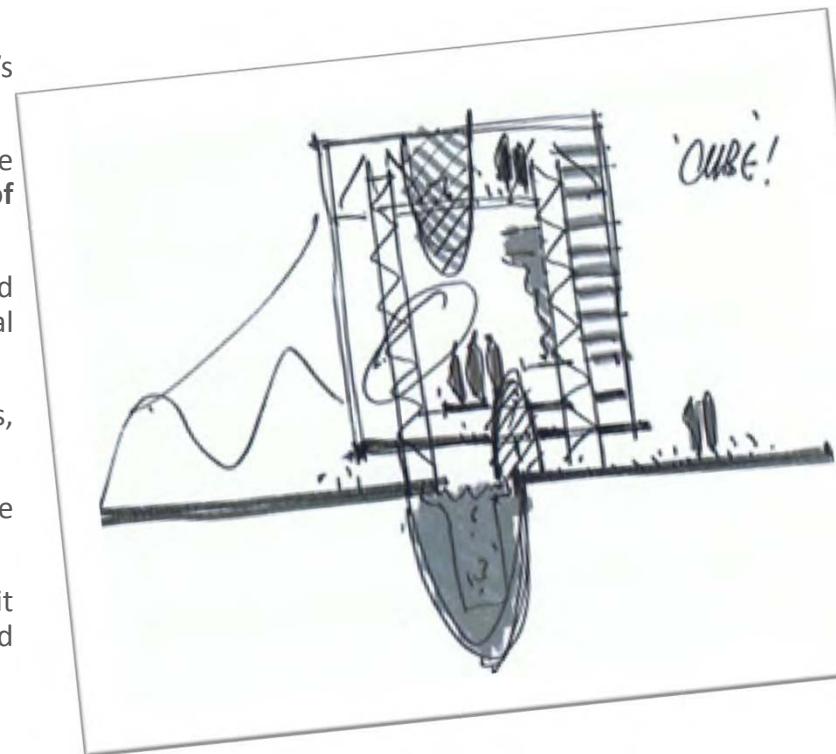
# COLUMBIA POINT

AN “**AWE**” INSPIRING VISION



## ADVENTURE ◆ WELL-BEING ◆ ENVIRONMENT

- Revitalize, transform and re-brand Columbia Point into a **vibrant, transit-oriented, mixed-use waterfront district**.
- Celebrate a **personalized sense of place** that embraces Columbia Point's location and historical significance.
- Increase density through thoughtful vertical planning (reducing the architectural footprint of the project) in order to create **over 20 acres of open park space**.
- Multimodal walking and biking paths that **improve walkability** and encourages recreation, social connectedness and civic/educational participation.
- A **diverse program** of asset classes that includes dynamic living experiences, collaborative work spaces and communal dining experiences.
- Forward thinking and **sustainable** development meets the needs of the present without compromising the needs of future generations.
- **Intelligent land use** leverages and expands existing mass transit infrastructure in order to **enhance connectivity**, while reducing traffic and carbon emissions.
- Big Idea: **The Cube**
  - *Iconic and unique structure that will define Columbia Point*
  - *A lighthouse to a world of active sport, leisure and entertainment*
  - *Enhance urbanity, create significant economic value*
  - *Engage and benefit surrounding neighborhoods.*



# COLUMBIA POINT

## HISTORICAL SIGNIFICANCE



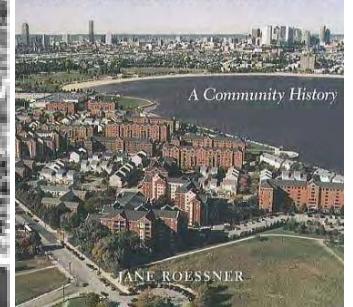
COLUMBIA POINT

- **1630** – Puritan settlers land on Columbia Point. The site is used as a calf pasture for the town of Dorchester until 1869
- **1884** – The Sewage pumping station opens at the end of Mile Road.
- **1942** – Camp McKay, used to house Italian prisoners during World War II, is built on the north side of the peninsula.
- **1950-54** – Boston College High School moves to Columbia Point.
- **1954** – Columbia Point housing project opens and the first tenants move in.
- **1965** – The Columbia Point Health Center, the first community health center in the country, opens.
- **1974** – The Harbor Campus of the University of Massachusetts Boston, opens on Columbia Point.
- **1975** – Tenants at several public housing projects file suit against the Boston Housing Authority, complaining of sub-standard living conditions.
- **1978** – The Boston Redevelopment Authority receives a \$10 million federal grant for improvements at the Columbia Point housing project.
- **1979** – The John F. Kennedy Library is formally dedicated.
- **1984** – The Boston Housing Authority's receivership ends and Corcoran, Mullins, Jennison, a private development company, takes over the management of Columbia Point.
- **1986** – The construction of the new Harbor Point housing complex, a mixed-income community (first of its kind in the US) begins.
- **2009** – The Bayside Exposition Center site is lost in a foreclosure and eventually sold to the University of Massachusetts Boston.
- **2015** – The Edward M. Kennedy Institute for the United States Senate opens in March.



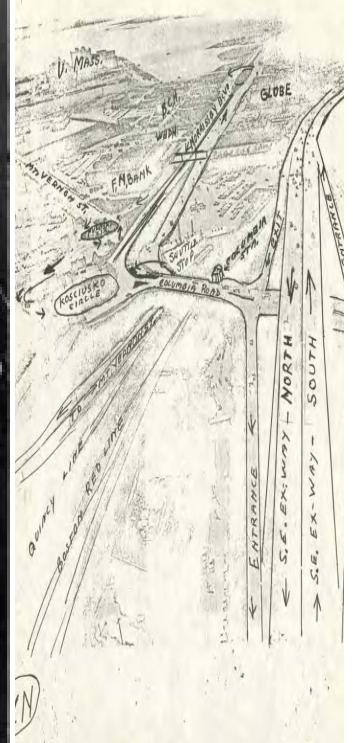
A Decent Place to Live

FROM COLUMBIA POINT TO HARBOR POINT



A Community History

JANE ROESSNER



# DESIGN PROPOSAL

## OVERALL SITE CONCEPT



COLUMBIA POINT



# DESIGN PROPOSAL

## OVERALL SITE CONCEPT



COLUMBIA POINT

### Site Selection: Globe Site

- Land use, place-making capabilities and community value.
- Economic, urban design and planning goals.
- Diversification of asset classes and views.
- Not competing with other parts of the city.

### Highlights:

- Buildings positioned to maximize communal green space.
- Thoughtful vertical density; enhanced views.
- Link site East-West and North-South.
- Most public and celebrated programs closest to entrance – accessibility and visibility.
- First major development that will be seen entering Boston from the south.
- Resilient design; energy/rain water harvesting; passive ventilation.



# DESIGN PROPOSAL



COLUMBIA POINT

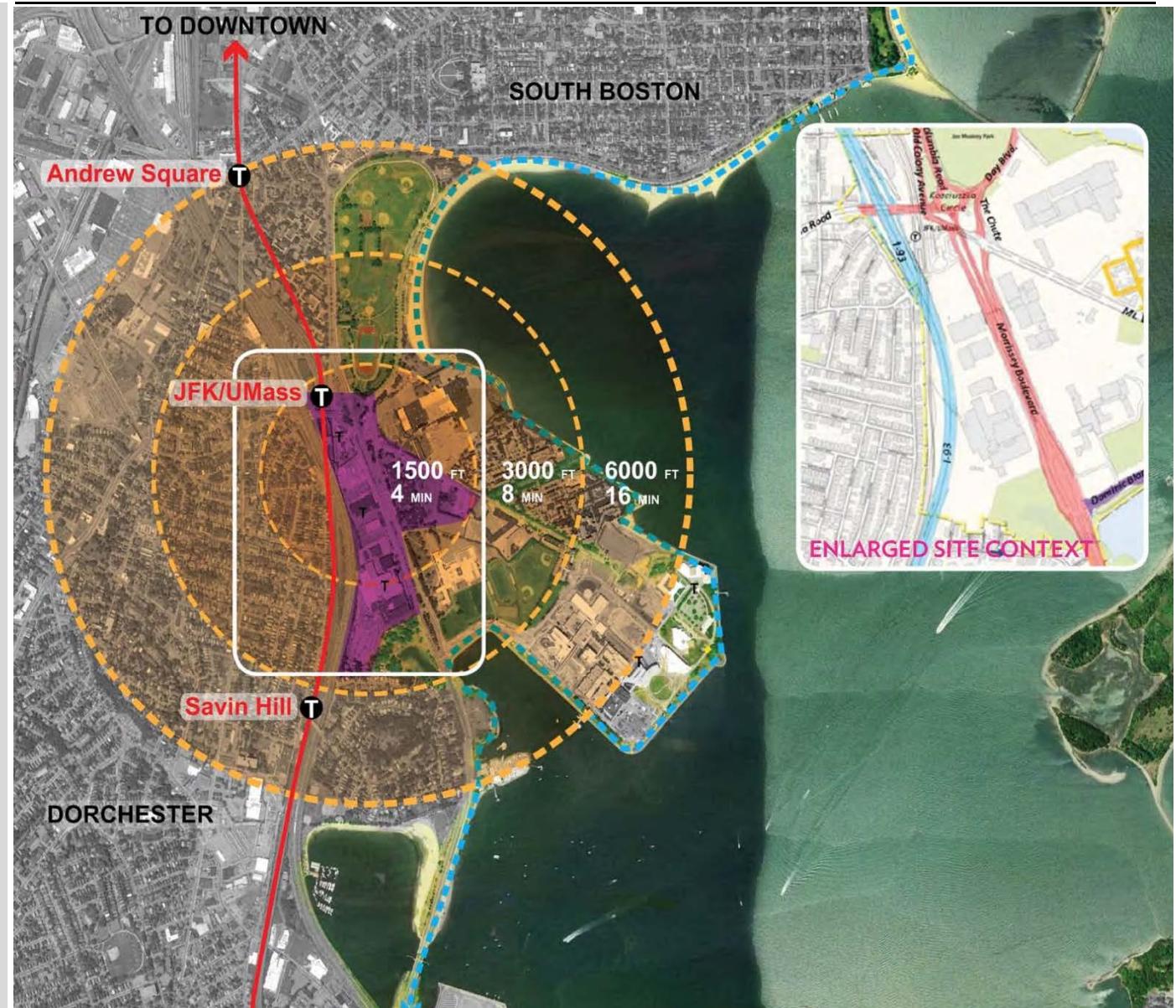
## SITE CONTEXT

### Constraints:

- Adjacent/Elevated freeway
- Large artery dissecting site – that does not lend itself to pedestrian (super-blocks)
- Traffic issues – Kosciuszko Circle
- Surrounding single family neighborhoods
- Height restrictions
- Conscious of Chapter 91 (waterfront use restrictions)

### Opportunities:

- Existing public transportation
- Proximity to downtown Boston
- Connection to the waterfront on three sides.
- Connection to Moakley Park – one of Boston's largest public parks/beaches.



# DESIGN PROPOSAL

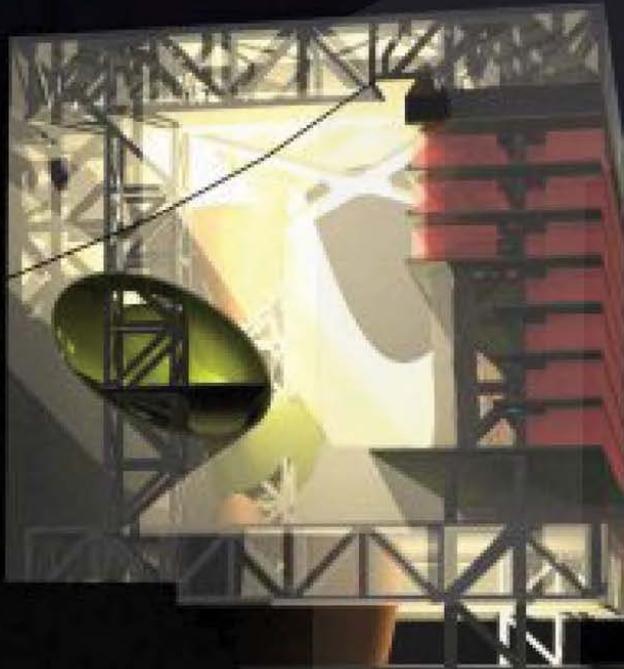
## CONNECTIVITY



COLUMBIA POINT



# THE CUBE



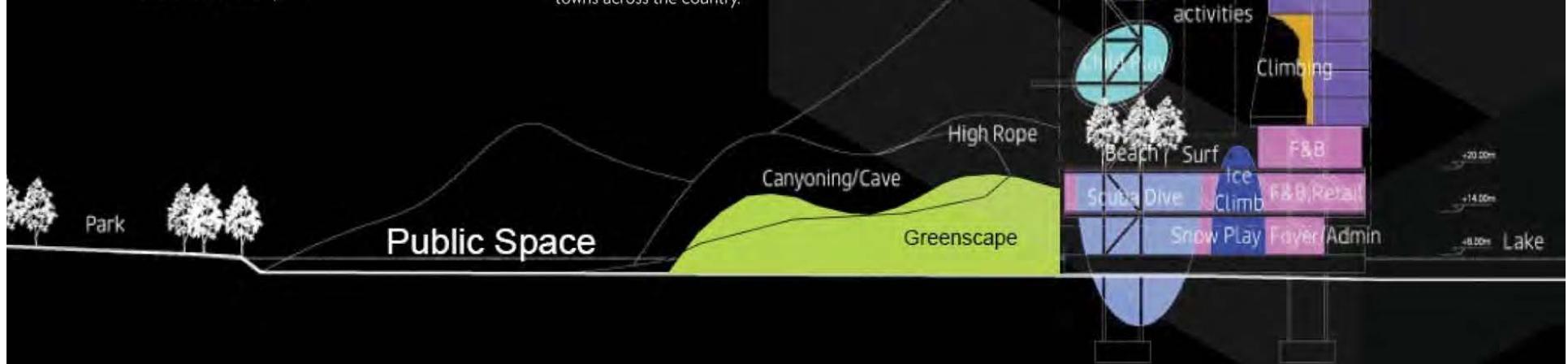
# DESIGN PROPOSAL

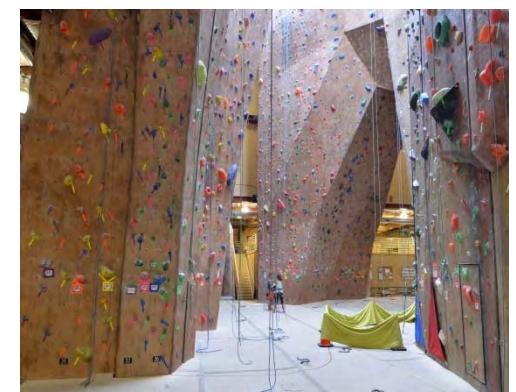
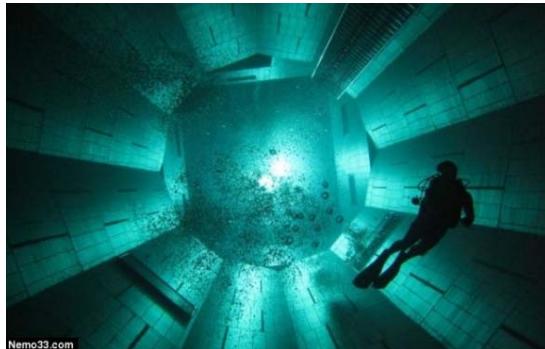
## PHASE 2 STRATEGY



### THE CUBE - HIGHLIGHTS:

- The World's first indoor extreme sports center – a breath-taking new project, designed by architects Faulkner Browns.
- An iconic and unique structure that will create a destination and be a regional attraction.
- 15-story structure that will act as lighthouse to a world of active sport, leisure and entertainment.
- The CUBE will be lit from the inside and out, causing it to glow vibrantly and stand out in the landscape.
- Up to 20 extreme sports (e.g. climbing wall; high ropes course; canyoning; bungee; zero gravity fan drop; zip course; dive center; surf center; kids adventure play, etc.)
- Anticipated visitors 750k annually
- Also includes integral retail/food & beverage (105k SF) and boutique hotel (150 rooms) with distinctive meeting/conference space.
- Hotel branding – "Graduate, a well-curated, well-crafted collection of hotels that reside in the most dynamic University towns across the country."







# DESIGN PROPOSAL

## PHASING DIAGRAM



COLUMBIA POINT

### Phasing Strategy:

- Large scale project
- Time-picture build out over 3 phases
- Placed a value on each parcel
- “Define” the market → “create” the market → “move” the market in order to expand the market into future phases.



# DESIGN PROPOSAL

## PHASE 1 – SHORT TERM STRATEGY

### Phase 1 Strategy:

- “Flash-point” to jump start the development.
- Leverage immediate demand.

### Adaptive Re-Use of Boston Globe

- Reduce from 815k SF to 400k SF (includes Santander relocation).
- Collaborative and dynamic work spaces (professional adventure).
- Attract tenants at a low market rate by comparison.
- Creative Office “hub” for artists and creatives.
- UMass partnership for research and incubator offices.
- Take advantage of existing parking fields.
- Future “land-bank” for development.
- “Hip & cool” vibe – which can begin to transforming the identity of the development.

