



October 26, 2015

Boston Properties  
800 Boylston Street  
at The Prudential Center  
Boston, MA 02199

RE: 2016 Atlantic Wharf Annual Plan

Dear Laura and Jaclyn:

On behalf of The Boston Harbor Association, thank you for the opportunity to comment on the 2016 Atlantic Wharf Annual Work Plan. TBHA as a member of the Atlantic Wharf Advisory Committee, a local non-profit, and long time advocate of greater public access to Boston Harbor, has experienced first hand Boston Properties' 2015 programming and the resulting increased public use and enjoyment of Atlantic Wharf. Our comments follow.

**2015 Activities:**

TBHA staff attended a number of programs and performances in Waterfront Square, and noted that the live theatre performances by Brown Box Theatre Company and Fort Point Theatre Channel played to sold-out audiences. Likewise, the fitness classes on Waterfront Plaza in partnership with The Club by George Foreman III were fully subscribed.

The partnerships with the Boston Society of Architects, "e" Inc, and Save the Harbor/Save the Bay helped to bring youths from underserved neighborhoods to Atlantic Wharf, which TBHA strongly support. Programs for audiences which traditionally might not come to Fort Point Channel and Atlantic Wharf were specifically encouraged in the Chapter 91 License, and we commend Boston Properties for increased outreach during the past year to a more diverse audience.

Both the Boston Society of Architects (BSA) space for programs, as well as The Gallery at Atlantic Wharf operated in partnership with Fort Point Arts Community (FPAC), are well-used and major draws for the general public to Atlantic Wharf. The exhibits, related talks, and lectures take advantage of local talents, including artists from Fort Point are well-executed and should be continued and expanded. The BSA's KidsBuild Boston competition is one of the most popular free family activities in Boston, drawing diverse families from neighborhoods all over the city, and is one of the highlights at Atlantic Wharf.

2015 Social Media + Public Outreach

Two significant enhancements to community outreach occurred in 2015. Boston Properties

hired a publicist to help with publicity for programs and launched an Atlantic Wharf web site. We believe that these measures, together with the on-going efforts of the very dedicated Boston Properties staff, made a difference in attracting additional visitors and users of Atlantic Wharf.

The 2015 report notes that Atlantic Wharf has 406 Twitter followers. This is a start, but most media experts would suggest that this number needs to continue growing in order to reach more young professionals in the area who may not already be following the Boston Society of Architects or Atlantic Wharf.

We are supportive of Boston Properties' stated plan to grow its relationship with the tourism community by creating a concierge program in partnership with the BSA, and look forward to the results of such a campaign.

Water Sheet Activation:

Programming on the water sheet included a first time partnership with the Ohana New England Dragon Boat Team, with 29 youths from the Asian community participating during the season in dragon boat races. Given the proximity of Atlantic Wharf to Boston's Chinatown, this is a start in reaching out to the Asian community. We are very supportive of the recreational usage by Ohana New England Dragon Boat Team, and ask that additional efforts to further activate the water sheet to include local organizations and diverse groups be a priority.

Limited information is included in the draft Work Plan on the Atlantic Wharf dock. It is unclear how much usage there is of the slips for transient public docking. We would like to see additional information on how much demand there is for water taxi usage and touch-and-go usage. Additionally, information should be reviewed regarding the demand for the six leased slips (for example, size of waiting list), as well as usage of the other slips for transient usage, including by water taxis. As a benefit to the public and to facilitate usage, water taxi contact information should be readily available at the BSA ground floor information desk.

We urge Boston Properties to continue to push for completion of the ADA-accessible dock required of MassDOT as part of the Central Artery/Tunnel Project mitigation. The required dock will allow all people, regardless of ability, to access the water sheet from Atlantic Wharf to [470 Atlantic Avenue](#).

**2016 Activities:**

We applaud Boston Properties for increasing the 2016 programming budget by 25% to \$75,000. This will allow for additional free programs for the general public, including families, which we strongly support.

The draft 2016 Work Plan indicates that more permanent exterior signage will be implemented to call attention to the public spaces within Waterfront Square. As we have noted in the past, many members of the general public are still not aware or familiar with the public spaces available for their use (locals including BSA members, Fort Point residents, and Atlantic Wharf

tenants seem most aware of these spaces and programs). We are very supportive of exterior signage similar in size and scale to that of the other ground floor tenants. This signage would be most beneficial if displayed on the Congress Street side as well as on the entrance closest to Fort Point Channel.

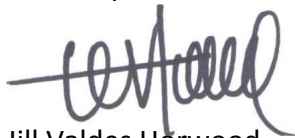
For 2016, we suggest that the children's concerts and movie nights be held rain or shine in conjunction with the Boston Children's Museum to maximize attendance. Organizers may also want to consider the timing of the programs and whether children's concerts will draw larger diverse audiences during the day or weekends, or whether the current early weekday evenings work best for families.

We urge Boston Properties to continue its outreach to diverse communities and to young professionals. As we have suggested in the past, more outreach to nearby community organizations, such as the South Boston Neighborhood House, South Boston Boys and Girls Club, Kwong Kow Chinese School, Wang YMCA of Chinatown, Chinese Progressive Association, Asian American Civic Association, Dorchester Boys and Girls Club, local Emerging Professionals groups and so on, will be key in ensuring repeat visits by diverse audiences to Atlantic Wharf.

We again commend Boston Properties for its continued collaboration with community partners, including Friends of Fort Point Channel, FPAC, The Boston Harbor Association, Boston Children's Museum, Boston Tea Party Ships and Museum, and others.

In conclusion, we thank Boston Properties for its continuing and expanding efforts to activate Atlantic Wharf and the water sheet. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Jill Valdes Horwood". The signature is fluid and cursive, with a long horizontal stroke at the beginning.

Jill Valdes Horwood  
Waterfront Policy Analyst