

GILLETTE REDEVELOPMENT

The Planning Department Impact Advisory Group Meeting



THE PLANNING DEPARTMENT PROJECT LINK:

<https://www.bostonplans.org/projects/development-projects/gillette-redevelopment-pda>



Planning Department

JULY 14, 2025

CITY of **BOSTON**

AGENDA



1 WELCOMING REMARKS

Sarah Peck, Development Portfolio Manager, The Planning Dept.

2 PRESENTATION FROM THE GILLETTE REDEVELOPMENT PROJECT TEAM

3 Impact Advisory Group Q+A/COMMENT

3 Public Q+A/COMMENT

ZOOM MEETING INFO + TIPS

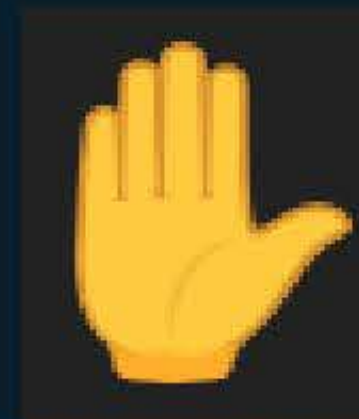
This meeting will be recorded and posted on the project page. If you do not wish to be recorded during the meeting, please turn off your microphone and camera.

Zoom controls are available at the bottom of your screen. Clicking on these symbols activates different features.

Use raise hand function (if joining by phone dial *9) **and wait to be called upon** before asking your question or providing comment (dial *6 to mute/unmute).



MUTE/UNMUTE



**RAISE HAND TO GET IN
LINE TO ASK A QUESTION
OR PROVIDE COMMENT**



TURN VIDEO ON/OFF

MEETING FORMAT



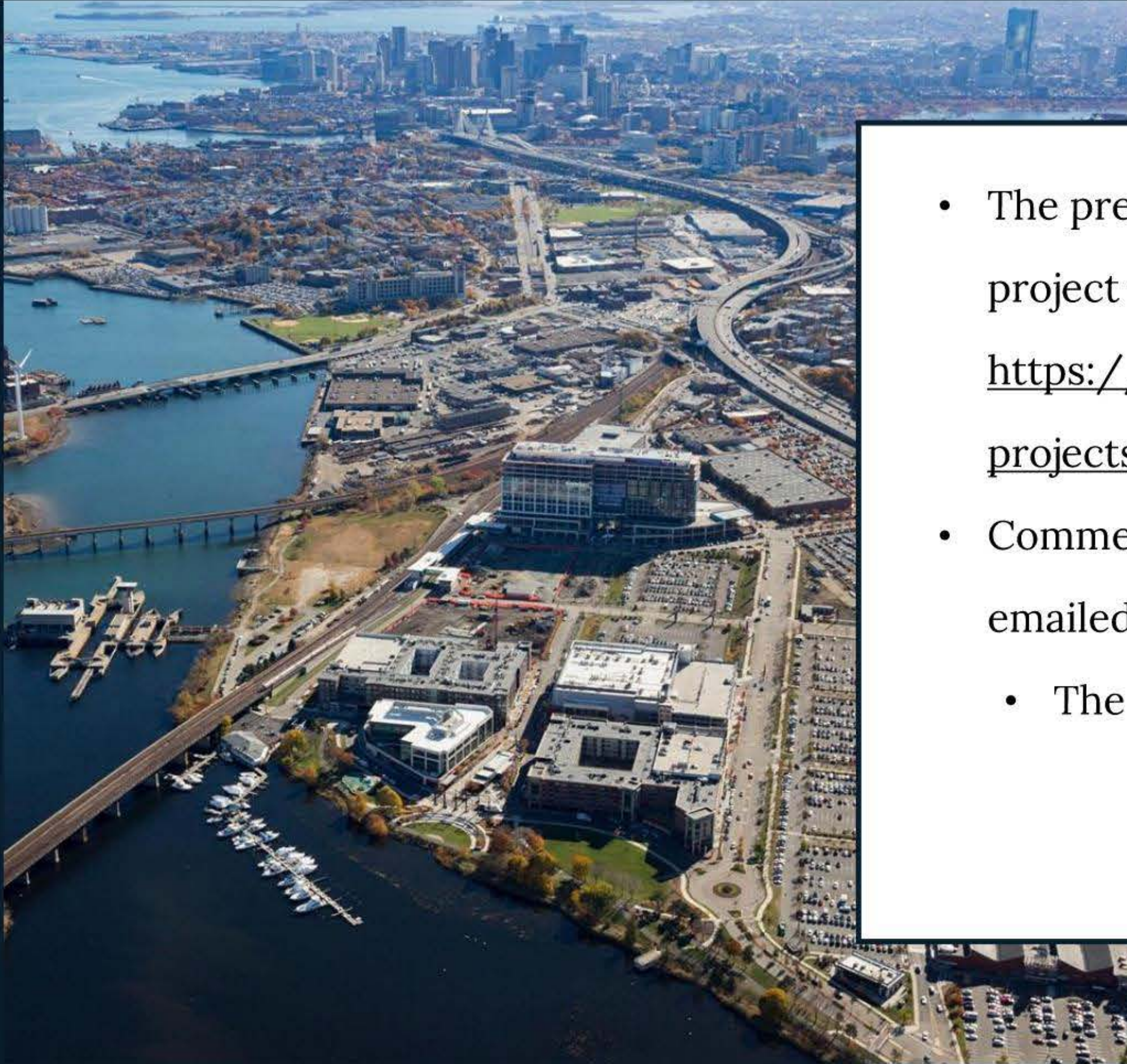
- During the presentation, all microphones will be muted. However, if you have a clarifying question about something in the presentation, please submit your question through the “Q&A” tab and we will do our best to answer it while the presentation is in progress.
- Once the presentation is over, we will take questions and comments in two ways:
 - 1) Through the “Q&A” tab at the bottom of your screen.
 - 2) Or you can raise your hand, and we will take your questions verbally in the order that the hands were raised.

MEETING ETIQUETTE



- We want to ensure that this conversation is a pleasant experience for all.
- Please remain quiet during the presentation.
- Please be respectful of each other's time.
- We ask that participants limit their questions so that all may participate in the discussion.
- You can always set up a conversation with the project manager, Sarah Peck, by emailing sarah.peck@boston.gov for further discussion.

MEETING INFORMATION



- The presentation for this evening will be available to view on the project webpage on the Planning Department's website:
<https://www.bostonplans.org/projects/development-projects/gillette-redevelopment-pda>
- Comments may be submitted through the project webpage or emailed directly to sarah.peck@boston.gov
 - The comment period for this project is open through 7/31/25

Gillette's Internal Team



Alan Sheard



Mauricio Falanti



Kara Buckley



Joe Stegbauer



Rachel Forbes Elwell



Mike Prentiss



John Logg

Project Team



Master Planning / Urban Design
Landscape / Public Realm



Permitting / Transportation
Civil / Resilience Planning



Sustainability



Legal



Community Relations



Government Relations



Advisor



Communications

Project Goal

P&G Gillette is planning to reshape a significant waterfront location, transforming our industrial campus into a vibrant mixed-use community connecting South Boston to the waterfront and beyond.

Timeline of Progress

Fall 2023 – Spring 2024

Gillette announced decision to reimagine the future of their site

Dec 6, 2023
Community Meeting

15 MEETINGS
With The Public & Community Groups



Fall 2024

Pre-File Community Engagement Process

Aug 2024
Letter of Intent was filed with Boston Planning Department

Online Survey

Sep 19 & Sep 21, 2024
Workshop 1: Site Tour and Workshop

Oct 1, 2024
Workshop 2: Virtual Workshop

Oct 24, 2024
Workshop 3: In-Person Workshop



Spring/Summer 2025

Apr 11, 2025
Filed Preliminary PDA Master plan for Public Review & Comments
May 12: IAG Meeting #1
May 14: Public Meeting #1
May 27: IAG Meeting #2
May 29: Public Meeting #2
June 3: BCDC Kickoff - Full Committee
June 17: IAG Meeting - Transportation
June 18: Public Meeting - Transportation

July 14: IAG Meeting **TODAY**

July 21: Public Meeting
July 31: Comment Period Ends



Fall 2025 & Beyond

Fall 2025:
Updated Preliminary PDA Master Plan Filing
IAG/Public Meeting

Commence MEPA Process

Beyond:
BPDA Board
Boston Zoning Commission Chapter 91

Long Term:
Future 80B Filings



PDA Filing | Table of Areas

Project Site (SF)	1,345,402
-------------------	-----------

FAR	4.3
-----	-----

Total GFA (SF)	5,744,600 (Maximum)
----------------	---------------------

• Commercial	3,956,700 (Maximum)
--------------	---------------------

• Commercial: Office/R&D	3,506,700
--------------------------	-----------

• Commercial: Retail	200,000
----------------------	---------

• Commercial: Hotel	250,000
---------------------	---------

• Residential	30% of FAR (Minimum)
---------------	----------------------

• Above-grade Structured Parking	64,500 (Limited to OP-S)
----------------------------------	--------------------------

• Estimated Residential Units	~1,800 Units
-------------------------------	--------------

An aerial photograph of a city, likely New York City, showing a dense urban landscape with numerous skyscrapers, streets, and green spaces. The image is overlaid with a semi-transparent blue filter. The text "IAG Feedback" is centered in the middle of the image in a white, bold, sans-serif font.

IAG Feedback

Key Takeaways from IAG/Public Meetings

01. Zoning & Regulatory Framework

- Existing Zoning vs What is Proposed in the PDA
- Chapter 91 Requirements

02. Public Realm & Cultural Programming

- Civic / Cultural Community Space Details
- Open Space Programming

03. Housing

- Housing Minimums & Affordability

04. Project Roadmap

- Timeline, Schedule, Duration & Phasing

05. Connectivity

- Transportation, Connectivity & Parking

06. Relationship to Water

- Watersheet & Waterfront Activation
- Fort Point Channel Water Quality Concerns
- Resiliency & Berm Design
- Harborwalk Elevation & South Boston Harbor Trail

07. Relationship to the Neighborhood

- Density & View Corridors
- Thinking behind Proposed Heights
- Scale Comparisons of Other Projects / Precedent Studies



Key Takeaways from IAG/Public Meetings

Past Meeting Topics

- Zoning & Regulatory Framework
- Chapter 91 Requirements
- Civic / Cultural Center
- Density & View Corridors
- Timeline & Phasing
- Housing
- Traffic / Transportation

Today's Meeting Topics

Relationship to the Neighborhood

- Principles
- Benchmarks of Comparable Projects
- Zoning Envelope: Guardrails & Flexibility
- Scale & Pedestrian Experience

Relationship to the Water

- Principles
- Waterfront Open Space
- Resiliency Strategy
- Watersheet & Water Dependent Use Zone



Video Animation 1 "Teaser"



An aerial photograph of a city, likely New York City, showing a dense urban landscape with numerous skyscrapers, streets, and a river. The image is overlaid with a semi-transparent blue filter. The title 'RELATIONSHIP TO THE NEIGHBORHOOD' is centered in the upper half of the image in a bold, white, sans-serif font.

RELATIONSHIP TO THE NEIGHBORHOOD

- **Principles**
- **Benchmarks of Comparable Projects**
- **Zoning Envelope: Guardrails & Flexibility**
- **Scale & Pedestrian Experience**

Planning Considerations

- Project is benchmarked against comparable peer projects.
- Richards Street alignment, Chapter 91 & consolidated large waterfront park all dictate the massing of the project.
- Proposed flexible zoning envelope, & future processes, provide guardrails to create well-scaled buildings.

Design Principles

- **Porous and Fine Grained Block Structure**, seamlessly connects the site to the neighborhood and the waterfront
- **An improved A Street and West Second Street**
- **Generous public realm** prioritizes character, comfort, and multi-modal mobility
- **An inviting connection** from Broadway Station to the Waterfront
- **Well scaled and articulated building design** creating a variety
- **Height Zones** are designed to **allow for flexibility** and variation in the built form (not every building will go to the maximum height given the allowable FAR)



SOUTH END

CHINATOWN /
LEATHER DISTRICT

DOWNTOWN


SOUTH STATION

FORT POINT
CHANNEL


Gillette Site

FORT POINT


BROADWAY
STATION

SEAPORT

SOUTH BOSTON



As industries and infrastructure evolve, the Gillette site can become a hub for the 21st-century economy while also adding much needed housing.

SOUTH END

CHINATOWN /
LEATHER DISTRICT

DOWNTOWN


SOUTH STATION

FORT POINT
CHANNEL

Gillette Site


BROADWAY
STATION

FORT POINT

Future Development

SEAPORT

SOUTH BOSTON



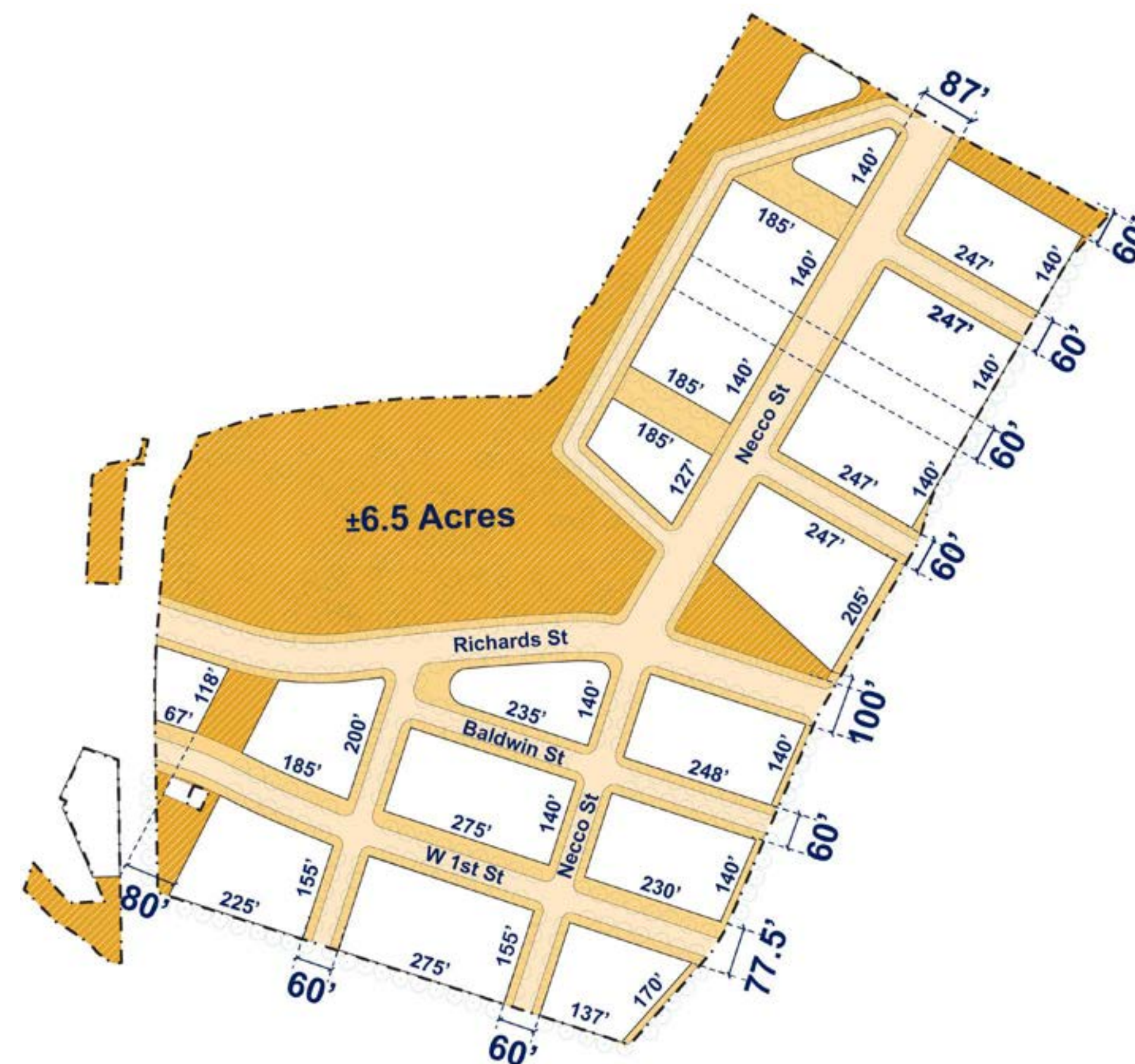
A new ~6.5-acre world-class park on the waterfront with breathtaking views of Fort Point Channel and the Downtown Skyline. A place that is resilient and welcoming to all.

Block and Street Comparison | Fan Pier

- Proposed Gillette PDA's consolidated waterfront park offers more generous, usable open space.
- Fan Pier street widths range from 42' to 60', whereas Gillette PDA proposes street widths range from 60' to 100'. This allows for the design of complete, multi-modal streets with generous pedestrian public realm.
- Fan Pier's streets are constructed atop parking garages, whereas Gillette PDA proposes streets built directly on existing soils without subsurface parking, enabling robust green infrastructure to flourish.



Fan Pier PDA No. 54

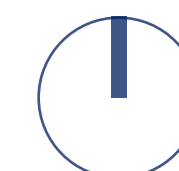


Gillette PDA

Roads
 Sidewalks
 Open Space & Plazas

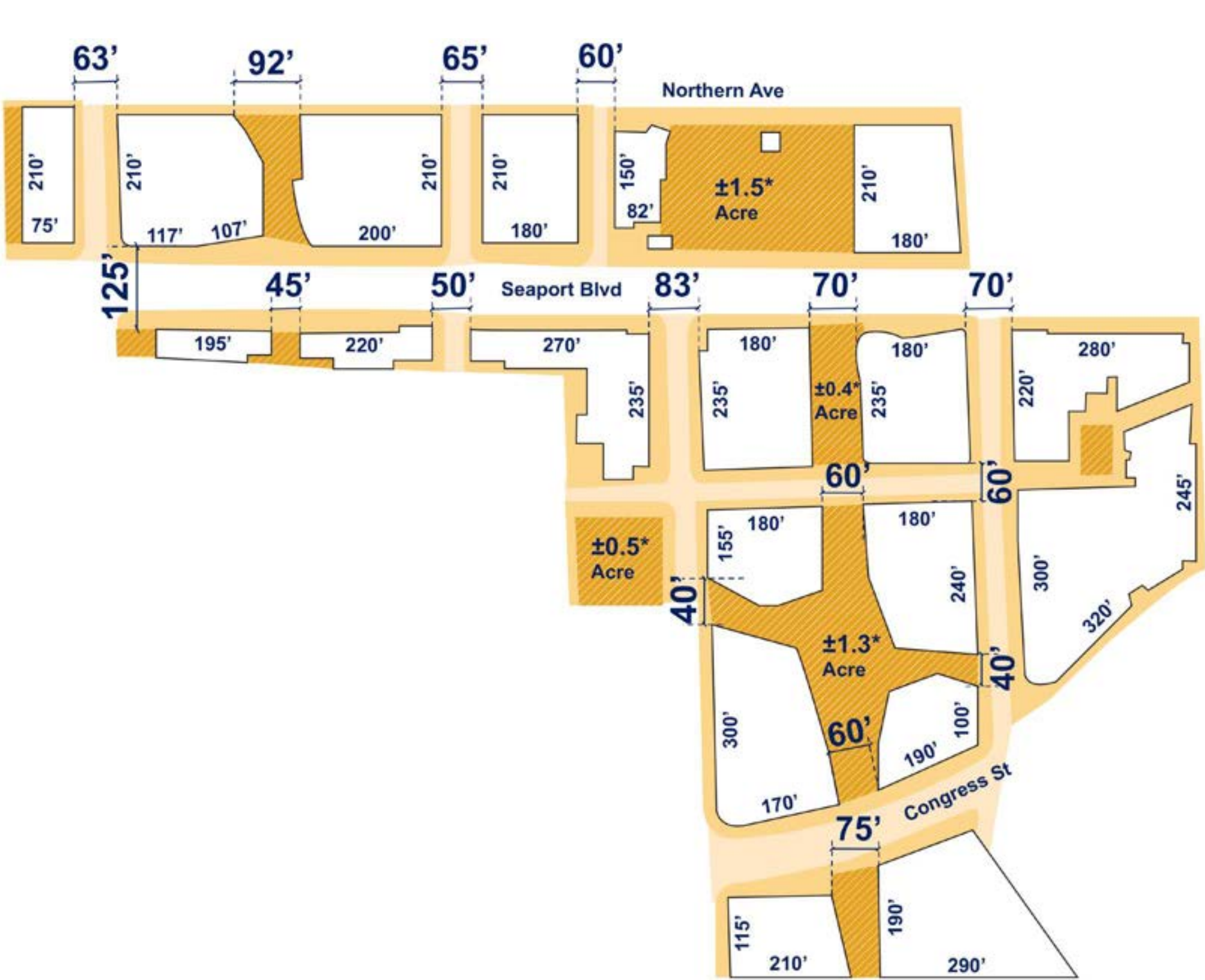
*Measurements are approximate and derived from Google Earth

0 50' 150' 350'



Block and Street Comparison | Seaport Square

- Proposed Gillette PDA's consolidated waterfront park offers more generous, usable open space.
- Proposed block dimensions increase street wall porosity.



Seaport Square

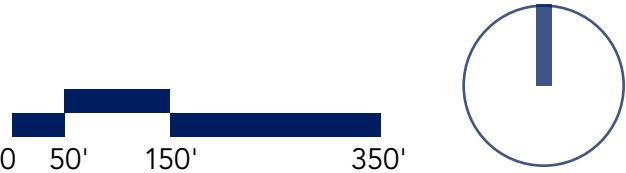


Gillette PDA

	Gillette PDA	Seaport Square
FAR	4.3	5.29
Publicly Accessible Open Space	26% / 8 acres	± 33% / 7.8 acres
Unbuilt Area	50% / 15.4 acres	± 39% / 9.2 acres

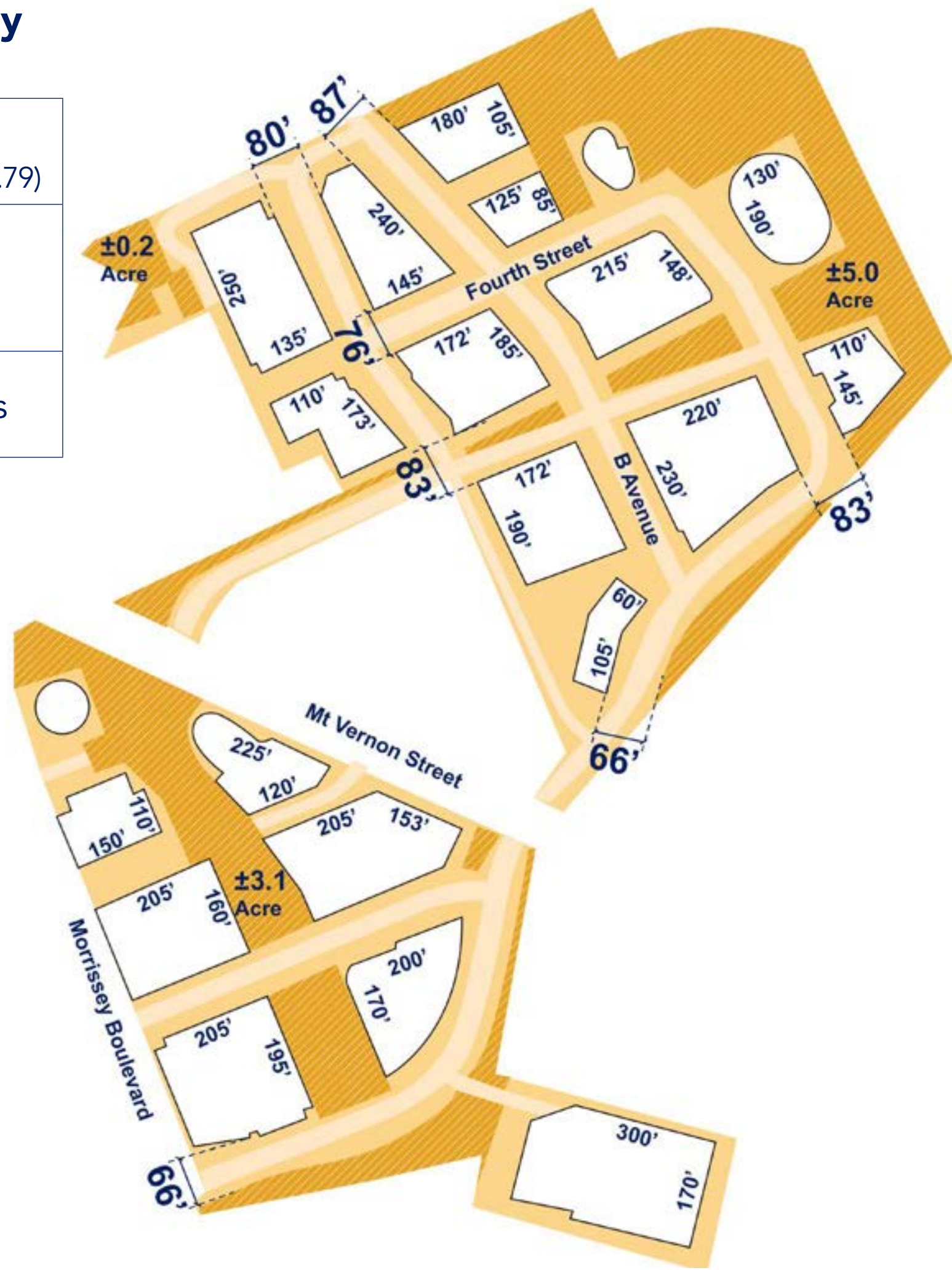
Roads Sidewalks Open Space & Plazas

*Measurements are approximate and derived from Google Earth



Block and Street Comparison | Dorchester Bay City

	Gillette PDA	Dorchester Bay City
FAR	4.3	3.88 (Site 1: 4.05, Site 2: 3.79)
Publicly Accessible Open Space	26% / 8 acres	23% / 8.3 acres
Unbuilt Area	50% / 15.4 acres	54% / 19.7 acres



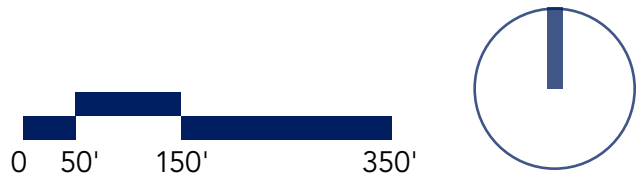
Dorchester Bay City



Gillette PDA

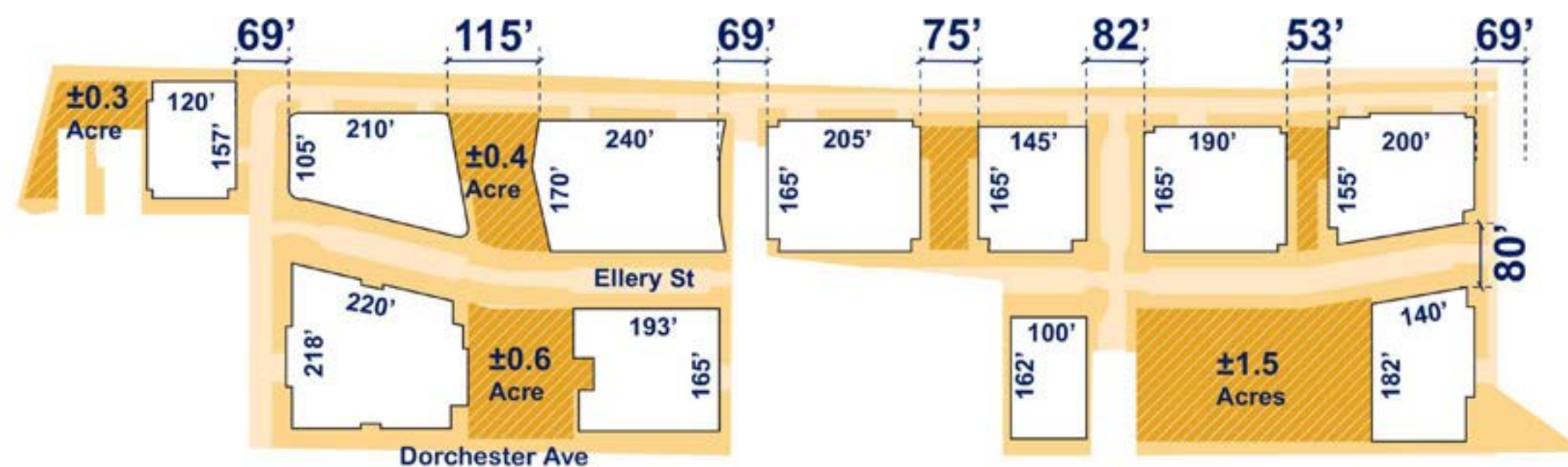
Roads Sidewalks Open Space & Plazas

*Measurements are approximate and derived from Google Earth

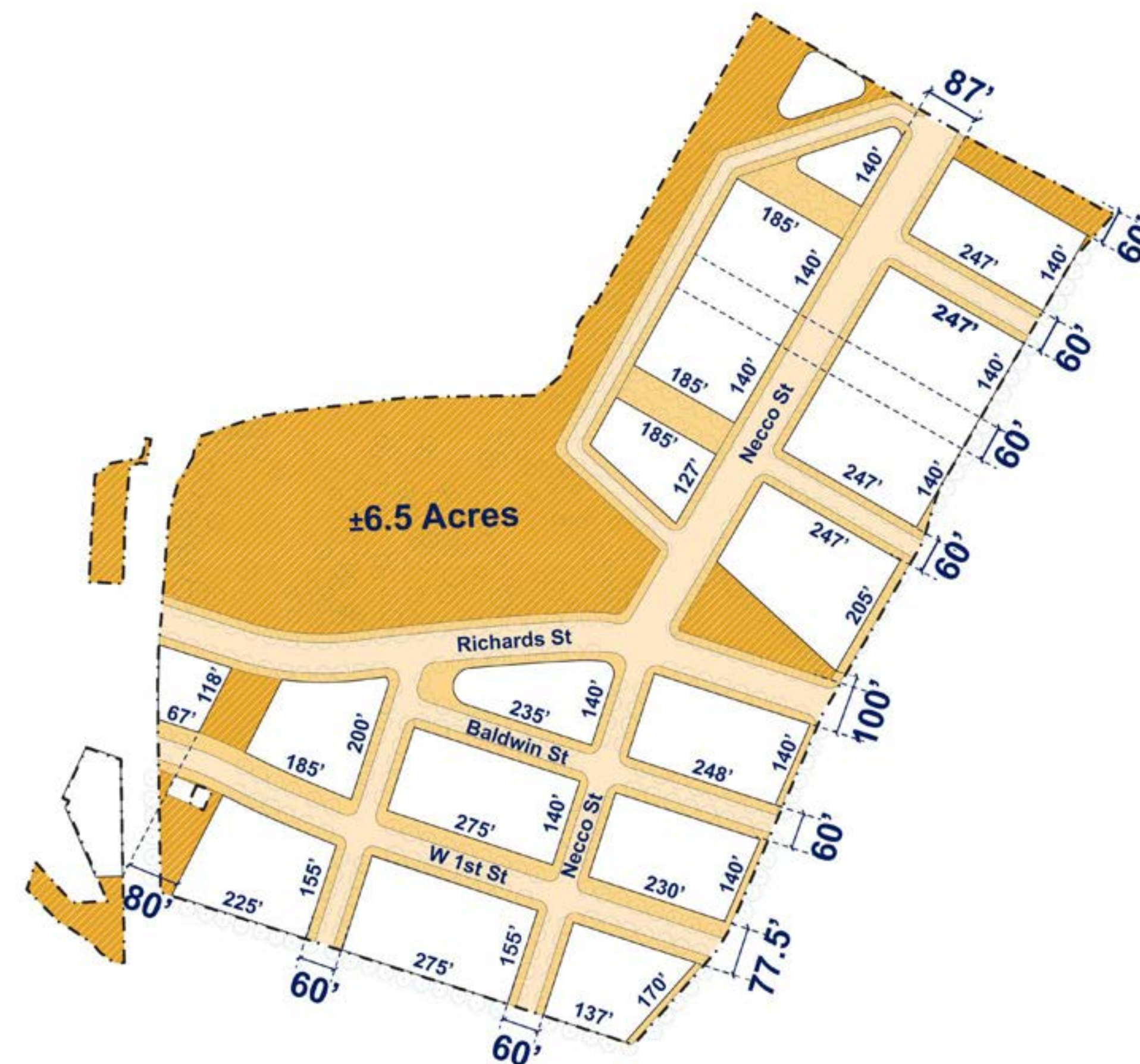


Block and Street Comparison | On the Dot

- Proposed Gillette PDA's consolidated waterfront park offers more generous, usable open space.



On The Dot

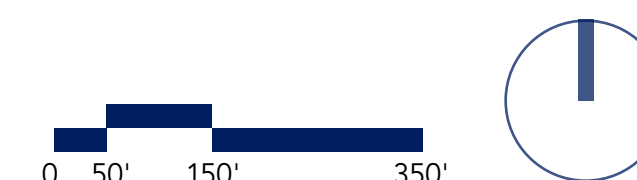


Gillette PDA

	Gillette PDA	On The Dot
FAR	4.3	4.25
Publicly Accessible Open Space	26% / 8 acres	16% /3.4 acres
Unbuilt Area	50% / 15.4 acres	45% / 9.6 acres

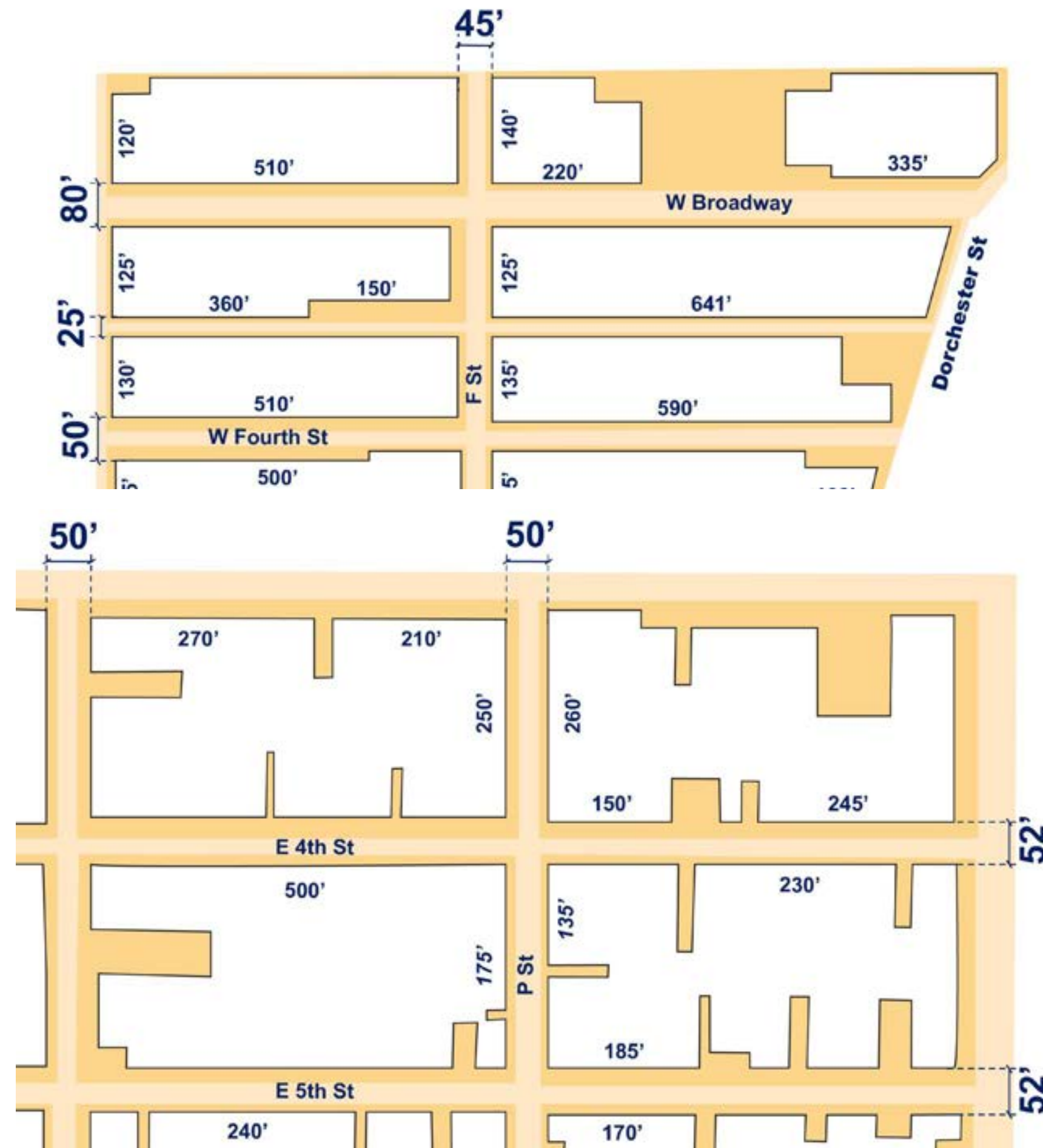
Roads Sidewalks Open Space & Plazas

*Measurements are approximate and derived from Google Earth



Block and Street Comparison | Typical South Boston Fabric

- Gillette PDA's proposed streets are sized to support complete, multi-modal street design with generous pedestrian public realm.
- Gillette PDA's proposed block dimensions increase porosity compared to Typical South Boston fabric.



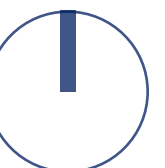
Typical South Boston Fabric



Gillette PDA

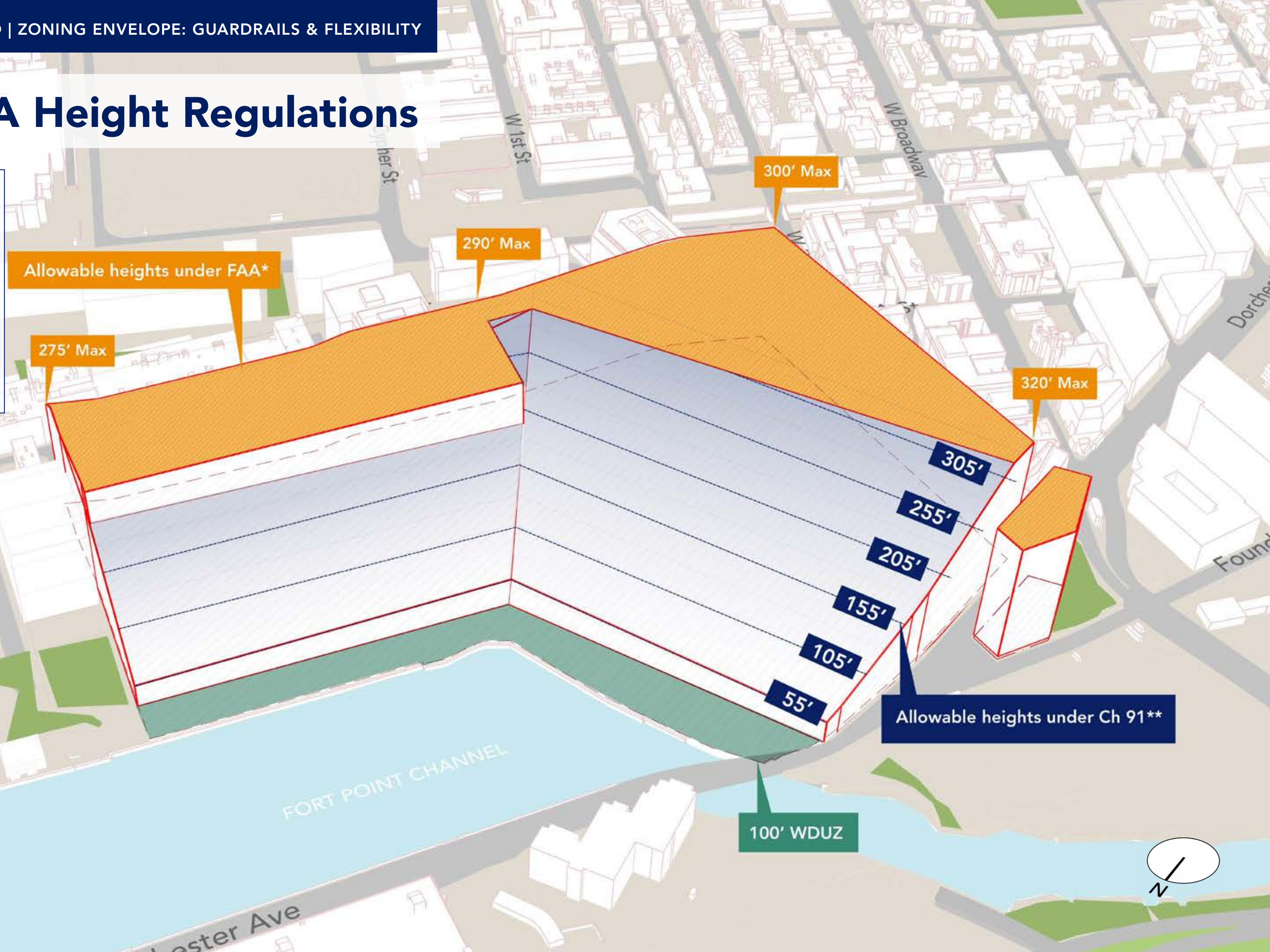
Roads Sidewalks Open Space & Plazas

*Measurements are approximate and derived from Google Earth



Chapter 91 & FAA Height Regulations

- No city zoning heights exist for the site today.
- Maximum heights are governed by Chapter 91 and FAA height regulations.



*FAA is calculated from mean sea level to top of structure.

**Ch 91 heights are calculated from avg. grade to top of occupiable floor.



Introducing New Streets

- Fine grained block structure creates porosity, generous public realm and well-scaled building blocks

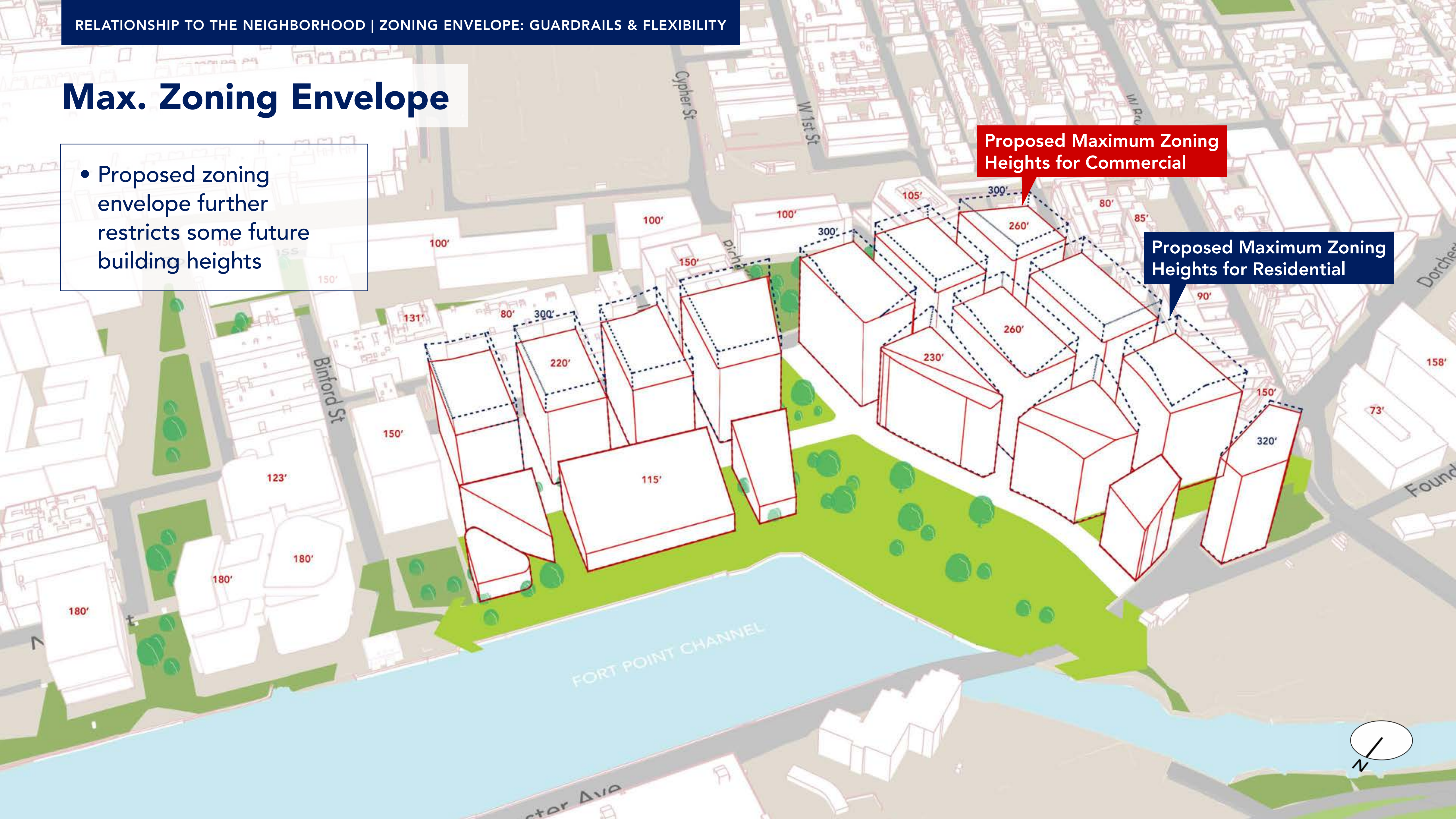


Max. Zoning Envelope

- Proposed zoning envelope further restricts some future building heights

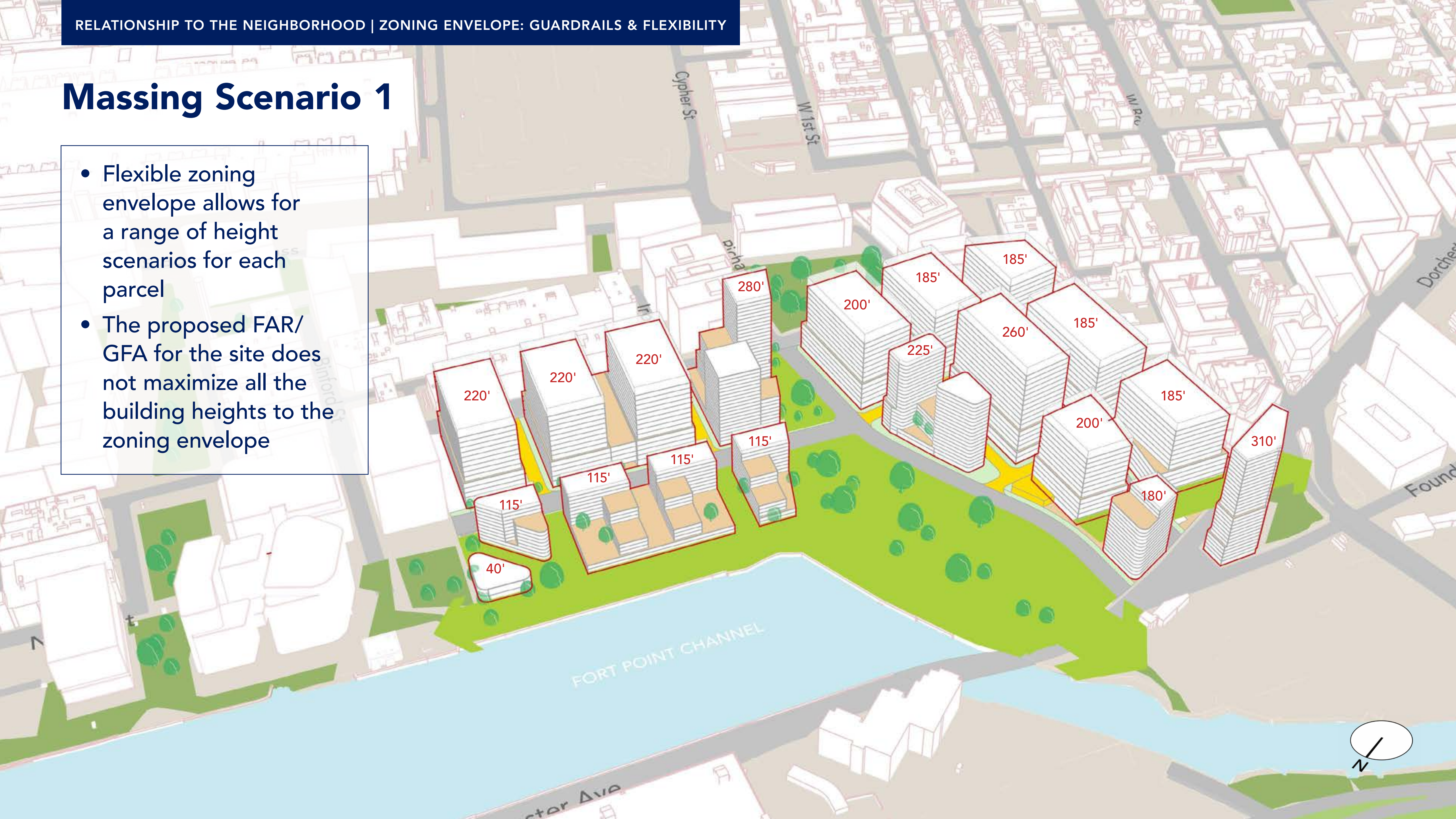
Proposed Maximum Zoning Heights for Commercial

Proposed Maximum Zoning Heights for Residential



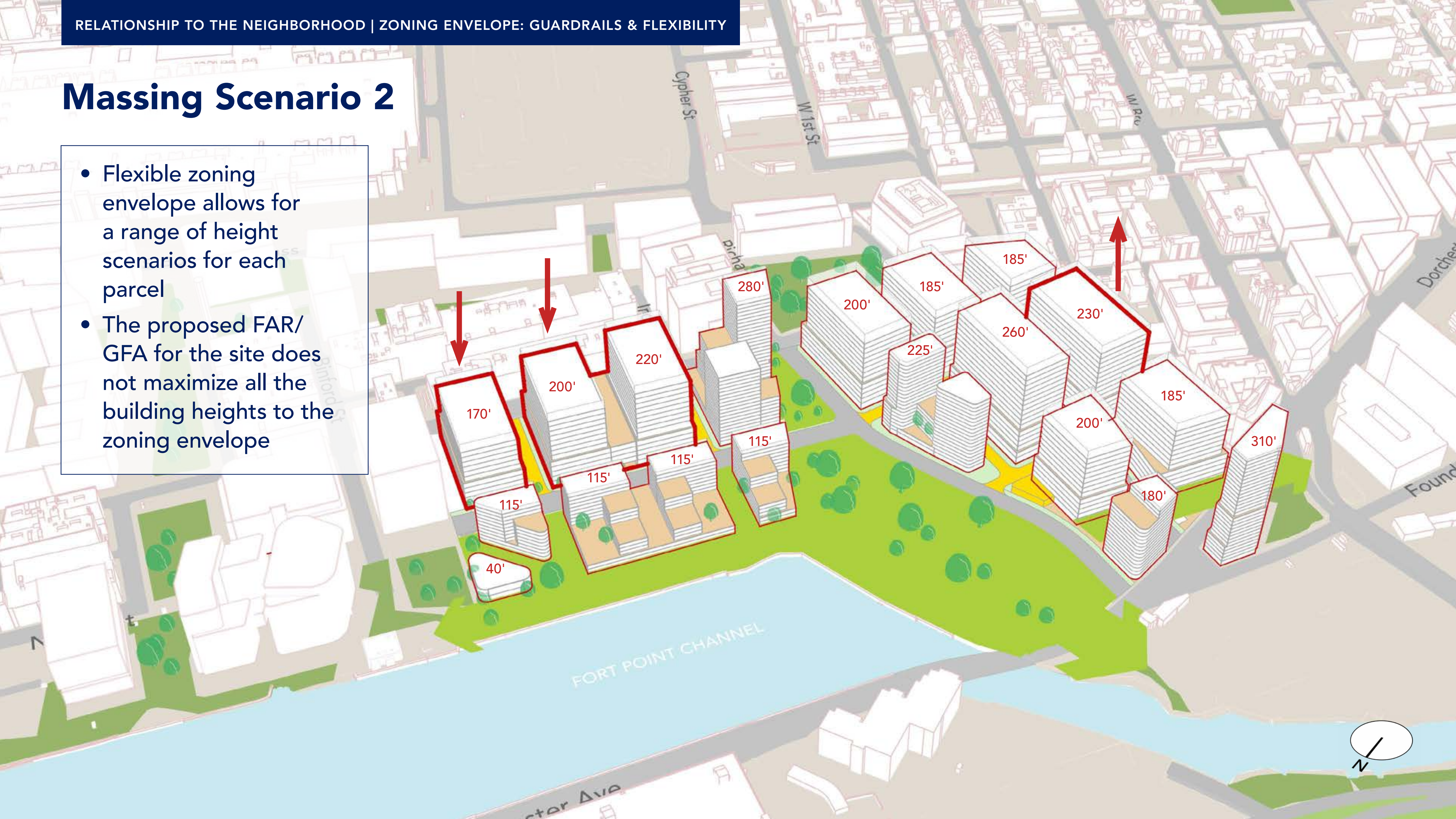
Massing Scenario 1

- Flexible zoning envelope allows for a range of height scenarios for each parcel
- The proposed FAR/ GFA for the site does not maximize all the building heights to the zoning envelope



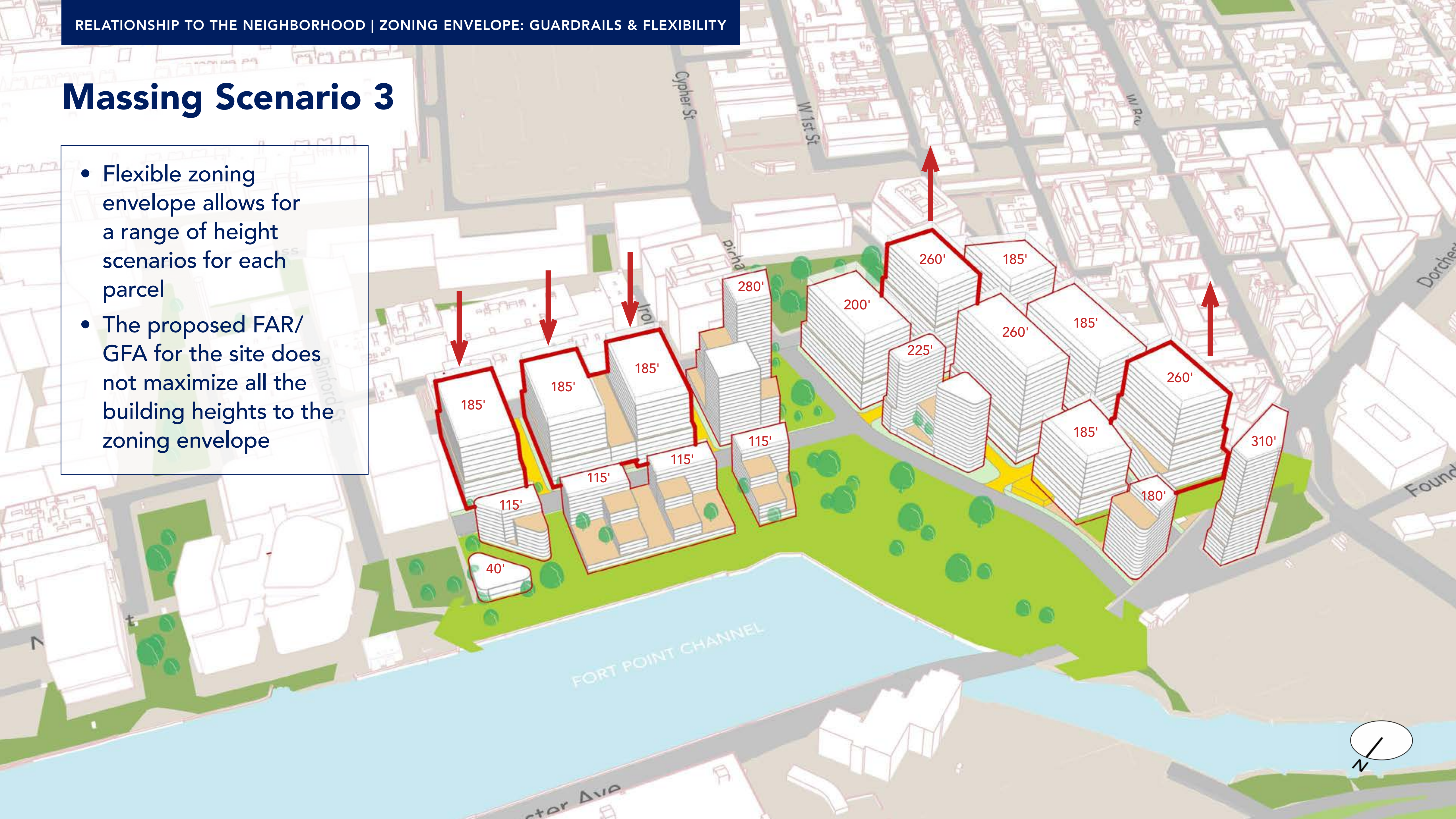
Massing Scenario 2

- Flexible zoning envelope allows for a range of height scenarios for each parcel
- The proposed FAR/ GFA for the site does not maximize all the building heights to the zoning envelope



Massing Scenario 3

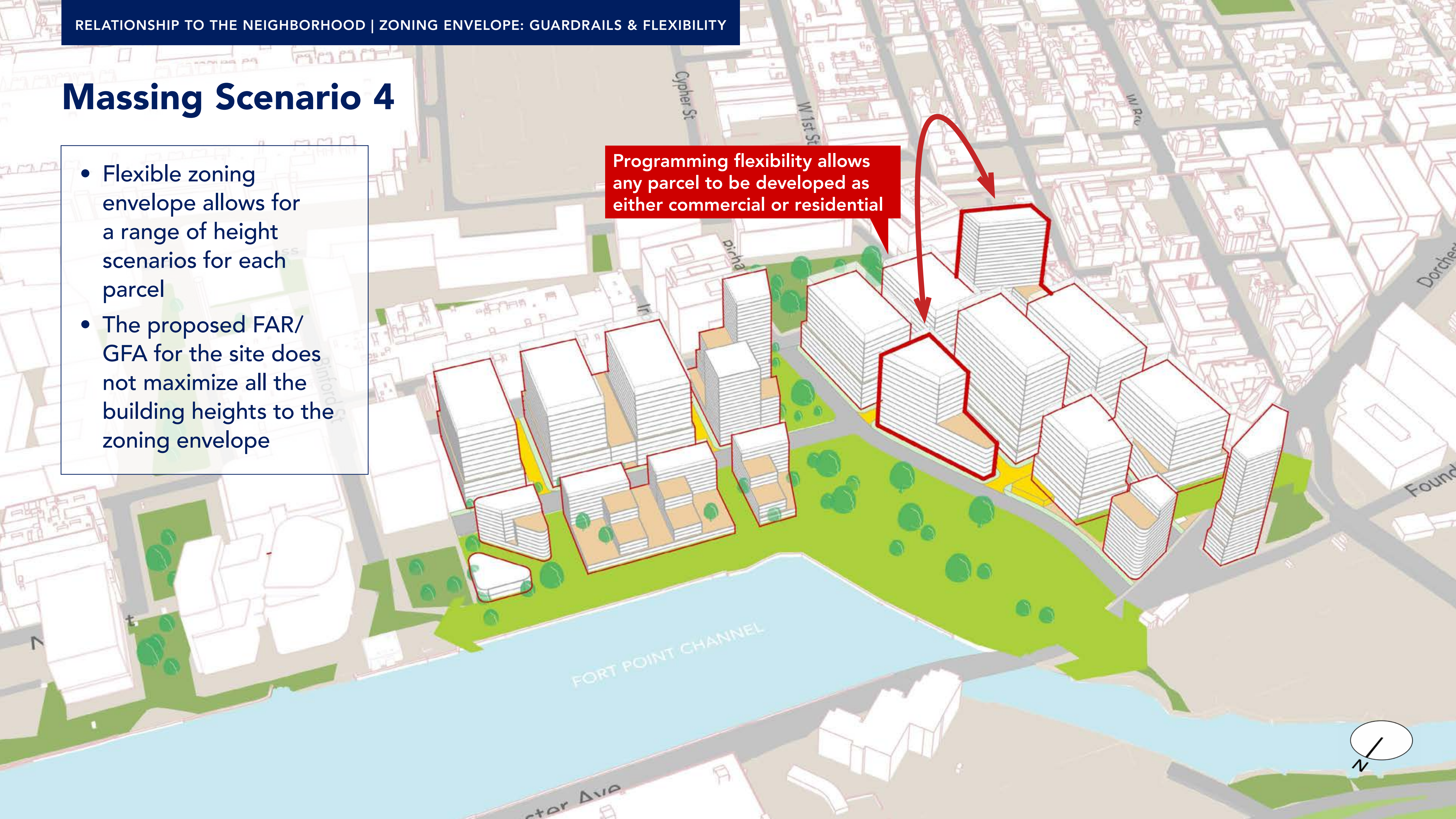
- Flexible zoning envelope allows for a range of height scenarios for each parcel
- The proposed FAR/ GFA for the site does not maximize all the building heights to the zoning envelope



Massing Scenario 4

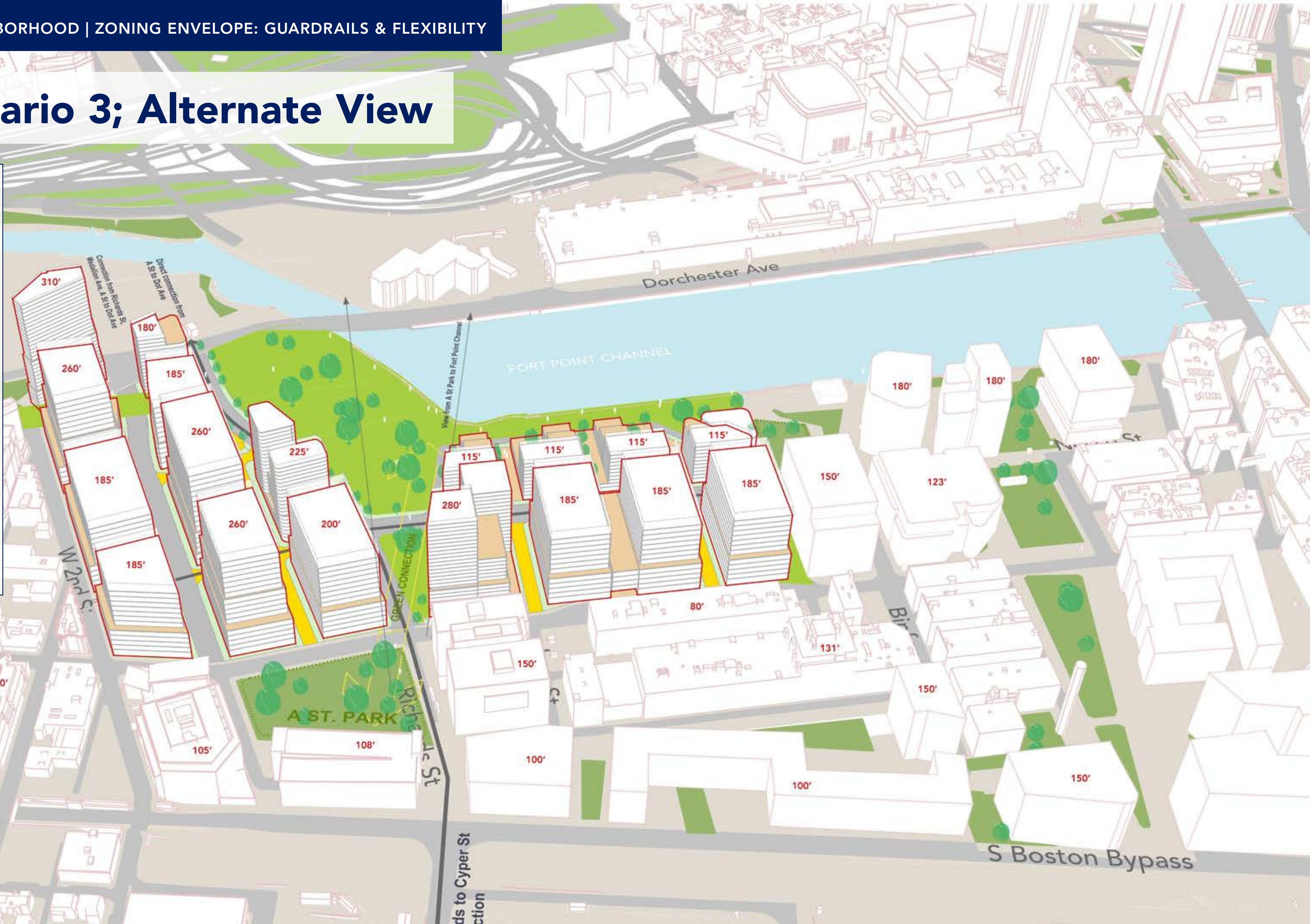
- Flexible zoning envelope allows for a range of height scenarios for each parcel
- The proposed FAR/ GFA for the site does not maximize all the building heights to the zoning envelope

Programming flexibility allows any parcel to be developed as either commercial or residential



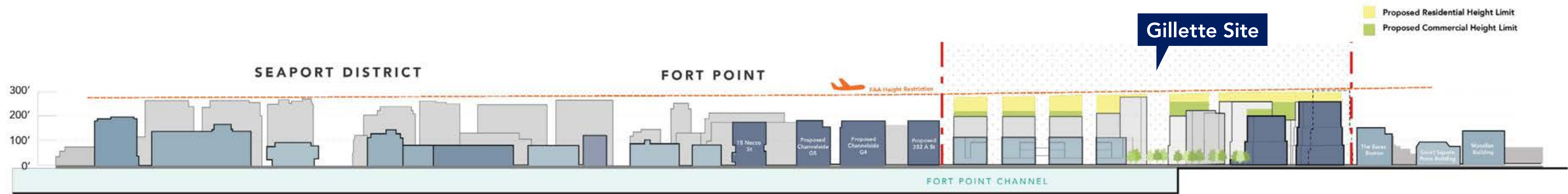
Massing Scenario 3; Alternate View

- Flexible zoning envelope allows for a range of height scenarios for each parcel
- The proposed FAR/GFA for the site does not maximize all the building heights to the zoning envelope



Scaled Built-form

- A plan that allows for a variety in buildings heights along the Fort Point Channel, W2nd Street and A Street

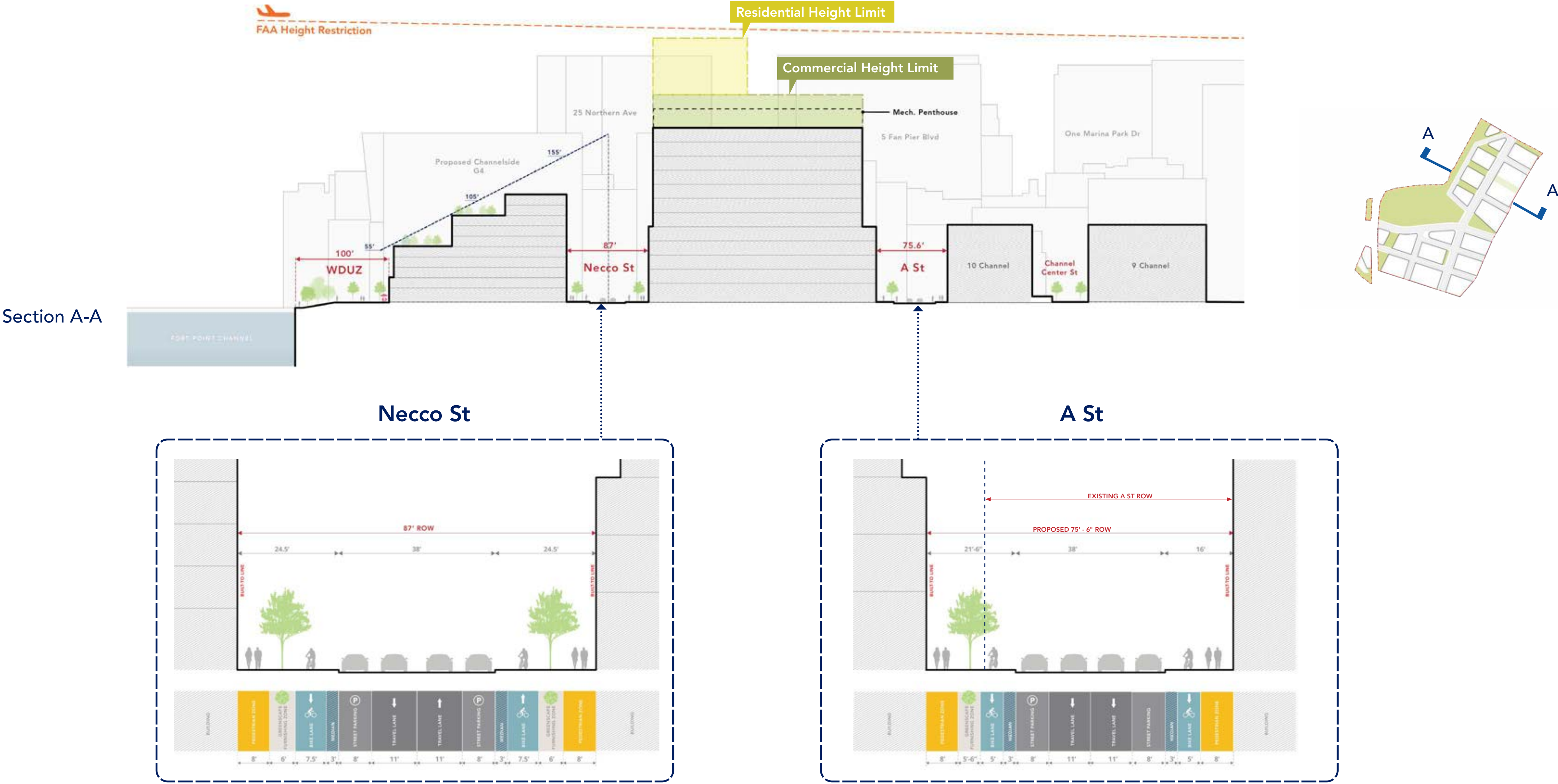


Section A-A



Section B-B

Scaled Built-form



Building Heights & Character

110' - 185'



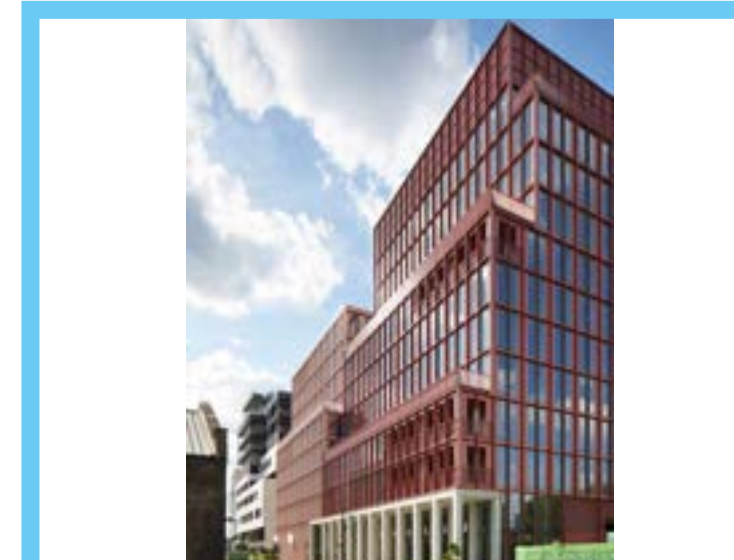
Hamburg, Germany



Moscow, Russia



Cordoba, Argentina



London, United Kingdom



Kyiv, Ukraine

185' - 220'



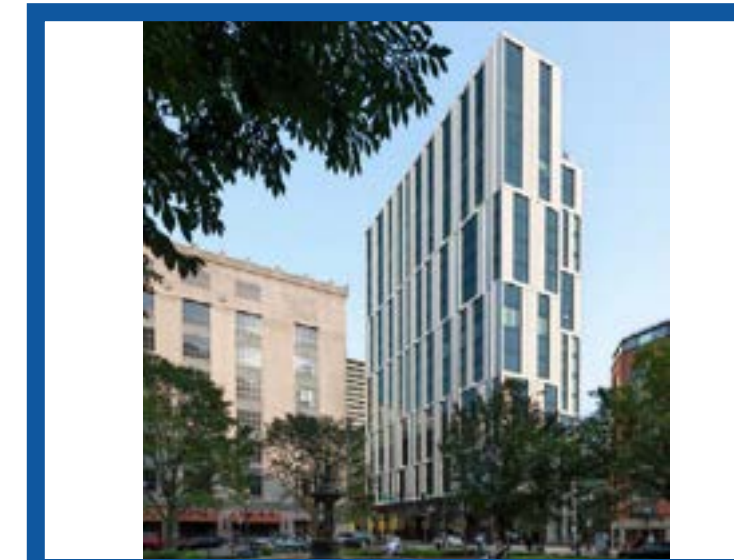
Cambridge, USA



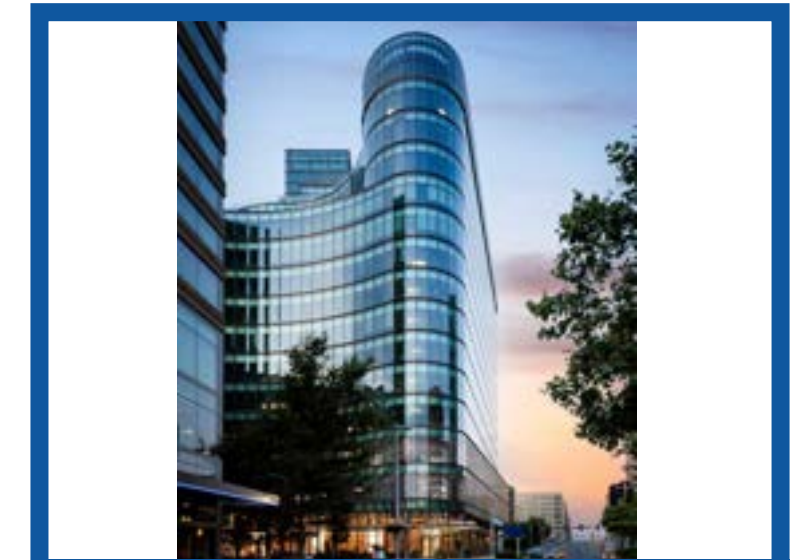
Cambridge, USA



San Francisco, USA



Boston, USA

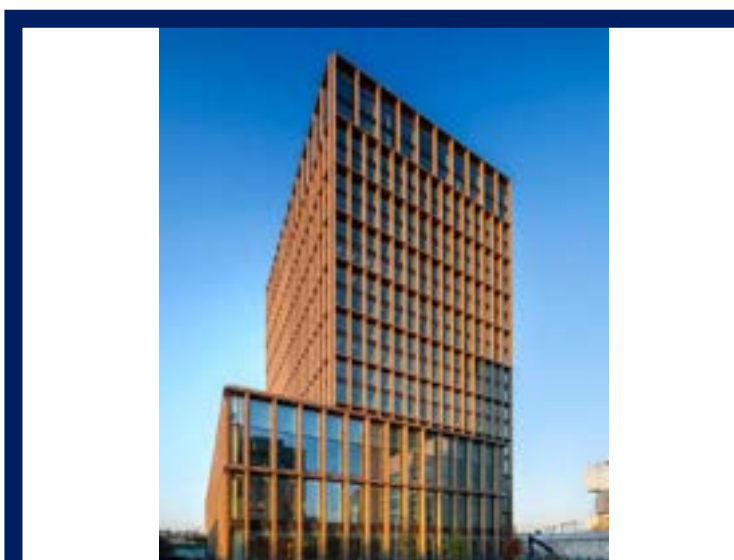


Boston, USA

Above 220'



San Francisco, USA



Amsterdam, Netherlands



Cambridge, USA



Boston, USA



Cambridge, USA

Video Animation 2



An artistic illustration of a waterfront park. In the foreground, two people are sitting on a grassy area, looking at a map or document. To their right, another person is sitting on the grass, looking towards the water. In the middle ground, there is a body of water with several birds flying over it. A path or walkway runs along the water, with a few people walking. In the background, there are modern city buildings and more trees. The overall scene is a vibrant, green urban space.

RELATIONSHIP TO WATER

- Principles
- Waterfront Open Space
- Resiliency Strategy
- Watersheet & Water Dependant Use

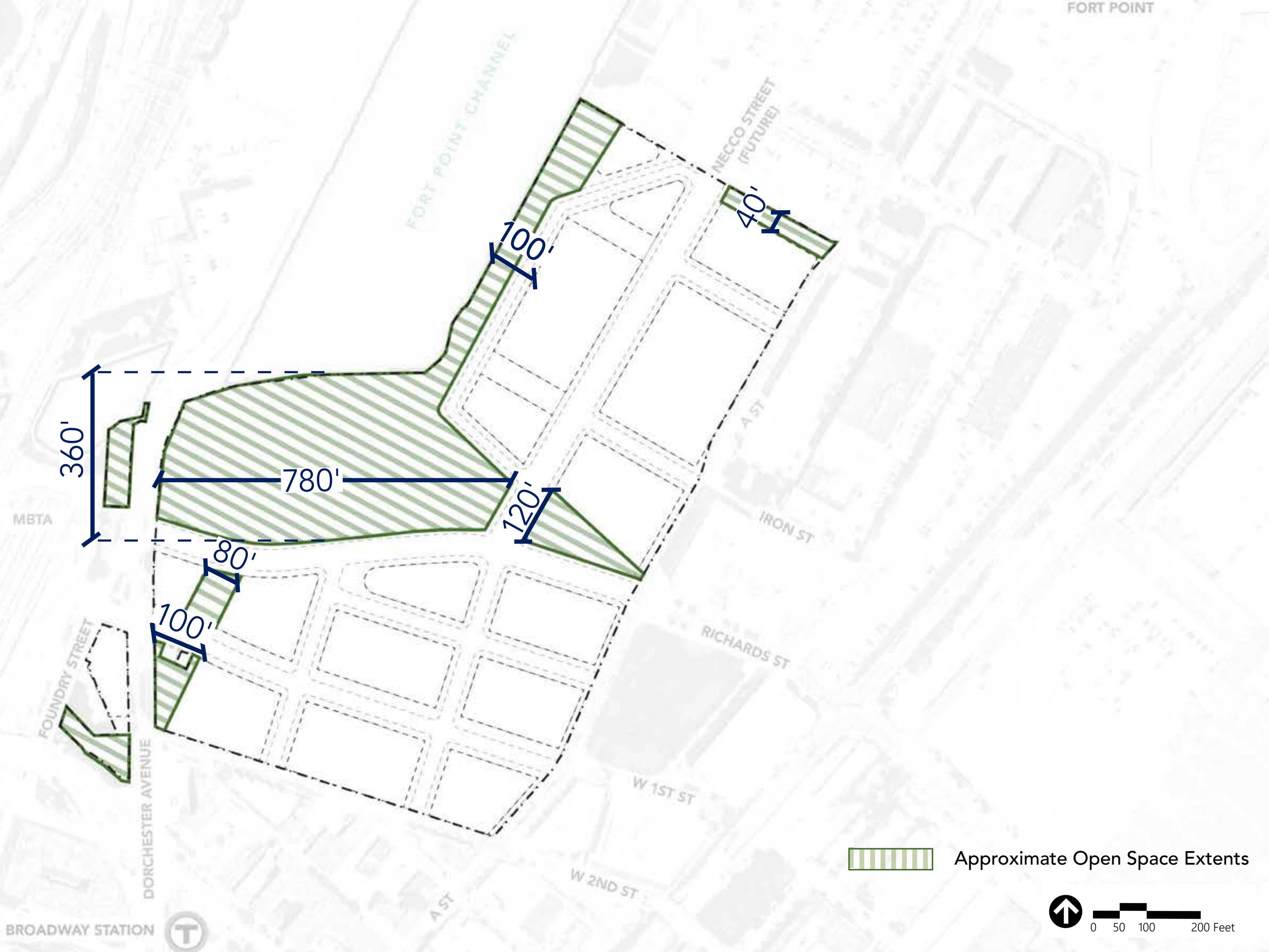
Planning & Design Principles

- Consolidated large waterfront park flexibly accommodates a range of potential uses and watersheet activation, through all seasons.
- Waterfront edge builds up the resiliency strategy while maintaining the existing seawall.
- Framework integrates the South Bay Harbor Trail through the site and connects to abutting networks.



Waterfront Open Space

- The size and shape of the Waterfront Open Space can accommodate a range of activities and programs.
- The Channel and Waterfront Open Space will be connected to the broader neighborhood Via the proposed Open Space network.
- This is zoning - the design for the Open Spaces will occur in a later separate public process



Benchmarking Boston Waterfront Open Spaces

- Signature Boston open spaces are overlayed on the Project Site to demonstrate it's size and capacity for programming



Christopher Columbus Park 5.0 Acres



Piers Park 6.5 Acres

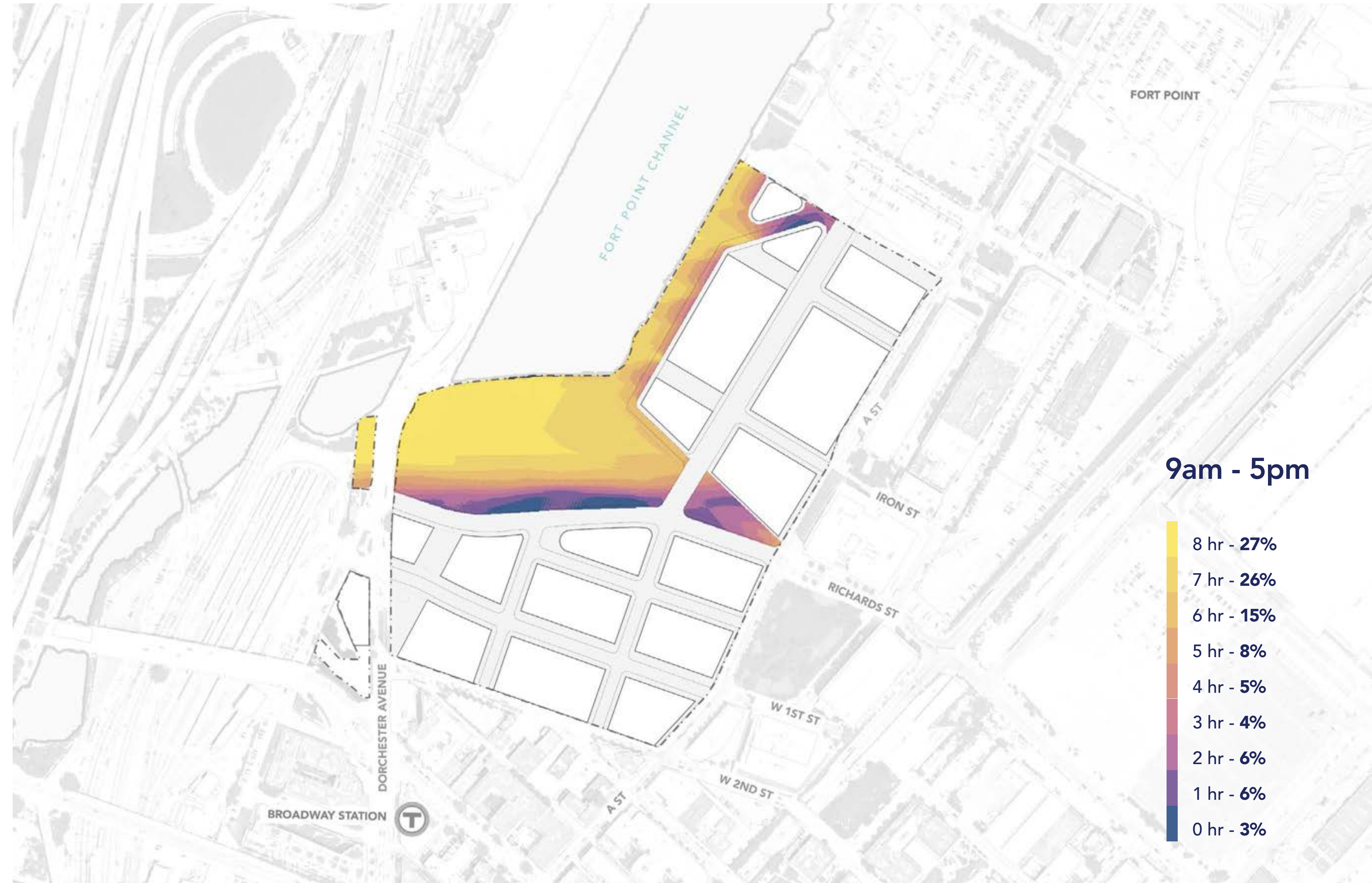


Hatch Shell Park 4.6 Acres



Spring through Fall Sunlight Access

- **70%** of the open space will receive **at least 6 hrs of sunlight**
- **85%** of the open space will receive **at least 3 hrs of sunlight**



Shadow Study - March 21

9 am

12 pm

3 pm

6 pm

Shadow Study - June 21

9 am

12 pm

3 pm

6 pm

Shadow Study - September 21

9 am

12 pm

3 pm

6 pm

Shadow Study - October

9 am

12 pm

3 pm

Shadow Study - November

9 am

12 pm

3 pm

Shadow Study - December

9 am

12 pm

3 pm

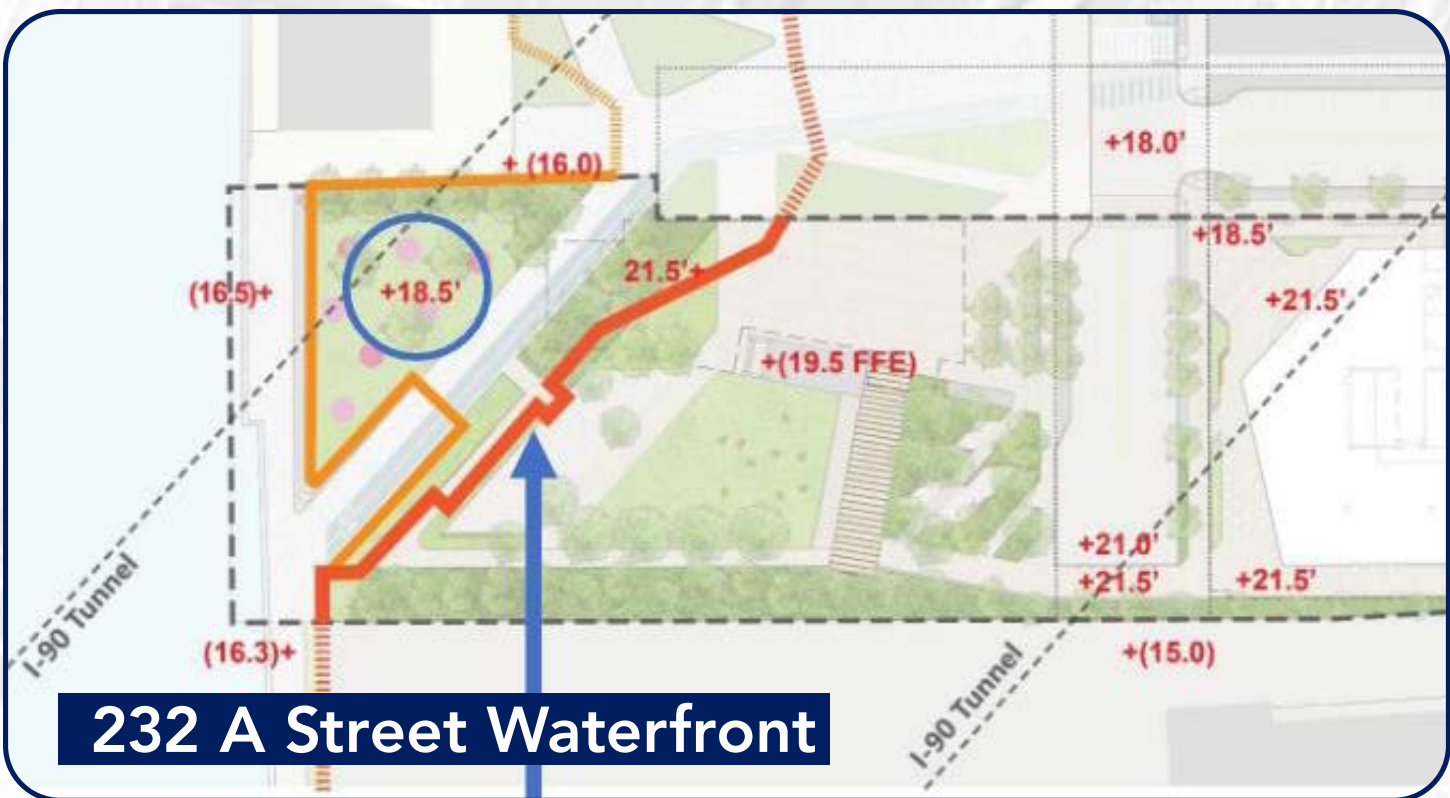
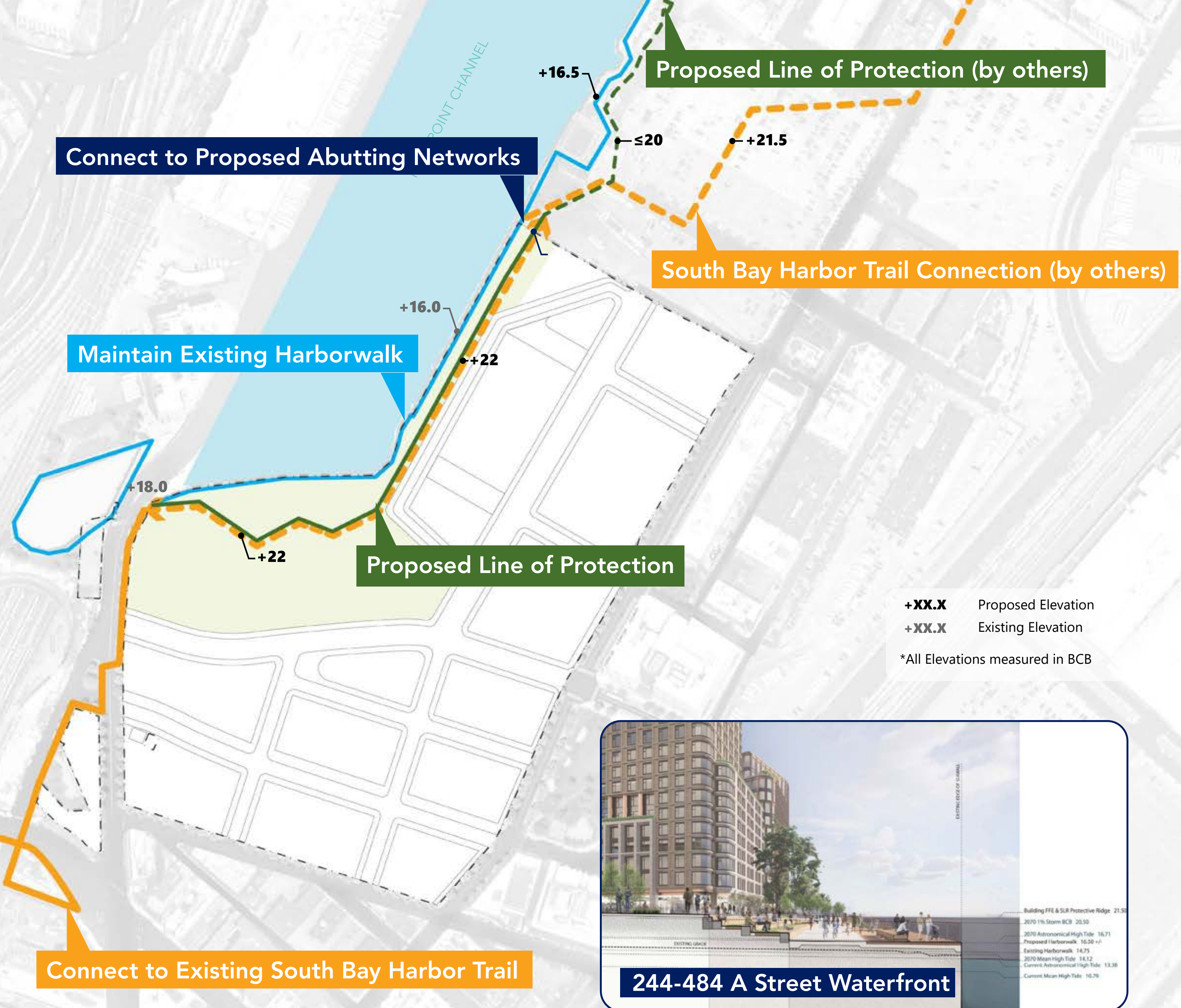
PDA Filing

- Site-wide resiliency strategy will comply with SLR-BFE* targets as outlined in Boston's CFROD (1% annual storm in 2070)
- Introduces a new elevated Harborwalk route within the park while maintaining the existing route at the water's edge
- Raises internal roads and buildings to and above SLR Design Flood Elevation



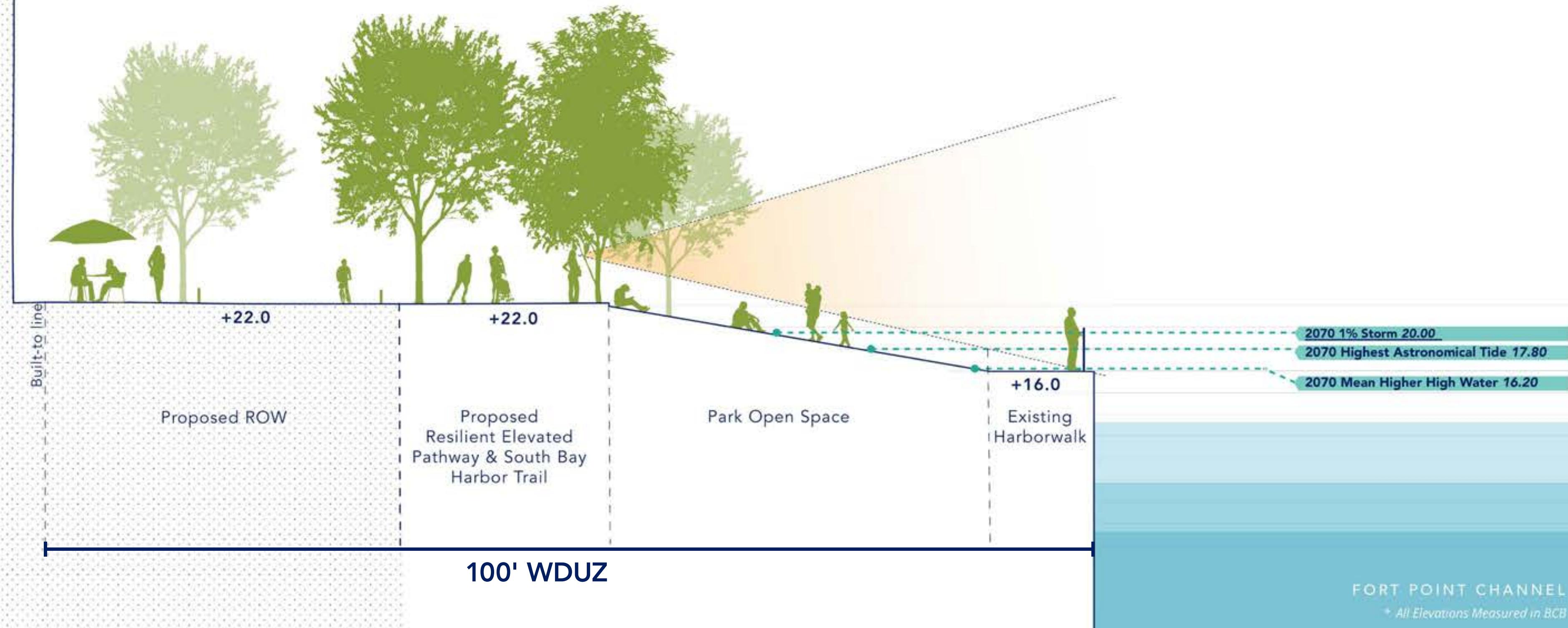
Site Connections

- Proposed resiliency framework ensures that elevated Resilient Harbor Walk, South Bay Harbor Trail, and existing waterfront pathway will all seamlessly integrate with adjacent developments
- Details of the design will be coordinated in a future public process



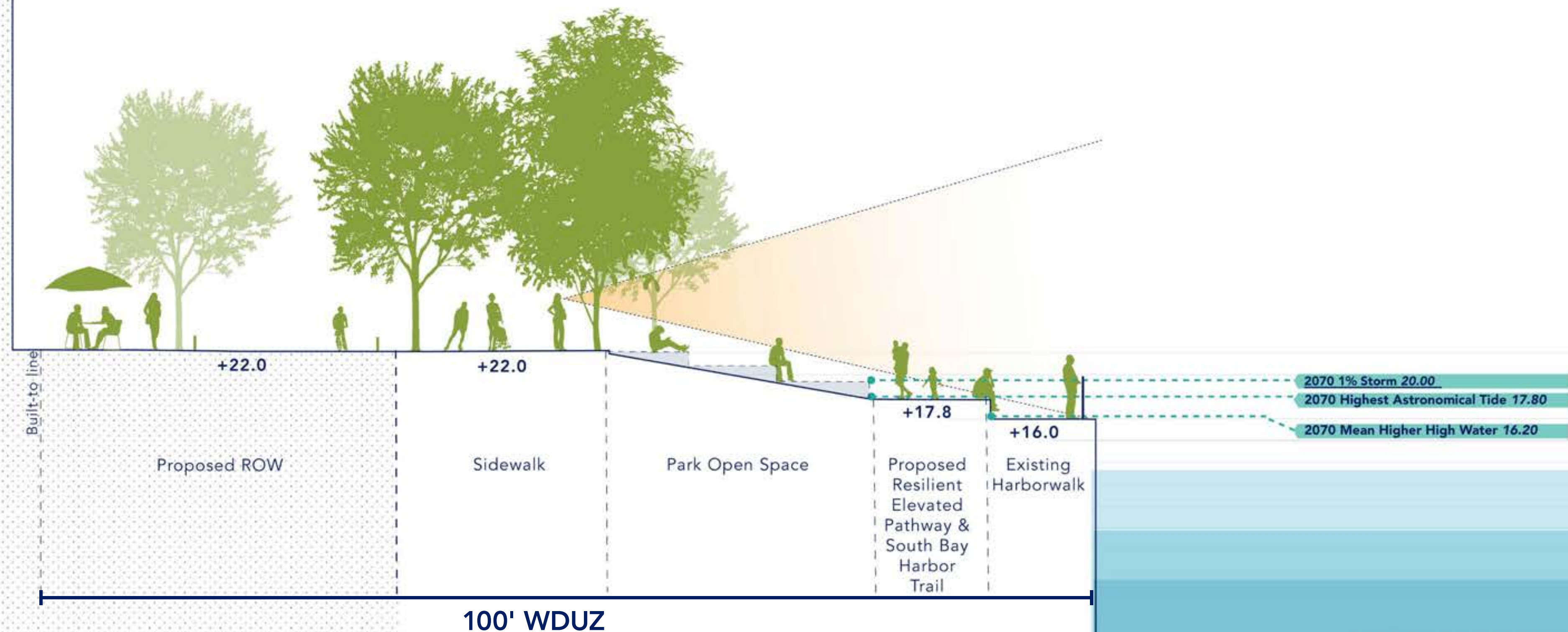
Scenario 1

- WDUZ grading establishes a resilient open space that both protects from future flooding and preserves connection to the water
- Proposed resiliency framework can accommodate multiple scenarios for new resilient paths and adjacent open spaces; each creates a different character



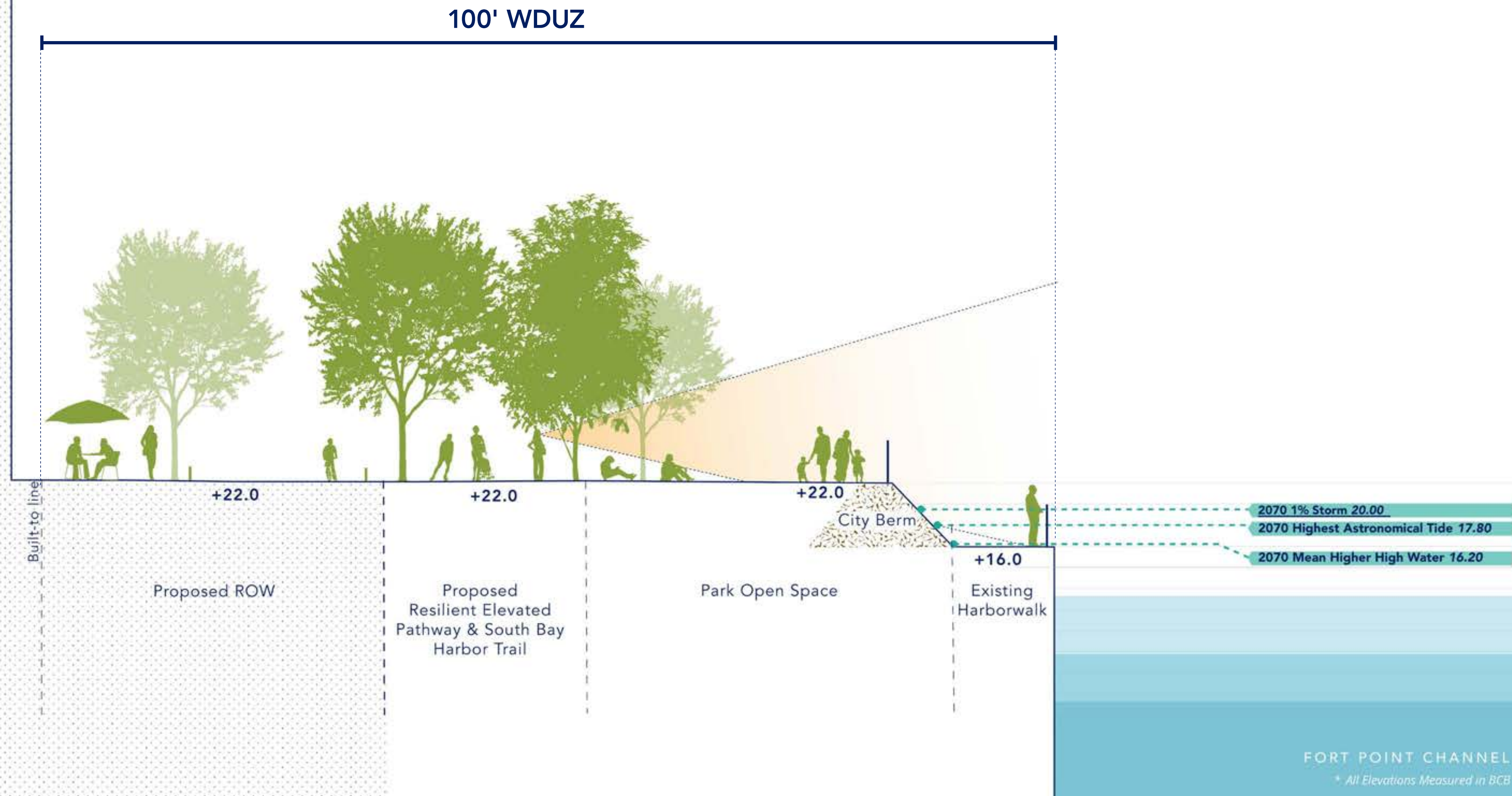
Scenario 2

- WDUZ grading establishes a resilient open space that both protects from future flooding and preserves connection to the water
- Proposed resiliency framework can accommodate multiple scenarios for new resilient paths and adjacent open spaces; each creates a different character



Scenario 3

- WDUZ grading establishes a resilient open space that both protects from future flooding and preserves connection to the water
- Proposed resiliency framework can accommodate multiple scenarios for new resilient paths and adjacent open spaces; each creates a different character



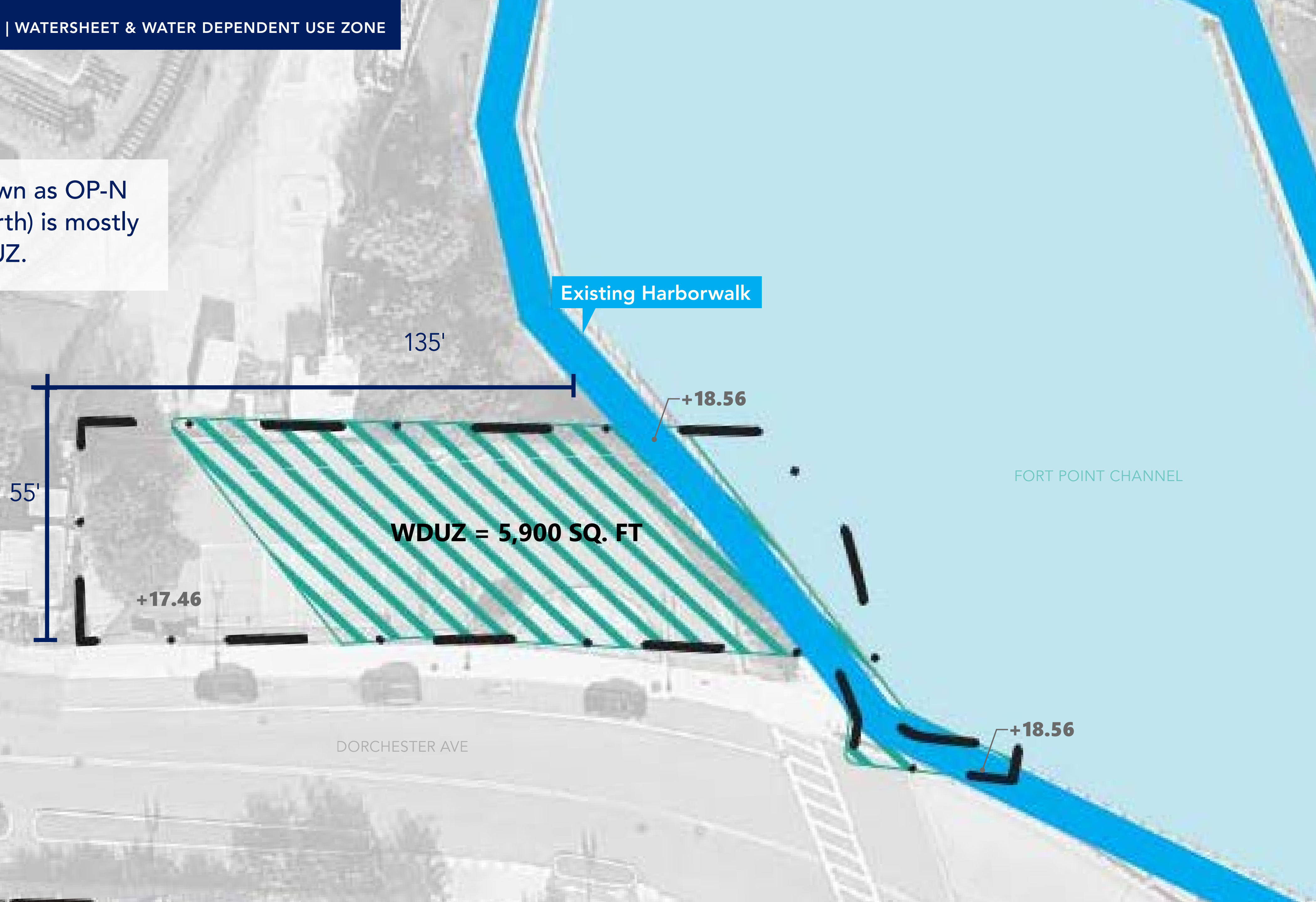
Water Dependent Use Zone

- WDUZ is designated along the waterfront as part of Chapter 91 licensing requirements
- Supports uses that require direct access to the water (e.g., boating, docking, passive recreation)
- Ensures continued public access and activity along the water's edge



OP-N

- The parcel known as OP-N (Out-Parcel North) is mostly within the WDUZ.

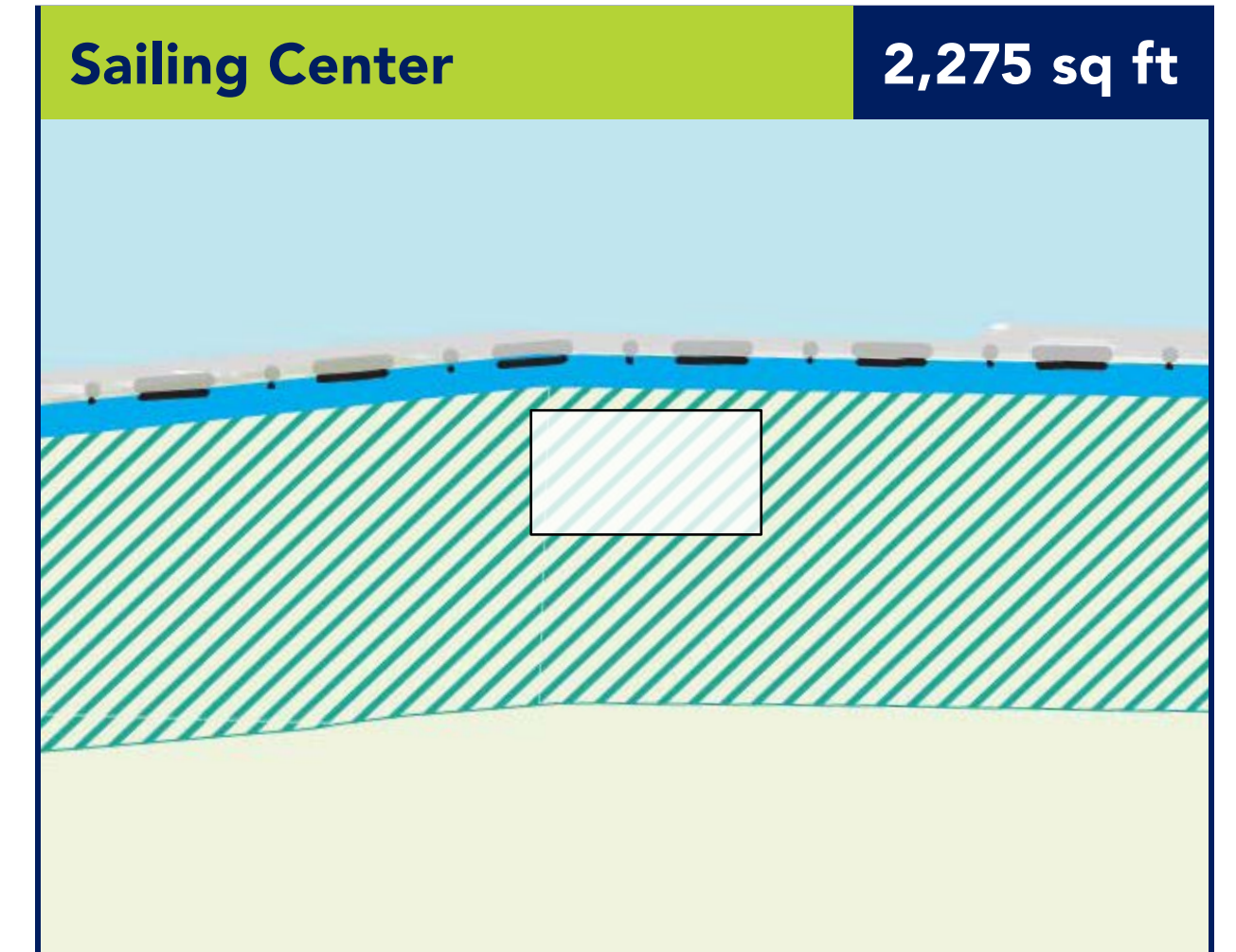
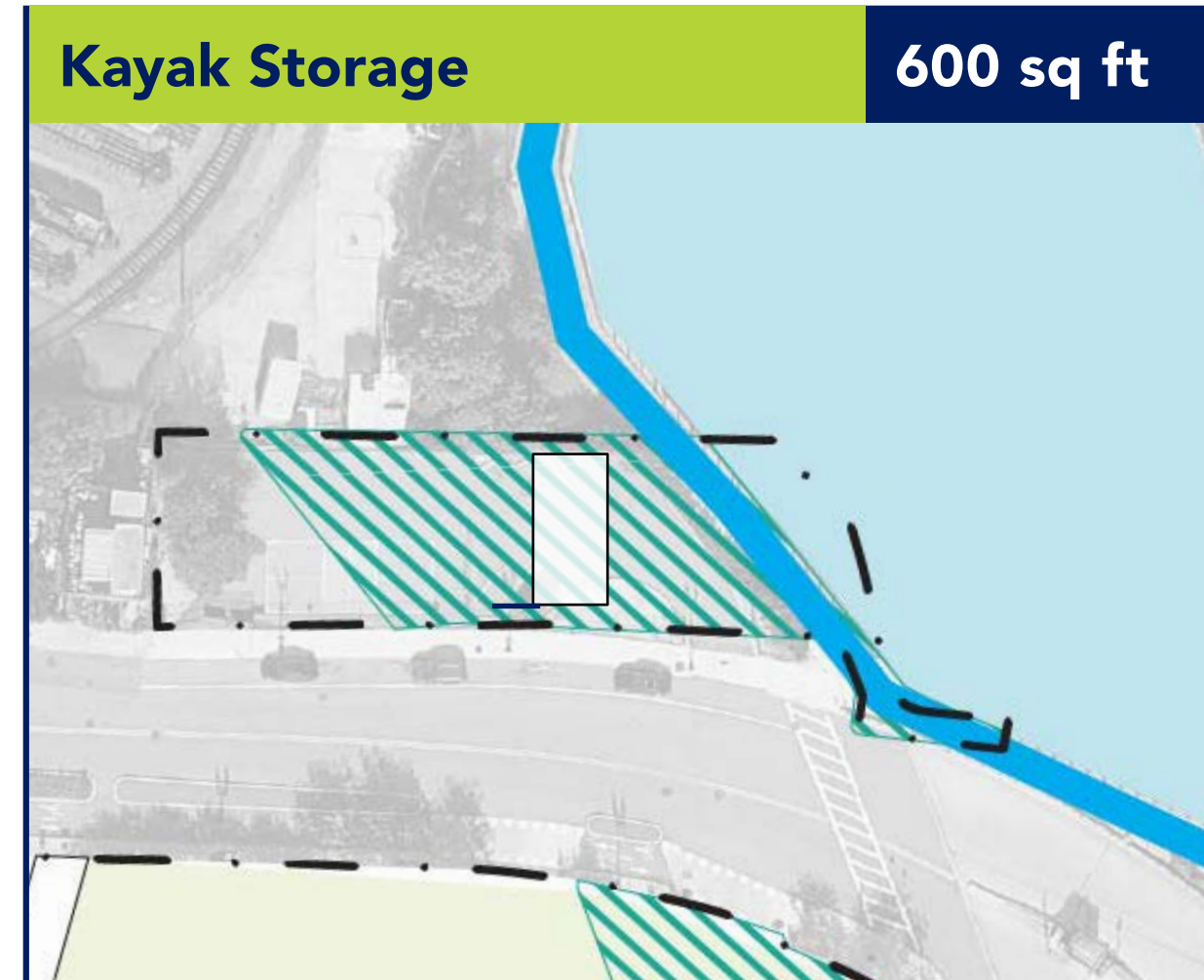
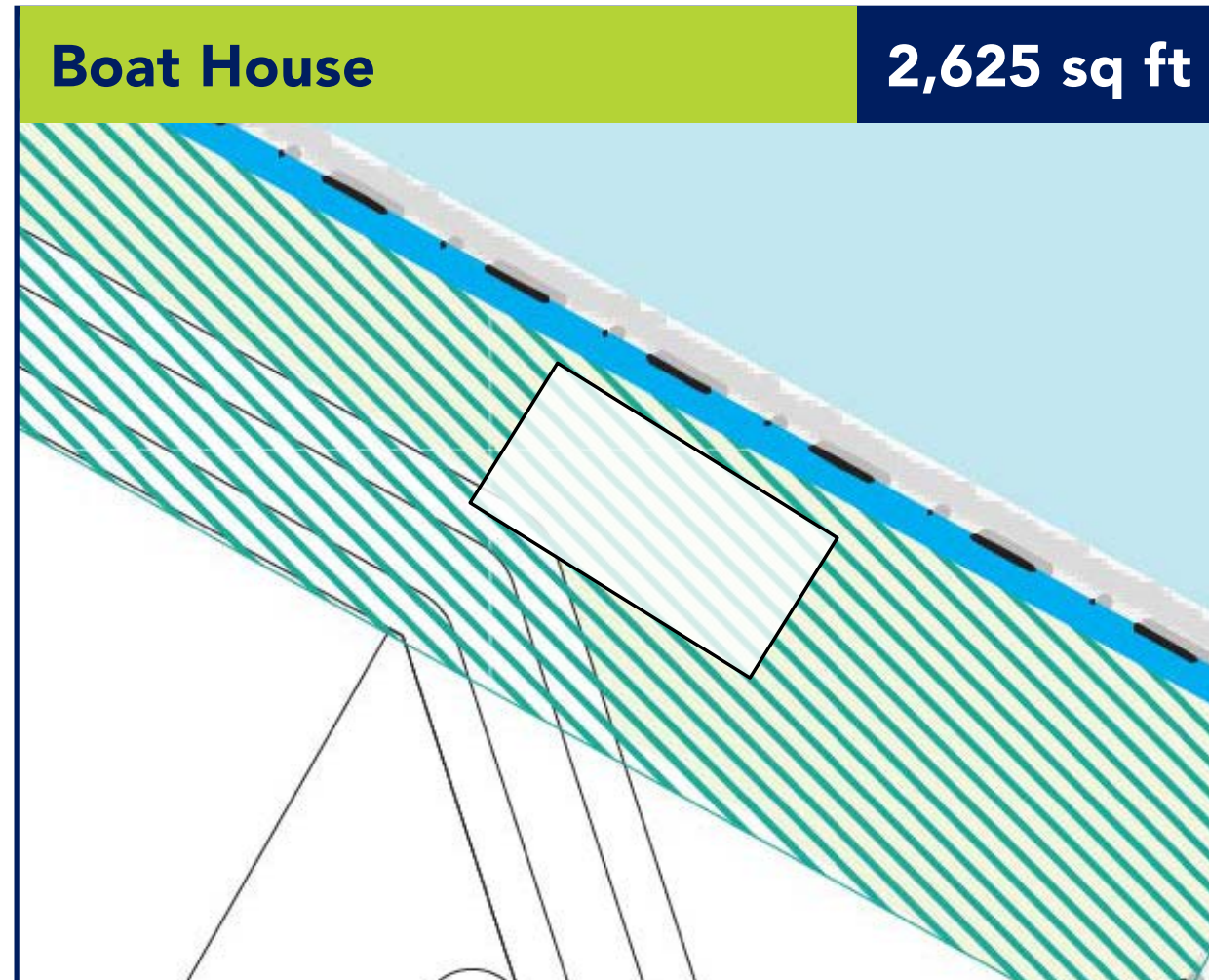


-  Water Dependent Use Zone
-  Project Site Boundary
- +XX.X** Design Flood Elevation (DFE)
- +XX.X** Site Context Elevation

*All Elevations measured in BCB

OP-N

- Some examples of Water Dependent Uses that can fit within the 100' Water Dependent Use Zone on site.



Watersheet Activation Opportunity

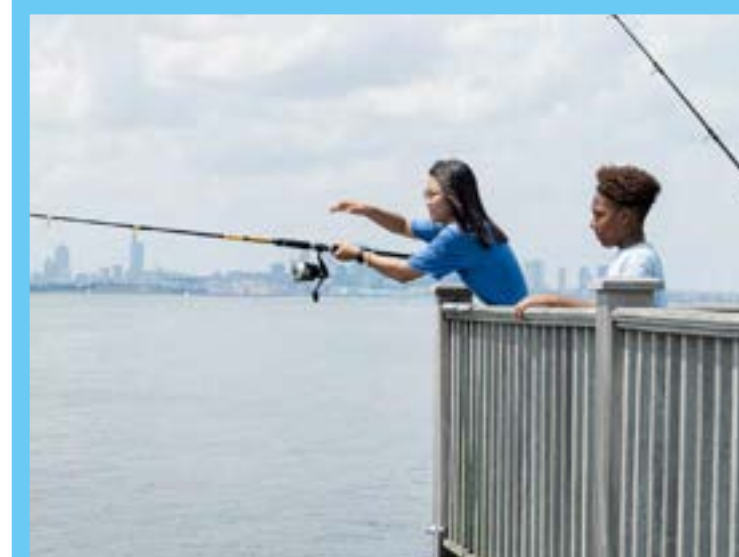
Recreation



Kayaking



Stand-Up Paddle Boards



Fishing



Rowing / Dragon Boat Racing



Paddle Boats

Arts & Culture



Local Artists



Art Installations



Festivals



Performances



Ice Sculpture Stroll

Ecology & Education



Ecological Research



Floating Wetlands



Living Shorelines



Living Seawalls



Educational Water Trail

Video Animation 3

