

GILLETTE REDEVELOPMENT

The Planning Department Public Meeting



THE PLANNING DEPARTMENT PROJECT LINK:

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



Planning Department

JULY 21, 2025

CITY of **BOSTON**

AGENDA



1 WELCOMING REMARKS

Sarah Peck, Development Portfolio Manager, The Planning Dept.

2 PRESENTATION FROM THE GILLETTE REDEVELOPMENT PROJECT TEAM

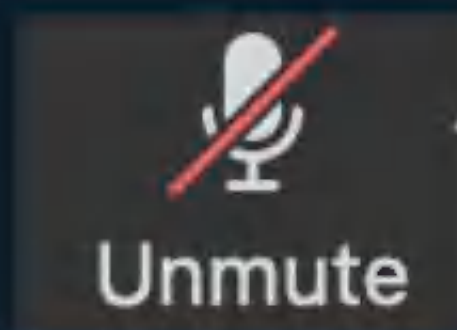
3 PUBLIC Q+A/COMMENT

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**



TURH VIDEO OH/OFF

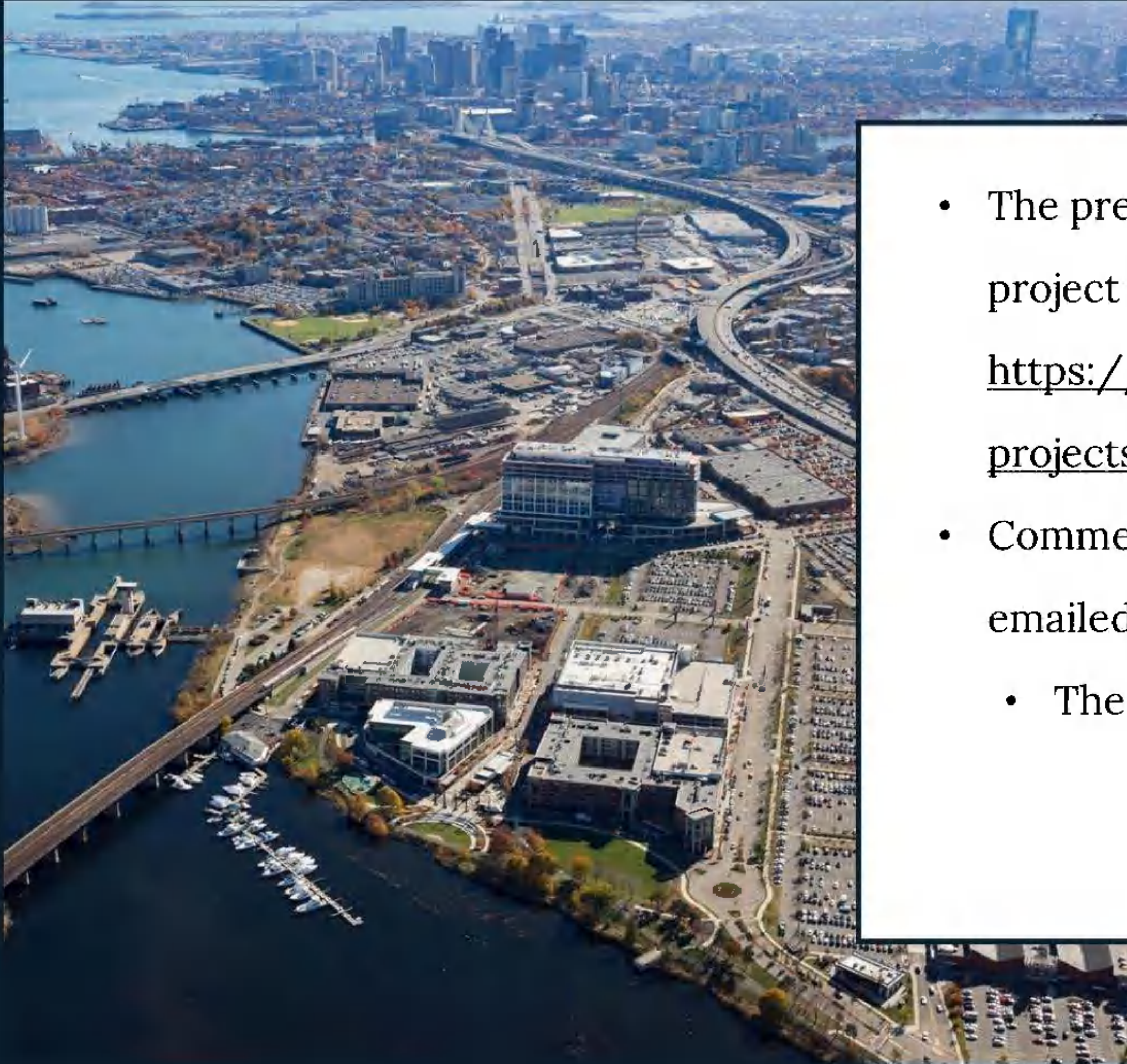
- During the presentation, all microphones will be muted. However, if you have a clarifying question about something in the presentation, please submit your question through the “Q&A” tab and we will do our best to answer it while the presentation is in progress.
- Once the presentation is over, we will 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

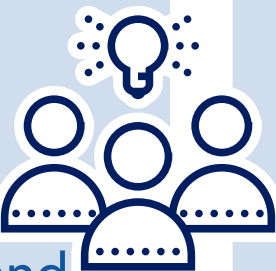
Oct 24, 2024
Workshop 3: In-Person Workshop

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 - Neighborhood + Water

July 21: Public Meeting **TODAY**

July 31: Comment Period Ends;
City issues consolidated agency and community comments

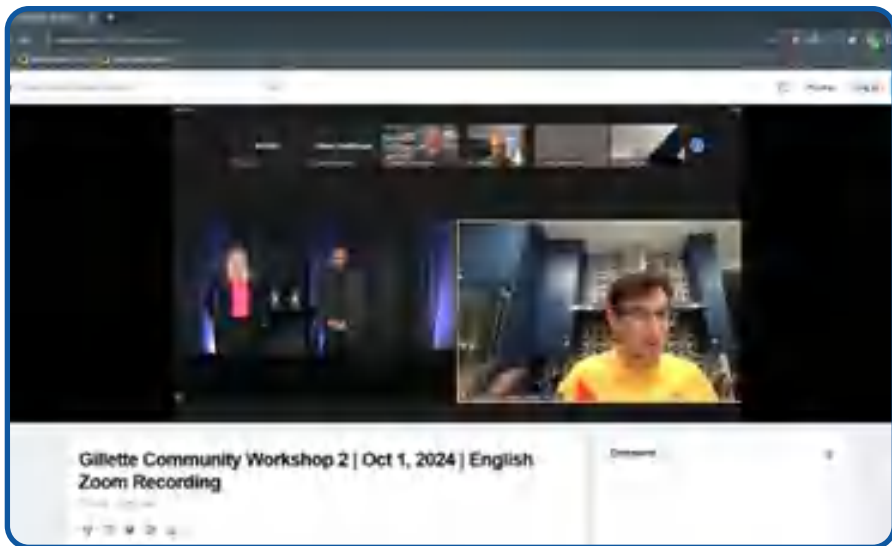


Fall 2025

Fall 2025:
File Updated Draft PDA Master Plan

This revision will not be proceeding directly to Board Approval; there will be another round of community review and feedback

Beyond:
TBD



PDA Filing | Table of Areas

Project Site (SF)	1,345,402
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FAR	4.3
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Total GFA (SF)	5,744,600 (Maximum)
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• Commercial	3,956,700 (Maximum)
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• Commercial: Office/R&D	3,506,700
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• Commercial: Retail	200,000
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• Commercial: Hotel	250,000
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• Residential	30% of FAR (Minimum)
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• Above-grade Structured Parking	64,500 (Limited to OP-S)
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• Estimated Residential Units	~1,800 Units
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An aerial photograph of a city, likely New York City, showing a dense urban landscape with numerous skyscrapers, streets, and green spaces. A large body of water is visible on the right side. The entire image is covered with a semi-transparent blue overlay.

IAG Feedback

Key Takeaways from Initial 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 Initial 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

July 14 IAG Meeting Concerns are noted

- Height and Density
- Relationship to Neighborhood Character
- Harborwalk & Resiliency details

We are still in a listening phase; revisions & more process to come



Video Animation 1 "Teaser"



An aerial photograph of a city, likely New York City, showing a dense urban landscape with a river (the Hudson River) and a bridge (the George Washington Bridge) visible. The image is overlaid with a semi-transparent blue filter. The text is white and bold, positioned in the upper right quadrant of the image.

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



BROADWAY
STATION

FORT POINT

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



BROADWAY
STATION

Gillette Site

FORT POINT
CHANNEL

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.

FAR and Open Space Benchmarks

- Comparison to recently approved and/or constructed large projects in the surrounding area, most of which are near transit nodes
- Provided for additional context on project metrics only; comparison projects are not intended as design targets for proposed project

	Gillette PDA	On The Dot	Dorchester Bay City	Seaport Square	35-75 Morrissey Boulevard	244-284 A Street	776 Summer Street*
FAR	4.3	4.25	3.88 (Site 1: 4.05, Site 2: 3.79)	5.29	4	3.9	2.9
Total GFA	5,744,600 SF	3,773,000 SF	6,131,200 SF	7,723,110 SF	1,560,000 SF	1,098,292 SF	1,730,000 SF
Site Area	30.9 acres	21 acres	36.26 acres	23.5 acres	8.9 acres	6.46 acres	15.2 acres
Publicly Accessible Open Space	26% (8 acres)	16% (3.4 acres)	23% (8.3 acres)	33% (7.8 acres)	15.2% (1.4 acres)	33% (2.1 acres)	37.5% (5.7 acres)
Public Realm Improvment Area	50% (15.4 acres)	45% (9.6 acres)	54% (19.7 acres)	39% (9.2 acres)	47% (4.2 acres)	56% (3.6 acres)	50% (7.6 acres)
Source	PDA Master Plan April 11,2025	BPDA Board Approved Amendment December 15, 2022	BPDA Board Approved October 12, 2023	BPDA Board Approved September 14, 2023	BPDA Board Approved December 14, 2023	BPDA Board Approved October 13, 2022	BPDA Board Approved January 14, 2021

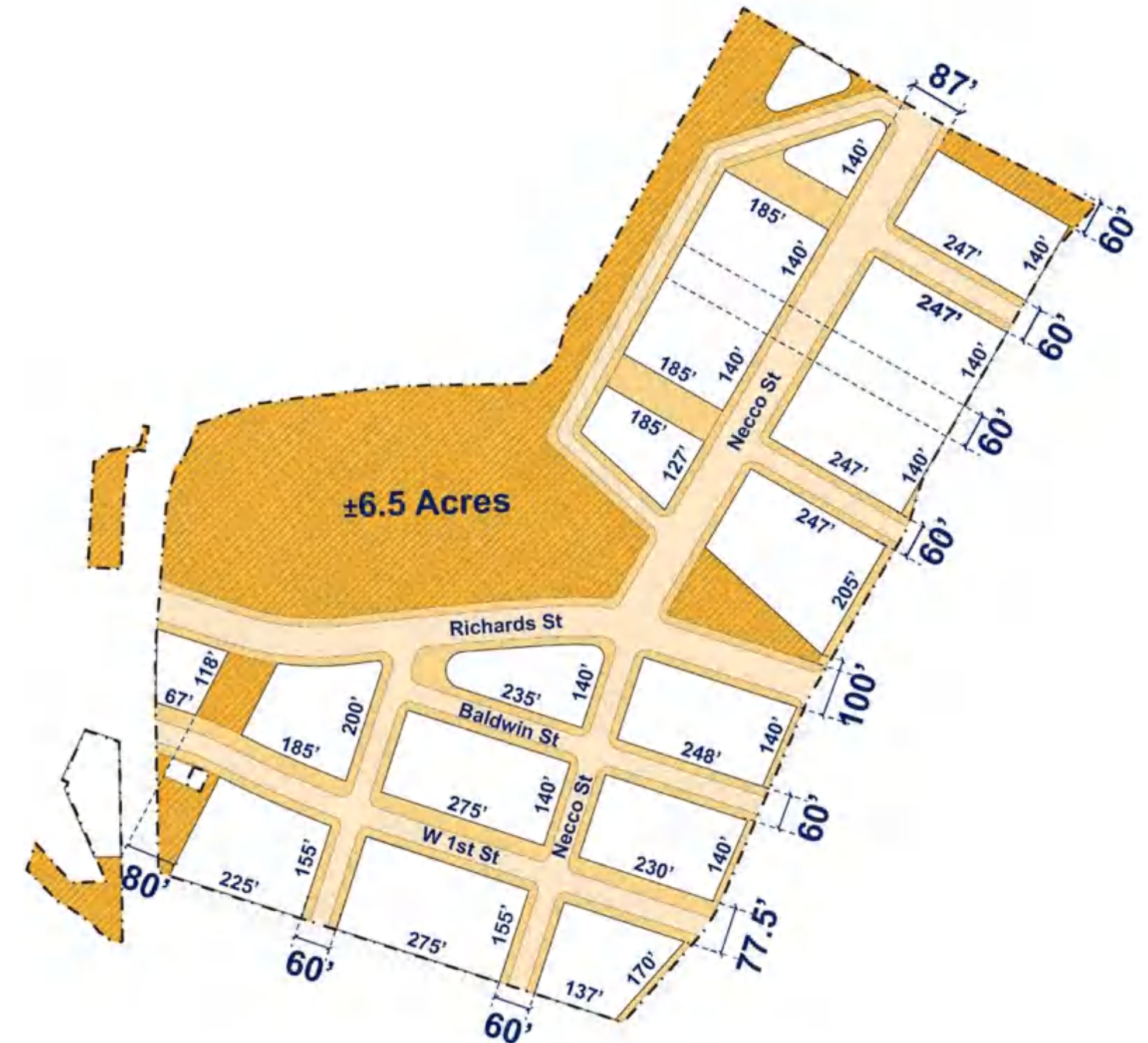
*Not near transit

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.



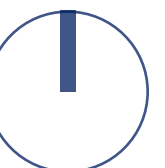
Fan Pier PDA No. 54



Gillette PDA

Roads Sidewalks Open Space & Plazas

*Measurements are approximate and derived from Google Earth



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

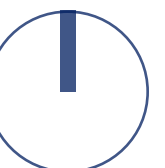


Gillette PDA

	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



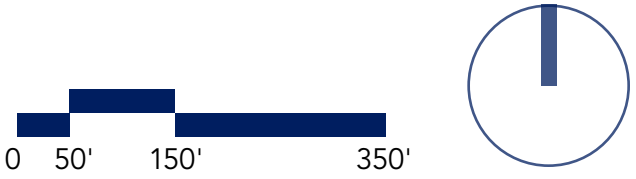
Dorchester Bay City



Gillette PDA

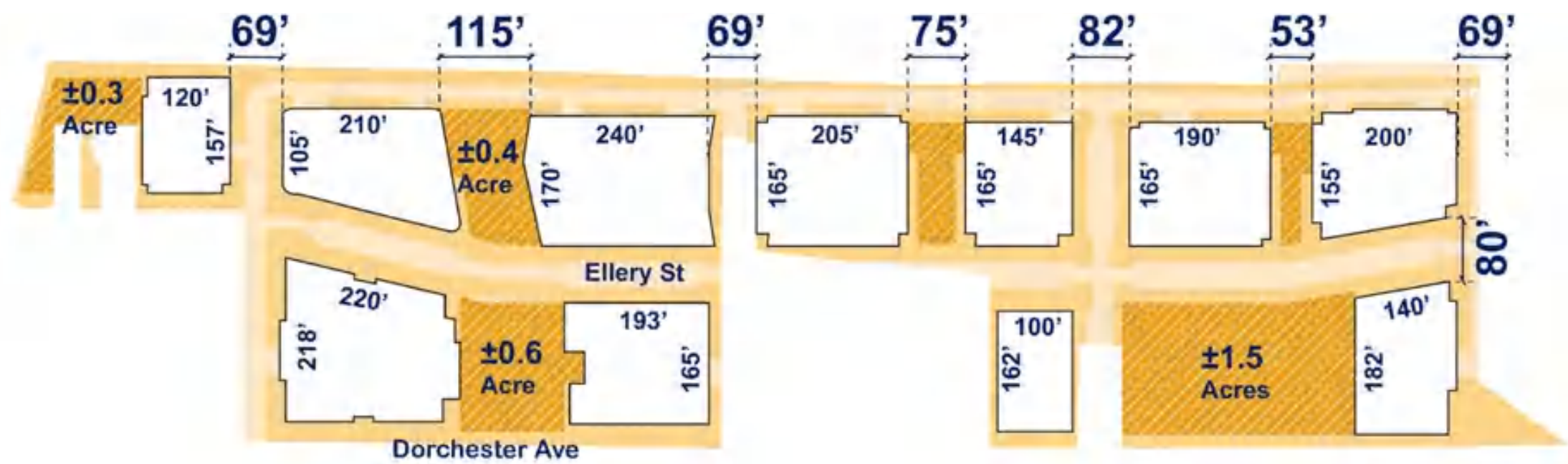
Roads Sidewalks Open Space & Plazas

*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

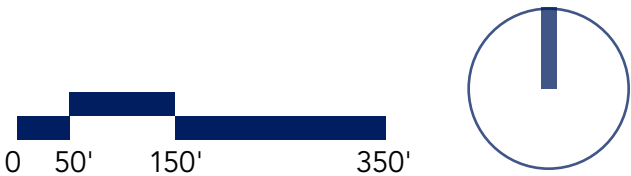
	Gillette PDA	On The Dot
FAR	4.3	4.25
Publicly Accessible Open Space	26% / 8 acres	16% / 3.4 acres
Unbuilt Area	50% / 15.4 acres	45% / 9.6 acres



Gillette PDA

Roads Sidewalks Open Space & Plazas

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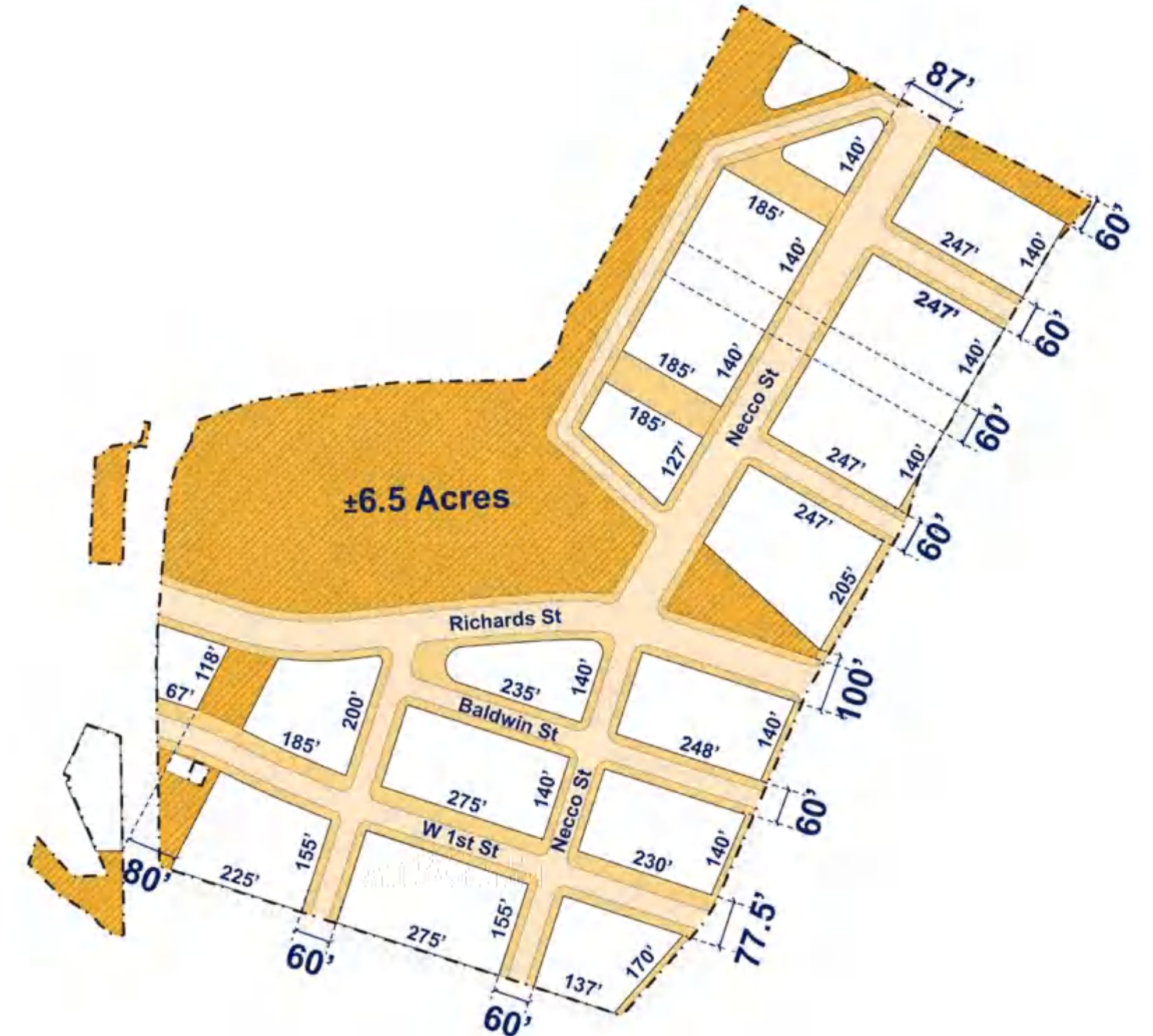


Block and Street Comparison | Typical South Boston Fabric

- 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

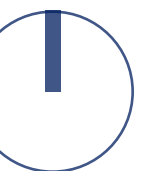


Gillette PDA

Roads Sidewalks Open Space & Plazas

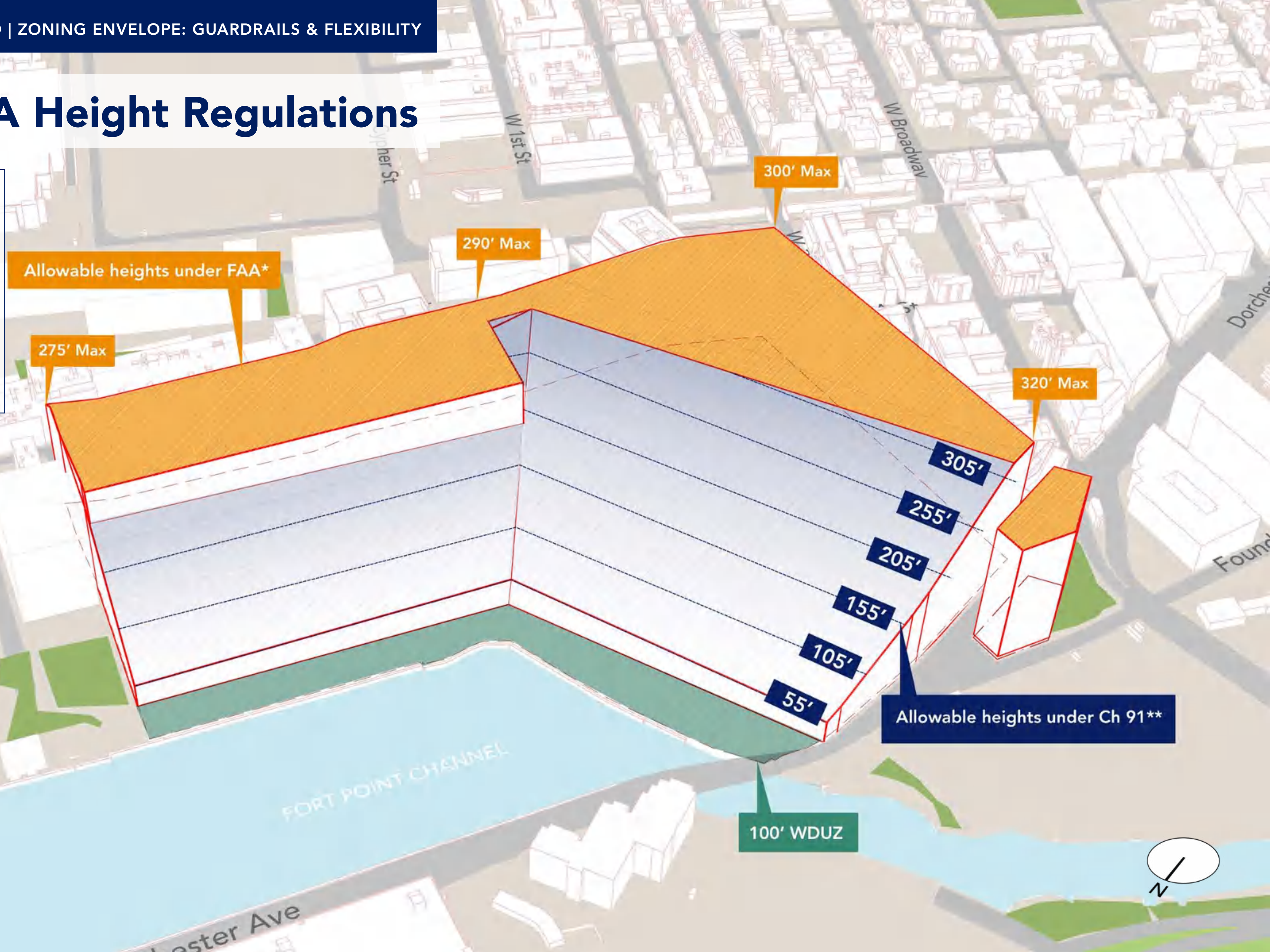
*Measurements are approximate and derived from Google Earth

0 50' 150' 350'



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

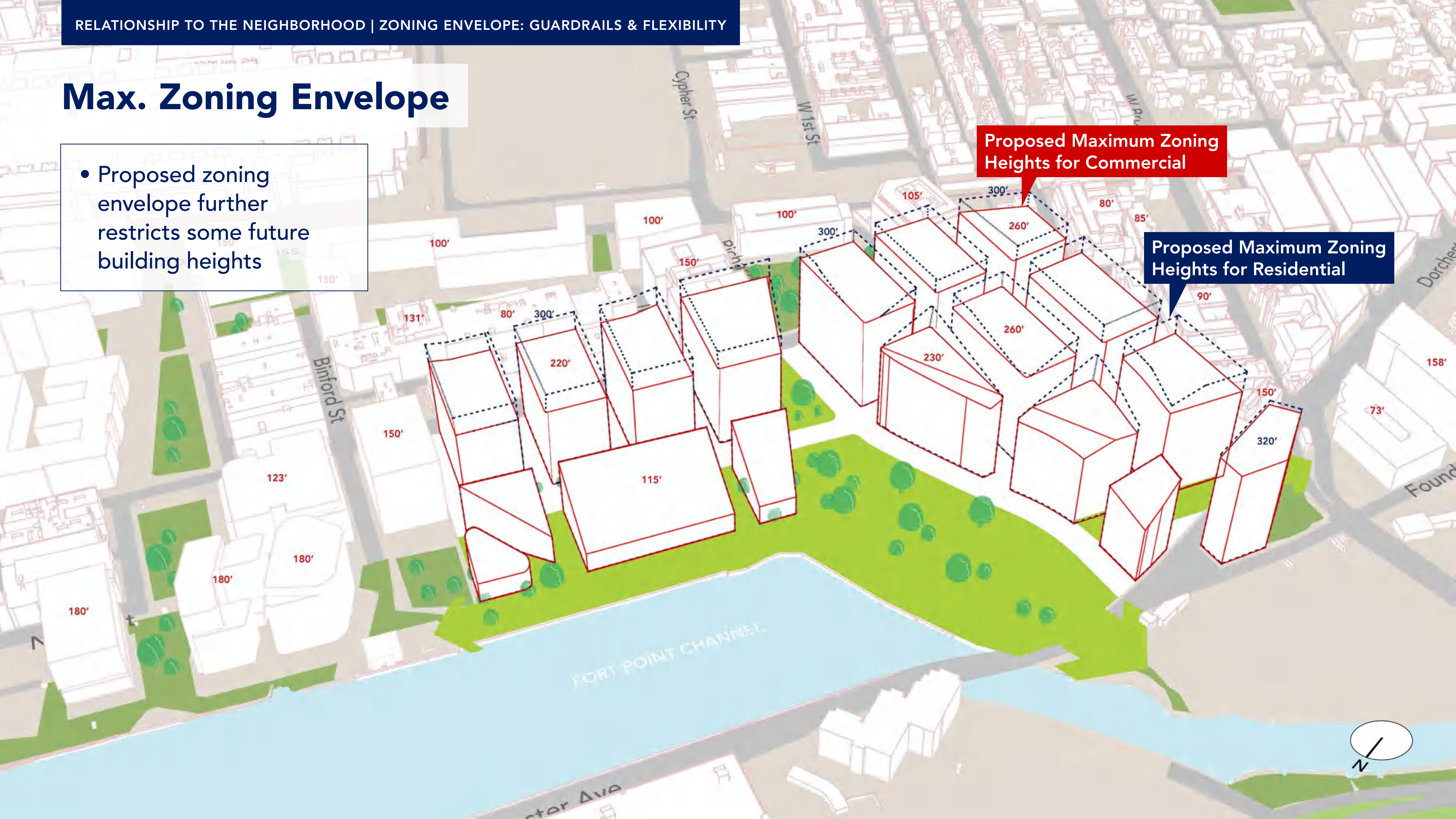


Max. Zoning Envelope

- Proposed zoning envelope further restricts some future building heights

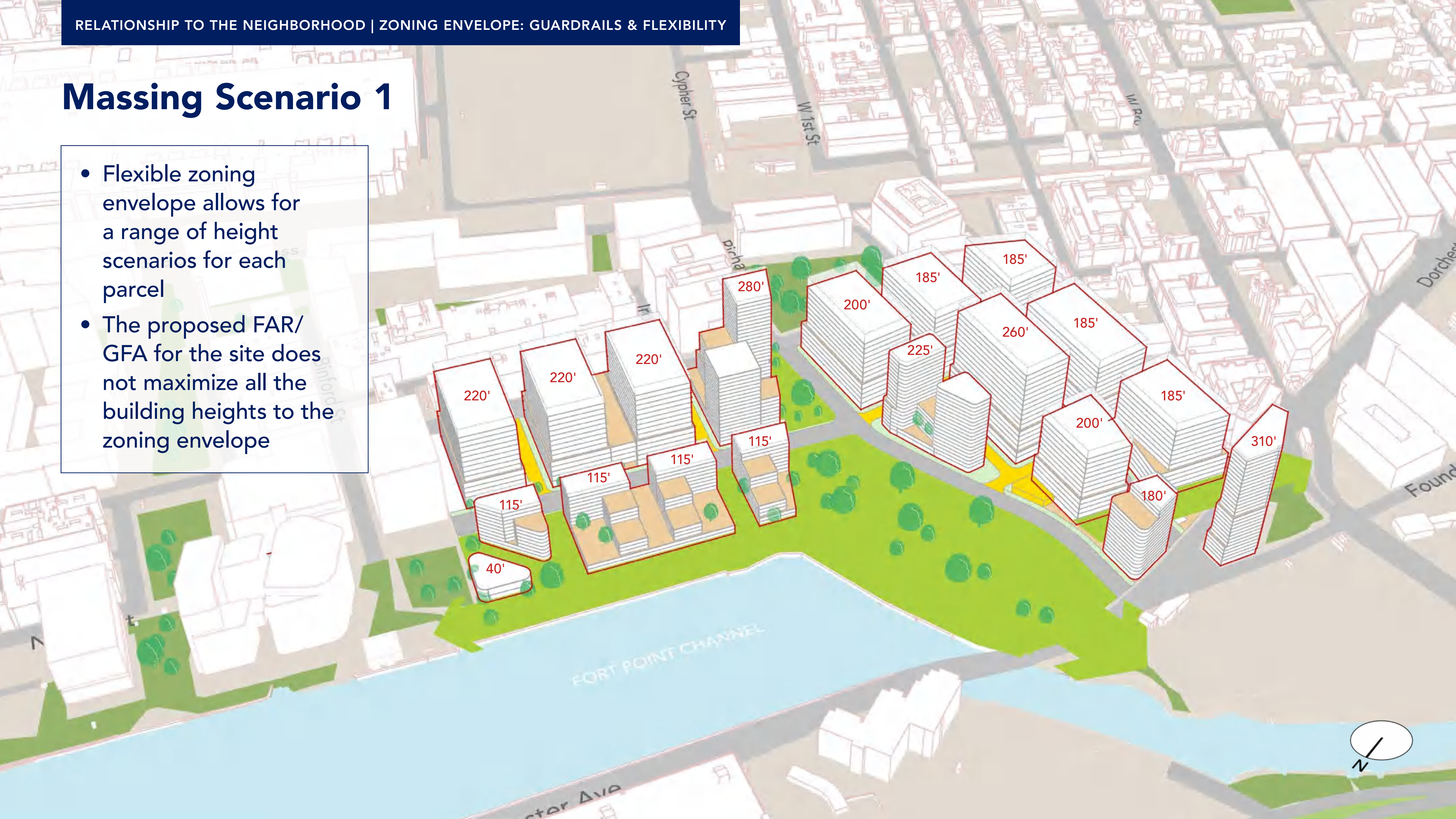
Proposed Maximum Zoning Heights for Commercial

Proposed Maximum Zoning Heights for Residential



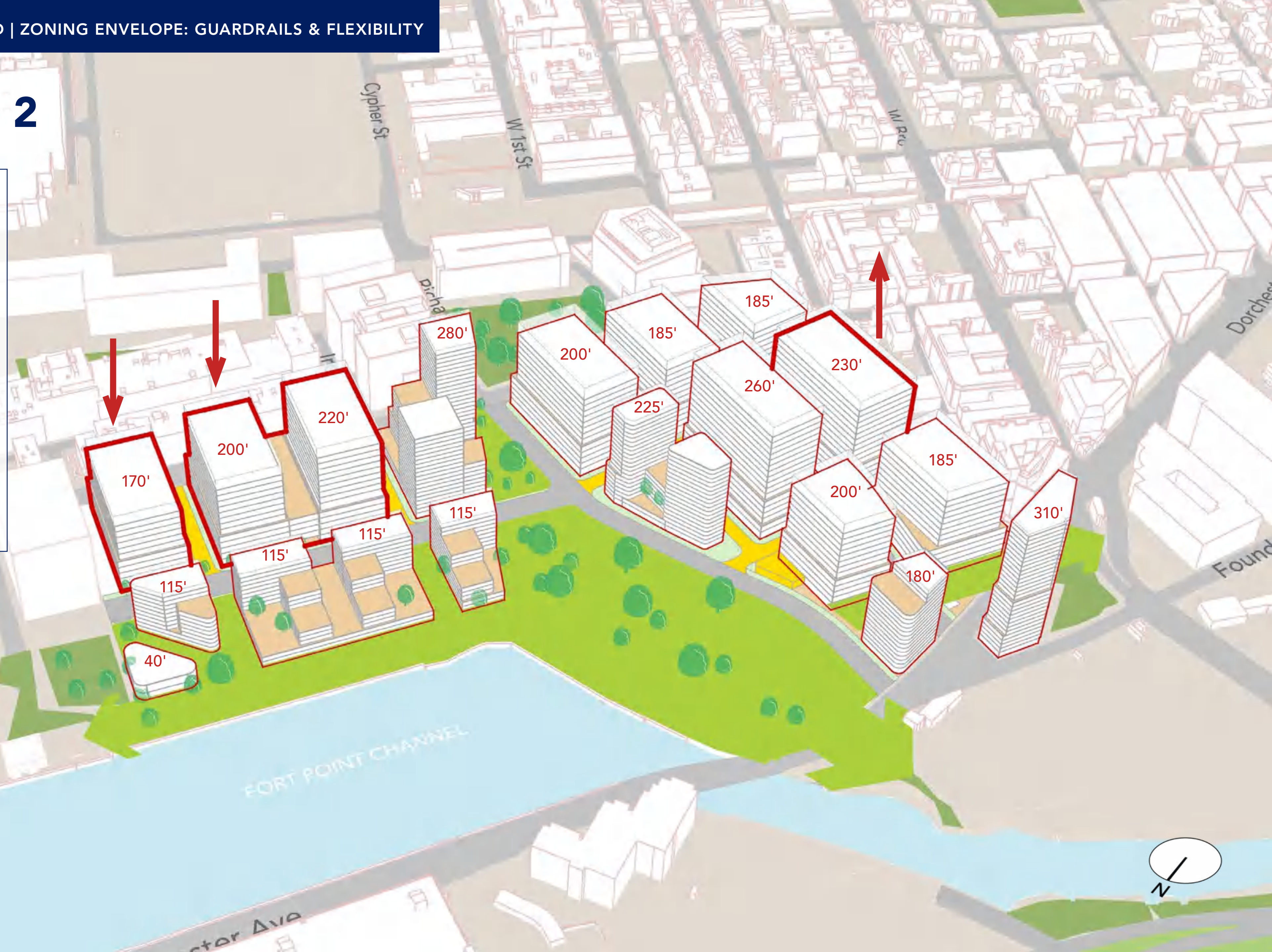
Massing Scenario 1

- 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



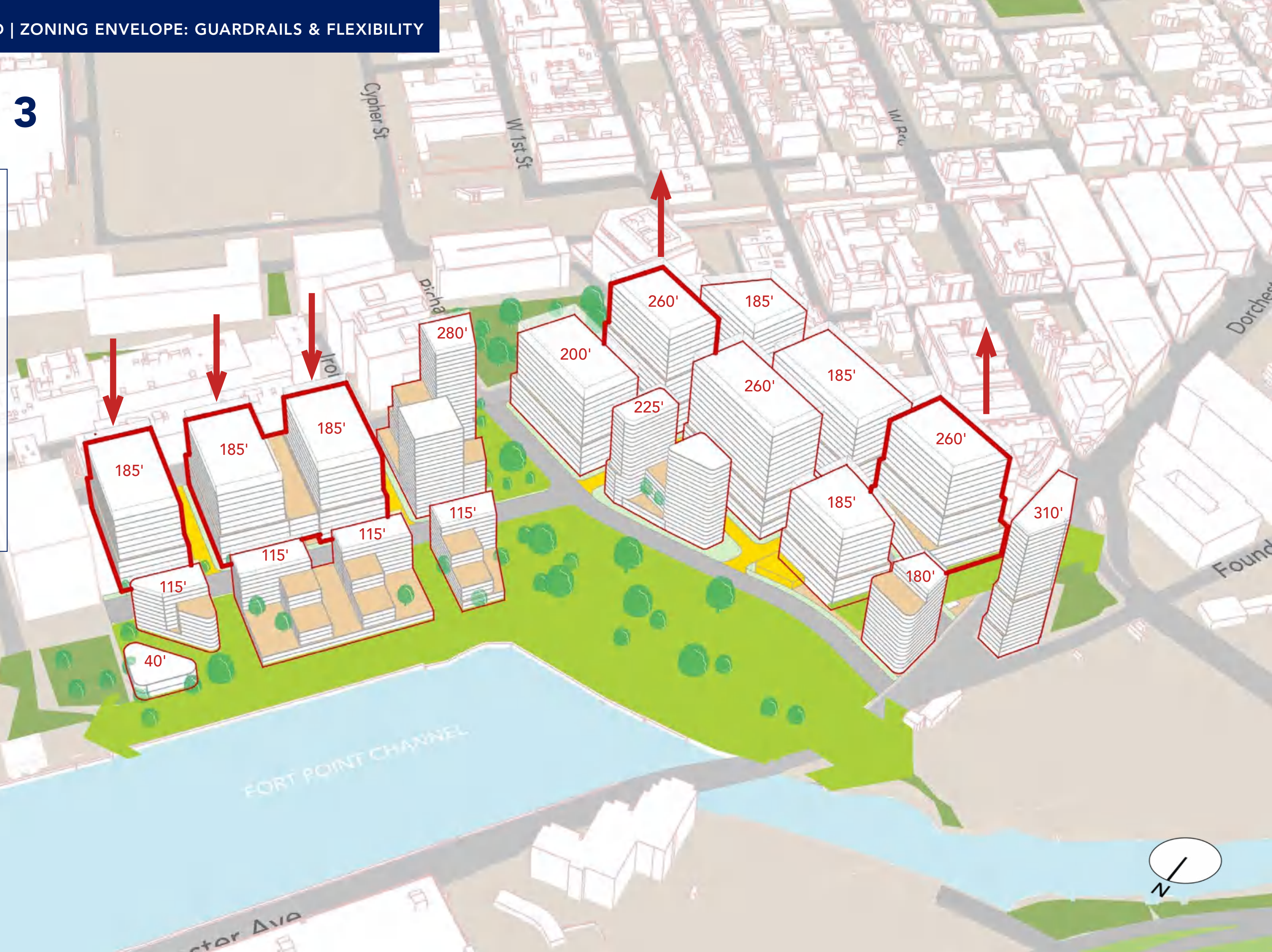
Massing Scenario 2

- 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

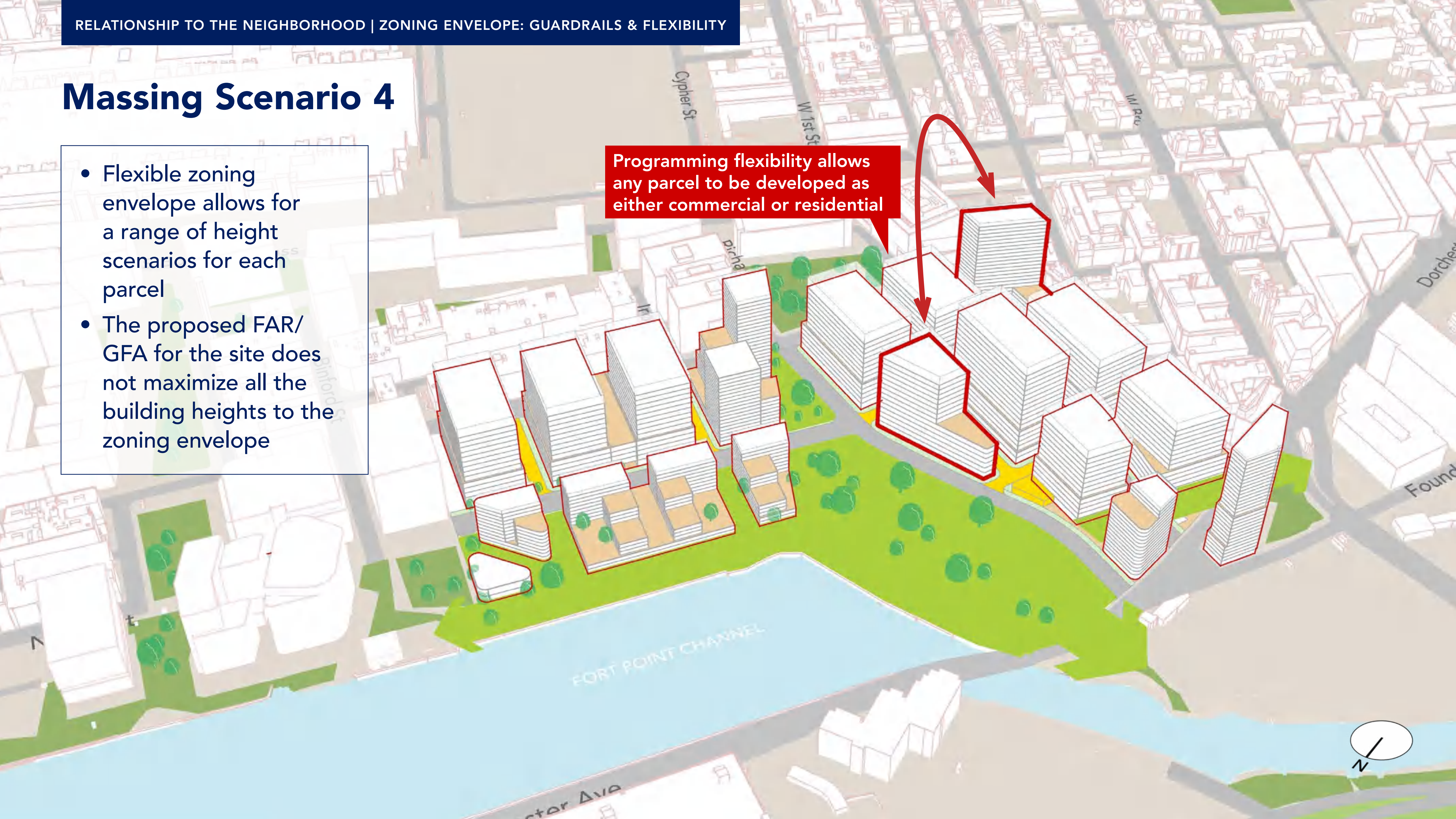
- Flexible zoning envelope allows for a range of height scenarios for each parcel
- The proposed FAR/ GFA for the site does not maximize all the building heights to the zoning envelope



Massing Scenario 4

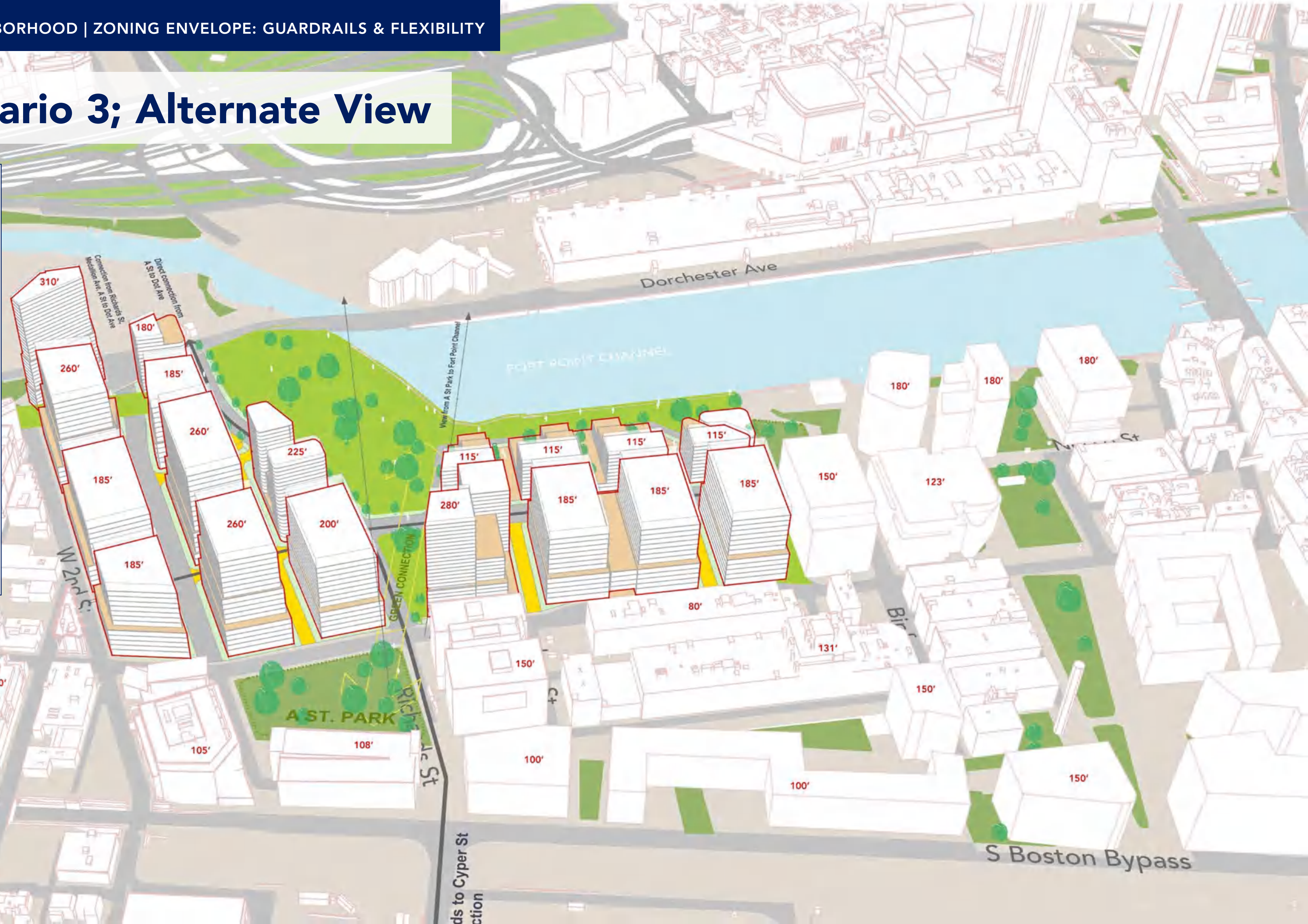
- Flexible zoning envelope allows for a range of height scenarios for each parcel
- The proposed FAR/ GFA for the site does not maximize all the building heights to the zoning envelope

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



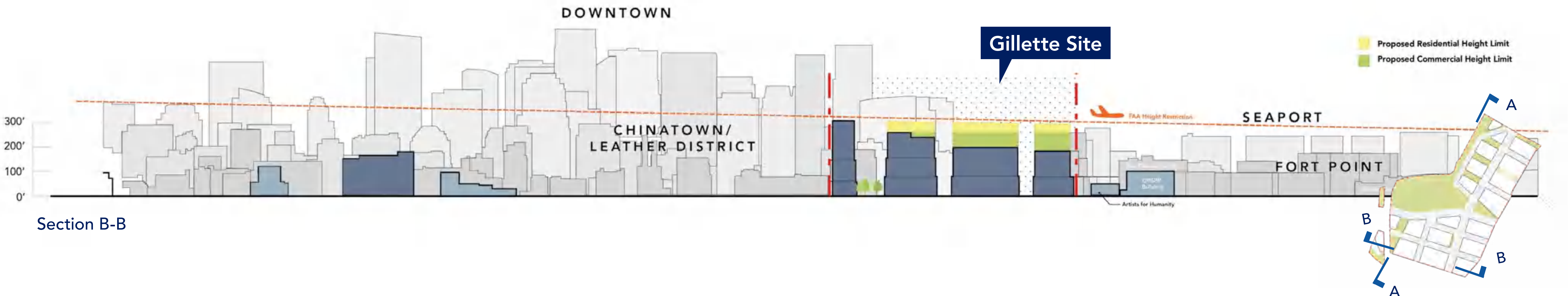
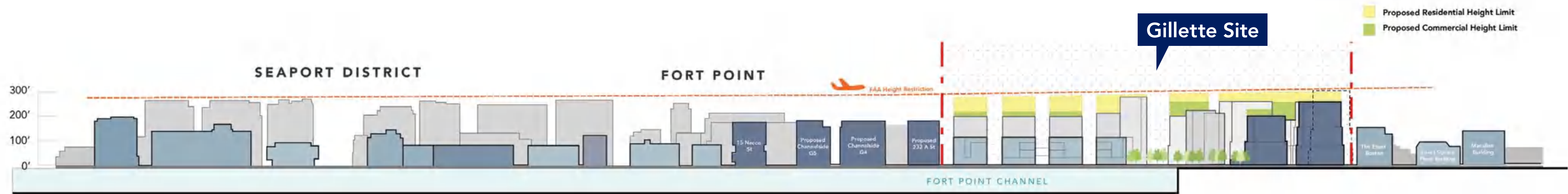
Massing Scenario 3; Alternate View

- 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



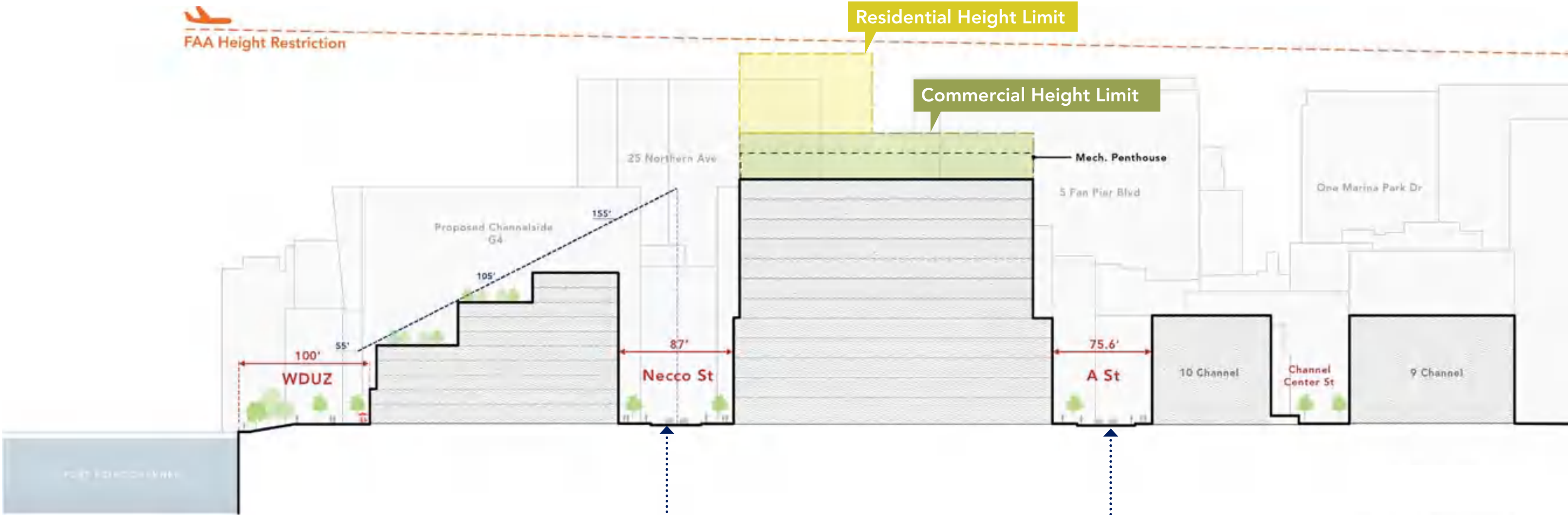
Scaled Built-form

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



Scaled Built-form

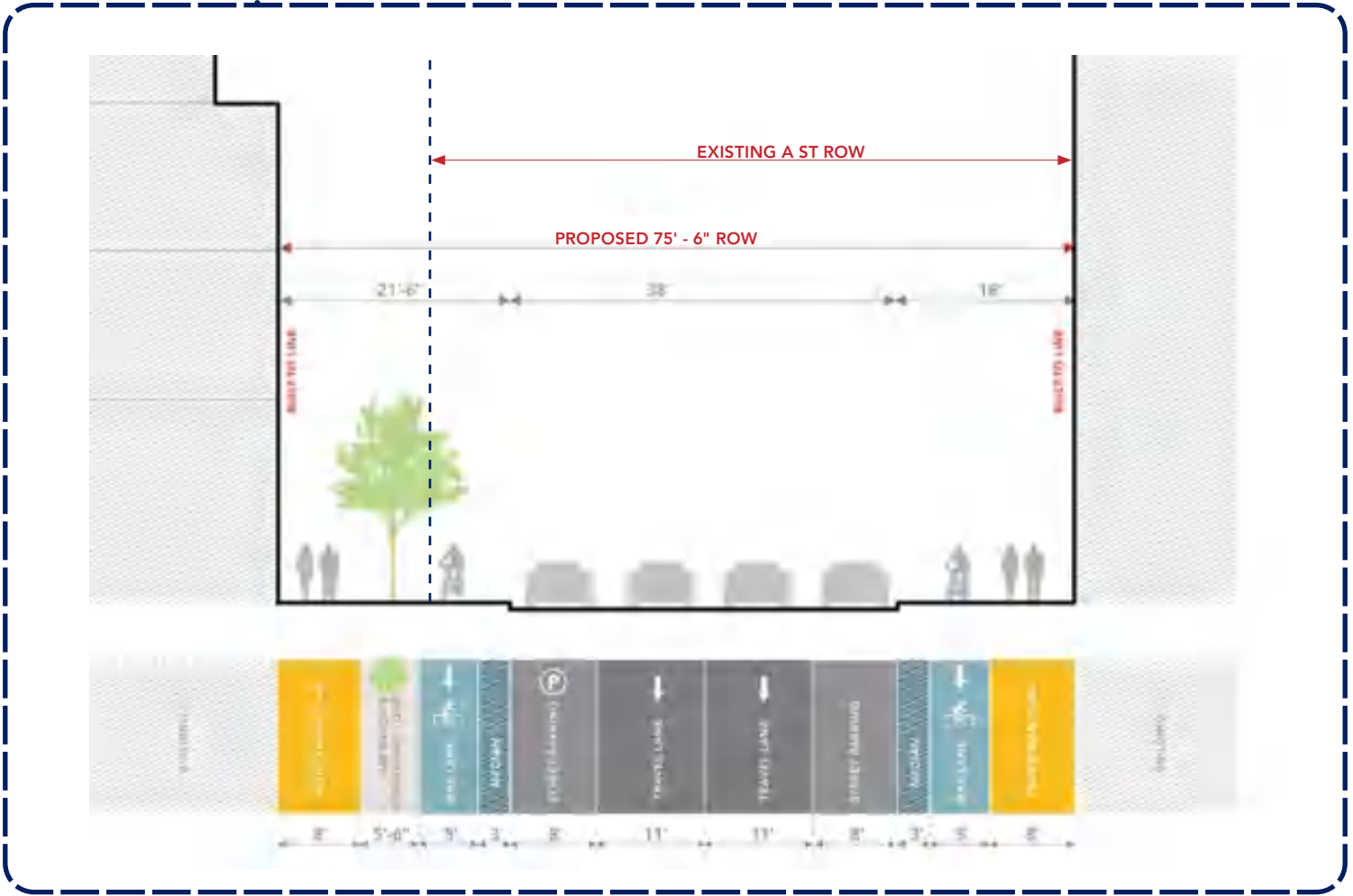
Section A-A



Necco St



A St



Building Heights & Character

110' - 185'



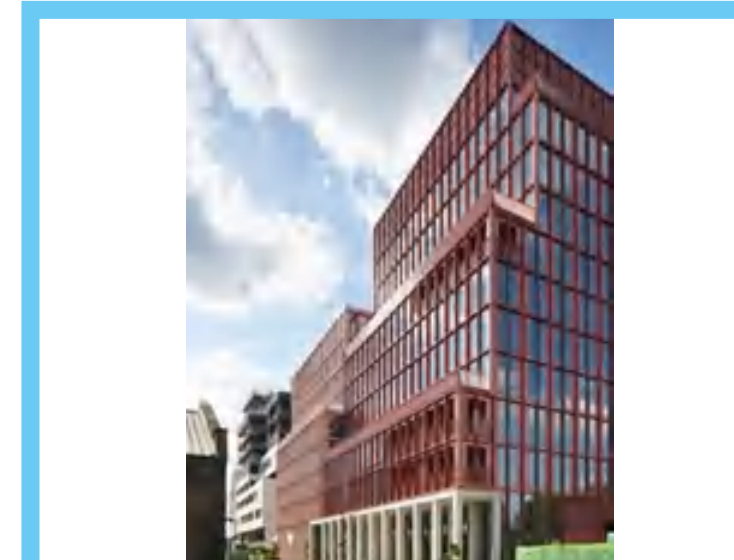
Hamburg, Germany



Moscow, Russia



Cordoba, Argentina



London, United Kingdom



Kyiv, Ukraine

185' - 220'



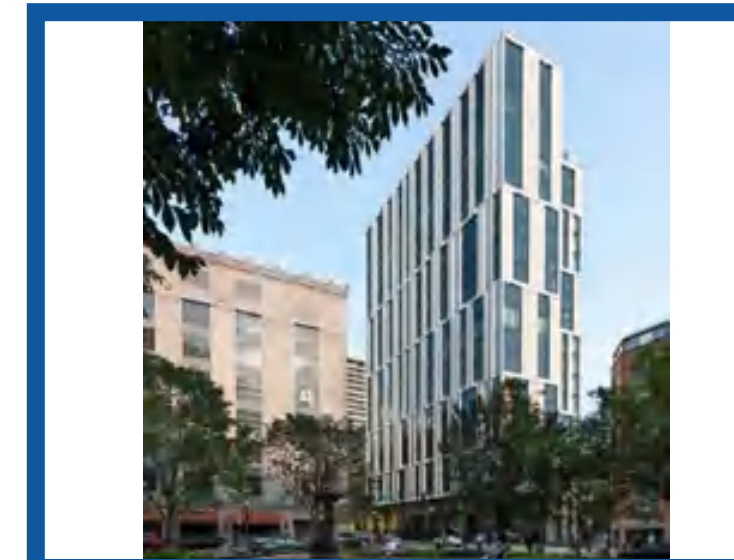
Cambridge, USA



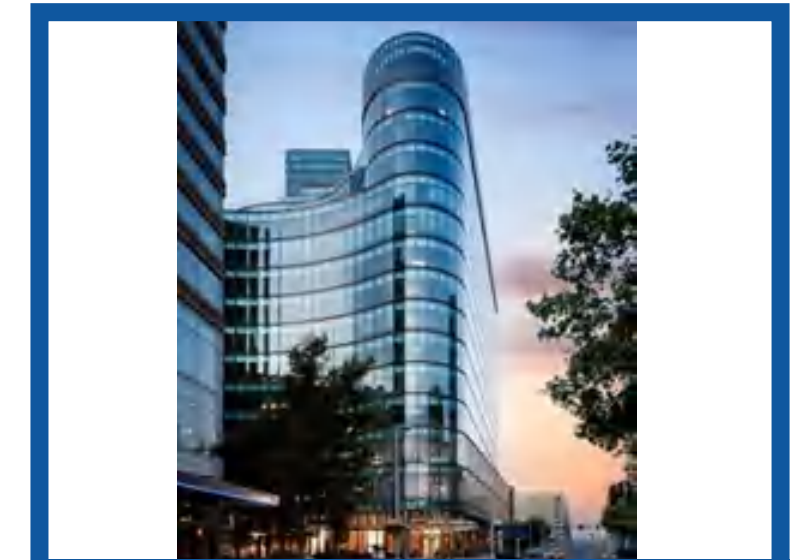
Cambridge, USA



San Francisco, USA



Boston, USA

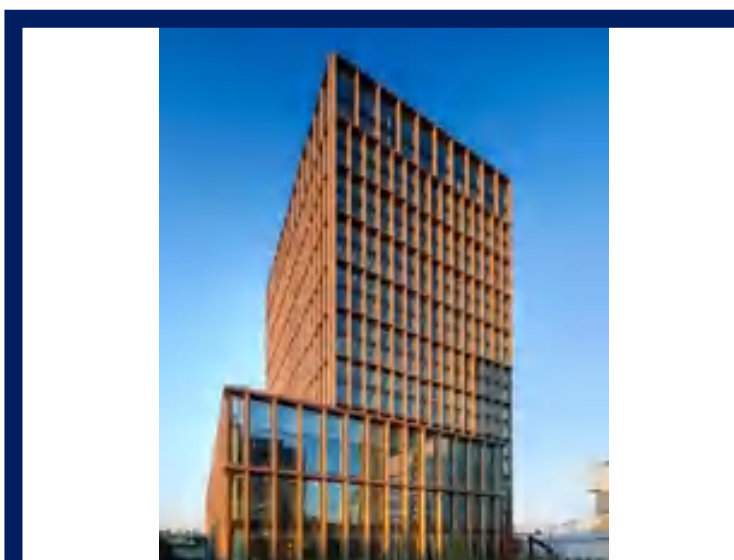


Boston, USA

Above 220'



San Francisco, USA



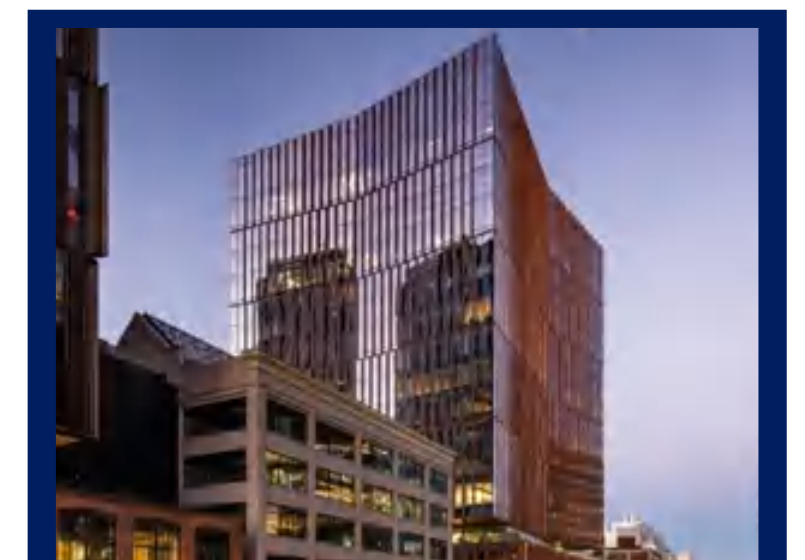
Amsterdam, Netherlands



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 up. In the middle ground, there is a body of water with several birds flying over it. A person is riding a bicycle along a path. In the background, there are modern city buildings and a large, multi-story building with a unique, tiered design. The scene is set during the day with a clear sky and lush greenery.

RELATIONSHIP TO WATER

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

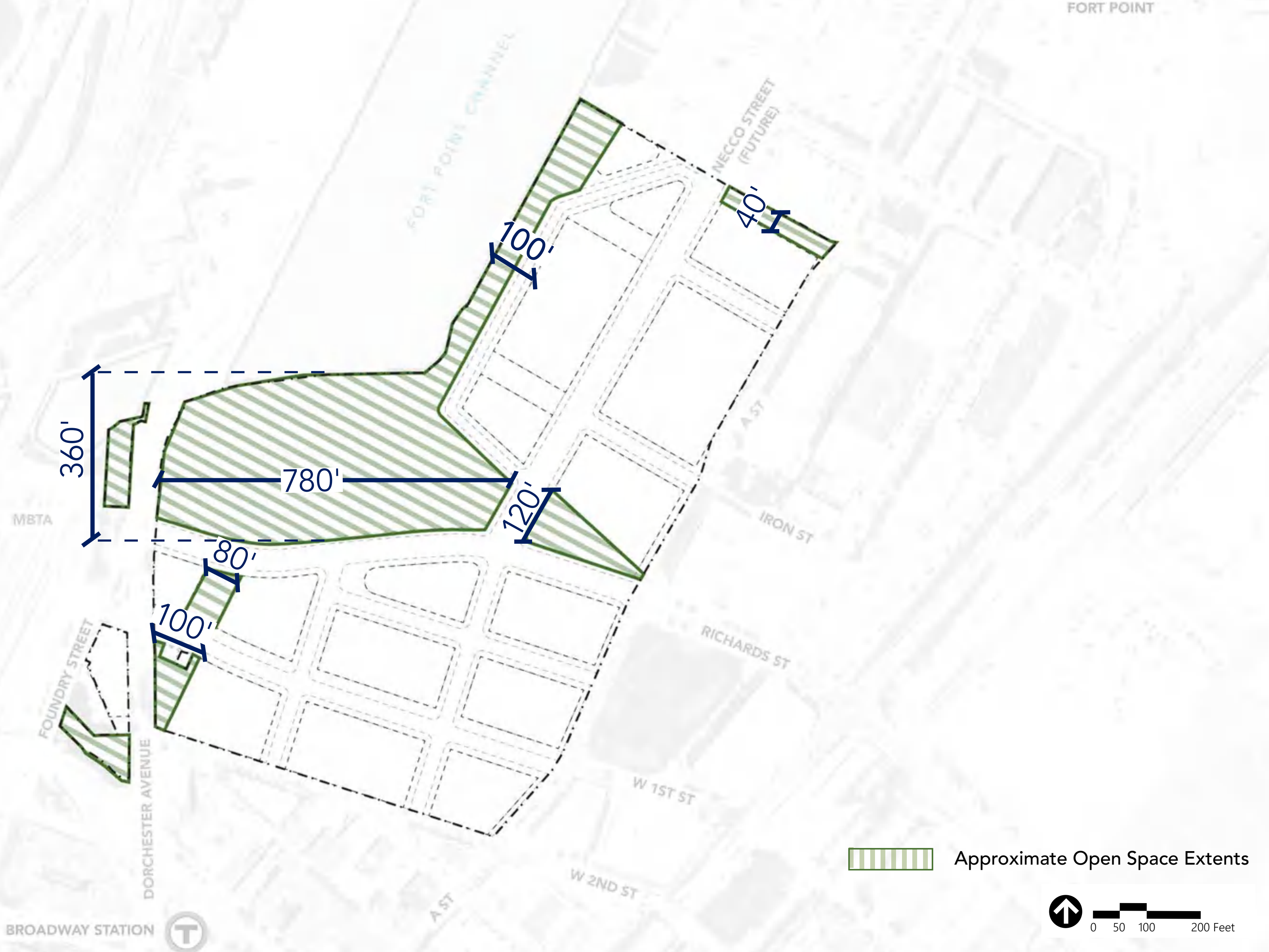
Planning & Design Principles

- 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

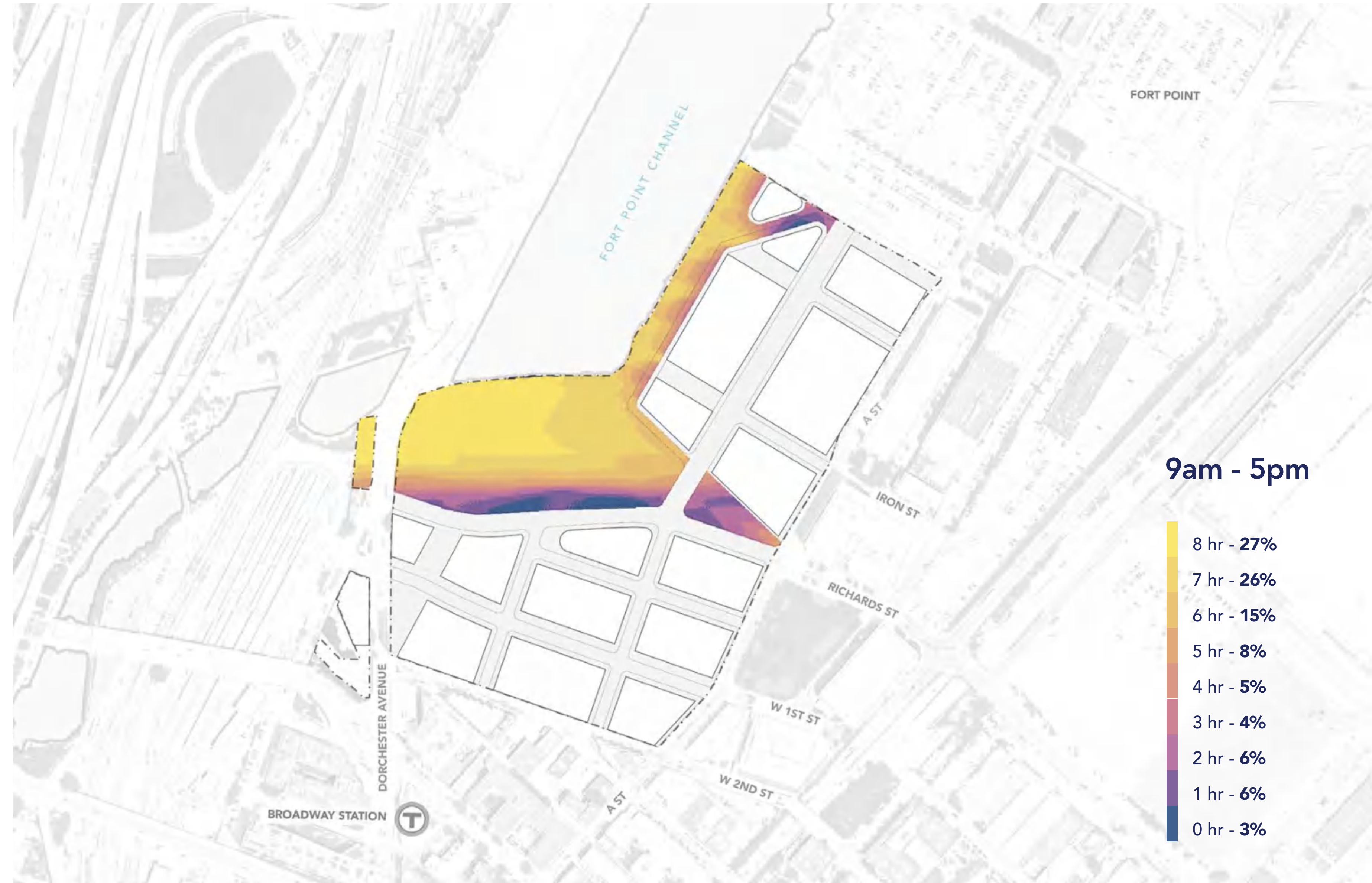


Hatch Shell Park 4.6 Acres



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

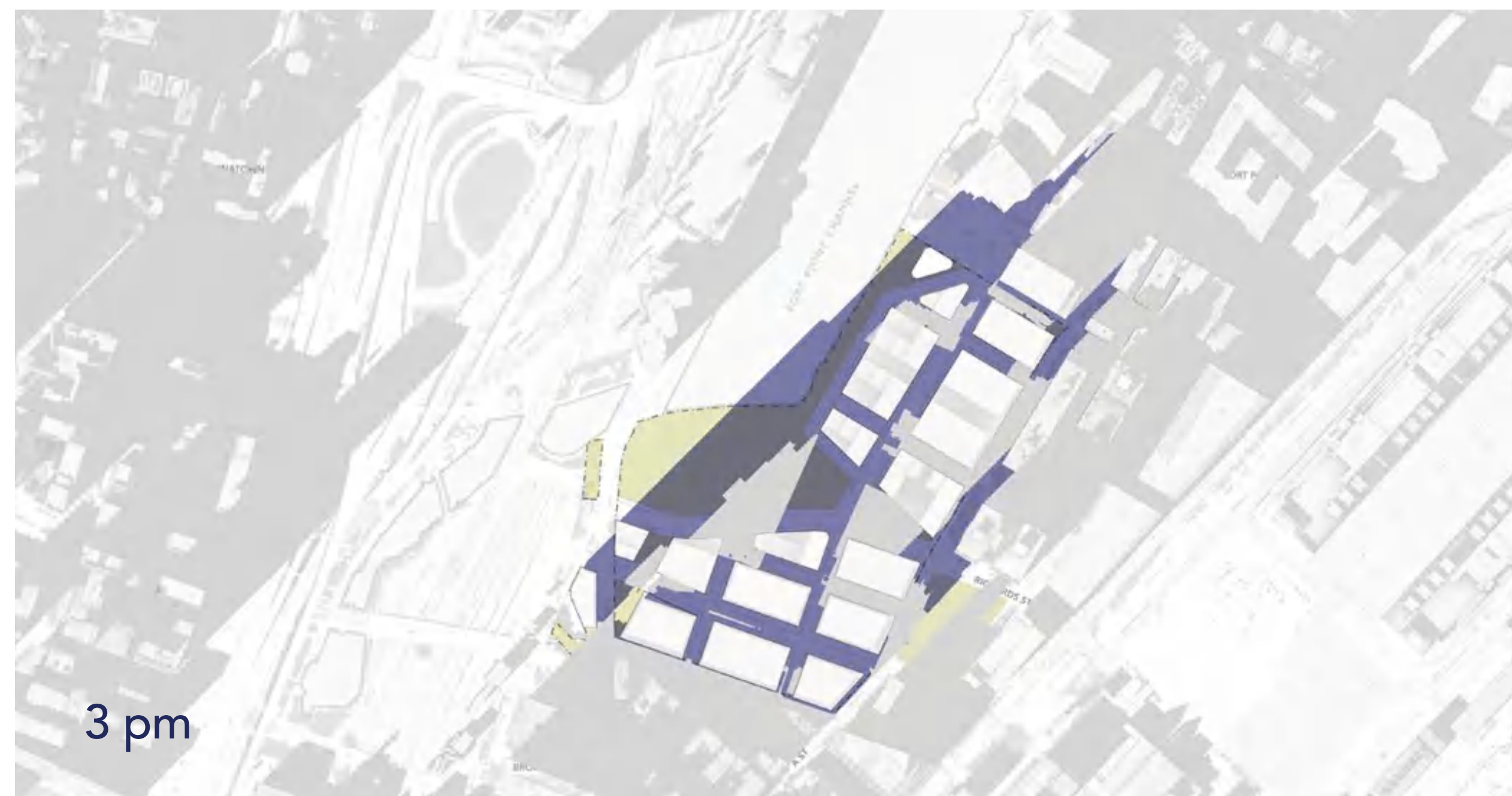
Shadow Study - November

9 am

12 pm

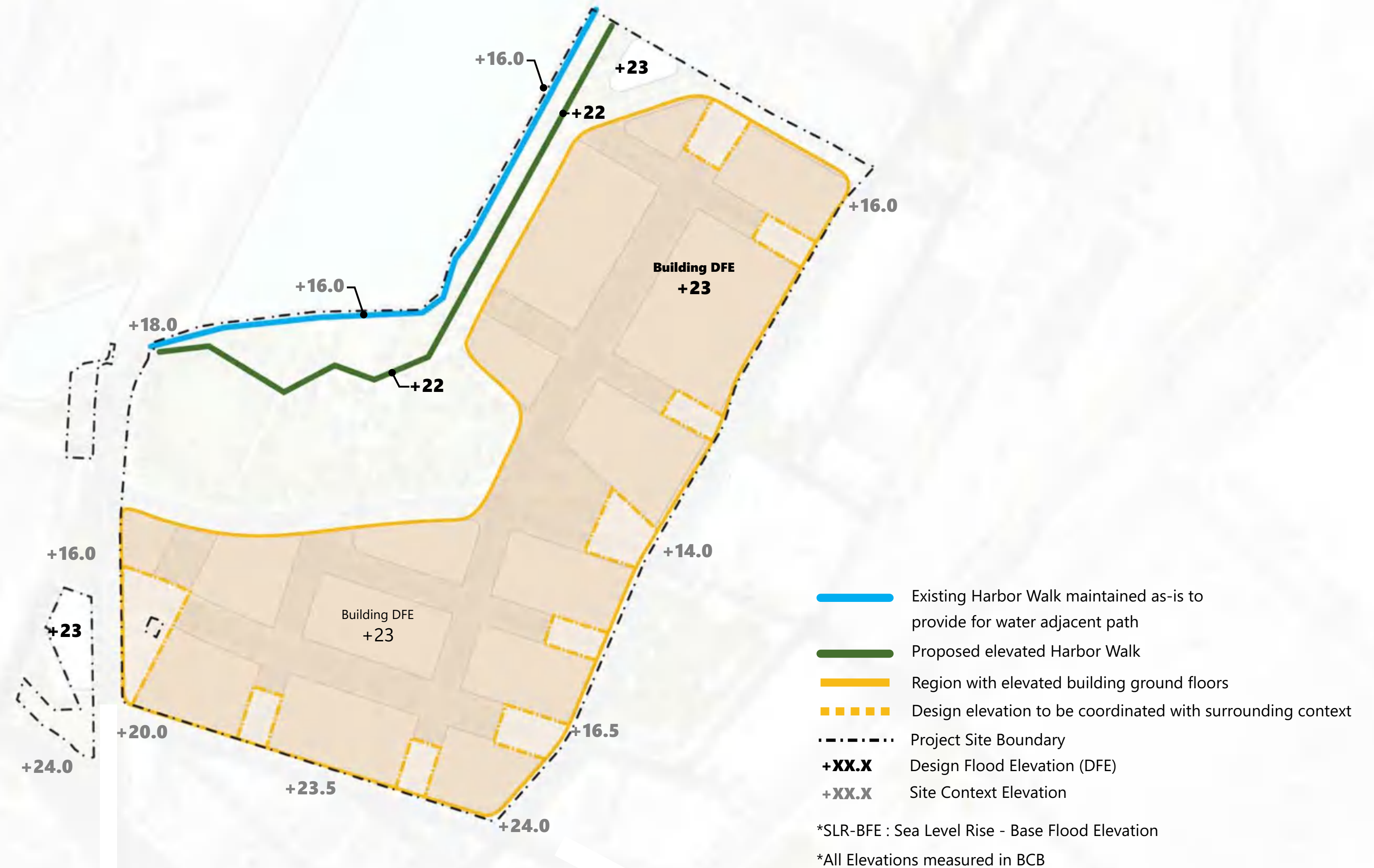
3 pm

Shadow Study - December



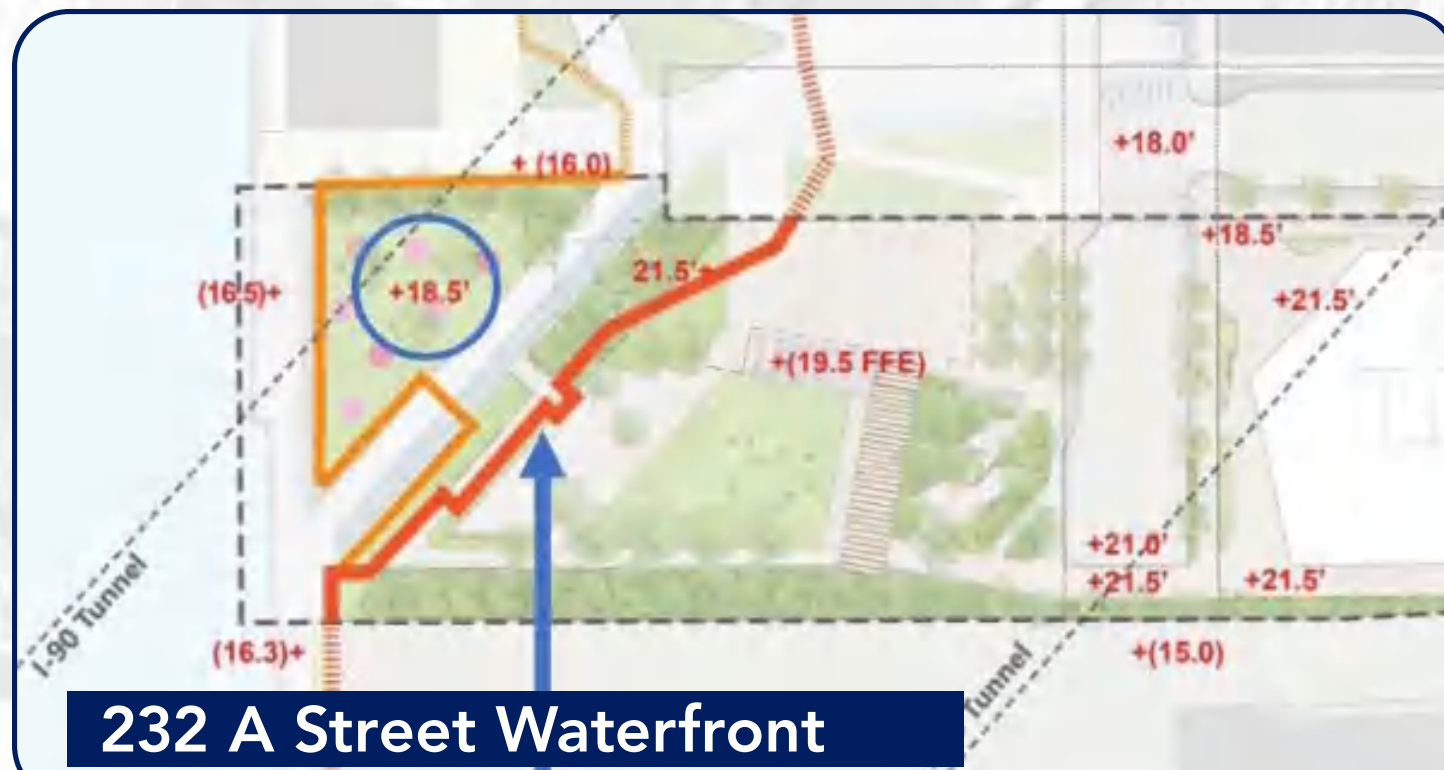
PDA Filing

- 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



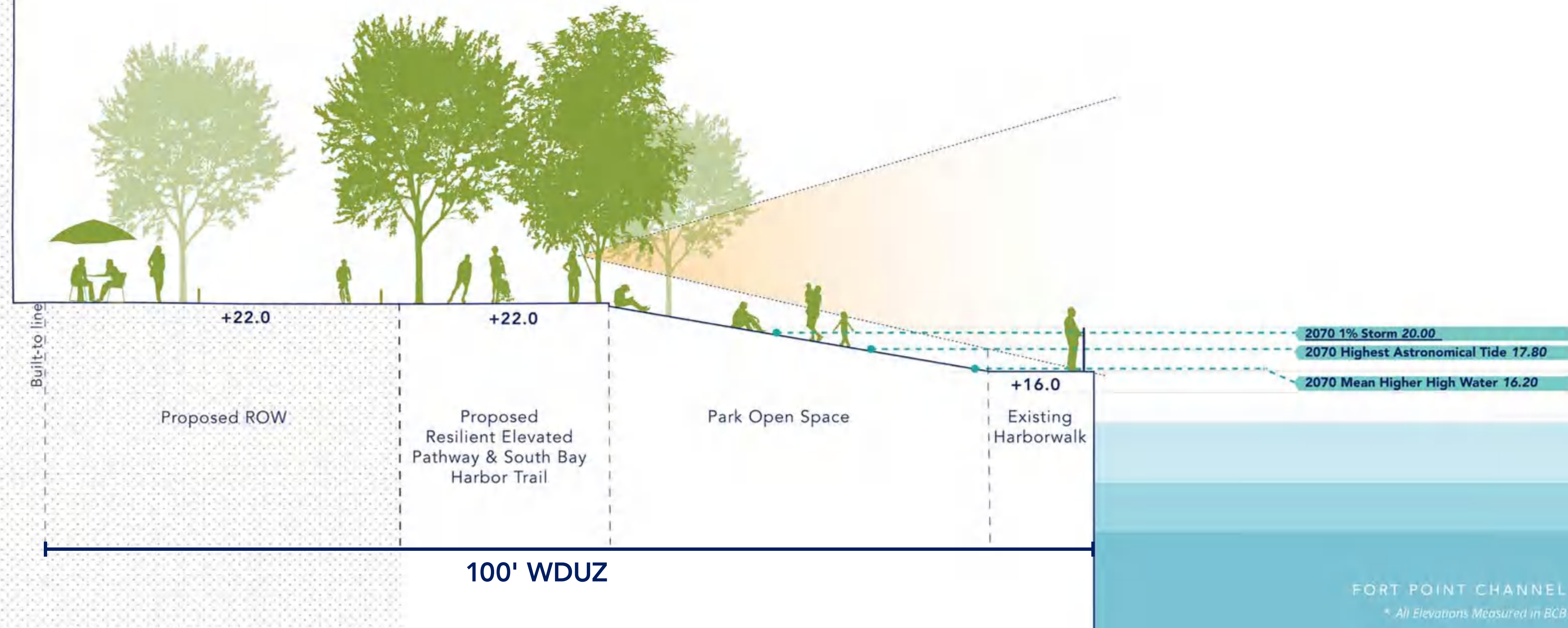
Site Connections

- 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



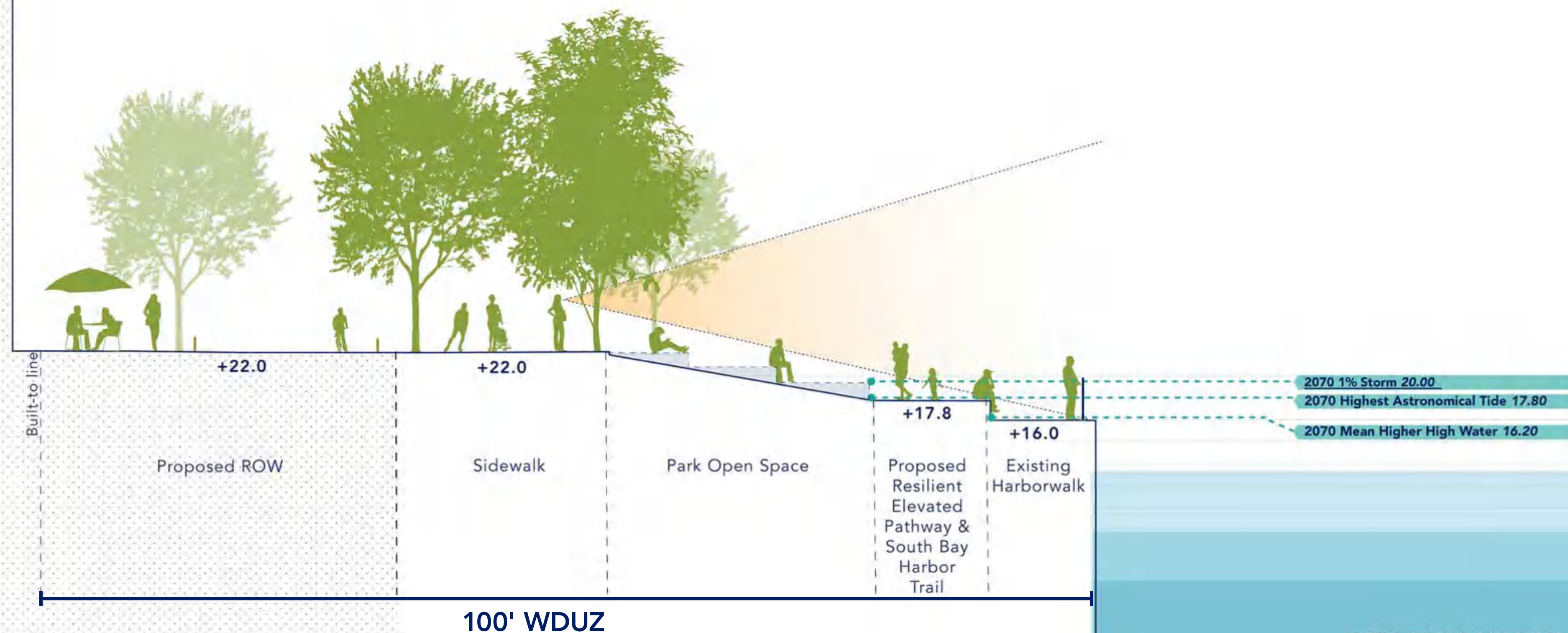
Scenario 1

- 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



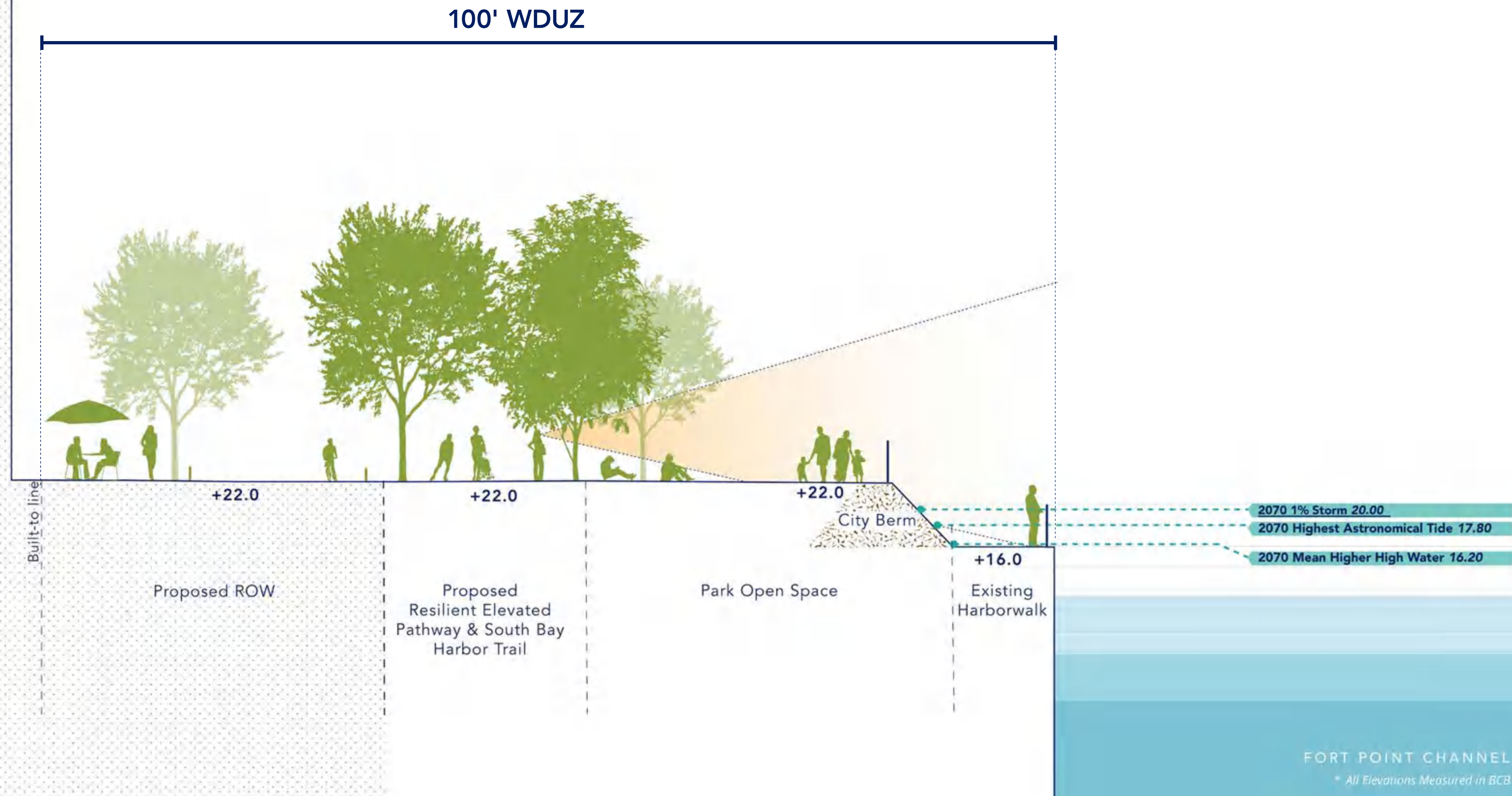
Scenario 2

- 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.

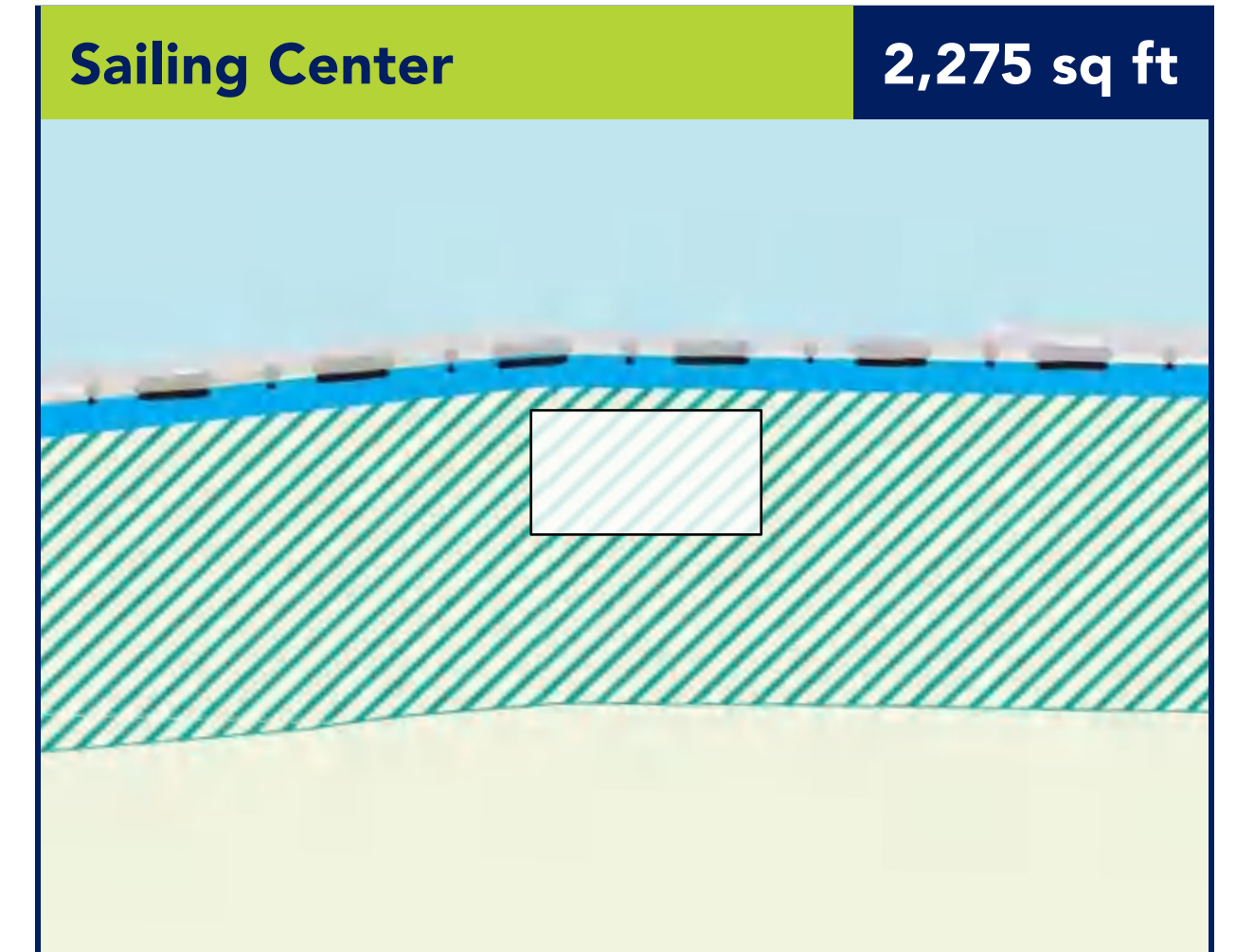
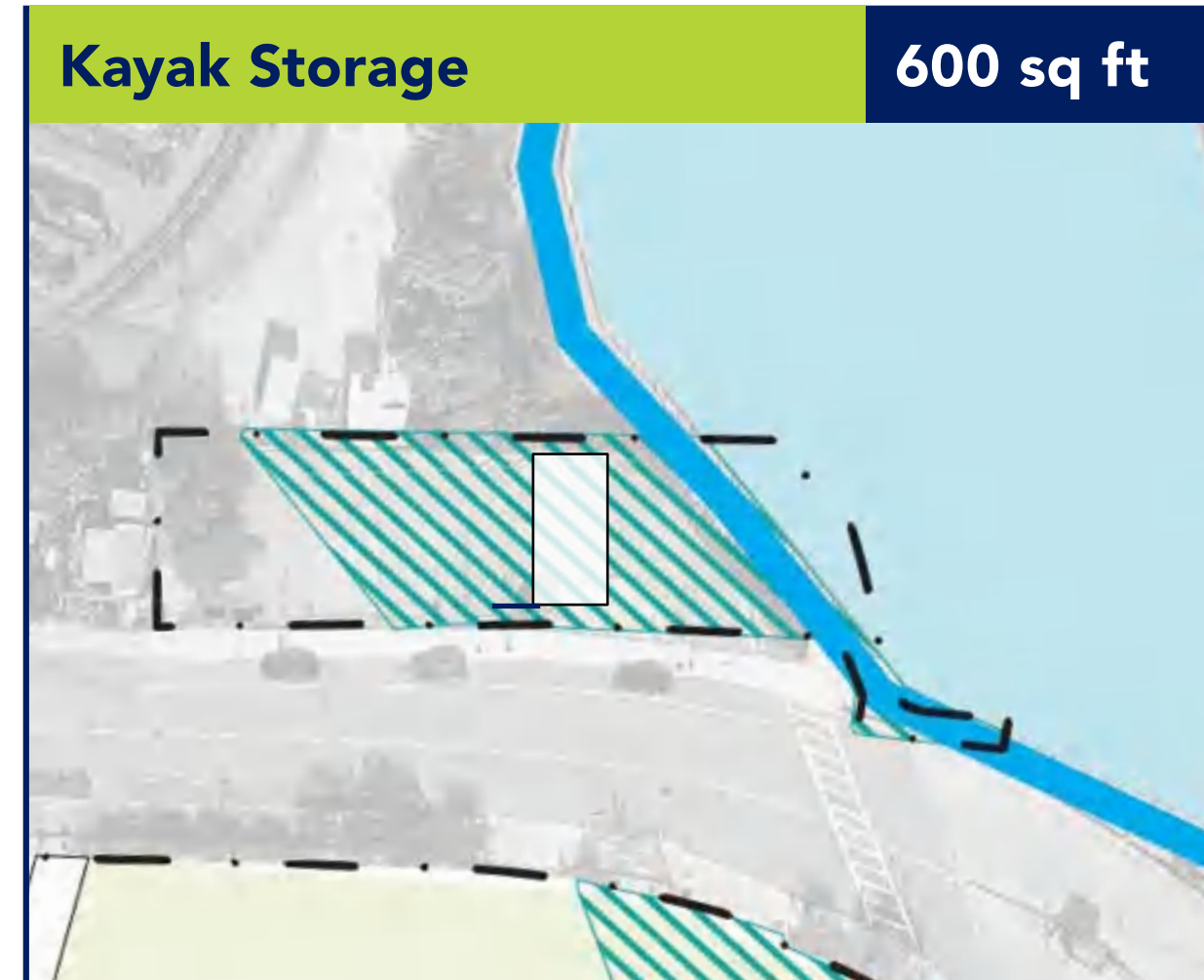
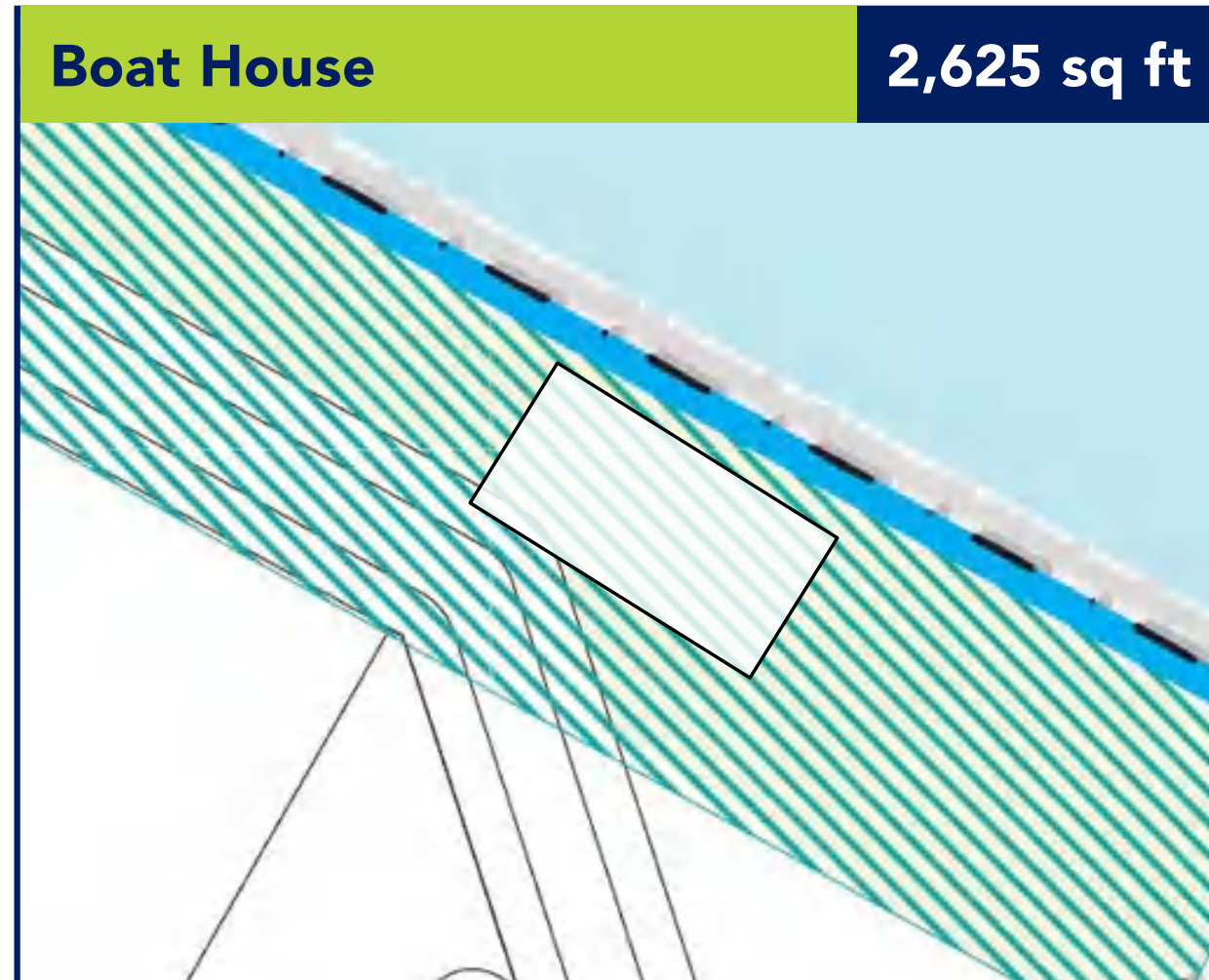


-  Water Dependent Use Zone
-  Project Site Boundary
- +XX.X** Design Flood Elevation (DFE)
- +XX.X** Site Context Elevation

*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

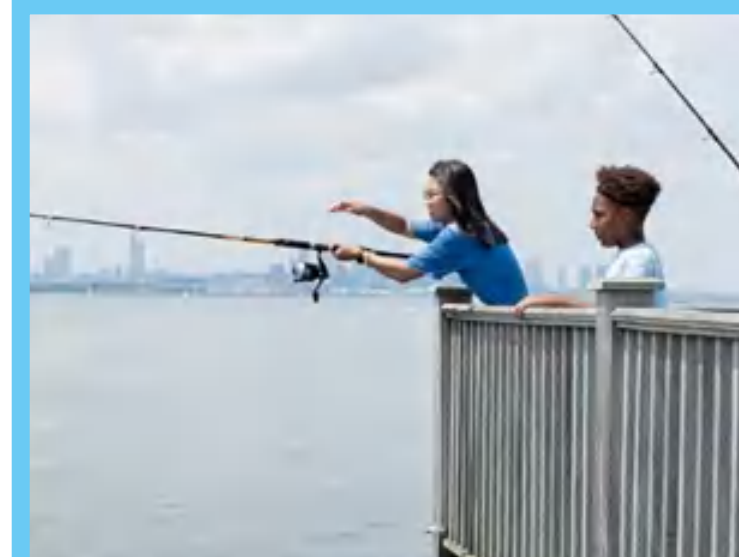
Recreation



Kayaking



Stand-Up Paddle Boards



Fishing



Rowing / Dragon Boat Racing



Paddle Boats

Arts & Culture



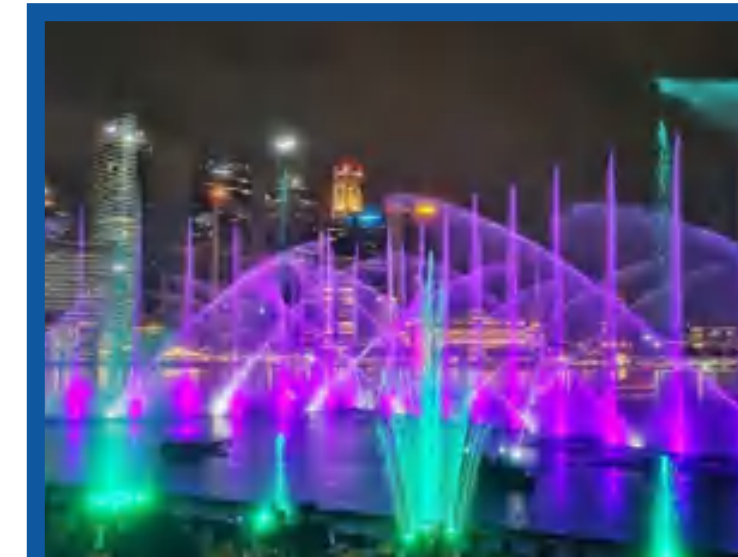
Local Artists



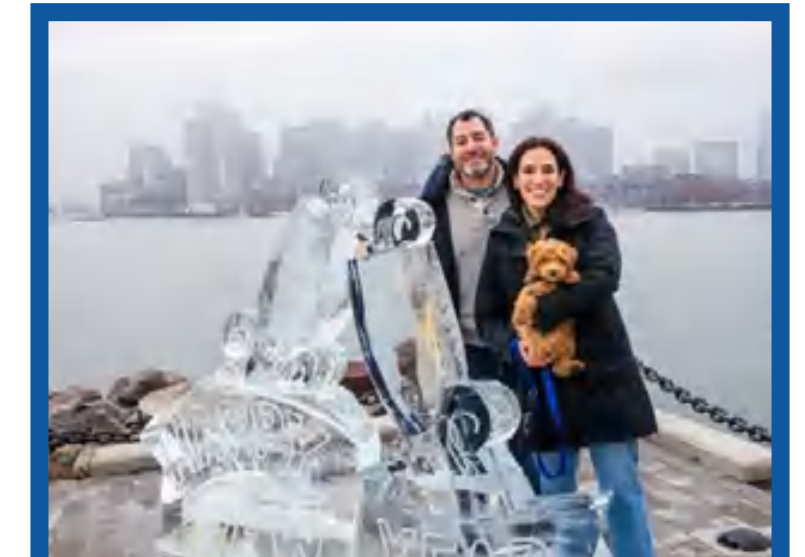
Art Installations



Festivals



Performances



Ice Sculpture Stroll

Ecology & Education



Ecological Research



Floating Wetlands



Living Shorelines



Living Seawalls



Educational Water Trail

Video Animation 3



A Vibrant Mixed-Use Community Welcoming to All



A Vibrant Connection:

Bringing communities together – by fostering great connections across the neighborhood and to the waterfront, creating welcoming public spaces for everyone to enjoy.



Unprecedented Urban Waterfront Open Space:

Designing expansive, accessible green spaces that draw and connect the community to the waterfront, foster recreation, and bring neighbors together.



A Hub for Civic Space and Cultural Opportunity:

Offering dynamic spaces for gathering, creativity, and shared year-round activities and experiences.



Resilient and Future-Focused:

Investing private dollars to fund critical resiliency efforts and mobility solutions (pedestrian and bike) for a safer, more sustainable neighborhood.



Housing:

Adding thoughtfully planned housing (where it is currently not allowed) to address a critical need in Boston and support a diverse, thriving community.

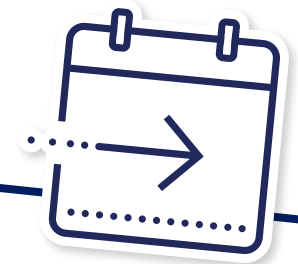


Careers for the 21st Century:

Creating modern, meaningful jobs that sustain families and fuel Boston's future.

Your Feedback will Continue to Inform the Project

Recurring Themes from the Community Process



Continuing Concerns are noted

**We are still in a listening phase;
revisions & more process to come**

Areas of Excitement

- Large Open Space: Opportunity for a signature park and recreational programming
- Waterfront Activation Potential, including the watershed
- Vibrant extension of the surrounding neighborhoods
- Ability to introduce housing to the site and meaningfully expand housing availability
- Job creation and mixed use development benefits
- Multi-modal connectivity: Expanding and improving connections for bikes, pedestrians, and transit access
- Resiliency protections for the site and surroundings

Areas of Opportunity

- Too tall, too dense: more consideration to neighborhood context
- Civic and Cultural Space: need for both, and a process and plan to deliver each
- Deliver true Transit Oriented Development (TOD): transportation mitigation, reduce parking, and improve transit connections
- More housing, commitment to Affordable housing on-site
- HarborWalk + Open Space resiliency concerns for flooding events
- Commitments for watershed activation and useability
- Phasing and benefits: how and when benefits will be delivered in the timeline

Next Steps

- July 31: Initial Comment Period Ends
- We will then receive written comments + Planning Department feedback. This will allow the City to share their priorities for the site.
- We will be able to consider all comments and requests comprehensively; balancing everyone's priorities.
- We will come back to the community to share an updated draft PDA-MP, We will explain the changes and share our reasoning and approach for the updates to the proposal.
- We will work with the Planning Department & there will be more public meetings/process; opportunity for you to provide feedback on the updated proposal.
- We have been stewards of this site and members of this community for over 100 years; we will make sure to take our time and get this right.

SCAN for more information
and future project updates

