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# Lafayette Place

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LAFAYETTE PLACE

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Lafayette Place



“Whatever port I first attain, I shall with the same eagerness hasten to Boston, and present its beloved, revered inhabitants...with the homage of my affectionate gratitude and devoted respect.” □

Marquis de Lafayette 1757-1834 □ These are the words of a French statesman and officer who left his own nation's military service in 1777 to serve in America. Sailing on a ship fitted out at his own expense, he offered his services as a volunteer in the Continental Army and, without pay, served under General Washington throughout the American Revolution. □ Several years after the war, Lafayette returned to America



and in Boston's Senate Chamber he received honors and accolades from a grateful people. When complimented by senate members on his skill with the English language, he responded by saying, "Why not? I am an American who

has just returned from a long trip to Europe." □ Today Lafayette has returned to America and to the city he loved. □ Lafayette Place, a mixed-use urban development project, is now rising in the area that the Marquis knew so well. With combined private and public resources, this new project is creating a new dimension to life in downtown Boston. □ Included in

Lafayette Place are a new luxury hotel; the largest retail complex in Boston; a new City garage and public square; an entire new boulevard, the tree-lined Avenue de Lafayette; and pedestrian improvements that integrate the new complex with the surrounding community.





**A** Boston successfully blends elegance and tradition, energy and optimism. Boston's tall new towers, complementing their smaller historic neighbors that are the architectural cradles of our heritage, are visible proof that this is a city that cherishes its past while welcoming the opportunities of the present.



□ Boston's openness to change is a powerful attraction that has made this city's life both vibrant and dynamic. In addition to new downtown buildings, waterfront homes are being renewed and restoration efforts are now revitalizing many city neighborhoods.

Boston lures the young, the sophisticated and the affluent. It draws the suburbanite theater-goer and the diner to its many nighttime attractions. Streaming to work in downtown buildings are commuters from all over eastern Massachusetts as well as from New Hampshire and Rhode Island. Many are women who are entering or returning to the working world. The city is also attracting people who had moved to the suburbs and who are







now coming back. □ In a nation whose cities are losing their youth, Boston is unique—it expects, by 1985, a 40 percent increase in the 20-34 age group.\* All of these trends require housing, and Boston has \$340 million in housing construction either under way or about to start.



□ How did this dramatic rebirth and revitalization occur? Boston's renaissance started in the late 1950's. Scollay Square, a disreputable area of burlesque houses, seedy bars and slums, was leveled and in its place rose Government Center, a striking complex of municipal, state and federal buildings. Its dazzling



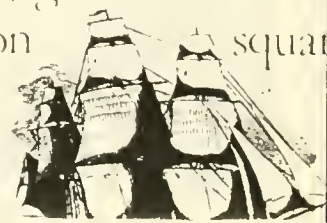
centerpiece is City Hall, a unique architectural venture that made Bostonians last believe that an old city of old buildings could live happily with modernity. Boston's firm leadership inspired confidence in capital investment, and new buildings began to spring up. □ The city's once low skyline was reshaped with



such structures as the Prudential Center; the State Street Bank Building, a British investment; the New England Merchants Bank Building; the Boston Company Building; 60 State Street; the Blue Cross Building at 100 Summer Street; the First National Bank Building; the Federal Reserve Bank Building; and the tallest to date, the 60-story John Hancock Building.

□ In the last ten years, some 14 million square feet of space have been

filled by a new office population of professionals, secretaries, government workers, real estate and financial people. Another 5.5 million square feet is coming in the next three years. □ In the midst of Boston's overall growth is the city's central retail district. The "100 percent Corner" (the prime retail location in any city) is





-dominated by the city's oldest department store, Jordan Marsh, which has contributed enormously to the revitalization of the area. On the other side of the street is Filene's, a specialty department store of both higher priced goods and a famous bargain basement.



□ Centered on Filene's

and Jordan Marsh, Downtown Crossing is a new \$44 million, auto-free mall on Washington Street. The activity here is tremendous. Weekdays, fifty thousand people pass by each

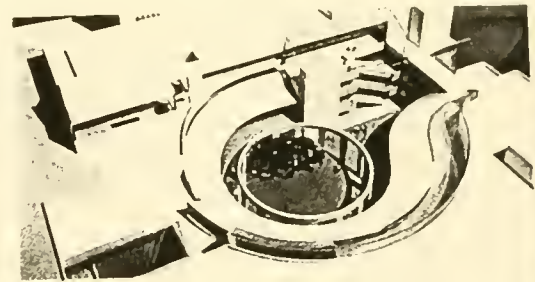
hour; 140,000 people work within a five-minute walk. The subway stop at Downtown Crossing handles 40,000 people a day.\* Through the public transit system, 1.5 million people in the suburbs have access to Downtown Crossing.

□ Here the city needed a new, central retail core, to face the growth which has dominated the downtown area. □ Lafayette Place responds to that need.



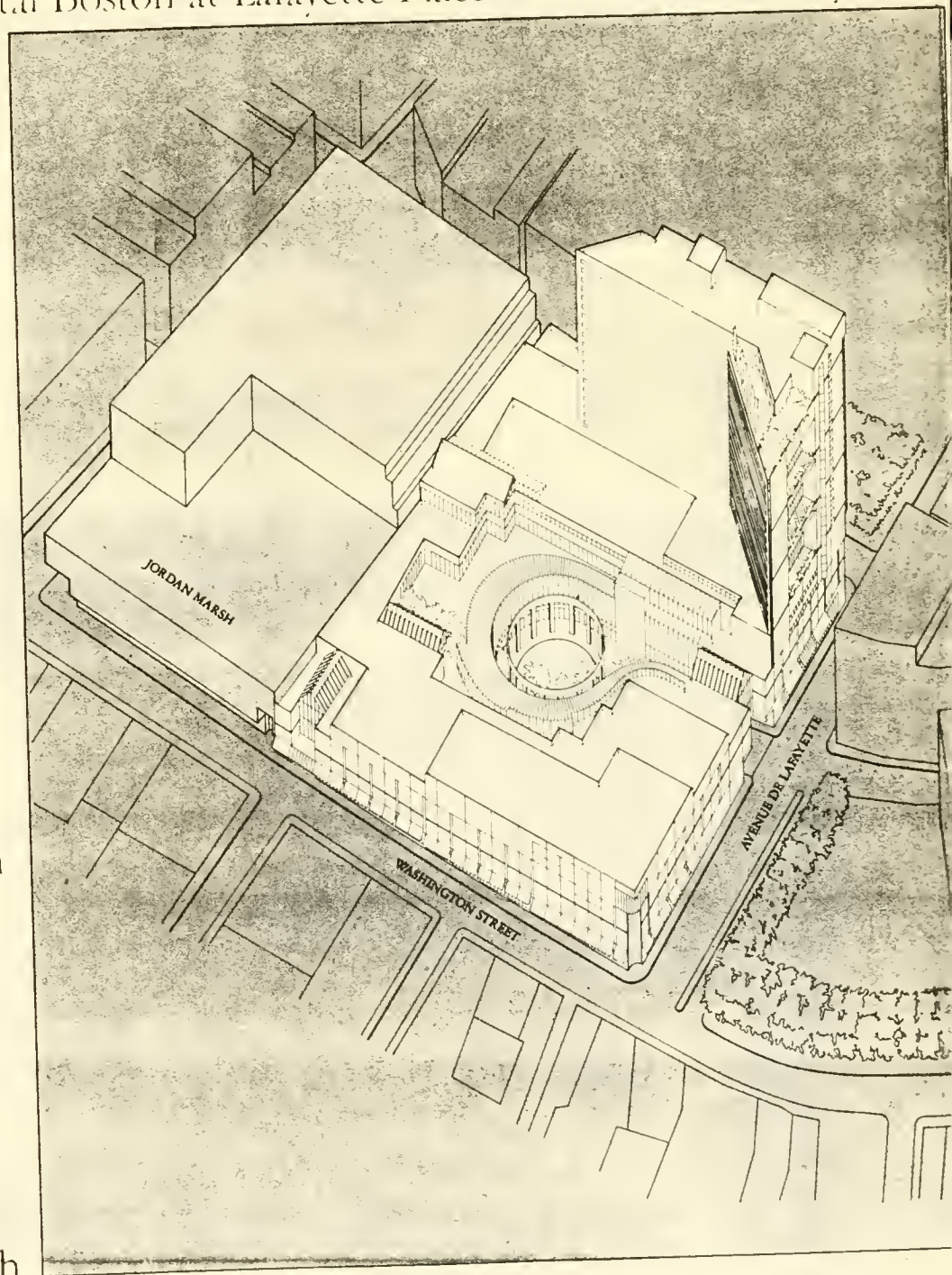


Lafayette Place is an elegant concept. Named for Boston's most admired adopted son, it has a varied and enhancing impact on the entire area. Intrinsic to it is the integration of Lafayette Place with the Jordan Marsh and Filene's

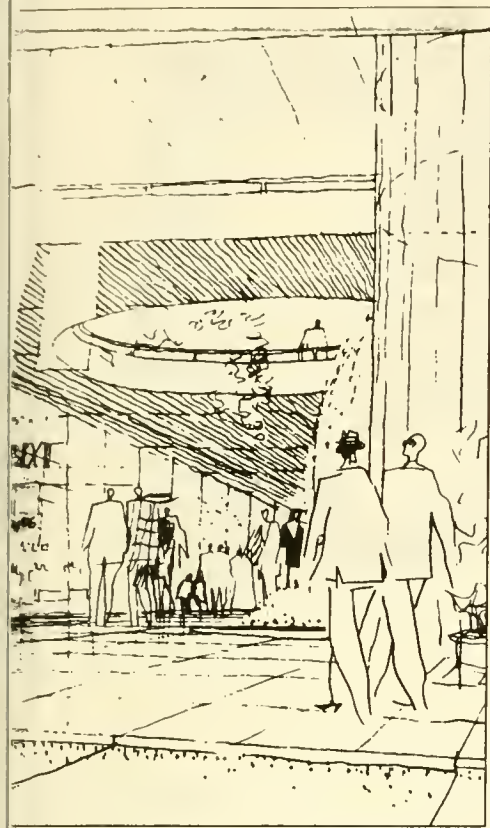


department stores. □ A mixed-use development, Lafayette Place provides a 24-hour life cycle that will bring new life and energy to the area. Now underway is a four-part complex at Lafayette Place: a hotel, a public plaza bounded by pedestrian walkways, retail boutiques, and a parking garage. □ The Hotel is the 500-room Inter-Continental Boston at Lafayette Place which has a 21 story guestroom tower rising above the new downtown complex.

□ The new hotel offers an enclosed swimming pool, sun terrace, and health club complete with sauna, steam and exercise rooms. Hotel guests will have direct access to the luxury retail shopping mall and underground parking facilities at Lafayette Place. □ The Inter-Continental Boston incorporates in its design such innovations as simultaneous translation facilities and four small atriums functioning as specialized service areas at various levels in the tower. The atriums are individually large enough



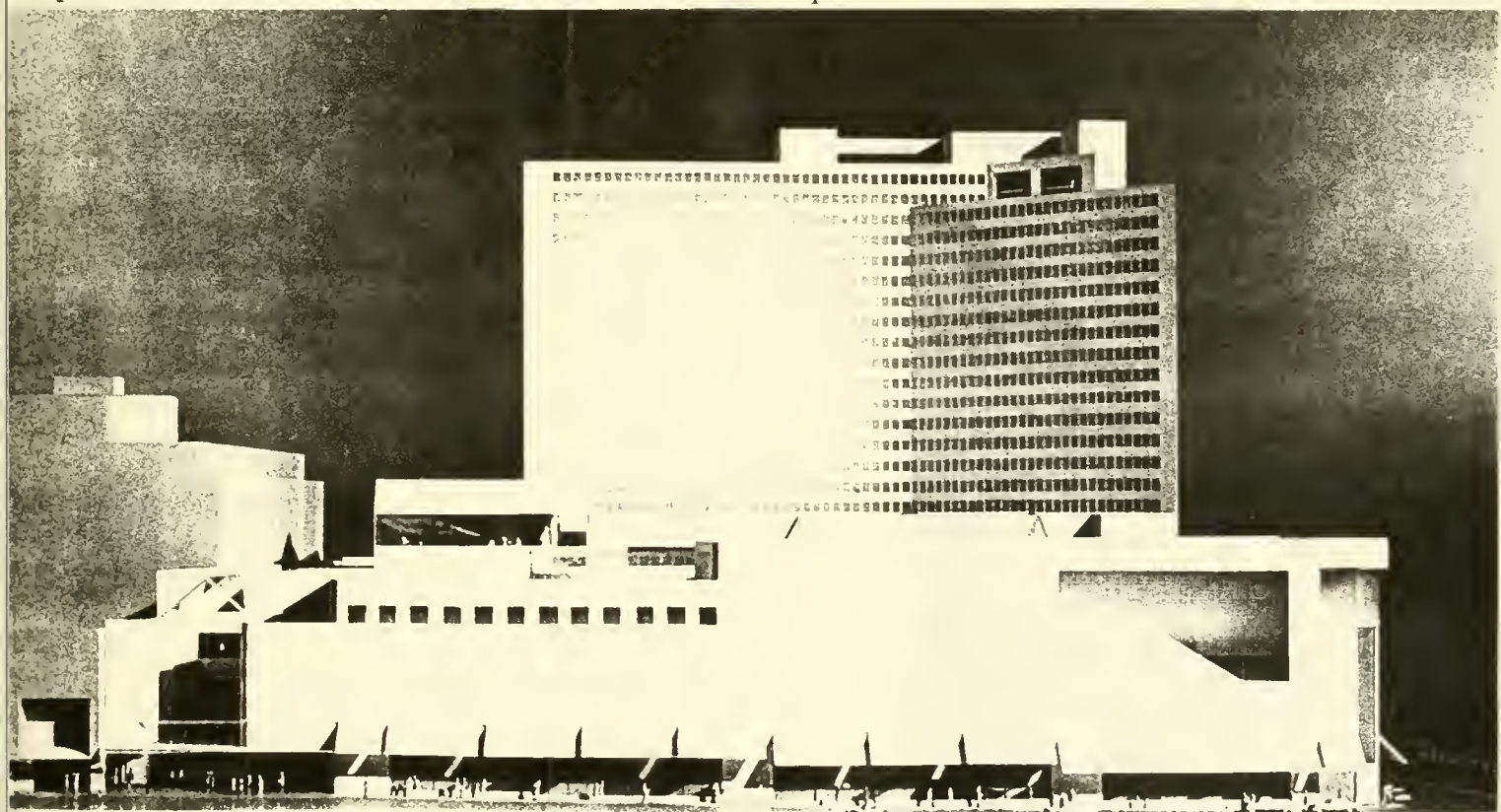




to accommodate up to 100 persons for receptions or similar functions. □ Access from the hotel to the 300,000 square feet of retail shopping area is both pleasant and easy—24 hours a day. It is estimated that more than 200 boutiques will line both sides of the double-loaded shopping walkways evoke images of early European cities. Shopfronts define both sides of curved pedestrian passages, which in turn connect with the public outdoor courtyard. On the second level, enclosed terraces with restaurants and cafes overlook the court. □ At the north end of the complex, the boutiques connect with Jordan



Marsh. □ Above the retail levels are four cinemas, and the hotel's main lobby borders the central courtyard. □ A majestic waterfall is the focal point of the public courtyard, open to the sky, enhanced by plantings. Musical and performing groups will entertain in the courtyard. A permanent public mall through the Jordan Marsh store links the 200 boutiques to Summer Street and Filene's.



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□ To fill the anticipated parking needs of the new complex, a new underground parking facility with capacity of approximately 1,300 covered spaces is being constructed by the City. The garage is integrated with the hotel and retail stores and the pick-up and drop-off areas are designed for both hotel guests and for shoppers. □ To improve traffic flow for the development, a new westbound street, Avenue de Lafayette, is under construction. This change in traffic flow will establish a clear and easy pattern for

movement into and out of the project and will fit into the overall traffic for the neighborhood. □ Because the integration of Lafayette Place into the existing environment is a key component of the mixed-use concept, the public improvements are vital to the fit of Lafayette Place into the atmosphere of the area, which includes on the west side a few small-scale, early nineteenth century brick buildings which merge into the adjacent Boston Common; and just across Washington Street is The Savoy, a sumptuous playhouse being refurbished by the Boston Opera Company. □ Thus, the concept of 24-hour life at Lafayette Place is enhanced by the proximity of Boston's finest theaters, as well as many restaurants in Chinatown and in adjoining areas. Activity on Washington Street makes it



an exciting place to be; Lafayette Place will make Washington Street a more pleasant place to walk by, stroll through, shop along

or just sit on and watch people. □ A new atmosphere is being created for Washington Street with attractive new lighting, street furniture and plantings. Pedestrian lighting, along the face of Lafayette Place, will provide a unifying design element. Clusters of trees will link miniparks, creating space for lunching, waiting, sitting, relaxing and watching downtown activity.

