
PRESIDENT'S UPDATE FOR DOWNTOWN BOSTON

Welcome to July! Over the past few weeks, Downtown has enjoyed [a tremendous boost](#) from the extraordinary convergence of the [World Cup](#), [Sail Boston](#), and [America's 250th birthday celebration](#) — and there's still more than 70 days left of summer!

Next month, following the July 19 final match, we'll do a recap of the World Cup's positive impact on our district. In the meantime, see below for the great news that emerged recently from Bromfield Street.

Estimated read time: four minutes



THE #1 THING YOU NEED TO KNOW: MAJOR BROMFIELD STREET PROPOSALS TO BE UNVEILED

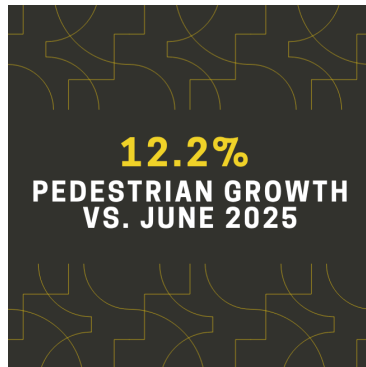


The [PLAN: Downtown zoning updates](#) adopted by the City [last October](#) are starting to yield dividends: last week, the Planning Department announced the submission of **new proposed developments at 11 Bromfield Street and 45 Bromfield Street**. Once built, the two separate towers would reshape nearly 300 feet of frontage along the historic Ladder District street, while providing more than 900 apartment units, of which at least 180 would be designated as affordable.

In a region confronting acute housing scarcity, the new residential supply these proposals are set to add to our neighborhood — combined with the [nine residential conversion program projects](#) that have either been submitted, approved, or are under-construction within our district — is truly remarkable. Together, they are poised to boost the DBA area's overall residential inventory by **52%**, from 3,450 to 5,230 units, including a **76%** increase of its affordable-housing stock (from 450 to 790 units).

Such transformative development initiatives are why we advocated for PLAN: Downtown. We look forward to working with all community stakeholders on these and additional proposals propelled by PLAN: Downtown.

BY THE NUMBERS



Our district experienced its highest monthly pedestrian volume (2.99M) since February 2020. Click [HERE](#) for last month's metrics and [HERE](#) for annual visit data.



The footprint represents 11 new retail businesses that have debuted so far in our district. Up to 16 more could open in the DBA area before the end of the year!



Approximate Temple Place visitation during our June 19 World Cup watch party. The street's highest daily total in seven years, the amount exceeded Downtown's last two championship parades.

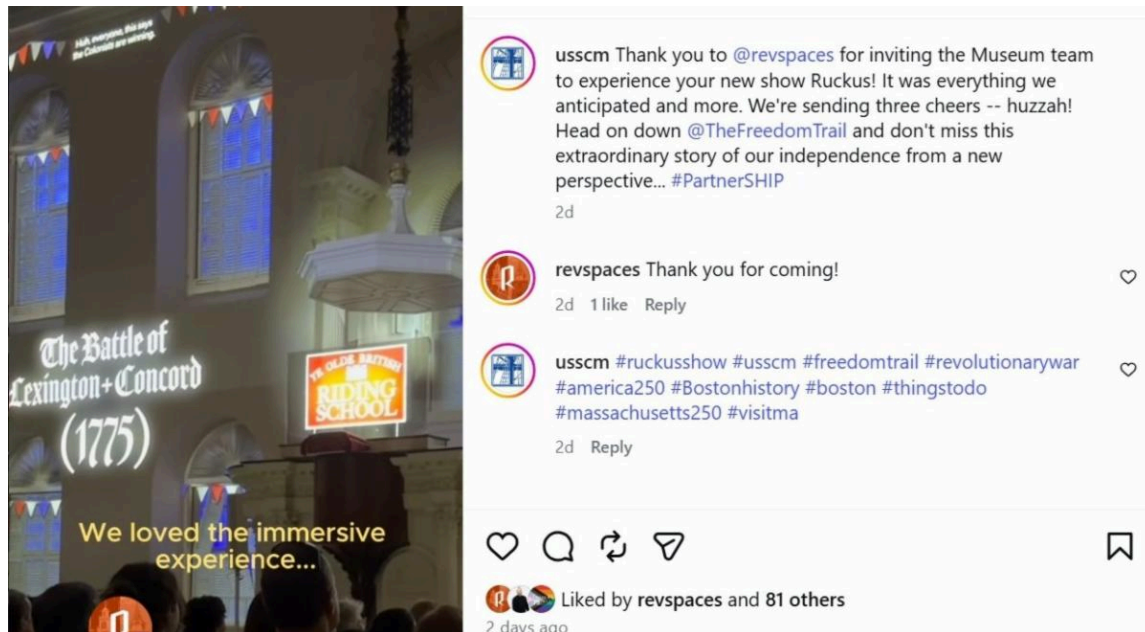
YOU SHOULD KNOW

- [Several Downtown Restaurants Among City's Best Sandwich Shops](#), *Boston Globe*, June 4
- [The Ski Monster Relocating To 151 Tremont Street](#), *What Now Boston*, June 5
- [La Neta Taco Shop Set To Open At 100 City Hall Plaza](#), *What Now Boston*, June 5
- [Downtown Clover Restaurant Set To Reopen](#), *Boston Globe*, June 8
- [Chevron Partners Investing \\$25M Into Renovating 99 Bedford Street](#), *Boston Business Journal*, June 12
- [Color Flows Activation Returns To Winter Street & Launches At Liberty Tree Plaza](#), *City of Boston*, June 12
- [Winthrop Center Gallery Highlights Soccer Histories Of Haiti & Scotland](#), *Boston Globe*, June 12
- [Temporary \(Through July 31\) Temple Place Social District Announced](#), *City of Boston*, June 22
- [Embrace Boston's New 33-41 West Street Civic Center To Honor Frederick Douglass](#), *GBH*, June 22
- [German AI Startup Set To Relocate To Downtown Crossing](#), *MassLive*, June 23
- [Teso Life Opens At 459 Washington Street](#), *Boston.com*, June 25
- [Temple Place Sees Record Crowds & Business From World Cup Watch Party](#), *Boston Business Journal*, June 26
- [FIFA Fan Festival Brought Thousands To City Hall Plaza, Boosting Local Businesses](#), *Boston Business Journal*, June 29
- [Bromfield Street Could See Two New Apartment Towers](#), *Boston Globe*, June 30
- [Could The McCormack Courthouse Become Housing?](#), *Boston Globe*, July 6

COMING UP

- [Ruckus! Immersive Show](#), Old South Meeting House, Daily
- [World Cup Watch Parties](#), High Street Place, Through July 19
- [Ministry of The Steps](#), St. Paul's Cathedral, Tuesdays–Thursdays
- [Paranormal Activity](#), Emerson Colonial Theatre, July 11–30
- [Flight Club Wine School](#), Georgie's Wine Bar, July 18
- [The Great Gatsby](#), Citizens Bank Opera House, Through July 19
- [Sensory-Friendly Morning](#), Old State House, July 24
- [Moulin Rouge!](#), Citizens Bank Opera House, July 29–August 2

FEATURED POST — RAISING A *RUCKUS!* WITH REVOLUTIONARY SPACES



What better way to celebrate our nation's 250th anniversary, in the Downtown that ignited the American Revolution, than with a performance of ***Ruckus!*** On July 4, Revolutionary Spaces hosted a special performance of [its immersive show](#), which runs through next January 31 at **Old South Meeting House**.

Here, the [Constitution Museum](#), the penultimate stop on The Freedom Trail, congratulates the eighth stop on Boston's iconic red-brick path for the "extraordinary story of our independence" that *Ruckus!* illuminates. Congratulations to [Revolutionary Spaces President Nat Sheidley and his entire team](#) for orchestrating this amazing spectacle!

