

ON THE DOT®

Edition 03 — Fall 2024
What makes a great place?
Is it the history, the architecture,
the green spaces, the culture?
Discover how we plan to activate
all these aspects to create a
great place for everyone.





What makes a great place?

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By Adrian Caddy
Founder of Greenspace

What is 'placemaking' anyway?

This is what Wikipedia states: Placemaking is 'a multi-faceted approach to the planning, design and management of public spaces. It capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being.'

If that seems a little unclear, you're not alone.

"The more I hear the word 'placemaking', the less I understand it" says Reinier de Graaf, Architect, OMA

So, what kind of a place are we trying to create here, On the Dot?

The Boston Globe put it this way, "From a scrapyard to a mini-city"

Speaking of cities, they become famous for different things —

Paris is called The City of Love, New York City is known as The City That Never Sleeps. Everyone knows Sin City is Las Vegas, and that Motown is Detroit. Rome is called The Eternal City, while Music City is the name people give to Nashville, and La La Land is well, La La Land.

The names people give to their cities don't stem from the design of their buildings.

People give buildings their own distinctive nicknames, like The Gherkin in London, or the Lollipop House in Seoul, or the Dà Kùcha in Beijing, which translates to 'Big Boxer Shorts', or even the 'Nuns in a Scrum' as Sydneysiders in Australia refer to The Sydney Opera House. In fact, Core Investments used to be located in a building Boston locals call the Darth Vader building.

The words people use to describe cities; sleep, love, sin, motion, music, describe feelings and experiences.

So, perhaps 'placemaking' means, simply, the art of creating what it feels like to experience a place?

It's human. And it's real.

It helps us understand people and places. And it's powerful because people see places as a part of who they are.

86% of people describe their place as being part of them.

58% agree they 'feel like I belong' when visiting a place they relate to.

Places are much more than buildings and spaces. Places are personal experiences. Living experiences.

Living needs energy

To live
To work
To visit
To play
To share
To learn
To love
To be

The thing with energy is, it never stays the same.

Energy can be intense.
It can be still.
And everything in between.

Energy can be planned.
And unplanned.
Energy oscillates.

Because life is not linear.

Think of energy as your Spotify Wrapped.

The Beastie Boys, Beethoven and Beyoncé may feel like they clash. Really they each give the right energy for the right moment.

Energy lives and breathes in culture.

In wellness, music, tech, food, play, sport, art, and work.

All the most renowned places in the world mix and blend these things.

In Copenhagen, Denmark, the harbor or 'Havnen' is described as the city's living room, where people come and go to meet, unwind, celebrate and catch up against the backdrop of water.

Nashville, Tennessee is a place that bleeds music, powered by passion, commerce, creativity, cultural programming, and live performance.

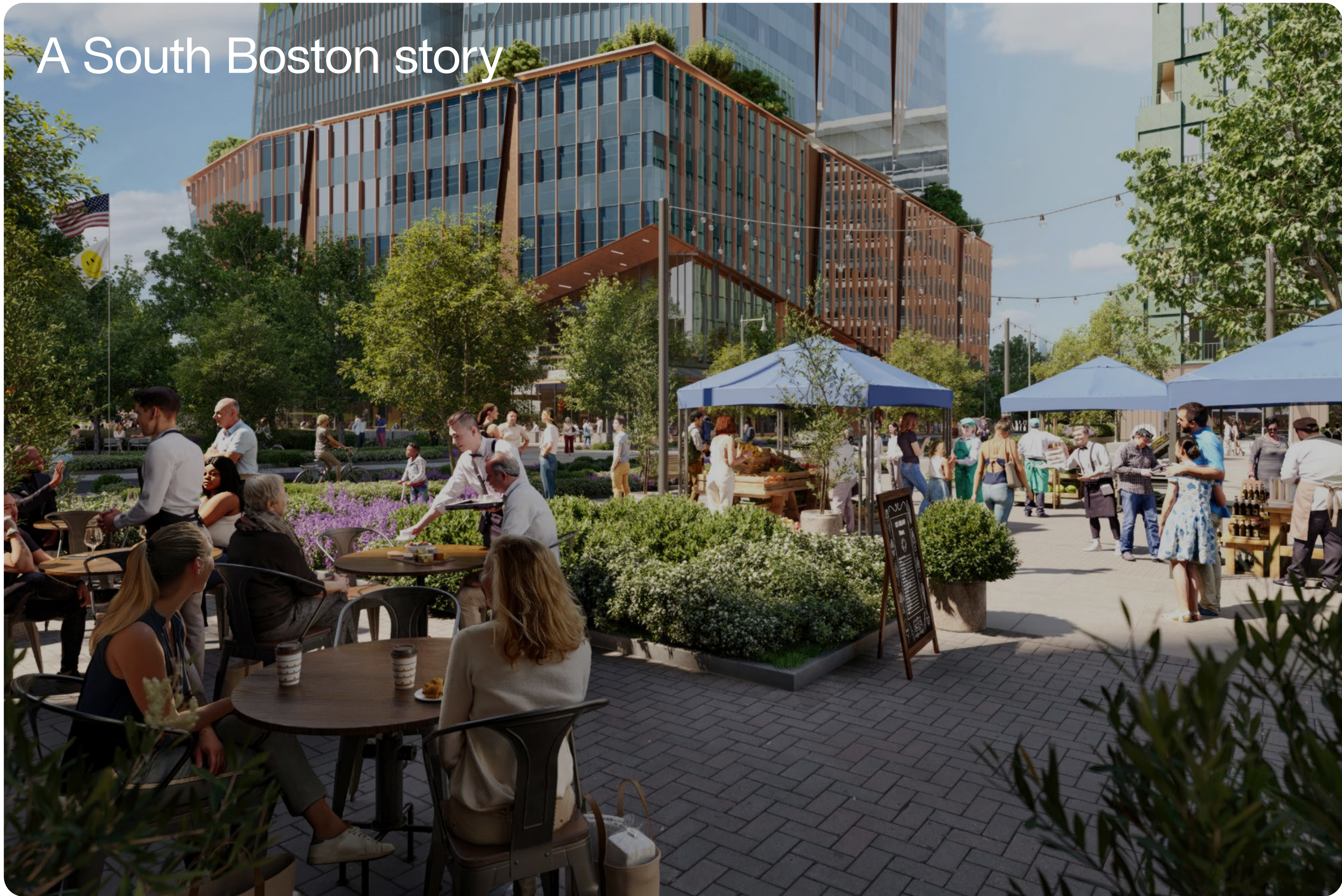
Brunny East is a street in Melbourne, Australia. It's described as the world's coolest street. It's a vibrant go-to hub for multicultural everything, with cosy places right off the street people return to again and again, to perch on a high stool, for grade-A people watching.

Kendall Square in Boston has been described as a work-in-progress. It's undeniably one of the global epicenters of life science, and has become a thriving ecosystem for biotech. Yet only now is it starting to feel like a real neighborhood, thanks to extensive work in embedding culture, food, green spaces and event programs that create that missing sense of place.

These are not accidents.

What it feels like to experience a place is in our gift.

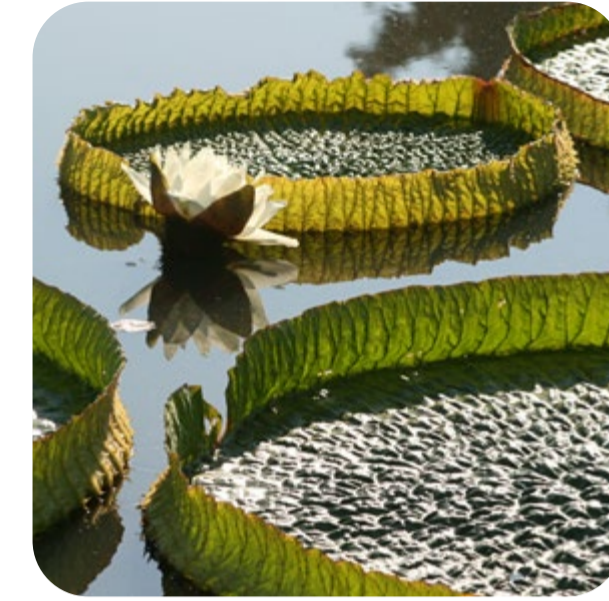
A South Boston story



Honoring our history

On the Dot® rises in a city with the winds of entrepreneurship and innovation in its sails. It lies in the shadow of Dorchester Heights, the site of a strategic victory by George Washington that precipitated the withdrawal of the British in 1776.

Dorchester Heights is also home to Cyrus Alger, a 19th Century metallurgist and inventor whose innovations revolutionized iron casting, enabling the building of America's great cities and the railways connecting them.



① The Schooner

② The Water Lily

③ Port & Industry

Building on an almost 250-year history of strategic brilliance and ingenuity.



Left: An old map of the South Bay area before it was filled in.

A painting of George Washington at Dorchester Heights. As the 250th anniversary of Evacuation Day approaches, our ambition is to honor Dorchester Heights with the same stature as Bunker Hill and other historic Boston locations.

Above: Architectural inspiration taken from the area's heritage.

Architectural design influences

Before South Bay was filled in for industrial uses, a Yacht Club was established (The South Shore WV Yacht Club).

The sails and shoreline still inspire us today.

1. The Schooner

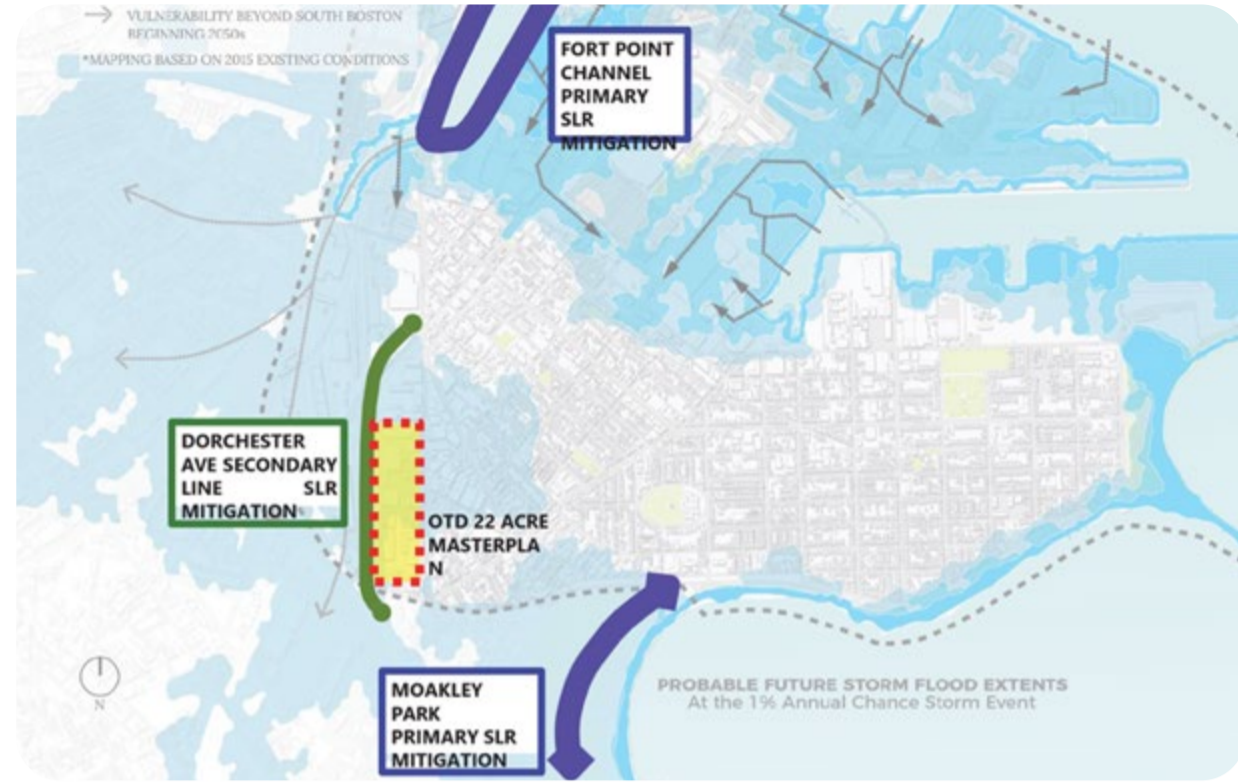
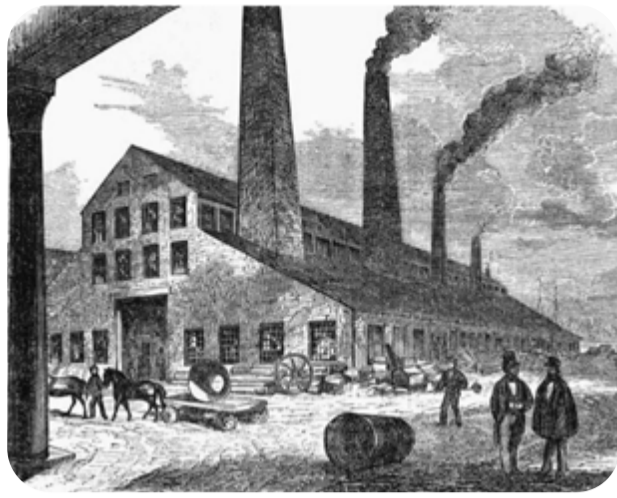
A major advancement in transportation technology, tall ships were the most visible objects in the historical skyline.

2. The Water Lily

Thrives in fresh bodies of water, marshes and swamps, releasing oxygen into the soil, providing shelter for wildlife and keeping the water clear from algae.

3. Port & Industry

Anchored in the urban fabric of the neighborhood and located on the historic shoreline of South Bay, South Boston's industrial history informs our context.



Left: 19th Century Iron Works. Capped ground surface by Core. Protection from Sea Level Rise. Archive image of the Dorchester Tunnel construction, 1916.

Below: Plans for a new, green neighborhood. The Emerald Bracelet project. The Red Line Car at The LOT.

Impact: A New Green Neighborhood

Inspired by landscape architect Frederick Law Olmsted's Original Vision – whose famed 'Emerald Necklace' was never finished as intended. Our ambition is to create an 'Emerald Bracelet' for South Boston.

This new, green neighborhood will transform Boston's dirtiest site into a place of healing and wellness. Our plan is to:

Create 5 acres of public open space (43% of site).

Become one of the most sustainable projects in Boston, starting with LEED Gold for the first building.

Be Carbon Neutral by 2050.

Protect South Boston with a 100-year Flood Barrier.

A Red Line Dorchester Extension

The first train ran through Cambridge Tunnel, from Harvard Square to Park Street, in 1912. By 1915, construction was underway along a ripped-up Dorchester Avenue. In 1917 the section of the Cambridge-Dorchester Tunnel opened from Downtown to Broadway Station. In June 1918 Andrew Square Station officially opened. But the cars weren't red until 1964, when the MBTA took over Boston-area transit. The Cambridge-Dorchester subway line was designated Red Line, after Cambridge as the Crimson City.

We can reduce the need for cars while increasing multimodal public access through MBTA bus and subway, smart streets, walking paths, bicycle garages and acres of green open space.

Site History

1923 - early 2000s

Industrial operations, junkyard and scrap metal processing facility. Hydraulic shears, lead, arsenic, up to six feet of PCB-containing oil and impacted groundwater table.

1991 - 2010

Site managed under both state and federal regulations (MCP and TSCA). NAPL, PCBs, lead, arsenic and petroleum compound contaminants. Remediation to achieve a Permanent Solution under the MCP requires remediation under TSCA and EPA.

1996

An Imminent Hazard to human health and the environment identified due to high levels of lead and PCBs at the ground surface. No one was allowed to enter the property or use it in any way.

2012 - 2014

Remediation costs were infeasible. After a failed attempt to develop, the previous owner filed for bankruptcy.

Transforming the 'Junkyard'

The "Junkyard" is one of the most environmentally hazardous sites in Boston. Core has invested \$10M to clean it up. The estimated cost of the cleanup is \$75M.

Its industrial past led to a build up of dangerous toxins. It has been regulated by EPA and MDEP since 1997 due to exceptionally high levels of lead and PCBs. Previous owners failed to maintain or remediate the site, making it a dangerous eyesore and serious health risk to the community.

Immediately upon acquiring the property in 2014, Core worked quickly to bring the site into compliance with EPA and MDEP and has developed a plan to remediate the entire site.



For Now, For Good Site activation

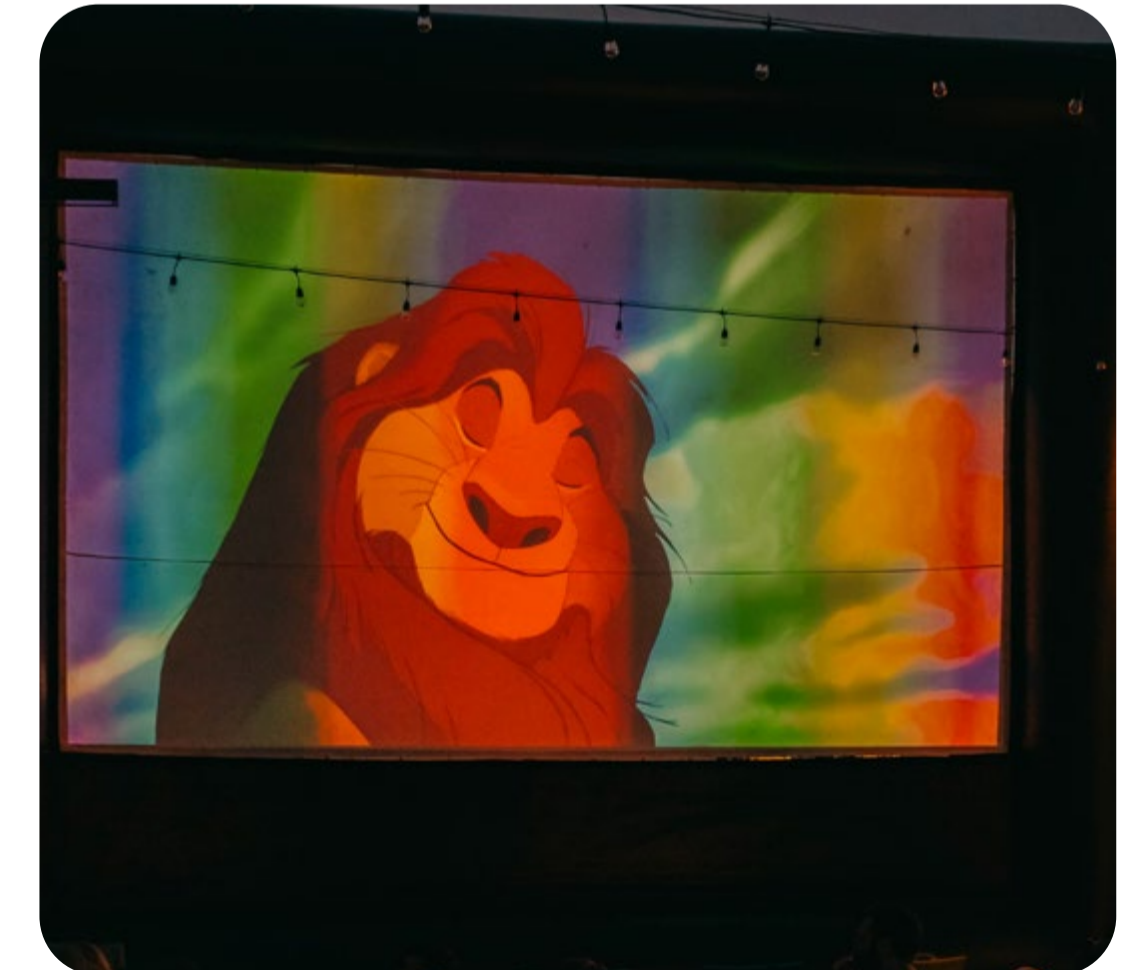


The LOT events and activations

South Boston's warm, diverse community welcomes newcomers with open arms.

Repurposing an existing parking lot included site work, landscaping, lighting, F&B and ASCA. We hosted 6 events in 2023 which were free to the community. 300 attendees grew to 1,200 attendees.

The Cannonball Cafe hosted Rhythm & Brunch, Farmer's Forge and Sunset Socials. Our Movie Nights included activities like face painting, free popcorn, The Lion King characters, blanket handout, Cannonball Cantina and food trucks.





Oktoberfest activities included axe-throwing, a caricature artist, face painting, balloon artists, trivia, carnival booths, pumpkin painting, cookie station, food trucks, Cantina and German beer tents.

Halloweenfest activities included free costumes, face painting, balloon art, photo booths, inflatable kid games, pumpkin carving, food trucks, Cantina and free hot cocoa.

Christmas and Holiday Market activities included curling, letters to Santa, gingerbread houses, ornament making, toy donations, elves, Santa photos, shops, Cantina, food trucks and free hot cocoa.



Families and neighbors coming together at our Halloweenfest and Christmas and Holiday Market events.

2024 IN MOTION

COUNTRYFEST
JULY 13TH | 2-8PM

KIDSFEST
JULY 27TH | 12-5PM

SUMMERFEST
AUGUST 10TH | 1-7PM

TOUCH-A-TRUCK
SEPTEMBER 7TH | 1-7PM

FLEA MARKET
SEPTEMBER 28TH | 12-5PM

OKTOBERFEST
OCTOBER 12TH | 1-7PM

HALLOWEENFEST
OCTOBER 26TH | 2-8PM

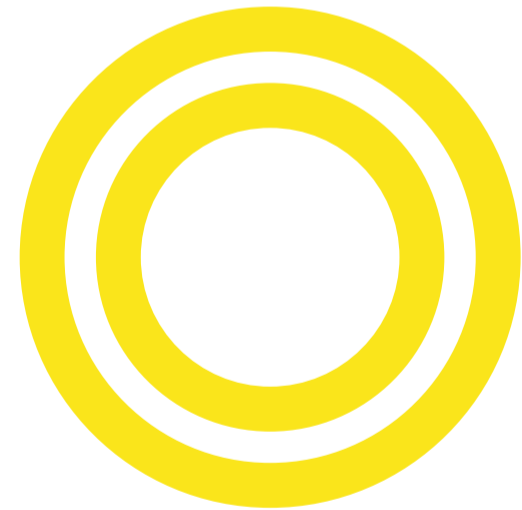
HOLIDAY MARKET
DECEMBER 7TH | 12-8PM
DECEMBER 8TH | 12-6PM

**SUNSET SOCIALS
& MOVIE NIGHTS**
EVERY OTHER THURSDAY



An exciting 2025 ahead

As we look towards 2025, On the Dot® will continue to invite everyone to come together and enjoy The LOT. Our 2024 season has been fantastic so far, with all the essential ingredients for a welcoming space: a thriving community, families, neighbors, smiles and fun-filled activities. While The LOT will continue to evolve and change in the future, some things will always remain the same—its commitment to hosting events that create a welcoming, accessible, and safe destination for the community and neighboring regions, all while supporting local businesses and artists.



THE **ON THE DOT** LOT



Thank you to all our partners

We would like to say a massive thank you to the entire On the Dot® professional team, our community partners, friends and neighbors.

ACORE Team

Acucity

Andrew Square Civic Association

Bernkopf Goodman LLP

BPDA (AKA, Planning Department)

Boston Urban

Brian Hayward & Sons

Cannonball Cafe

City Council

Community Liaison

Core Coaches

Core Staff and Leadership

Cosentini

Cottonwood

Cromane Consulting

Cushman & Wakefield

DREAM Collaborative

Elected officials

Eversource

Finance Boston

Greenspace

Halvorson

Howard Stein Hudson

Intercontinental

JLL Capital Markets

John Moriarty & Associates

Lam Partners

Lee Kennedy Co

Locke Lord

Mayor

Mayor's Office

MBTA

McDermott Quilty & Miller LLP

McPhail

Peregrine Urban Initiative LLC

Pierce Atwood LLP

Ramboll

RESIS Real Estate

Samuels & Associates

Social Thrive

South Boston Impact Advisory Group

South Boston MOMS Club

South Boston Police Department

South Standard

Stantec Architecture

Sterling Bay

Suffolk University

Trademark

Utile

Vertex

VHB

WSP / Odeh Engineers



ON THE DOT[®]



Core Investments
and Sterling Bay
Visionary partners

