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## **Ashkenazy Acquisition files master plan with the city of Boston to transform Faneuil Hall Marketplace**

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One of the top seven visitor attractions in the world, Faneuil Hall Marketplace, will undergo a bold transformation, celebrating its rich history as the country's original market while promising vitality and an urban oasis for years to come. Ashkenazy Acquisition Corp. (AAC) filed a master plan with the city of Boston that reimagines the experience for national and international visitors while creating an urban oasis appealing to the burgeoning new professionals and families of downtown residents.

AAC, since acquiring this property almost three years ago, has been working with architect Howard Elkus of Elkus Manfredi Architects to develop a master plan for Faneuil Hall Marketplace, last celebrated after its renewal in the 1970s. The team drew from its collective experience around the globe to create a place that has appeal to Bostonians and tourists alike, honors the tradition and architecture of the Faneuil Hall property and provides a respite as part of the urban landscape.

"We are committed to this property and believe in its intrinsic value as an important and relevant historic place in Boston and the U.S.," said Barry Lustig, executive vice president AAC. "Equally important is our focus on new uses and interactive spaces where visitors and city dwellers can co-exist and take part in free, unique and interactive experiential activities located alongside shopping and dining."

The AAC team focused on providing a new urban experience, and retained Dan Biederman of Biederman Redevelopment Ventures, who has been integral in the revitalization of urban parks with private funding and initiatives like Bryant Park in New York City. Sasaki Associates, an international planning and design firm based in Watertown, provided landscape architecture design services for the project, including recommendations for landscape improvements that will enhance the site's accessibility and flexibility while keeping within Faneuil Hall's historic landmark guidelines.

"Over 18 million visitors a year recognize Faneuil Hall Marketplace as Boston's greatest historic treasure. Our charge was to make the Marketplace relevant to Bostonians again," said Elkus. "We have approached this unique challenge with the greatest care and sensitivity to its landmark architecture â€" building on the significant work done by Ben Thompson in the 1970s."

Highlights of the Master Plan of Faneuil Hall Marketplace include:

- \* An enhanced Public Realm - focused on all elements that together compose this all-weather, all-season, night/day social meeting ground to be re-evaluated and include: congenial paving; seating that is plentiful and moveable; new programs and interactive activities for all ages; water features; updates to the historic landscape; new lighting; and electronic wayfinding.
- \* Glass Retail Pavilions - transform the current retail sheds to be more transparent to showcase the historic Quincy Market building. In addition, create two transparent sheds at opposite ends of the South Market to capture the outdoor feel and extend the patio uses to year-round. A glass coffee pavilion will be situated in the mid point of the South Market.

- \* Colonnade: refurbished to a new, relaxed approach to food presentation, sales and dining so that the public will come to eat, linger and stay.
- \* Rotunda space: designed to be more accessible both day and night with increased activity, bar, live music and dining areas in the evening.
- \* Increased circulation: new access will be created to include glass elevators and stairs.
- \* Glass Canopies: replaced with clear glass and roofs that are welcoming and transparent allowing visitors to see the magnificent architecture of the Quincy Market Building.
- \* A new boutique hotel - at the South Market Building which will enliven the Marketplace seven days a week, 24 hours a day with entrances both on South Market and Chatham Sts.
- \* Exterior Streetscape - Chatham and Clinton Sts. will be transformed to lively street frontages with the addition of new lighting, signage, awnings and public programming to better welcome visitors coming from the Financial District and the North Station areas.

"Ashkenazy has been unusually open to innovative programming approaches that should again engage Bostonians in the daily life of Faneuil Hall Marketplace," said Dan Biederman, president, Biederman.

"Our aim is to enhance and update the public realm at Faneuil Hall Marketplace while maintaining the spirit of the historic landscape," said Alan Ward, FASLA, principal of Sasaki Associates.

AAC also announced new tenants who have already signed on to the future of Faneuil Hall Marketplace including: Uniqlo's Boston Flagship Location, Ghirardelli Caf  , and the worlds only "Make Way For Ducklings" store.

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