



# SEAPORT

## WS DEVELOPMENT IN SEAPORT

### 20 CITY BLOCKS

### 6.5 MILLION TOTAL S.F. | 1.3 MILLION S.F. OF LIFESTYLE RETAIL



2017+



After purchasing the remaining land in Seaport in October, 2015, we set out to rethink our district's master plan and the concept of a master plan in general. We had a goal: make this place feel good. And we had a problem: we wanted the area to feel organic, as if it had grown up overtime, which meant that the very concept of "master planning" was antithetical to our intentions.

So, we took an unorthodox approach to this new imagining.



We are proud to be working with this smart and dedicated team and proud to be rethinking the best way to get to the best outcome for the city. We look forward to our next decade of stewardship in Seaport as the playbook we are compiling today gets put to use and undoubtedly continues to write itself.

#### Add position related content here.

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SASAKI  
NADAAA  
JAMES CORNER FIELD OPERATIONS

Rather than hire a "master planner," we hired three separate firms each with three distinct backgrounds to sit in a room with us and to collaborate on what they thought made a great city.

At the end of the day, the result is not a prescribed drawing of every building and block but rather themes to build by and beautiful moments which will be woven into this new urban landscape.

These future blocks and buildings will not be built at once but rather will be built as the market demands them, and in response to the neighborhood's needs and desires. We realized that we didn't have to worry about being organic if, in fact, that's exactly what was happening.

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