

# How Boston Properties Went Digital & Sped Through Approvals

## Project Background

Boston Properties used their coUrbanize project platform to reach hundreds of silent supporter for Kendall Square(d). Their feedback helped Boston Properties secure approval in just 4 months. **David Stewart** shared how they did it in [coUrbanize's March 2019 webinar](#).

**Project:** Kendall Square(d)

**Location:** Cambridge, MA

**Plan Details:**

- 256,068 SF new commercial space
- Up to 400 new residential units
- 44,704 SF innovation space



**David Stewart**  
VP of Development,  
Boston Properties

## Why coUrbanize?

**Make it easier for silent supporters to be heard**



One of the things I love about coUrbanize is that it levels the playing field.[...]We can respond in such a way that is more level than what you get from the old process.

**Collecting feedback early = faster approvals**



We wanted to make sure we're including feedback with the application rather than file and wait for feedback, because we were trying to compress the amount of time it takes to go through this planning process.

**Reach more project advocates**



We use the coUrbanize platform as an additional means of public outreach. It's not like we cut back on anything we normally would do.[...]This gives us one more tool to be able to do outreach to people.

## The Results



**451**

Total Comments



**248**

Total Followers



**Over 50%**

Engagement from  
Text Message



**77% Positive**

Comment Sentiment



**4 months**

to Approval

coUrbanize has accelerated project timelines for nearly 400 real estate and planning projects across North America. **Want to make yours next?**

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