



**“PLASTARC’s insights identified key ways to better align the proposed workplace with the mission of the organization.”**

**~Kevin Kelly, Senior Architect, GSA**

## Charlestown Navy Yard

### Revitalizing an American landmark

2018  
Public Sector

As part of the US National Park Service, National Parks of Boston manages 16 historic sites on 3,400 acres along the Freedom Trail. Recently created by combining the portfolios of multiple public facilities throughout the Boston area, the new entity typically serves over 5 million visitors each year. Several other organizations, including National Park Service Northeast Region, US Navy, and USS Constitution Museum, also have spaces in the large complex of historic buildings. The US General Services Administration (GSA) engaged PLASTARC, along with Marble Fairbanks Architects, to enable experiences for staff and visitors that align with the work of National Park Service and its partner organizations.

Leveraging previous experience with GSA at other public sites, including Grand Teton National Park, PLASTARC uncovered a mismatch between the workplace and the organizations’ missions. Our architecture expertise enabled us to work closely with Marble Fairbanks to translate these findings into site plans. Using GSA’s “balanced scorecard”, PLASTARC evaluated both the existing and proposed workplaces, quantifying improvements in engagement, equity, sustainability, and other human-centric metrics. We supported the development of a holistic vision for the organization’s spatial strategy by developing goals for financial management, customer experience, internal processes, and organizational learning.



#### **Methods**

- Evaluated spatial assets using the GSA Balanced Scorecard, occupant interviews, workshops, and surveys
- Observed park visitor interactions with each organization’s mission in mind
- Worked with architect to translate findings into proposed site plans
- Co-created Workplace Recommendation Report to guide future implementation and design efforts



#### **Key Values & Outcomes**

- Provided pre-design input based on organization mission and occupant needs
- Made recommendations that raised the Balanced Scorecard scores to 90-100
- Catalyzed a shift in perspective that is continuing to influence development planning
- Laid groundwork for a future workplace strategy for all of National Parks of Boston