



# LANDMARK CENTER

BOSTON CIVIC DESIGN COMMISSION | OCTOBER 1, 2013

ELKUS | MANFREDI ARCHITECTS | SAMUELS & ASSOCIATES

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## PROJECT SUMMARY

The proposal at Landmark Center in the Fenway entails the re planning and redevelopment of the existing Landmark Center located at the corner of Park Drive and Brookline Avenue adjacent to the Sear's Rotary in Boston's Fenway neighborhood, proposed by Fenway Enterprises LLC, a Samuels & Associates entity, on behalf of Landmark Center Ventures LLC.

The entire site is being re planned to make the historic Sears building and the surrounding block more permeable. The strategies are dramatic and include the demolition of all above grade parking, creation of new public space on Brookline Avenue and the relocation of the office lobbies to the street level. Redevelopment of the Project Site will bring new ground and second floor retail uses, including a major supermarket. The interior of the Landmark Center will be reconfigured to provide weather protected travel from the Fenway MBTA station to the commercial district of the Fenway neighborhood, through a destination food market anchored on the Fullerton side of the building by the new supermarket. Above the retail, new residential buildings will be constructed. The Project also includes reconfiguration of a portion of existing office and cinema space, mechanical space, residential amenity space and other accessory uses and facilities.

### THE PROPOSED PROJECT CONSISTS OF :

- Removal of 380,000 sf of existing above-grade parking garage.
- Approximately 1,500 new parking spaces below grade.
- Up to 550 new residential units.
- An additional 110,000 gsf of retail to the existing 276,00 gsf retail.

- 75,000 gsf grocery store.
- An additional 15,000 gsf of office to the existing 675,000 gsf of office.
- A new public plaza along Brookline Avenue and Fullerton Street.
- Increase in useable open space by 97 percent site wide to 2.2 acres.
- Preservation of the landmark status of the existing historic building.

### ZONING

The Project Site is located in the Brookline Avenue Community Commercial Subdistrict of the Fenway Neighborhood District pursuant to Article 66 of the Boston Zoning Code. The Project Site is within the Restricted Parking Overlay District (RPOD) and the Groundwater Conservation Overlay District (GCOD). A portion of the Project Site along Park Drive is located in the Fenway/ Park Drive Greenbelt Protection Overlay District (GPOD).

The existing improvements on the Project Site were approved by the BRA as a Chapter 121A project on December 15, 1996 by a Report and Decision (the "Existing 121A Approval") that included zoning deviations. The Proponent intends to seek 121A in connection with the Project. Because the proposed building exceeds 50,000 square feet, the Project is subject to the requirements of Large Project Review pursuant to Article 80 of the Code. Since the proposed building also exceeds 100,000 square feet, the Project is subject to schematic design review by the Boston Civic Design Commission (BCDC) under Article 28 of the Code.

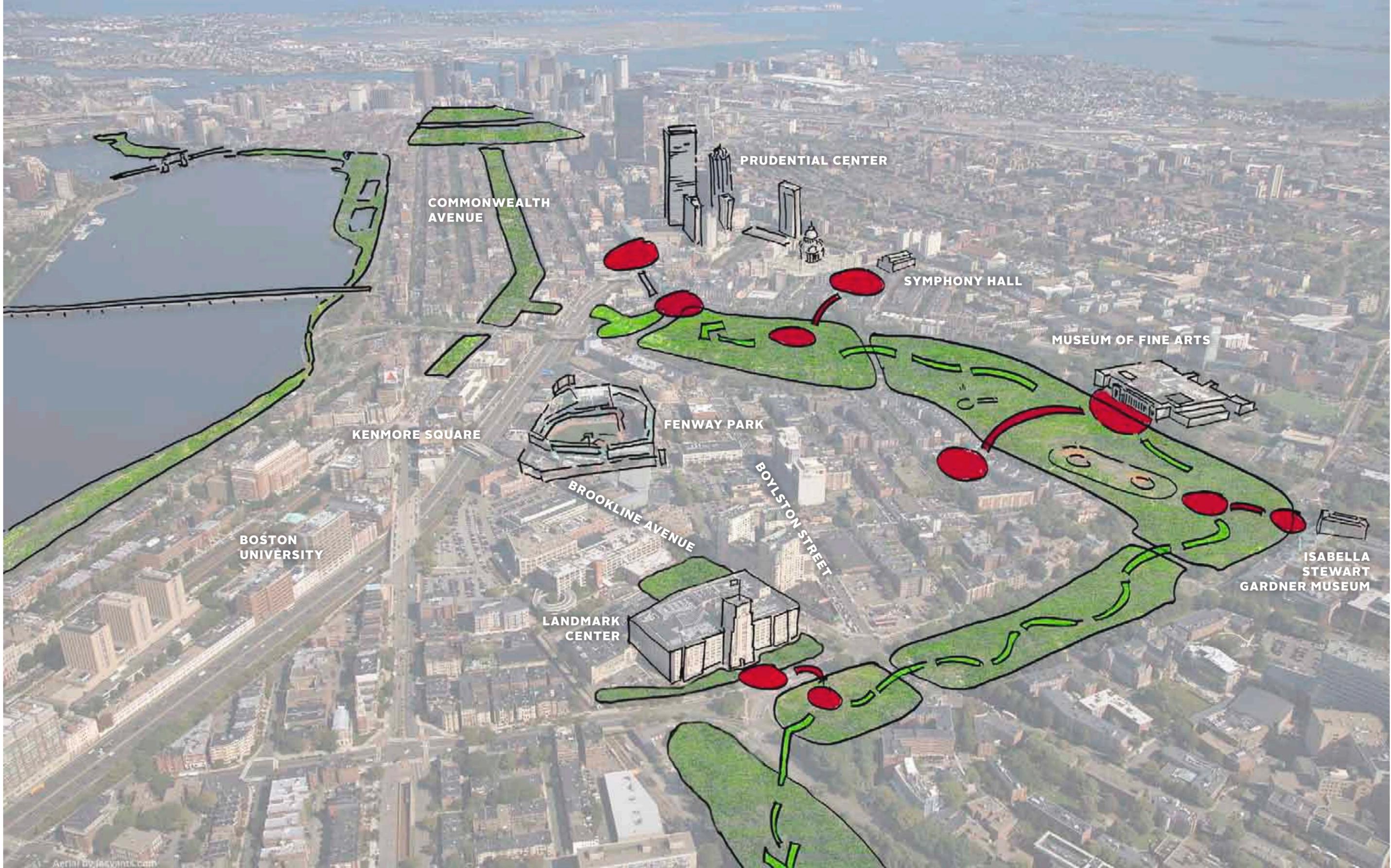
### MASSING & DESIGN

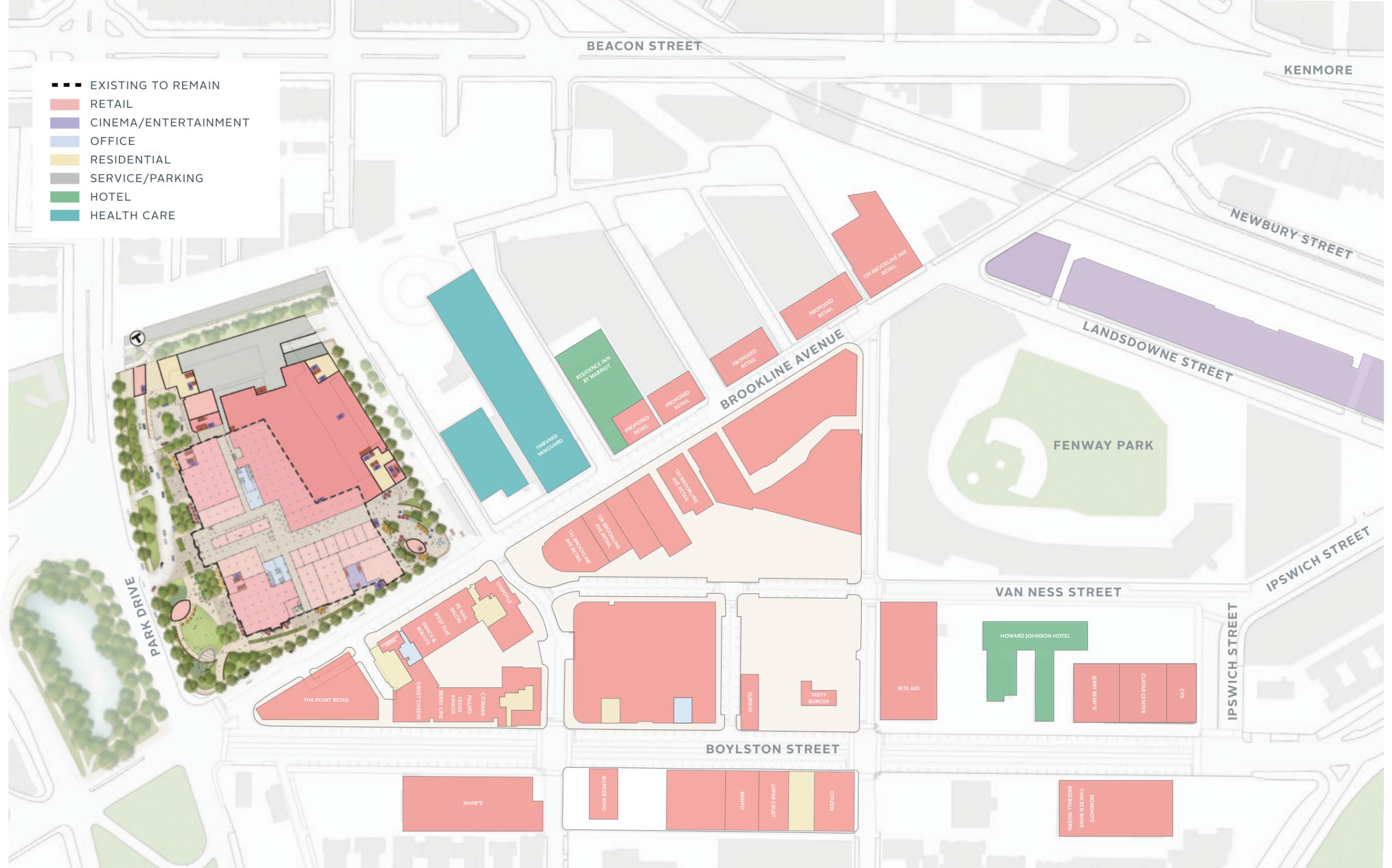
Building massing has been shaped in response to the height and use of the surrounding context and the desire to preserve daylight and views both on- and off-site. The removal of almost 380,000 square feet of existing above-grade garage offsets the impact of new massing on the Project Site. The two-story base of the development is made up of a mix of small, intermediate and anchor scale retail designed to draw pedestrians to and through the Project Site from the MBTA, Park Drive, Brookline Avenue and Fullerton Street.

Building masses above the retail base are oriented perpendicular to Brookline Avenue and Park Drive to maximize light and air around the proposed development. Building height decreases from south to north, stepping down toward the Audubon Circle neighborhood. The roof space between new and existing buildings above the retail base creates a unique opportunity for multi-level open space that is activated by both the commercial and residential uses. Materials and architectural expression carried down from the building mass to the street level accentuate the massing composition.

A modern architectural expression is proposed and responds to the existing context and to the orientation of new buildings. The proposed buildings will stand alongside recent and new development at Trilogy, 1330 Boylston Street, The Van Ness and The Point, and will express their own unique identity amid the continued positive growth of this neighborhood.







- EXISTING TO REMAIN
- RETAIL
- CINEMA/ENTERTAINMENT
- OFFICE
- RESIDENTIAL
- SERVICE/PARKING
- HOTEL
- HEALTH CARE



LANDMARK CENTER

LANDMARK PHOTOS







- EXISTING TO REMAIN
- RETAIL
- CINEMA
- OFFICE
- RESIDENTIAL
- SERVICE/PARKING

### SECOND FLOOR PLAN



**THIRD FLOOR PLAN**

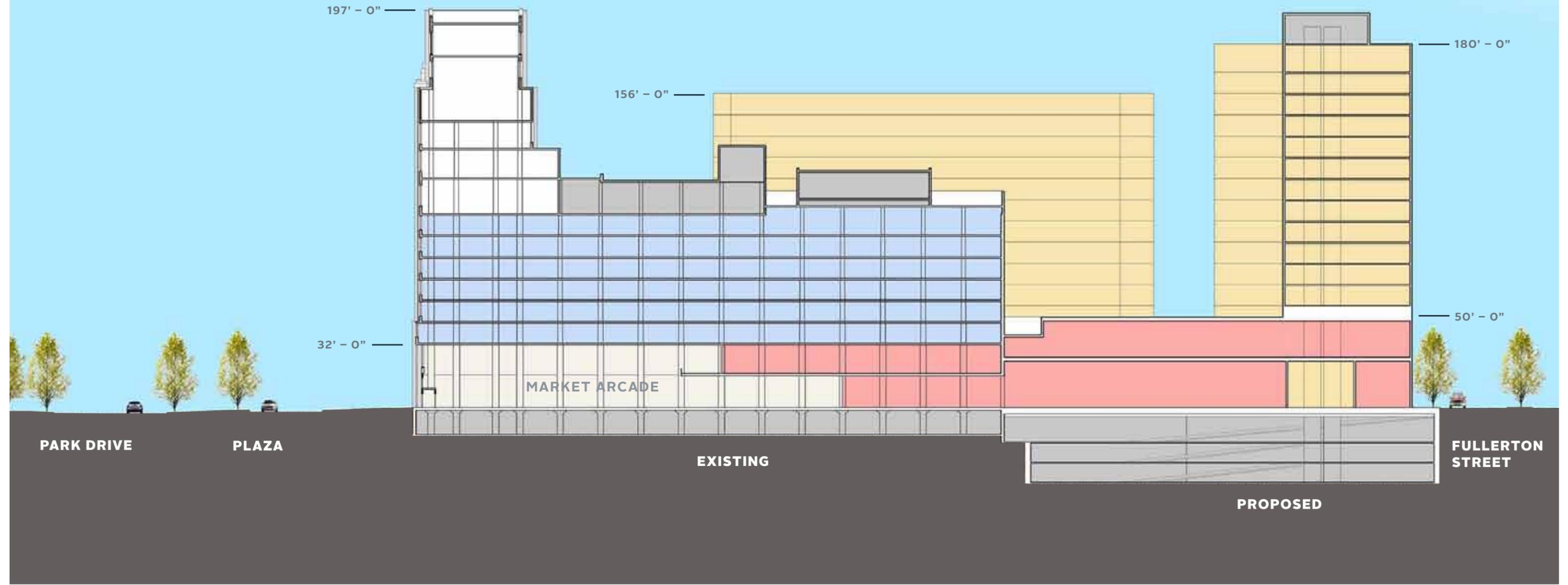
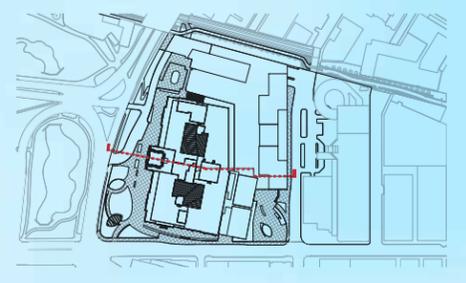


- EXISTING TO REMAIN
- RETAIL
- CINEMA
- OFFICE
- RESIDENTIAL
- SERVICE/PARKING

### TWELFTH FLOOR PLAN



- EXISTING TO REMAIN
- RETAIL
- CINEMA
- OFFICE
- RESIDENTIAL
- SERVICE/PARKING





LANDMARK CENTER

ELEVATION – PARK AVENUE







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ELEVATION – BROOKLINE AVENUE

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