

# Landmark Center Redevelopment 201 Brookline Avenue

Boston, Massachusetts

Submitted to: **Boston Civic Design Commission**  
September 5, 2017

Proponent: **Fenway Enterprises LLC**  
on behalf of **Landmark Center Ventures LLC**  
**Samuels & Associates**  
136 Brookline Avenue  
Boston, MA 02215

Prepared By: **Elkus Manfredi Architects**  
25 Drydock Avenue  
Boston, MA 02210

**Samuels & Associates**

ELKUS | MANFREDI  
ARCHITECTS



## Phase II Building Summary

- Site Area: 383,072 sf
- Gross Floor Area: 480,251 sf
- Total Project Area: 1,896,507 sf  
(Includes above grade garage)
- FAR: 4.95
- Building Height: 208'-6"
- No. of Stories: 14 Stories
- Shared Total Parking Spaces: Up to 1,500 +/-  
(Also serving 308,000 sf of retail and office in Landmark Center)



Back Bay

Back Bay

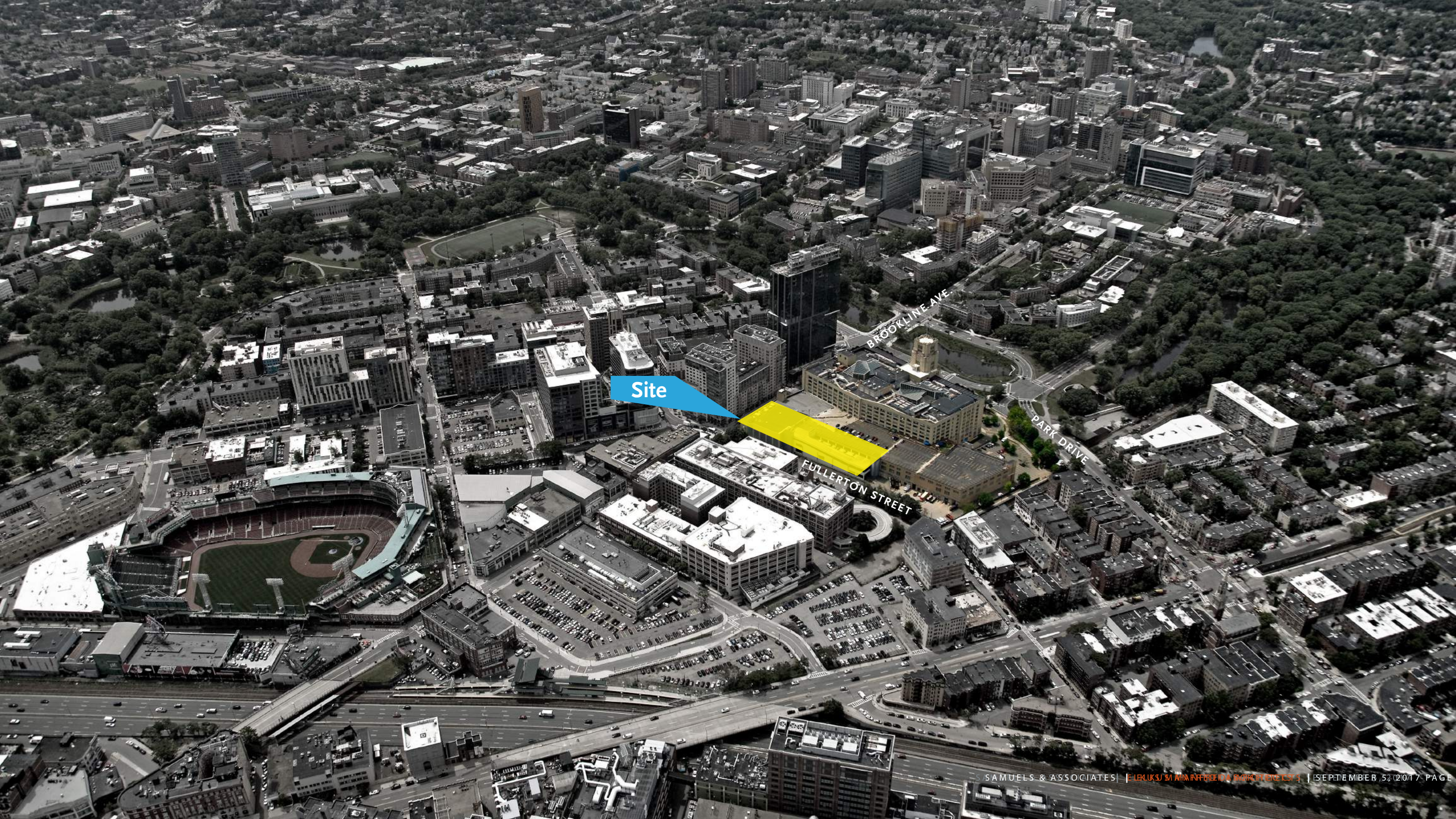
Site



Fenway/Kenmore

South End

Longwood Medical Area



Site

BROOKLINE AVE

PARK DRIVE

FULLERTON STREET



## Project History and Overview

The Landmark project was previously reviewed and approval was granted in January 2014. Market conditions have changed considerably since 2014, prompting the proponent to reevaluate the previously approved project and propose changes to both the program and development plan. Portions of the project are moving forward as previously approved and are referred to as Phase I. The changes to the previously approved project being presented to BCDC in this submission are referred to as Phase II.

A continuing main goal of the project is to enhance existing and create new pedestrian connections and experiences for the public.

The following goals of the previously approved project have been preserved, and in some cases, enhanced.

- Create active public open space to complement the Muddy River restoration
- Activate streetscape with engaging retail
- Create connectivity and permeability through the building at ground level
- Enhance connections to the Fenway MBTA station
- Add vitality to the building along Fullerton Street
- Bring a destination food hall to the Fenway

There are two basic changes to the proposed Phase II as compared to the previously approved project. First, the original program included four new residential buildings over a retail podium. The proposed Phase II would include one new office/lab building along Fullerton Street with frontage on Brookline Avenue. Second, the original program required the demolition of the garage with replacement of the parking below grade. The current plan no longer requires the complete demolition of the garage for siting of the new office/lab building.





## Project Program

Phase II will dramatically enhance the Fenway's position as a vibrant 24/7 mixed-use district through the following activities.

- Demolish the retail building (a non-historic addition) at the southeast corner of the Brookline Avenue intersection with Fullerton Street. The building is problematic with its close proximity to Brookline Avenue and its overhang over the Fullerton Street sidewalk.
- Construct a new 14-story mixed use building with retail and office/laboratory uses above.
- Create a new public plaza on Brookline Avenue intersection at street level with Fullerton and Kilmarnock Streets.
- Improve the streetscape along Brookline Avenue and Fullerton Street with unencumbered sidewalks.
- Modify and improve the Fullerton Street roadway and the intersection of Fullerton Street, Kilmarnock Street and Brookline Avenue.
- Reconfigure the existing parking garage, including removal of exterior ramps and the addition of green roofs.



PHASE I RENDERED VIEW OF LAWN



PHASE I RENDERED VIEW ACCROSS LAWN

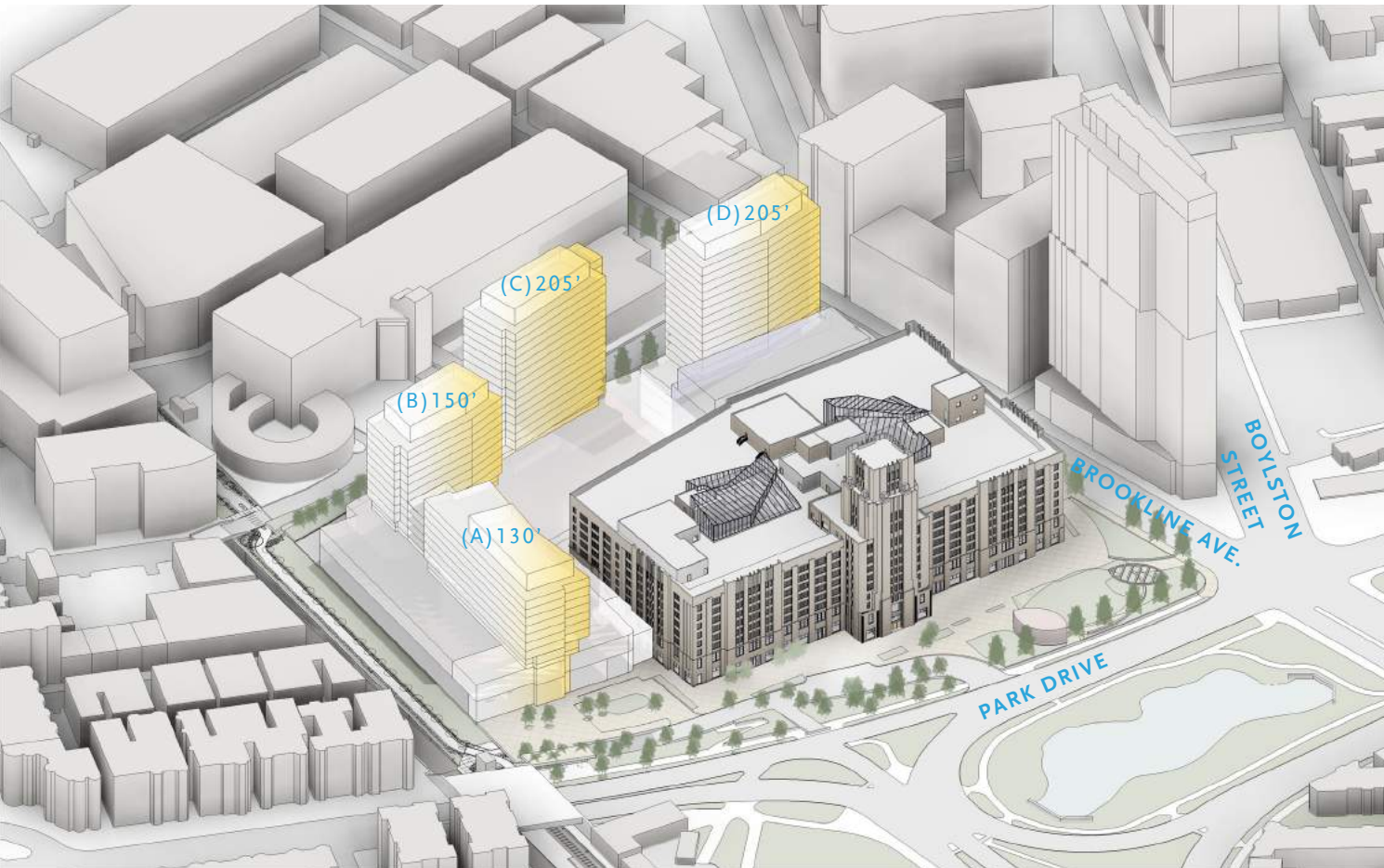




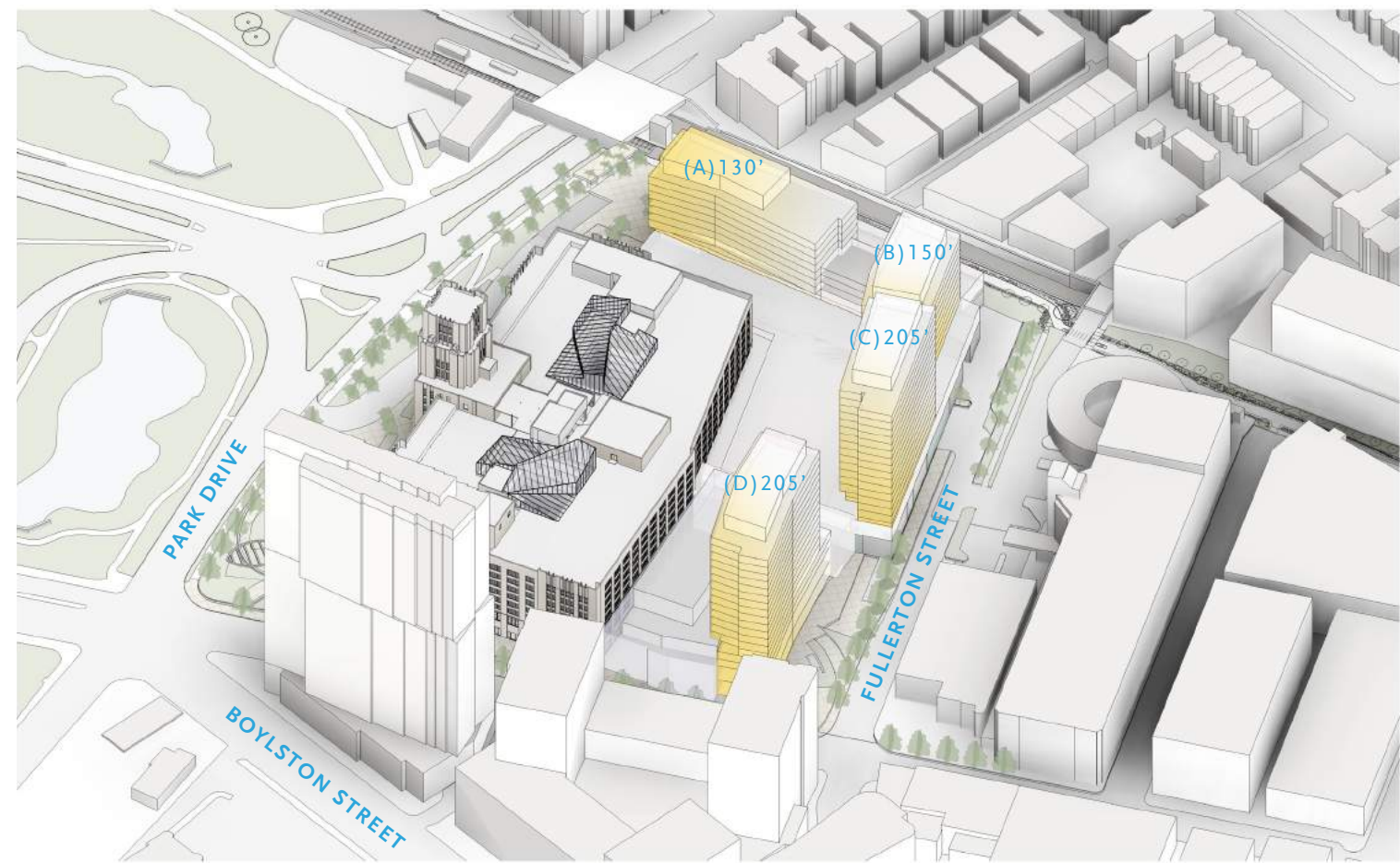
PHASE I RENDERED VIEW OF PROMENADE



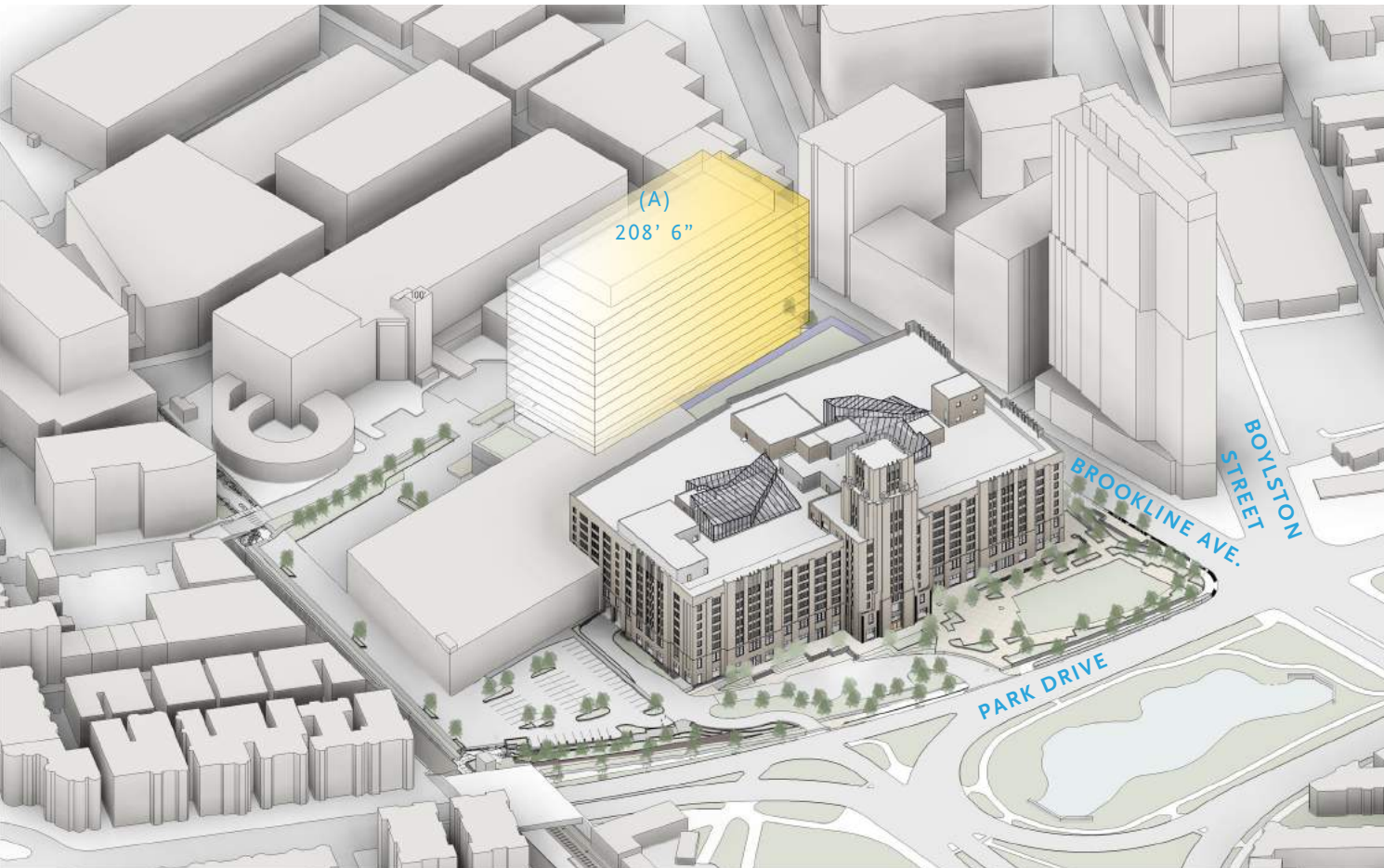
PHASE I RENDERED VIEW OF BROOKLINE AVENUE



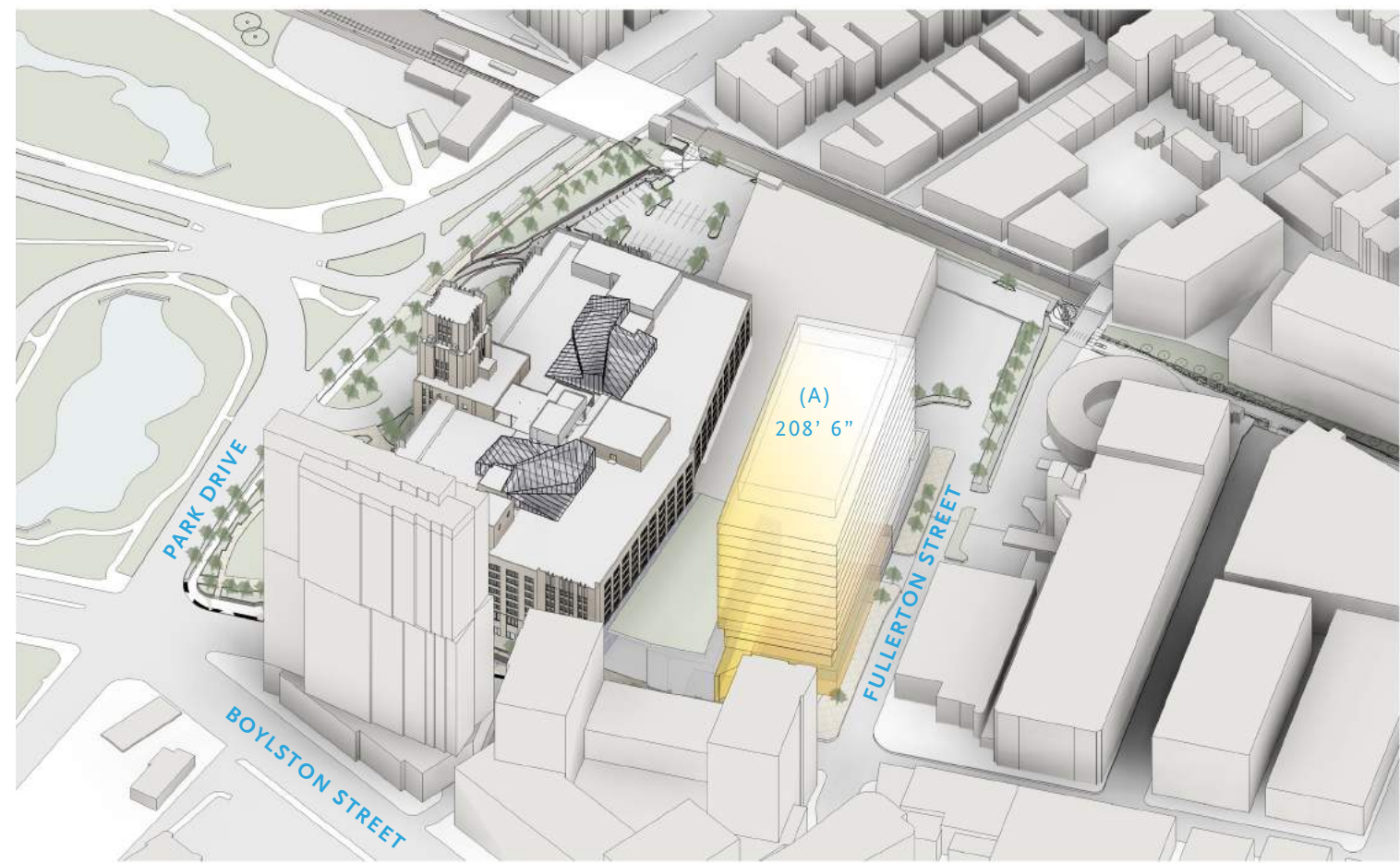
AERIAL VIEW FROM NORTHEAST - 2014 PREVIOUSLY APPROVED PROJECT MASSING



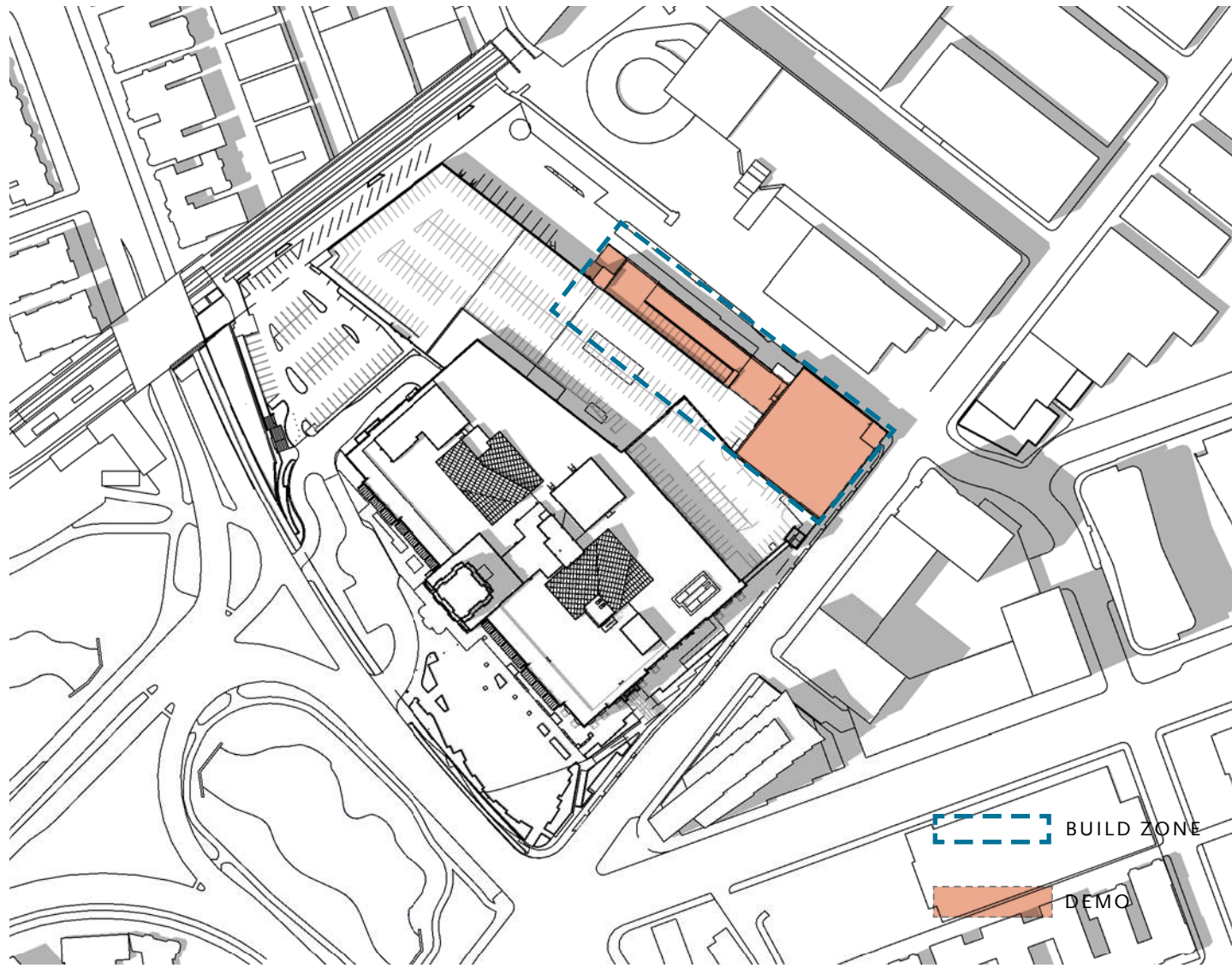
AERIAL VIEW FROM SOUTHWEST - 2014 PREVIOUSLY APPROVED PROJECT MASSING



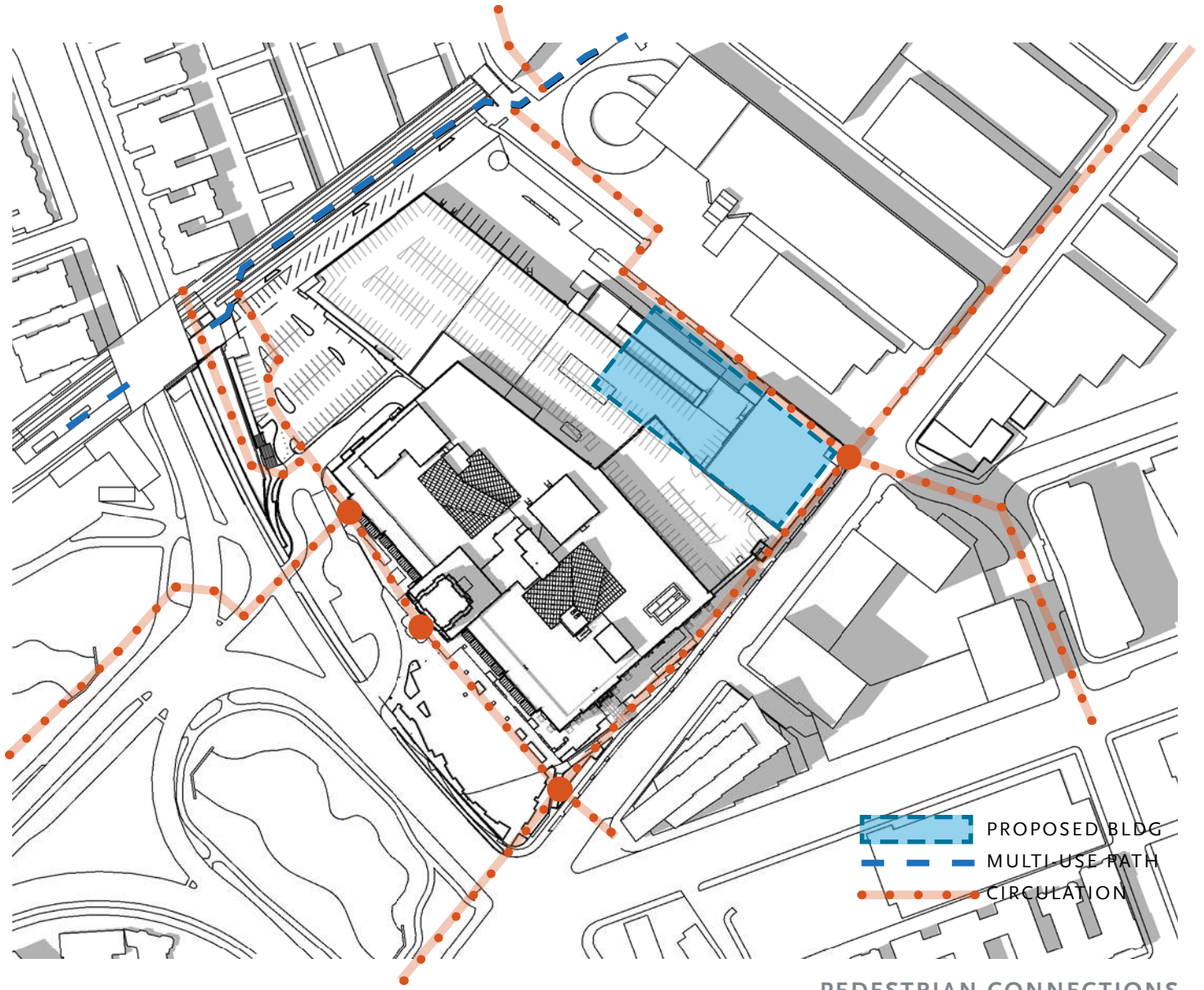
AERIAL VIEW FROM NORTHEAST - PROPOSED PROJECT MASSING



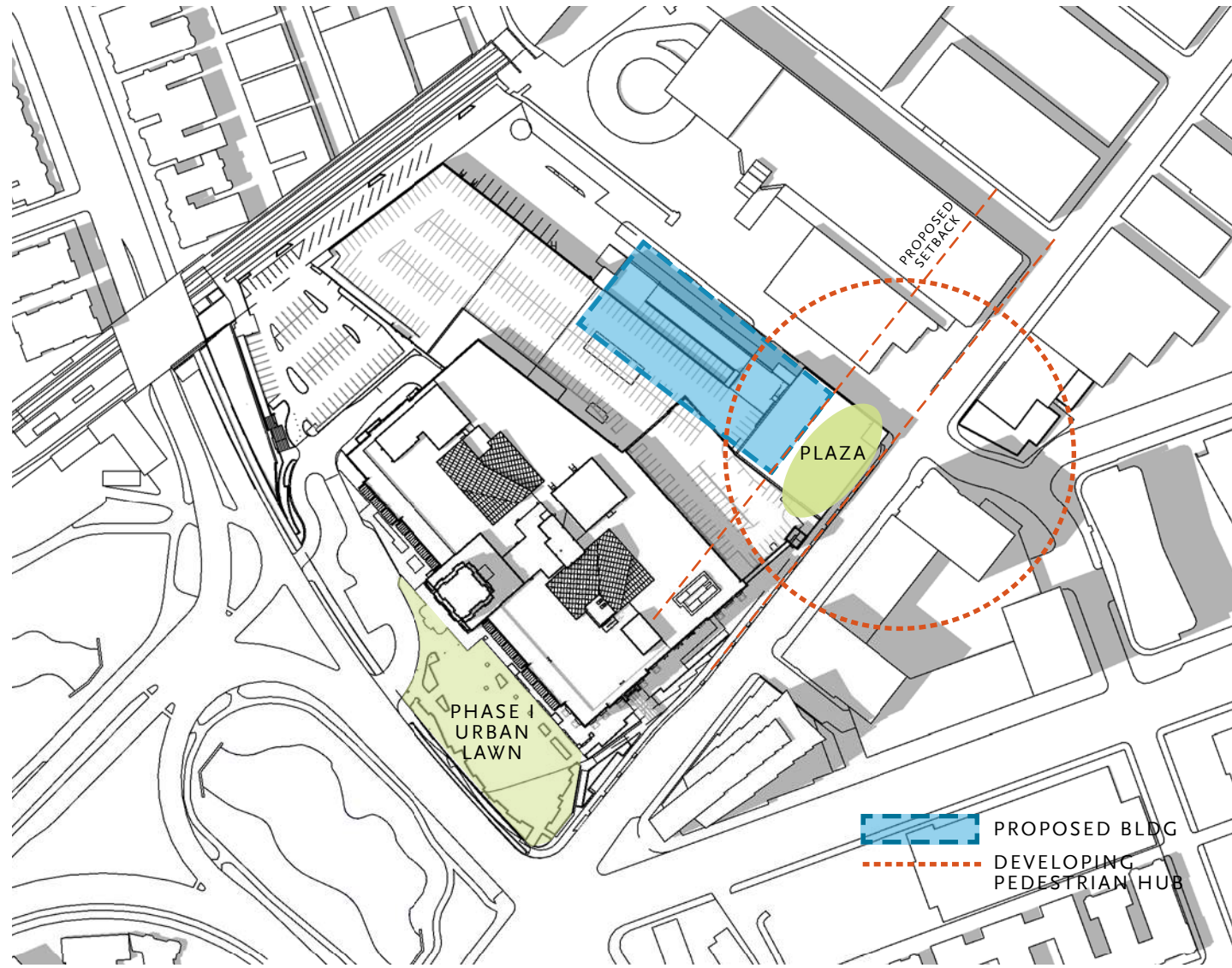
AERIAL VIEW FROM SOUTHWEST - PROPOSED PROJECT MASSING



DEMO / BUILD ZONE



PEDESTRIAN CONNECTIONS

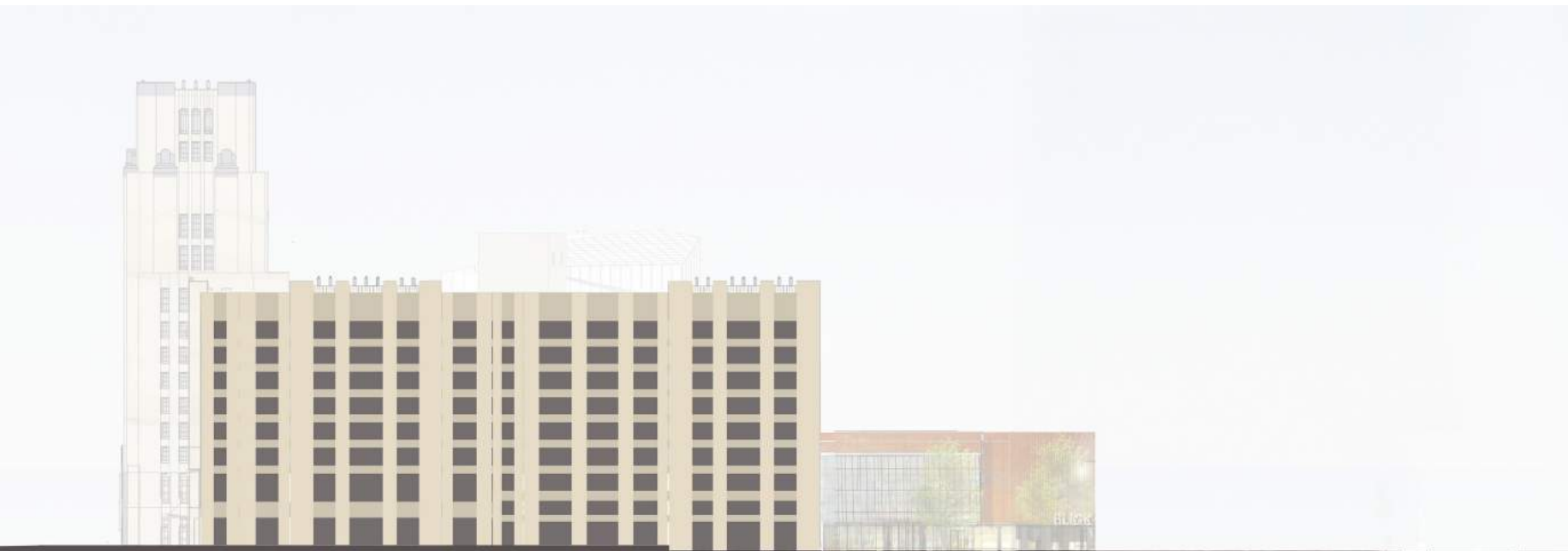


URBAN GREEN SPACES

## Design Concepts

The proposed massing and height for the project site are consistent with the height of the adjacent proposed development along Brookline Avenue. The proposed building mass is oriented perpendicular to Brookline Avenue and parallel to Fullerton Street, and is set back from the street wall edge to allow for a pedestrian plaza to anchor the corner, which creates a new hub for the increased pedestrian activity.

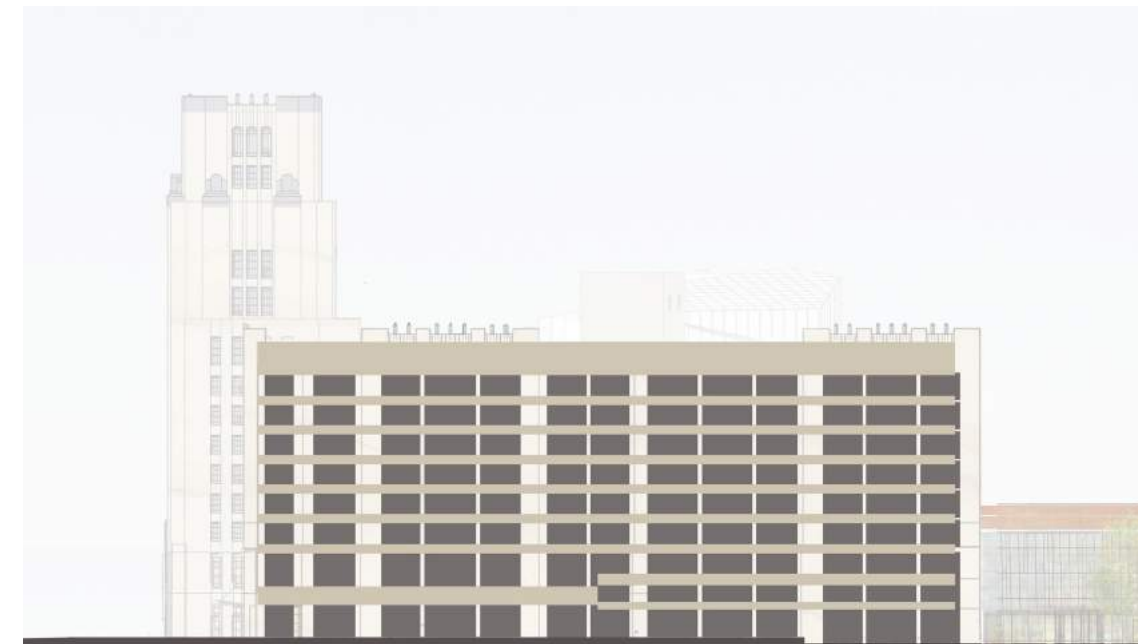
- The building is situated parallel to Fullerton aligning with the grid on the north side of Brookline Avenue while anchoring the corner of Brookline Avenue and Fullerton Street as a continued component of the Landmark Center site.
- The character and materiality of the building provides a modern expression that responds to the existing context and orientation, contrasts with the light beige historic masonry Sears building, and connects to the black metal trim of the historic warehouse building.



MASONRY AND GLAZING FENESTRATION



VERTICAL MASONRY AND GLAZING WITH SPANDRELS REMOVED



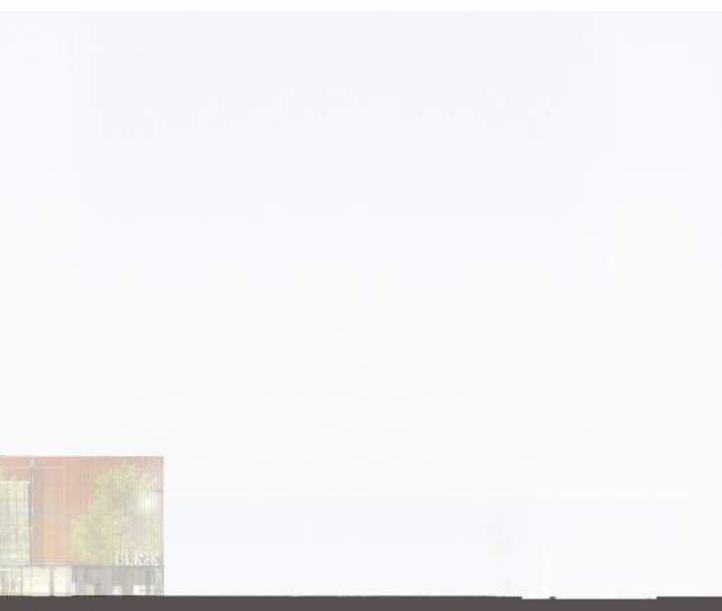
SPANDREL MASONRY AND GLAZING WITH VERTICAL MASONRY REMOVED



GLAZING WITH MASONRY REMOVED



ED



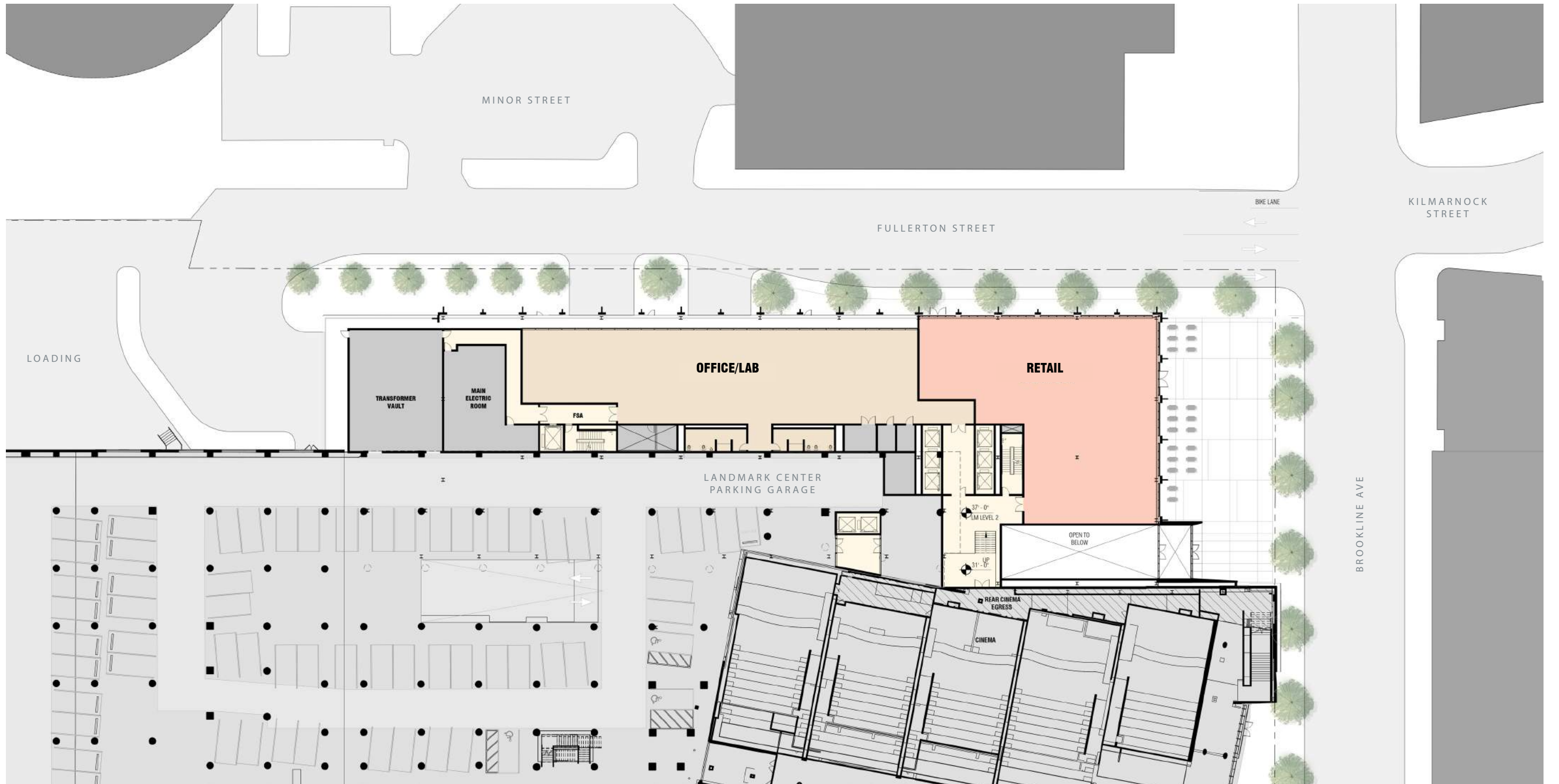
GLAZING AS PHASE II CONCEPT



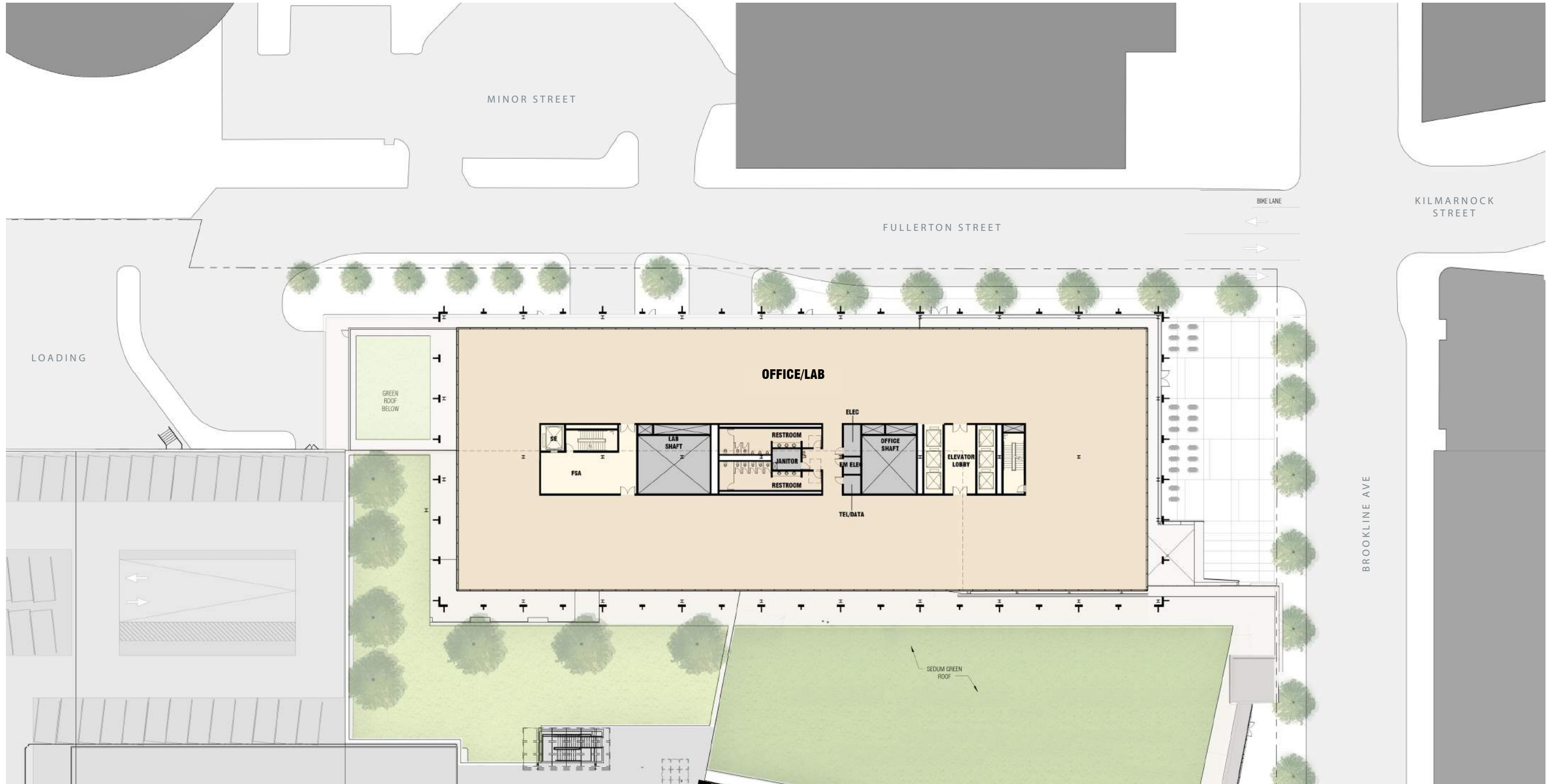
SEARS LANDMARK BUILDING WITH PHASE II

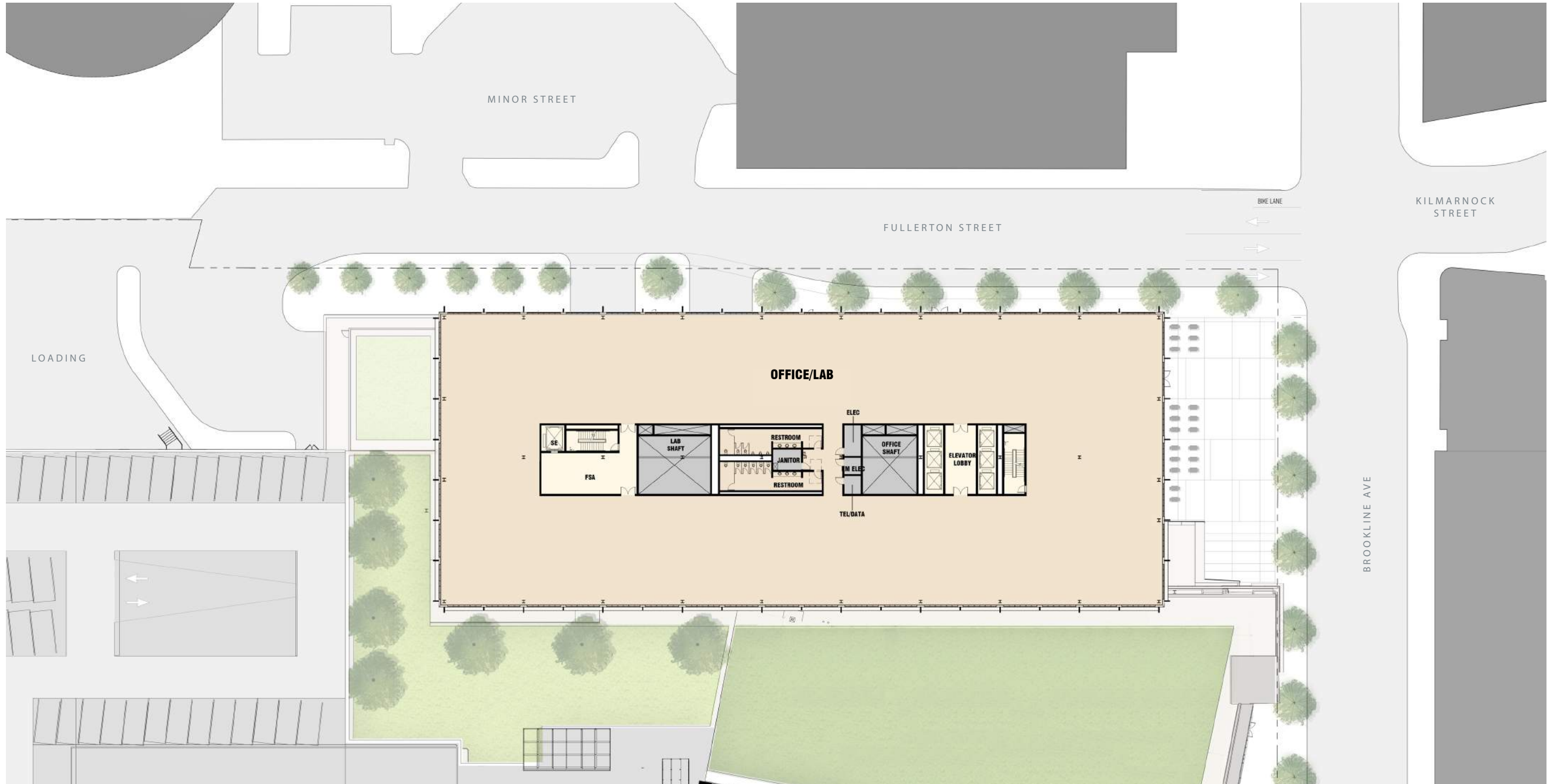


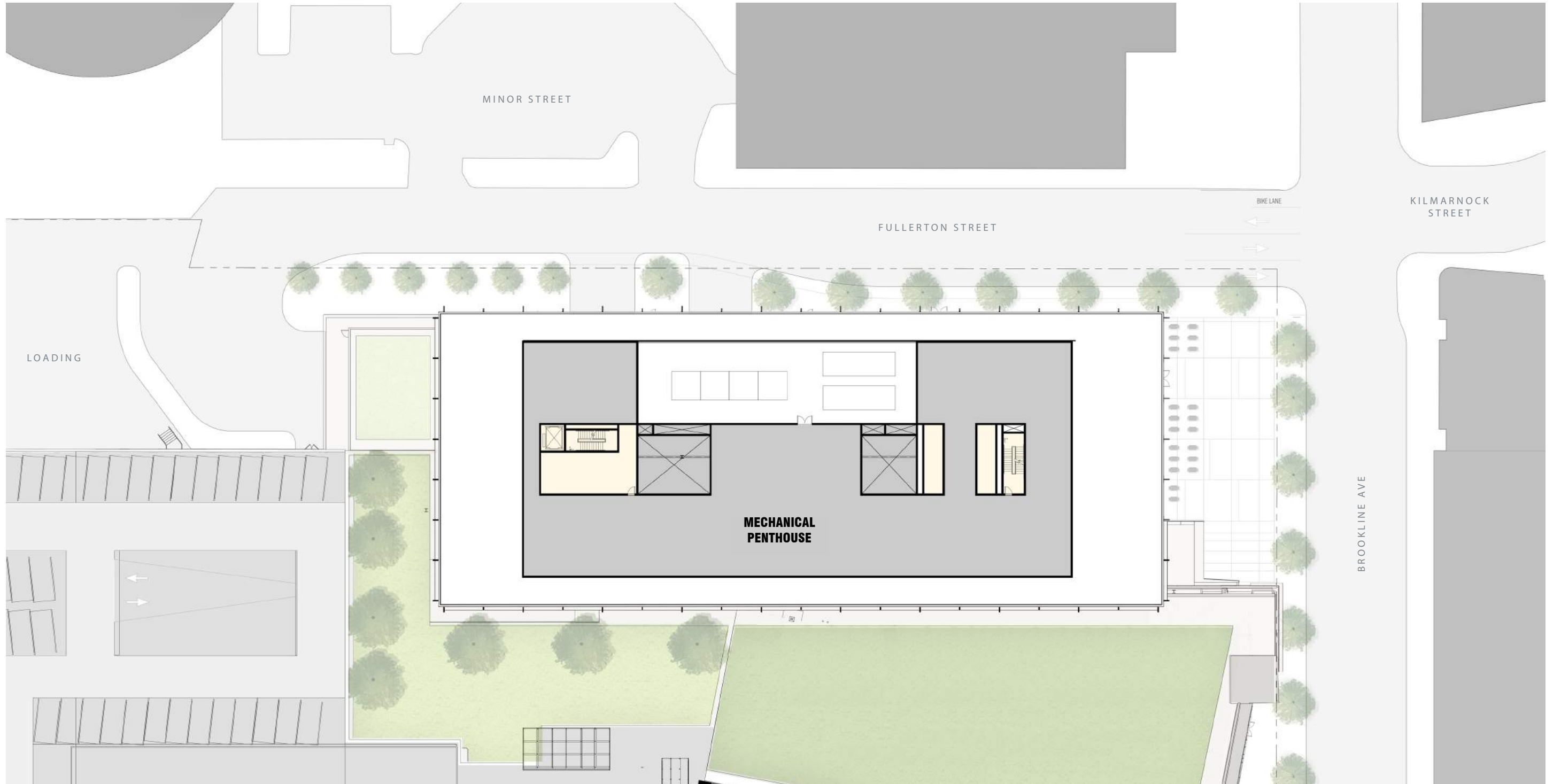














THIS IS THE  
**FENWAY**

**201 Brookline Ave**  
Landmark Center  
Boston, Massachusetts

PARK DRIVE ELEVATION  
SAMUELS & ASSOCIATES | ELKUS MANFREDI ARCHITECTS | SEPTEMBER 5, 2017



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**FENWAY**  
↓

**201 Brookline Ave**  
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BROOKLINE AVE ELEVATION  
SAMUELS & ASSOCIATES | ELKUS MANFREDI ARCHITECTS | SEPTEMBER 5, 2017



THIS IS THE  
**FENWAY**

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FULLERTON STREET ELEVATION  
SAMUELS & ASSOCIATES | ELKUS MANFREDI ARCHITECTS | SEPTEMBER 5, 2017











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McNamara Salvia  
WSP

RWD

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