

MEMORANDUM

BOARD APPROVED

AUGUST 15, 2019

TO: BOSTON REDEVELOPMENT AUTHORITY
D/B/A BOSTON PLANNING & DEVELOPMENT AGENCY (BPDA)*
AND BRIAN P. GOLDEN, DIRECTOR

FROM: JONATHAN GREELEY, DIRECTOR OF DEVELOPMENT REVIEW
MICHAEL CHRISTOPHER, DEPUTY DIRECTOR FOR DEVELOPMENT
REVIEW/GOVERNMENT AFFAIRS
MICHAEL CANNIZZO, SENIOR ARCHITECT/URBAN DESIGNER
PHILLIP HU, PLANNER II
✓ TIM CZERWIENSKI, PROJECT MANAGER
Aisling Kerr

SUBJECT: 12-28 LANSLOWNE STREET (FENWAY THEATER) - FENWAY

SUMMARY: This Memorandum requests that the Boston Redevelopment Authority, d/b/a Boston Planning & Development Agency ("BPDA") Board: (1) issue a Preliminary Adequacy Determination Waiving Further Review in connection with the 12-28 Lansdowne Street (Fenway Theater) project, proposed by 175 Ipswich Street, LLC (the "Proponent"), located at 12-28 Lansdowne Street in the Fenway neighborhood of Boston (as further described below, the "Proposed Project"), pursuant to Section 80B-5.4(c)(iv) of the Code, approving the Draft Project Impact Report dated June 14, 2019, and waiving the requirement for the filing and review of a Final Project Impact Report, subject to BRA design review; (2) authorize the Director to issue one or more Certifications of Compliance or Partial Certifications of Compliance for the Proposed Project pursuant to Section 80B-6 of the Code, upon successful completion of the Article 80 Large Project Review process; and (3) take any and all actions and execute any and all documents deemed necessary and appropriate by the Director in connection with the foregoing, including, without limitation, executing and delivering a Cooperation Agreement, along with any and all other agreements and documents that the Director deems appropriate and necessary in connection with the Proposed Project.

* Effective October 20, 2016, the BRA commenced doing business as BPDA.

PROJECT SITE

The Proposed Project is to be located on property consisting of approximately 67,400 square feet at 12-28 Lansdowne Street. The site is bounded by Lansdowne Street to the north, Ipswich Street to the south and east, and Fenway Park to the west (the "Project Site"). The Project Site is currently comprised of an open-air service area and an existing building that abuts the Bleacher Concourse of Fenway Park and houses dining/function services, back of house service areas, and parking for Fenway Park (the "Fenway Garage").

DEVELOPMENT TEAM

The Development Team for the Proposed Project consists of:

Proponent:	<u>175 Ipswich Street, LLC</u> Jonathan Gilula David Friedman Claire Durant
Architect:	<u>DAIQ Architects</u> Chuck Izzo Tom Martinez David Sliwinski
Owner's Project Manager:	<u>Jones Lang LaSalle</u> Michael Lamphier Cornella Szustka
Legal Counsel:	<u>Foley Hoag LLP</u> Jeffrey Mullan Kathleen Brill

Permitting Consultants: Flink Consulting LLC
Ruth Bonsignore

VHB
Elizabeth Grob
Kyle Greaves
Quan Tat
Heidi Richards

Landscape Architect: VHB
Erik Bednarek
Jean Garbier

Historic Resources: Tremont Preservation
Leslie Donovan

Transportation Consultants: Flink Consulting LLC
Ruth Bonsignore

VHB
David Black
Adriana Santiago

Structural Engineer: McNamara Salvia Structural Engineers
Adam McCarthy
Kevin Westerhoff

Civil Engineer: VHB
Mark Junghans
Brian Fairbanks

MEP Engineer: WSP USA
Michael Brown
Claire McKenna
Audrey Ng
Massimo D'Aloisio
Blair Chamberlain
Ernie Needham
Joshua Monahan

DESCRIPTION AND PROGRAM

The Proponent proposes approximately 146,000 square feet of new and renovated gross floor area situated on approximately 1.5 acres, including the following key components (collectively, the "Proposed Project"):

- *Fenway Theater*: The eastern portion of the Project Site, at the intersection of Lansdowne and Ipswich Streets, will house a new, state of the art, multi-purpose performing arts center, occupying approximately 91,500 square feet on four (4) levels (floor, mezzanine, loge, and balcony) and accommodating approximately 5,400 patrons.
- *Fenway Park Improvements*: At the western portion of the Project Site, approximately 32,000 square feet of new fan amenity areas servicing Fenway Park will be built as a two (2) story vertical expansion of the existing Fenway Garage.
- *Interior Renovations*: Approximately 22,500 square feet of the existing two (2) story Fenway Garage interior area occupied by Fenway Park operations will be renovated to provide enhanced service and support areas to serve both the ballpark and the Fenway Theater.

ARTICLE 80 REVIEW PROCESS

The Proponent filed an Expanded Project Notification Form ("EPNF") for the Proposed Project on February 22, 2019. Notice of the receipt by the BPDA of the EPNF was published in the Boston Herald on February 23, 2019, which initiated a public comment period with a closing date of March 25, 2019. Pursuant to Section 80A-2 of the Code, the EPNF was sent to the City's public agencies/departments and elected officials on February 22, 2019. Hard copies of the EPNF were also sent to all of the Impact Advisory Group ("IAG") members.

Pursuant to Section 80B-5.3 of the Code, a Scoping Session was held on March 6, 2019, with the City of Boston's public agencies/departments, at which time the Proposed Project was reviewed and discussed. On May 15, 2019, the BPDA issued a Scoping Determination to the Proponent, requesting additional information in connection with the Article 80 review process and providing the Proponent with written comments received by the BPDA in response to the EPNF from BPDA staff, public agencies/departments, elected officials, and the general public.

Pursuant to Section 80B-5.4 of the Code, the Proponent filed a Draft Project Impact Report (“DPIR”) with the BPDA on June 14, 2019, to provide updates on the Proposed Project, detail the Proposed Project’s impacts, and offer measures to mitigate such impacts. The DPIR filing initiated a second public comment period, which concluded on August 1, 2019. A second Scoping Session was held during this public comment period on June 27, 2019 with City and State agencies/departments, at which the updates included in the DPIR were discussed.

On March 12, 2019, the BPDA held a Public Meeting at Fenway Park to discuss the PNF. The meeting was advertised in The Boston Guardian and The Boston Sun, listed on the BPDA website, and distributed to the Fenway neighborhood email list. A second Public Meeting was held on July 1, 2019, at Fenway Park. The meeting was also advertised in The Boston Guardian and The Boston Sun, listed on the BPDA website, and distributed to the Fenway neighborhood email list.

LAG meetings were held on March 11, 2019; July 8, 2019; and July 31, 2019. The LAG meetings were posted to the BPDA website and notification was sent to all subscribers of the Fenway neighborhood email list.

The Proposed Project was approved by the Boston Civic Design Commission (“BCDC”) on August 6, 2019, pursuant to Article 28 of the Code. A portion of the Proposed Project was reviewed by the Boston Landmarks Commission, which approved the proposed work on May 28, 2019 subject to a proviso, and which confirmed its approval on June 25, 2019.

ZONING

The Proposed Project is located within the Fenway Triangle Neighborhood Development Area of the Fenway Neighborhood District, Article 66 of the Code. It is also located in the Lansdowne Street Entertainment District, the Groundwater Conservation Overlay District (“GCOD”), and the Restricted Parking Overlay District.

The Proposed Project is designed to comply with the use and dimensional requirements of the underlying zoning. The Proponent is seeking zoning relief in the form of conditional use permits to authorize electronic signage and meet GCOD requirements.

MITIGATION & COMMUNITY BENEFITS

The Proposed Project will provide an iconic, state-of-the-art performing arts center serving the City and the region and improvements to the City's beloved Fenway Park to provide enhanced fan amenities and better accessibility. The following mitigation measures and community benefits are included with the Proposed Project and associated improvements to Fenway Park:

Economic Benefits

The Proposed Project will contribute to growth in the economy and cultural community in Boston, in particular in the Fenway and Kenmore neighborhoods. Specifically, the Proposed Project provides the following economic benefits:

- The Proposed Project will create approximately 80 full-time positions and approximately 450 part-time positions on-site.
- The Proposed Project will create over 200 construction jobs on site in a variety of trades during the peak of construction.
- The Proposed Project is expected to generate more than one million dollars annually in new real estate tax revenues.
- The Proposed Project is estimated to generate tens of millions of dollars annually in increased business for local restaurants and retail establishments, providing a steady stream of patrons for these businesses both during and outside of the baseball season.
- The Proponent will host an annual job fair to promote available positions to local residents of the Fenway, Kenmore, and Audubon communities as well City of Boston residents in general. Subject to applicable legal requirements, the Proponent will offer hiring preference for part-time and full-time job opportunities to qualified Boston residents.

Public Realm Benefits

The Proposed Project will devote approximately \$1,300,000 in Project funds to design and construct improvements to the public realm in the vicinity of the Project, including:

- Continuation of the streetscape improvements planned by the BAA along both sides of Ipswich Street to Lansdowne Street;
- Widened sidewalks on both Lansdowne Street (up to approximately 24 feet) and Ipswich Street (up to approximately 20 feet) to accommodate the anticipated Fenway Theater and local area demands;
- An enhanced plaza area in front of the Fenway Theater at the point of intersection of Lansdowne and Ipswich Streets;
- Narrowing of the intersection of Lansdowne and Ipswich Streets to provide wider sidewalks and safer pedestrian crossing locations;

- Use of pavement treatments, wayfinding signage, and bollards to demarcate the Project Site as a gateway and emphasize the presence of pedestrians; and
- Improvements to two MBTA bus stops and the provision of two new bus shelters along Ipswich Street to serve the MBTA 55 bus route.

The Proponent intends to build upon its long-established record of providing significant financial support to public programs and resources in the City of Boston through the establishment of a fund for maintenance of and improvements to parks in the Fenway community, including the Back Bay Fens. This fund shall be supported through annual contributions of twenty-thousand dollars (\$20,000) over ten (10) years to the Boston Parks & Recreation Department ("BPRD"), for a total contribution of two-hundred thousand dollars (\$200,000).

Community Benefits

The Project will provide a range of community benefits for the surrounding neighborhoods as summarized below:

Boston Arts Academy Partnership

The Proponent will support the Boston Arts Academy through:

- An unrestricted donation of \$500,000 over a five-year period and assistance with BAA's capital campaign;
- Internships and paid jobs specifically tailored to BAA students;
- Access to the Theater for students and classes for teaching purposes;
- Mentorships with Red Sox and Fenway Music Company business professionals for BAA students, along with guest speaking and teaching appearances by Red Sox and Fenway Music Company professionals;
- The opportunity to hold BAA events at the Fenway Theater, including the school's Honors Gala and Graduation; and
- Discounted tickets from time to time, as circumstances permit, for BAA students, faculty and fundraising purposes.

Community Access

The Proponent shall make special access to the Fenway Theater available to the neighborhood by providing:

- Discounted tickets: The Proponent will provide neighbors (residents of the Fenway, Kenmore, and Audubon neighborhoods) with the opportunity to purchase four (4) affordable, discounted tickets for up to five (5) events during the year, subject to availability and the artist's permission.

- Community use of the Theater: The Proponent will make the venue available to local non-profit organizations for meetings and events, subject to availability, including up to 2 times per year for larger venue-wide functions on a rent-free basis (waiving the rental fee, but not other costs such as food and beverage, cleaning, security, etc.)

Support for Local Cultural and Educational Institutions and Events

- Annual visual arts event: The Proponent will work with local arts organizations to establish a visual arts event on an annual basis with displays of work by local artists in the Fenway Theater and/or Fenway Park for one or several days, similar to or in conjunction with local "Open Studios" events.
- Local Art Displays: The Proponent will also explore providing opportunities to display works by local artists, subject to its discretion, within and/or immediately outside (or along the perimeter) the Theater.
- In-kind and Other Donations: Beyond these investments, the Proponent intends to build upon its long-established record of providing significant financial, in-kind and promotional support to a wide range of public programs and local non-profit organizations in the Fenway/Kenmore neighborhoods.

Collaborations and Community Development

The Proponent is committed to working with the Mayor's Office of Arts and Culture ("MOAC") and Mayor's Office of Economic Development ("OED") to develop a career pathway program that capitalizes on the synergies that will manifest themselves between the Fenway Theater and other arts and cultural organizations in the City, including with the neighboring Boston Arts Academy, The Strand Theatre, institutions that make up the membership of the Fenway Alliance, and other local schools, community colleges and higher education institutions. This program might include, but is not limited to:

- Internships and apprenticeships of varying durations throughout the year at the Fenway Theater, House of Blues, and/or Fenway Park to expose Boston's youth (high school and college age) to potential careers in the creative economy sector;
- A workforce development, educational, and training program to help Boston residents who are aspiring performers, technicians, promoters and entrepreneurs to prepare for and obtain skills necessary for careers in the arts, culture, and entertainment sector, including training on the qualifications needed for the types of permanent, full-time jobs available at the Fenway Theater, House of Blues, and/or Fenway Park;

- Mentorship and guest speaking opportunities with Red Sox and Fenway Music Company business professionals; and
- Collaborations on other Fenway/Kenmore neighborhood and City-wide initiatives.

Transportation Mitigation

In addition to the enhanced streetscape improvements previously described above, the Proponent commits to the following transportation mitigation program:

Ipswich Street Study

Through collaboration with the BPDA and Boston Transportation Department (“BTD”), the Proponent shall fund and execute a study of operational and physical options to improve connectivity and access along Ipswich Street between Boylston Street connections for all modes of travel. This study may define low cost, quickly implementable actions that could be funded and implemented prior to the opening of the Fenway Theater or longer-term, more capital-intensive actions that would need to be programmed through the required regulatory processes (the anticipated scope of this study is estimated to cost approximately \$50,000).

MBTA Route 55 Study

Through collaboration with the BPDA, BTD, and Massachusetts Bay Transportation Authority (“MBTA”), the Proponent shall fund and execute a study of options to enhance the MBTA 55 bus route service to determine the viability of service changes as an MBTA Transit Pilot project, consistent with the MBTA Transit Pilot Policy, dated March 2017 (the anticipated scope of this study is estimated to cost approximately \$40,000).

Transportation Management Activities

- The Proponent will work with the BTD and MBTA to improve MBTA 55 bus route stop/layover on Queensbury Street (requires improved signage and removal of one parking space).
- The Proponent will develop and commit to a Loading Dock Management Plan that addresses management, hours of operation and restrictions, dock operations, and enforcement.
- The Proponent will work with the BTD to explore the opportunity to make Van Ness Street one-way westbound from Ipswich Street to Jersey Street.
- The Proponent will develop a plan for queue management in the surrounding area for Fenway Theater events.

- In collaboration with the BTB and BAA, the Proponent will explore the opportunity for flexible/shared curb management to accommodate drop-off/pick-up on the south (BAA) side of Ipswich Street during times when the school is not open and along loading dock frontage.
- The Proponent will work with Pedi-cab operators, BTB, and the Boston Police Department (“BPD”) to develop a plan for management of Pedi-cabs in the area surrounding Fenway Park and the Fenway Theater.
- The Proponent will continue to work with BPD on the deployment of police details to manage pedestrian flows and traffic in the neighborhood.
- The Proponent, through collaboration with the Mayor’s Office and the BTB, shall explore opportunities to use ballpark media time to promote the City’s Vision Zero program (similar to City’s “Boston Safest Driver” contest).

Transportation Demand Management Plan

The Proponent will develop a Transportation Demand Management Plan for the Fenway Theater that will:

- Commit to maintaining an on-site transportation coordinator when Fenway Theater opens;
- Discourage the use of private automobile access to Fenway Theater events;
- Promote public transportation access options and the use of remote parking;
- Promote hiring from within neighborhood to maximize the opportunity for employees to walk or bike to work;
- Identify on-site employee bike parking and on-street bike racks, and explore the potential for patron valet bike parking; and
- Subsidize transit passes for full-time employees.

RECOMMENDATION

BPDA staff believes that the Draft Project Impact Report adequately describes the Proposed Project’s potential impacts, and provides sufficient mitigation measures to minimize those impacts, thus sufficiently meeting the requirements of the Scoping Determination and warranting a Preliminary Adequacy Determination Waiving Further Review, pursuant to Section 80B-5.4(c)(iv) of the Code. It is therefore recommended that the BPDA authorize the Director to: (1) issue a Preliminary Adequacy Determination Waiving Further Review regarding the Proposed Project, pursuant to Section 80B-5.4(c)(iv) of the Code, approving the Draft Project Impact Report dated June 14, 2019, and waiving the requirement for the filing and review of a Final Project Impact Report, subject to BRA design review; (2) issue one or more Certifications of Compliance or Partial Certifications of

Compliance for the Proposed Project pursuant to Section 80B-6 of the Code, upon successful completion of the Article 80 Large Project Review process; and (3) take any and all actions and execute any and all documents deemed necessary and appropriate by the Director in connection with the foregoing, including, without limitation, executing and delivering a Cooperation Agreement and any and all other agreements and documents that the Director deems appropriate and necessary in connection with the Proposed Project.

Appropriate votes follow:

VOTED: That, pursuant to Section 80B-5.4(c)(iv) of the Boston Zoning Code (the "Code"), the Director of the Boston Redevelopment Authority (the "BRA") be, and hereby is, authorized to issue a Preliminary Adequacy Determination Waiving Further Review regarding the 12-28 Lansdowne Street (Fenway Theatre) project, located in the Fenway neighborhood (the "Proposed Project"), which (i) approves the Draft Project Impact Report dated June 14, 2019; and (ii) waives the requirement for the filing and review of a Final Project Impact Report, subject to BRA design review; and

FURTHER

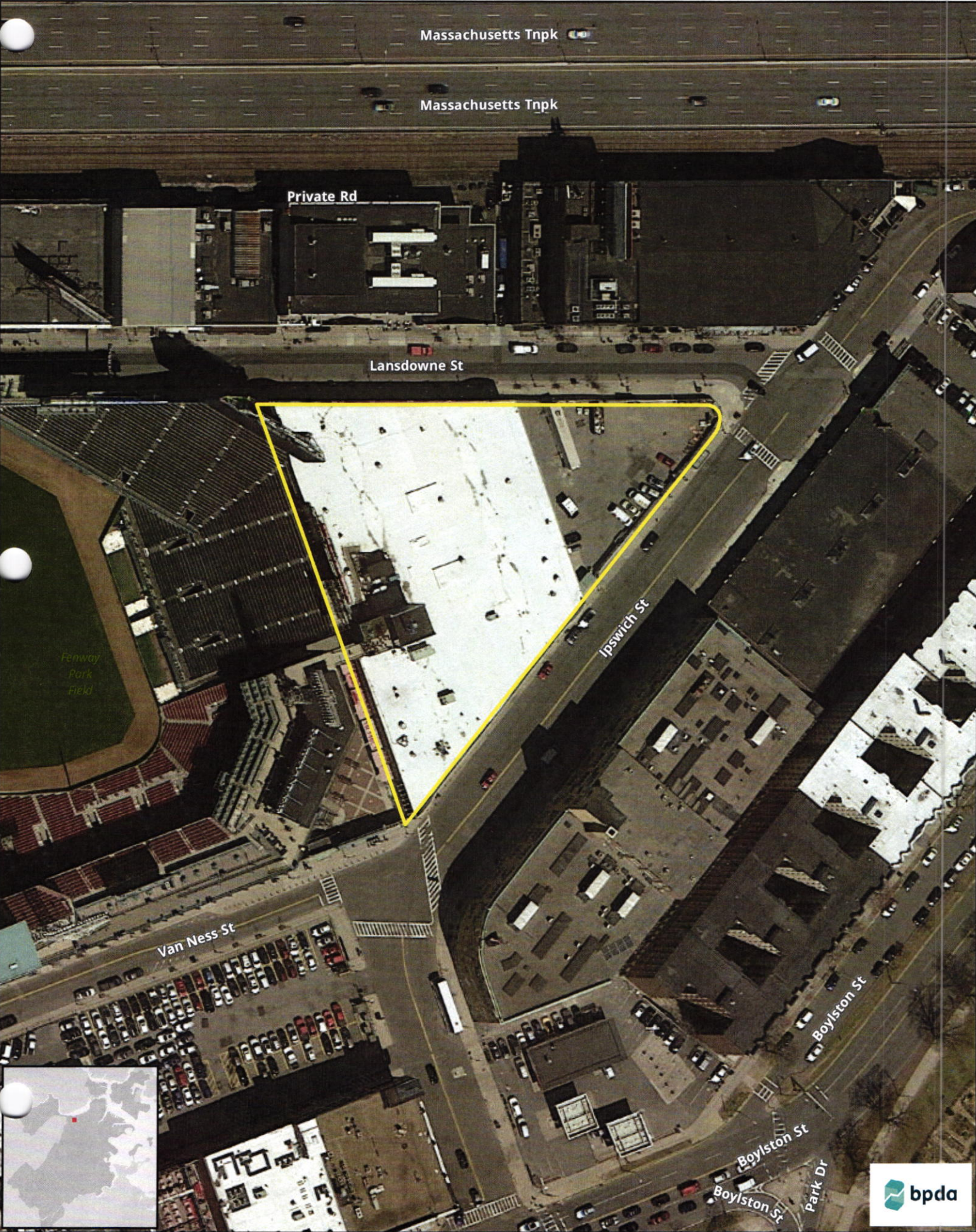
VOTED: That the Director be, and hereby is, authorized to issue one or more Certifications of Compliance or Partial Certifications of Compliance for the Proposed Project pursuant to Section 80B-6 of the Code, upon successful completion of the Article 80 Large Project Review process; and

FURTHER

VOTED: That the Director be, and hereby is, authorized to take any and all actions and execute any and all documents deemed necessary and appropriate by the Director in connection with the foregoing, including, without limitation, executing and delivering a Cooperation Agreement and any and all other agreements and documents that the Director deems appropriate and necessary in connection with the Proposed Project, all upon terms and conditions determined to be in the best interests of the BRA.

Fenway Theater (12-18 Lansdowne Street, Fenway)

1:1,200



Fenway Theater (12-18 Lansdowne Street, Fenway)

① 1:1,200

