SELDC

50 HERALD STREET

04.14.2025





Relationship to South End Protection Area Demolition Policy

- The project site is currently occupied by a **one-story commercial building built in 1966** from designs by architect Lord & Den Hartog and a two-story addition constructed in 1993 by an unknown architect.
- The existing building is utilitarian in nature and possesses **minimal architectural characteristics**. Therefore, the proposed demolition will not result in the loss of a resource which contributes to the architectural or historic character of the South End Landmark District.
- The existing building is **not listed in the State or National Register of Historic Places** nor has it been determined eligible for listing in the National Register. The building is also **not included in the Massachusetts Historical Commission's Inventory** of Historic and Archaeological Assets of the Commonwealth.











Relationship to South End Protection Area Demolition Policy

1. Physical Condition

Evidence of current and on-going deterioration and/or that the building is in immediate danger of collapse must be provided.

• The existing building is in deteriorated condition; additional deferred maintenance of the building would result in continued deterioration.

2. Cost of Reuse is Prohibitive

The cost of restoration must be shown to be beyond the means of any reuse (not just the goals of the developer). The Commission would require that costs be quantified by a consultant.

• The existing one-story building has limited potential for alternative uses and it would be **infeasible to accommodate the proposed program** of affordable housing units and commercial, civic, cultural and community space. The necessary alterations would completely alter the existing massing, materials, and design of the building. For these reasons, the existing building **is not a candidate for reuse** for the intended project.









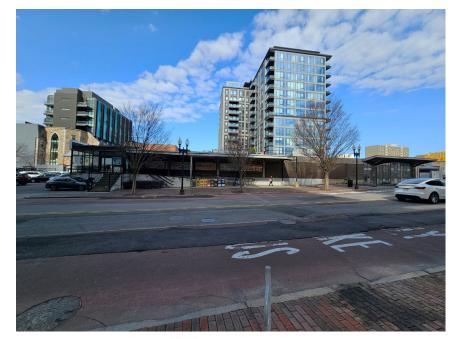


Relationship to Demolition Delay Criteria

- 3. Demolition of the building will allow for a project that will make a higher contribution to the Protection Area than currently possible.
- The proposed building will have a maximum above ground height of 97 feet, with 117 affordable housing units, and approximately 143,500 square feet (sf) of commercial, civic, cultural and community space on the ground floor. A mix of uses on the ground floor and basement levels will include commercial, civic, cultural, and community spaces.
- The Project will transform a parcel located near public transportation and directly adjacent to the Silver Line and the nearby Orange Line and Red Line and several bus routes. The transformation of the one-story building into a vibrant retail and residential building is consistent with the Harrison-Albany Corridor Strategic Plan and recent development in the areas.
- Landscape improvements will expand and complement an existing pedestrian passageway and sitting area. Creation of passageways on the Site will
 connect with adjacent properties and facilitate pedestrian movement through the "superblock" bounded by Shawmut Avenue, Herald Street,
 Washington Street and East Berkeley Street.

The Project has been developed to be consistent with the Standards and Criteria for the SELD Harrison/Albany Protection Area and also is designed in accordance with the Boston Complete Street design guidelines. For these reasons, the Project will be a positive contribution to the South End

neighborhood.







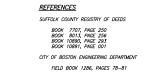


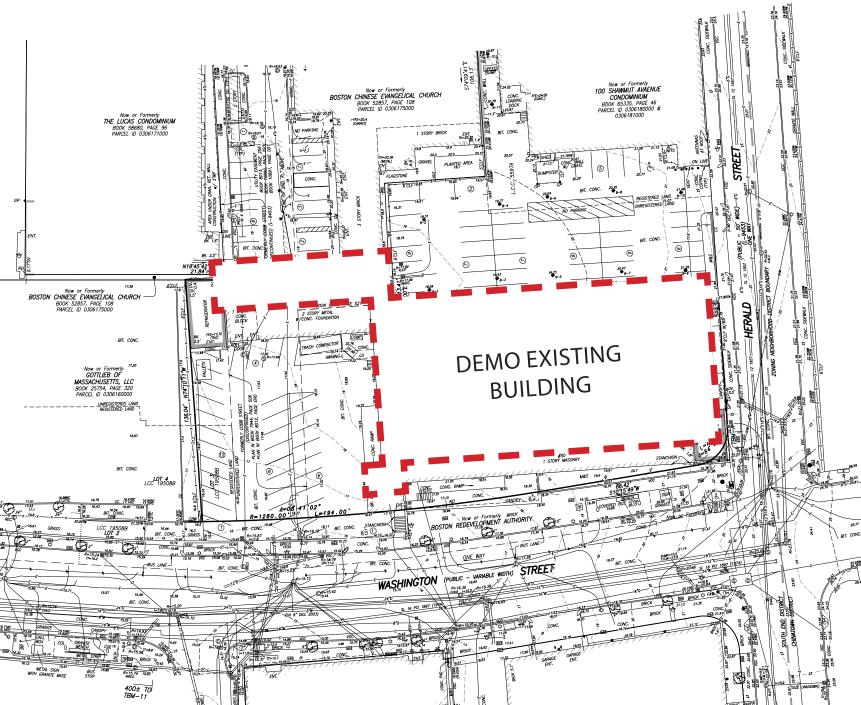
DEMOLITION

DEMOLTION PLAN

BENCH MARK INFORMATION: TBM-1: LEFT FRONT BOLT OF HYDRANT IN FRONT OF BUILDING #410-#412 TREMONT STREET. ELEVATION = 22.57 (FLS JOB#12985) TBM-11: X-CUT SET 2.4' ABOVE GRADE ON LEFT BOLT OVER MAIN OUTLET OF HYDRAMT LOCATED AT EASTERLY SIDE OF WASHINGTON STREET. ELEVATION = 19.15 (FLS JOB#12985)

- 2. ELEVATIONS REFER TO BOSTON CITY BASE (BCB).
- 3. CONTOUR INTERVAL EQUALS ONE (1) FOOT.













LAND COVERAGE

LANDSCAPE SITE PLAN

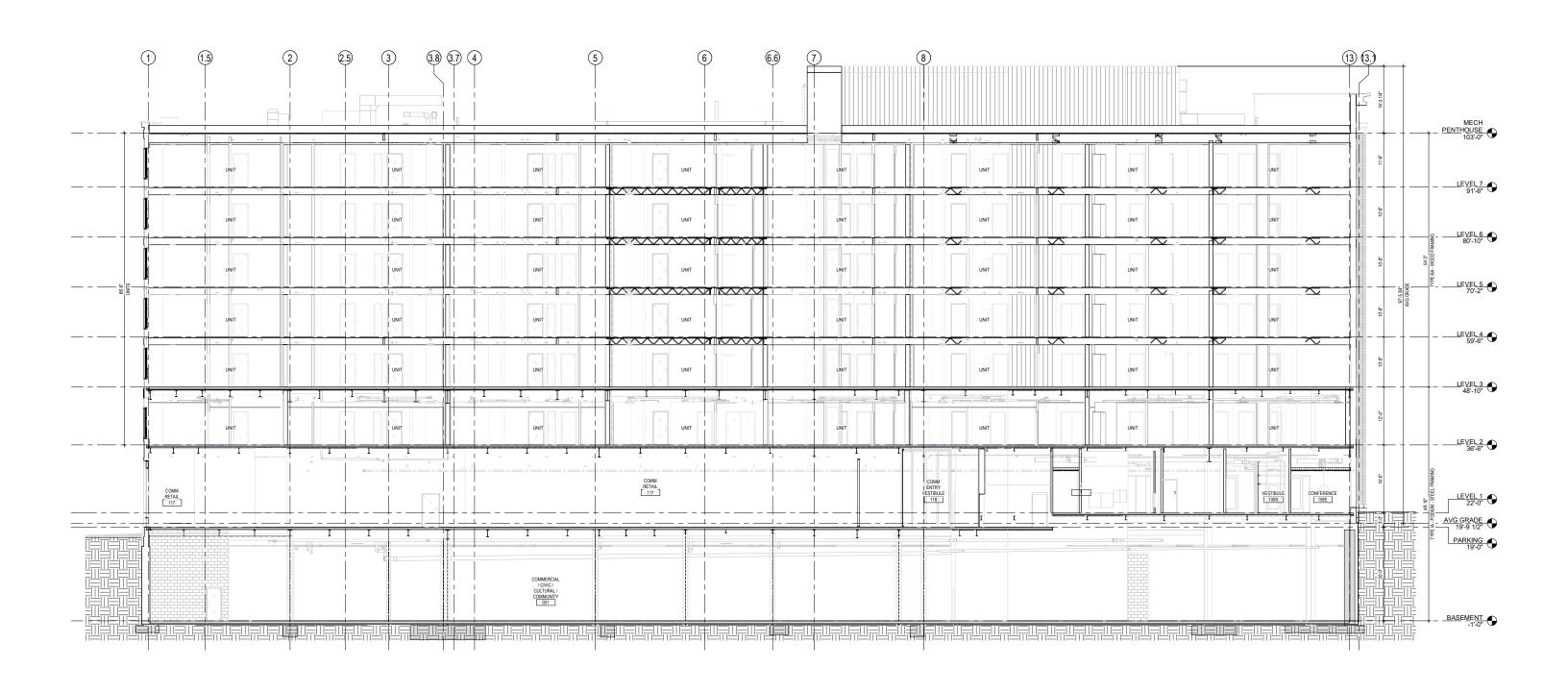






HEIGHT OF STRUCTURES

SECTION A

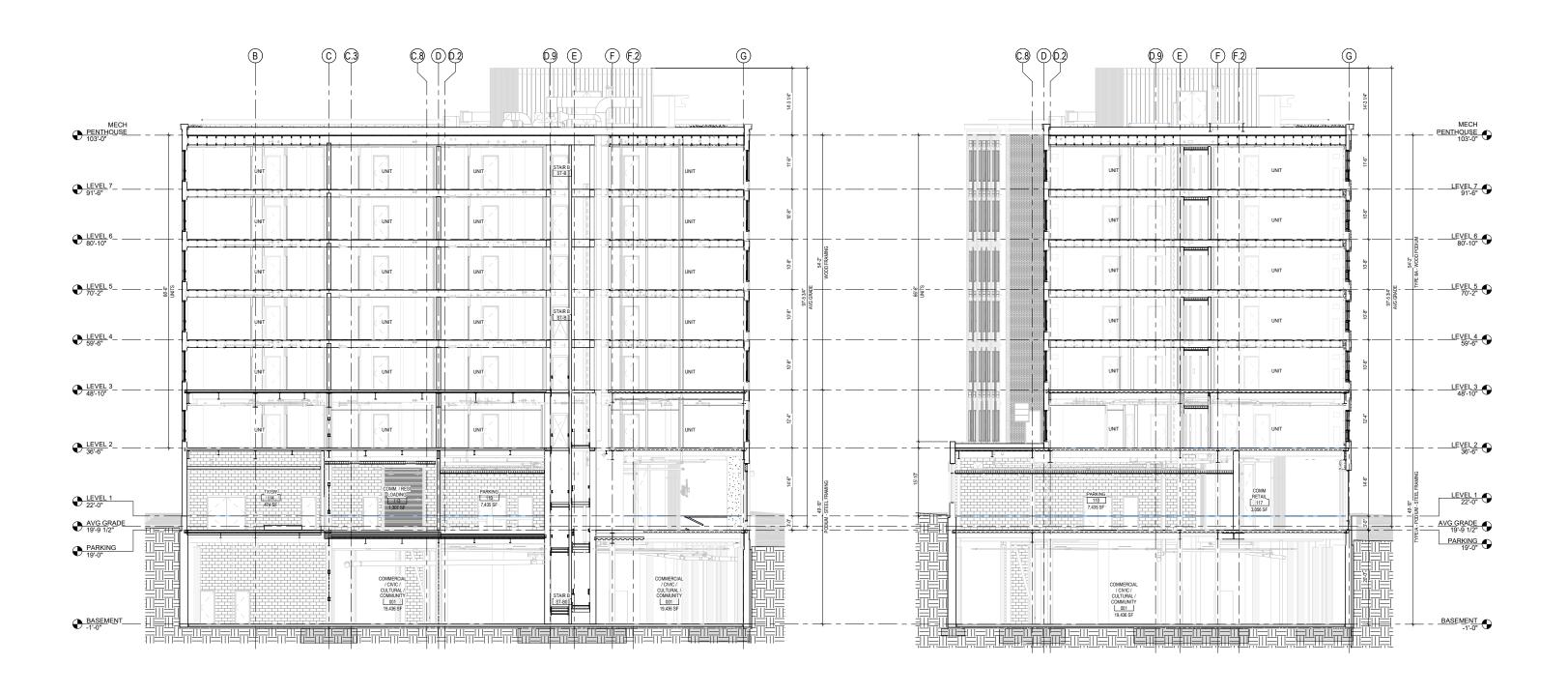






HEIGHT OF STRUCTURES

SECTIONS BI & B2

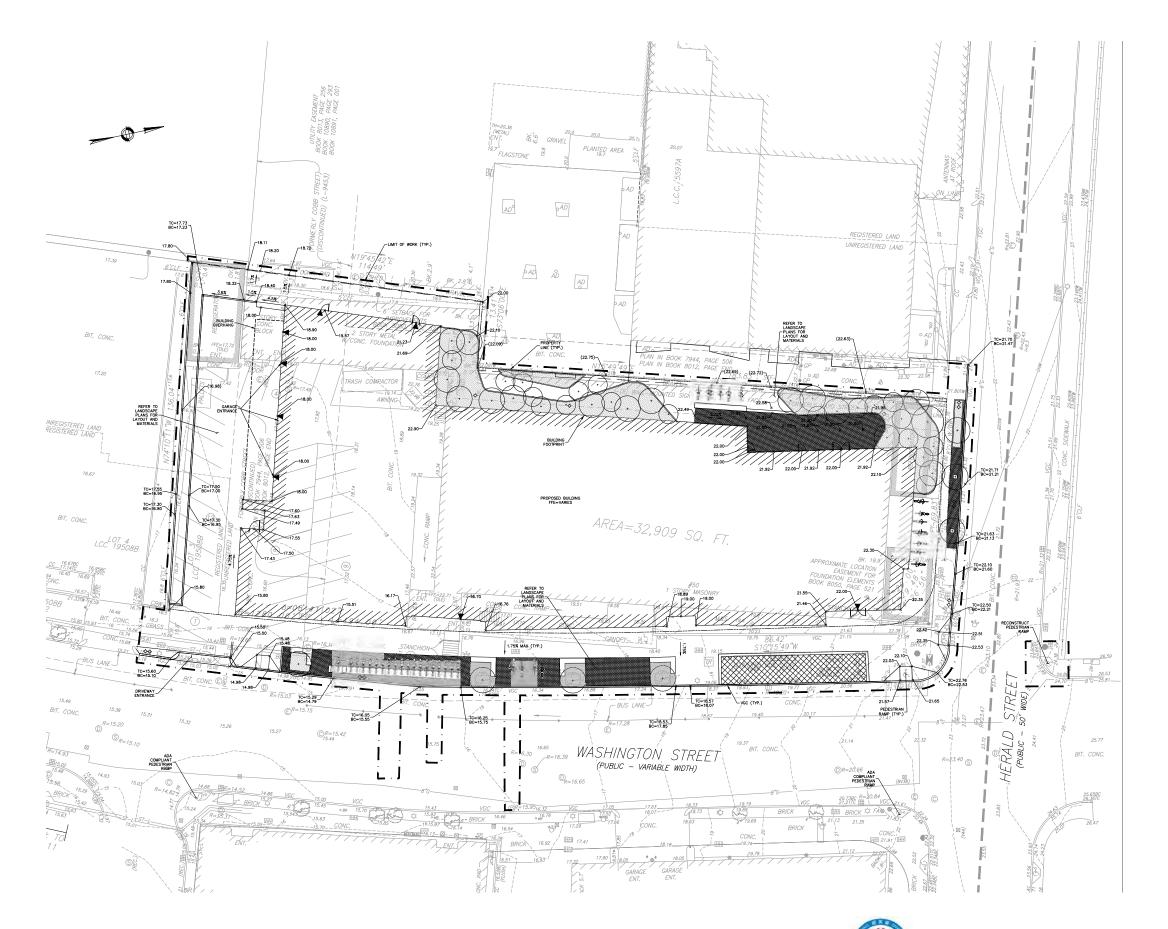






TOPOGRAPHY

CIVIL PLAN

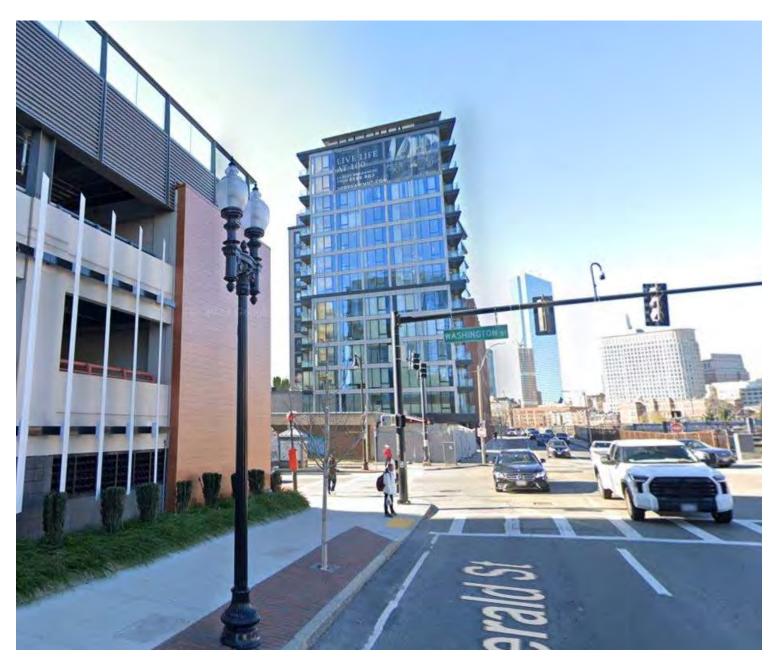




NEIGHBORHOOD VEIWS - WASHINGTON AND HERALD CORNER I



EXISTING







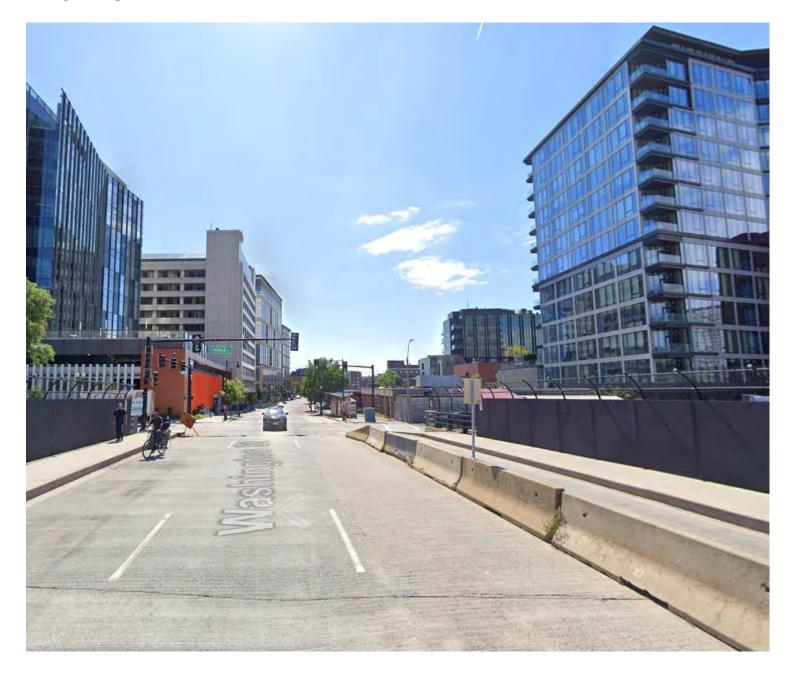




NEIGHBORHOOD VEIWS - WASHINGTON AND HERALD CORNER 2



EXISTING

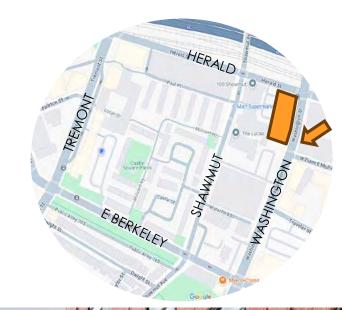




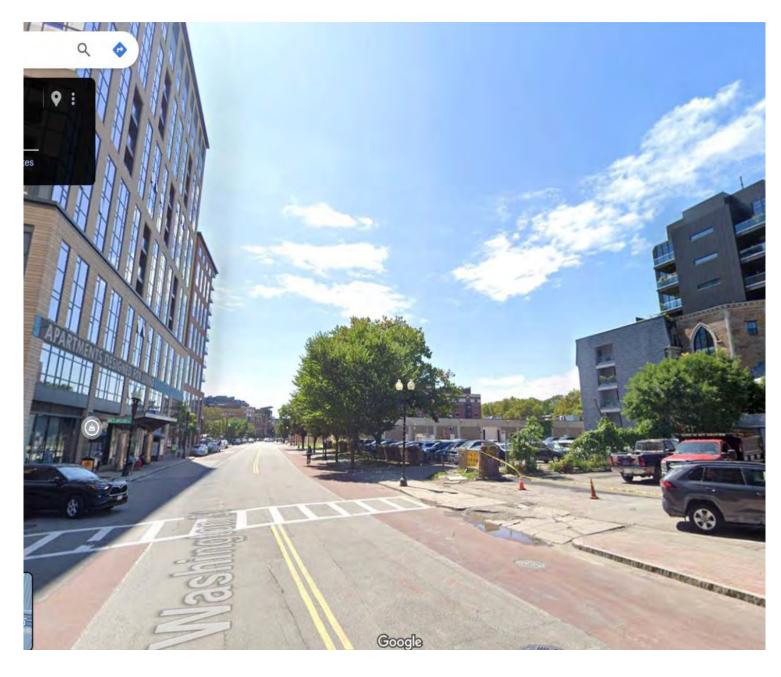




NEIGHBORHOOD VEIWS - WASHINGTON ST NEAR MULLINS WAY



EXISTING



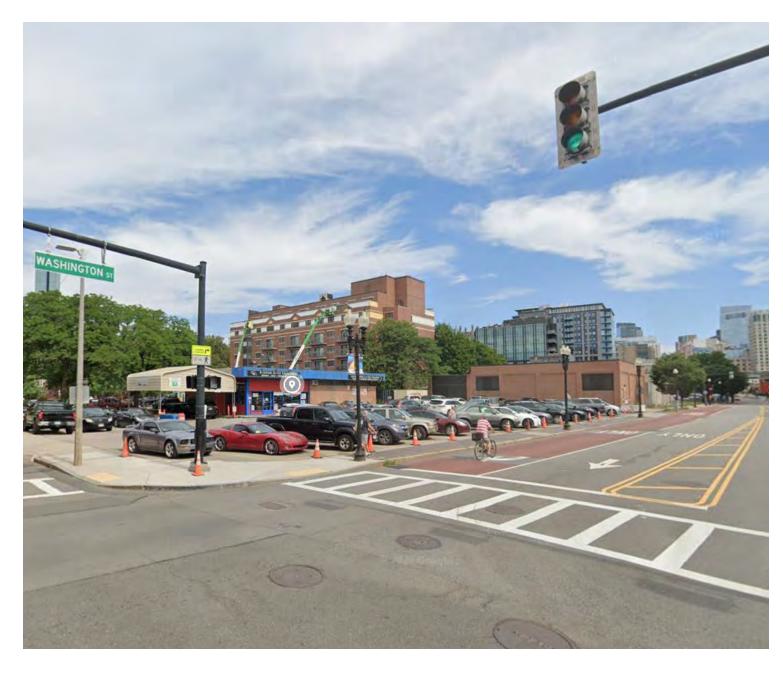




NEIGHBORHOOD VEIWS - WASHINGTON AND E BERKELY



EXISTING









NEIGHBORHOOD VEIWS - E BERKELEY AND SHAWMUT



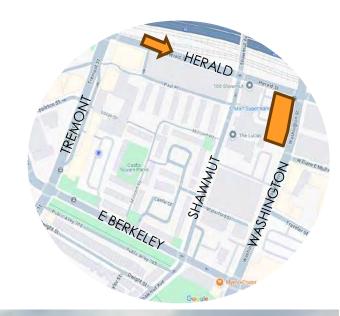
EXISTING



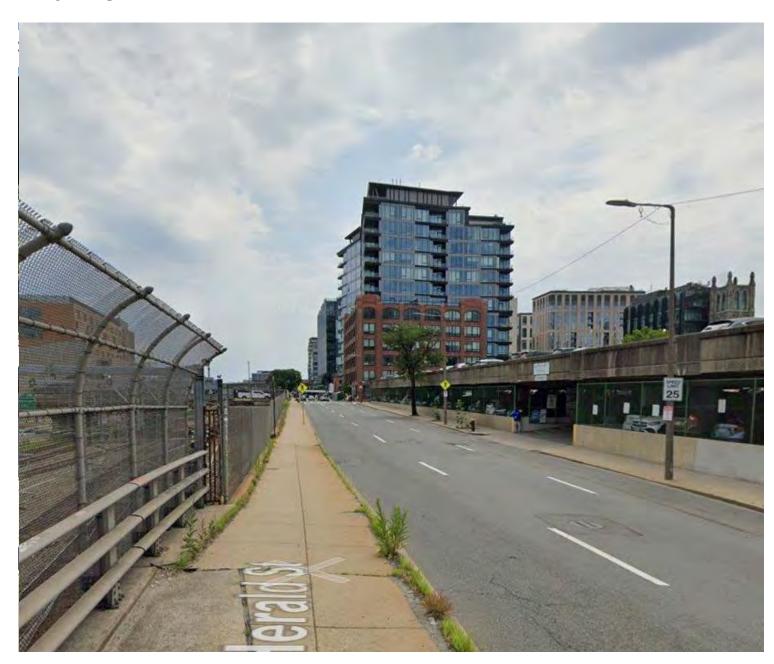


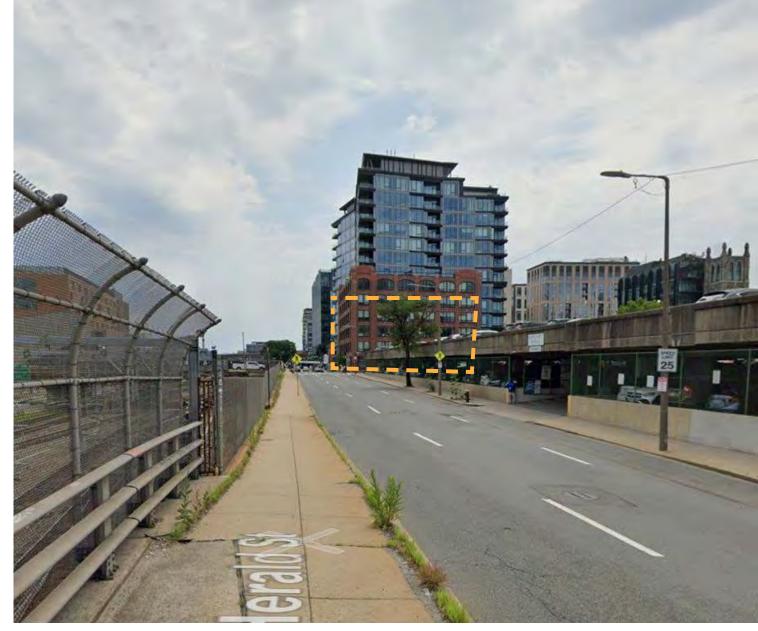


NEIGHBORHOOD VEIWS - HERALD LOOKING EAST



EXISTING

















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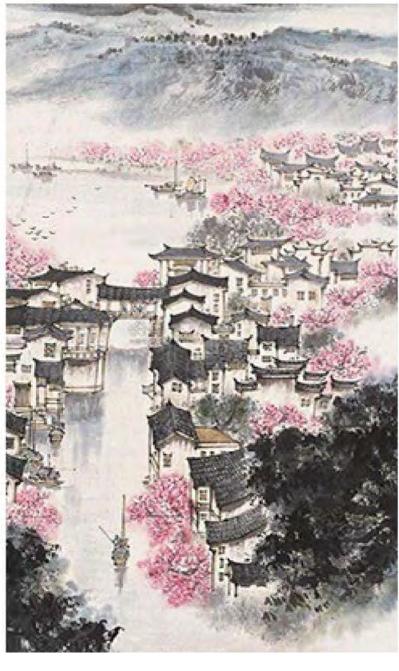
PROJECT CONCEPT

桃花源記(陶淵明作品)

The Peach Blossom Spring (Prose), by Tao Yuan Ming



During the Jin Dynasty's Taiyuan era (376-397), a fisherman discovered a hidden forest of peach blossoms while paddling upstream. He followed the blossoms to a mountain cave, which led to a secluded village. The villagers, descendants of those who fled the chaos of the Qin Dynasty, warmly welcomed him and shared their isolation from the outside world. Upon leaving, they asked him not to reveal their existence. The fisherman reported his discovery to the governor, but subsequent attempts to find the village failed.



中 陵 1 浦 一掌 緣 溪 行 遠 近 逢 桃 花 林



Design Concept Expressed as Exterior Materials

Brick is used as the main material for prominent street facades to align with the local material context of the area. The window designs exhibit a more structured approach in the brick facades, while they appear more whimsical in the "revealed" metal facades.

The design of the brick façade features a prominent vertical pattern that runs along Washington St, conveying a sense of formality and instilling a feeling of pride.

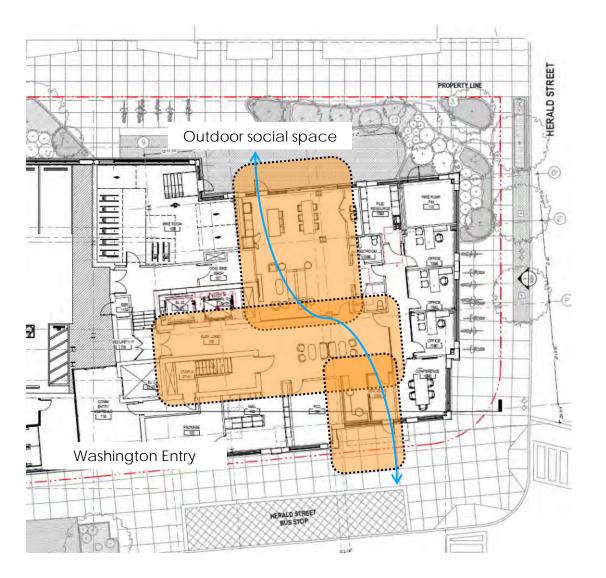


,....i

Like a hidden peach blossom village, the primary building corner reveals itself through playful colors and patterns as the solid brick façades peel away.

The brick exterior wraps around to welcome visitors into the courtyard, where the material shifts to a lighter shade with brighter highlights, creating an element of surprise as one approaches the "hidden peach blossom village."

Design Concept Expressed as Internal Layout



Ground floor entrance sequence:

Residents experience a carefully choreographed entrance sequence. Similar to landscape design, a series of contraction and expansion is introduced along the internal connection between the main entrance from Washington to the outdoor social space. partitions along this path takes on a layered effect to give spatial depth and interest, triggering a sense of joyful discovery.

Site & PDA Context

PDA Timeline for Shawmut Ave/ Washington St Block

August 2017 August 2017-July 2018 September 2017 November 2017 April 2018 **May 2018** July 12, 2018 September 12, 2018

June 2019

September 2024

Project Notification Form filed
Public comment period
Supplemental Submission filed
Draft Development Plan for PDA No. 114 (PDA Plan) filed
Supplemental Submission #2 filed

BCDC Approval of PDA Plan (and 100 Shawmut Street project)
BPDA Board Approval of PDA Plan (and 100 Shawmut Street project)
Zoning Commission Approval of PDA Plan; PDA Plan becomes effective
100 Shawmut building permit issued

Notice of Project Change filed for 50 Herald Street













PDA Approved Design





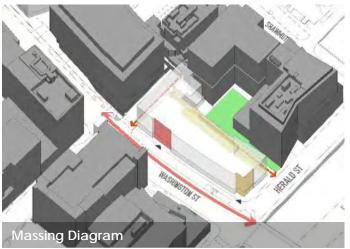
	PDA Plan Maximum/Proposed Project	Project
Maximum Building Height	150 Feet	85 Feet
Gross Floor Area	262,943 +/- Square Feet	143,500 +/- Square Feet
Floor Area Ratio	7.99	4.36+/-
Total Unit Count	313 units	116 Units





Updated Design - Lower Density & 100% Affordable Housing





Massing Improvements

- Maintain curvature along Washington St. street wall
- 7-story building with less impact on solar/wind, adding height variation to block
- Façade indentation to signify major building entrances (housing & commercial)
- Massing pushed away from center courtyard and Through-Block connection

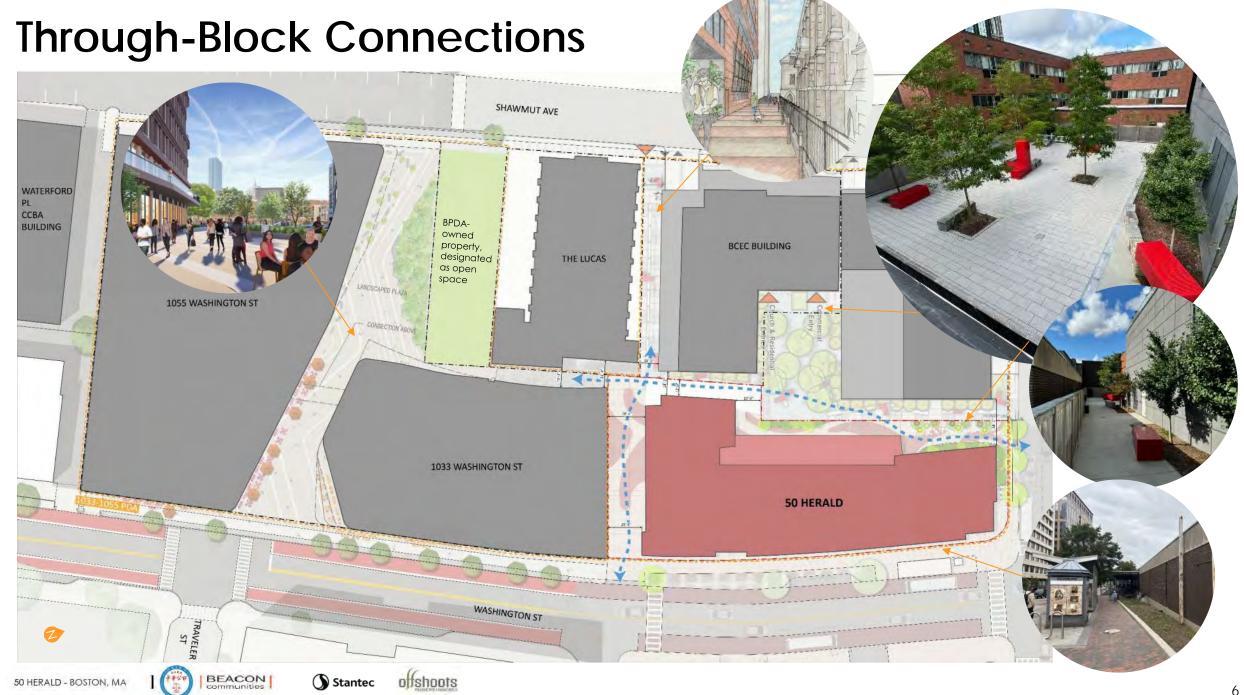
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Floor Area Ratio	7.99	4.36 +/-	
Total Unit Count	313 units	116 Units	











EXISTING SURVEY

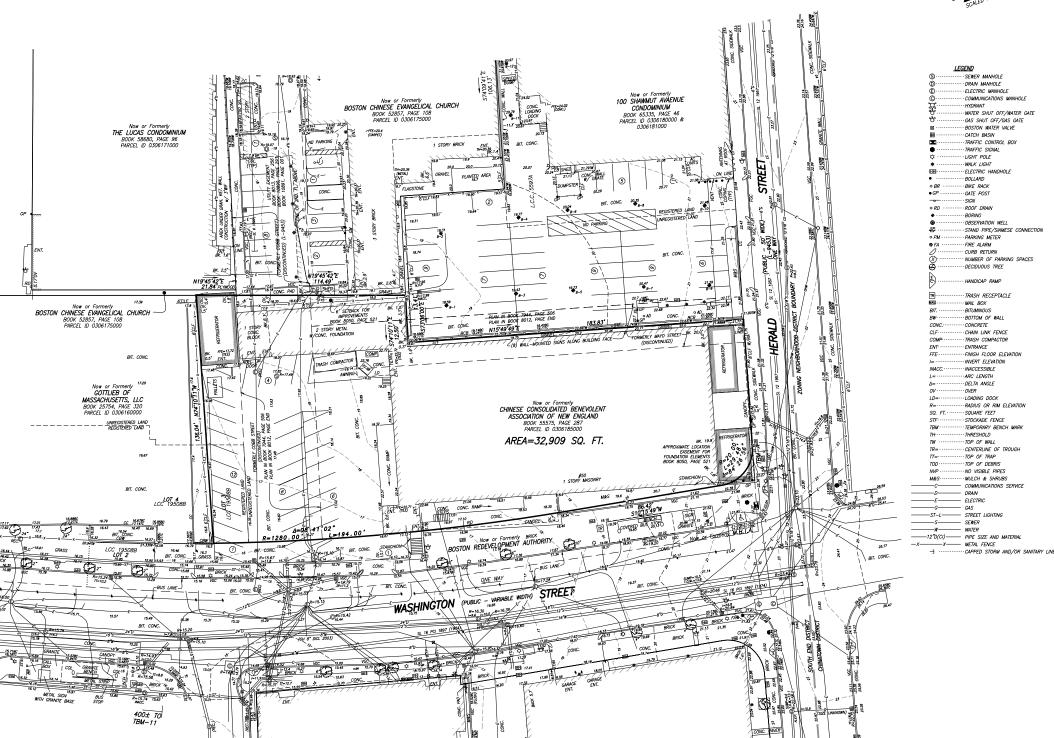
TBM-1: LEFT FRONT BOLT OF HYDRANT IN FRONT OF BUILDING #410-#412 TREMONT STREET. ELEVATION = 22.57 (FLS JOB#12985)

TBM-B: LEFT BOLT OVER MAIN OUTLET OF A HYDRANT ON THE NORTHWESTERLY SIDE OF SHAWMUT AVENUE, ABOUT 30' SOUTH OF THE SOUTHWESTERLY SIDE OF HERALD STREET, AS SHOWN HEREON. ELEVATION—20.

- 2. ELEVATIONS REFER TO BOSTON CITY BASE (BCB).
- 3. CONTOUR INTERVAL EQUALS ONE (1) FOOT.

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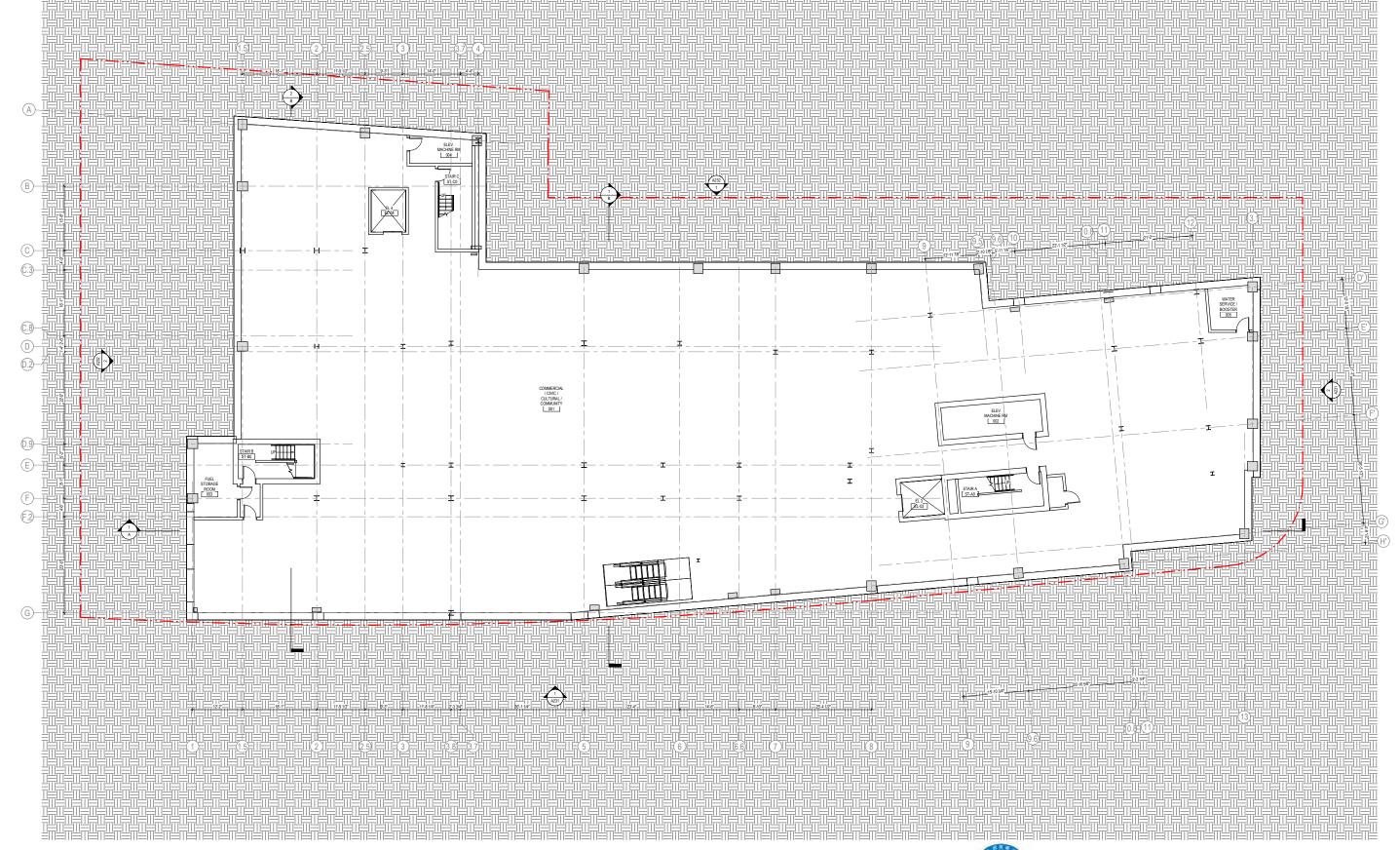




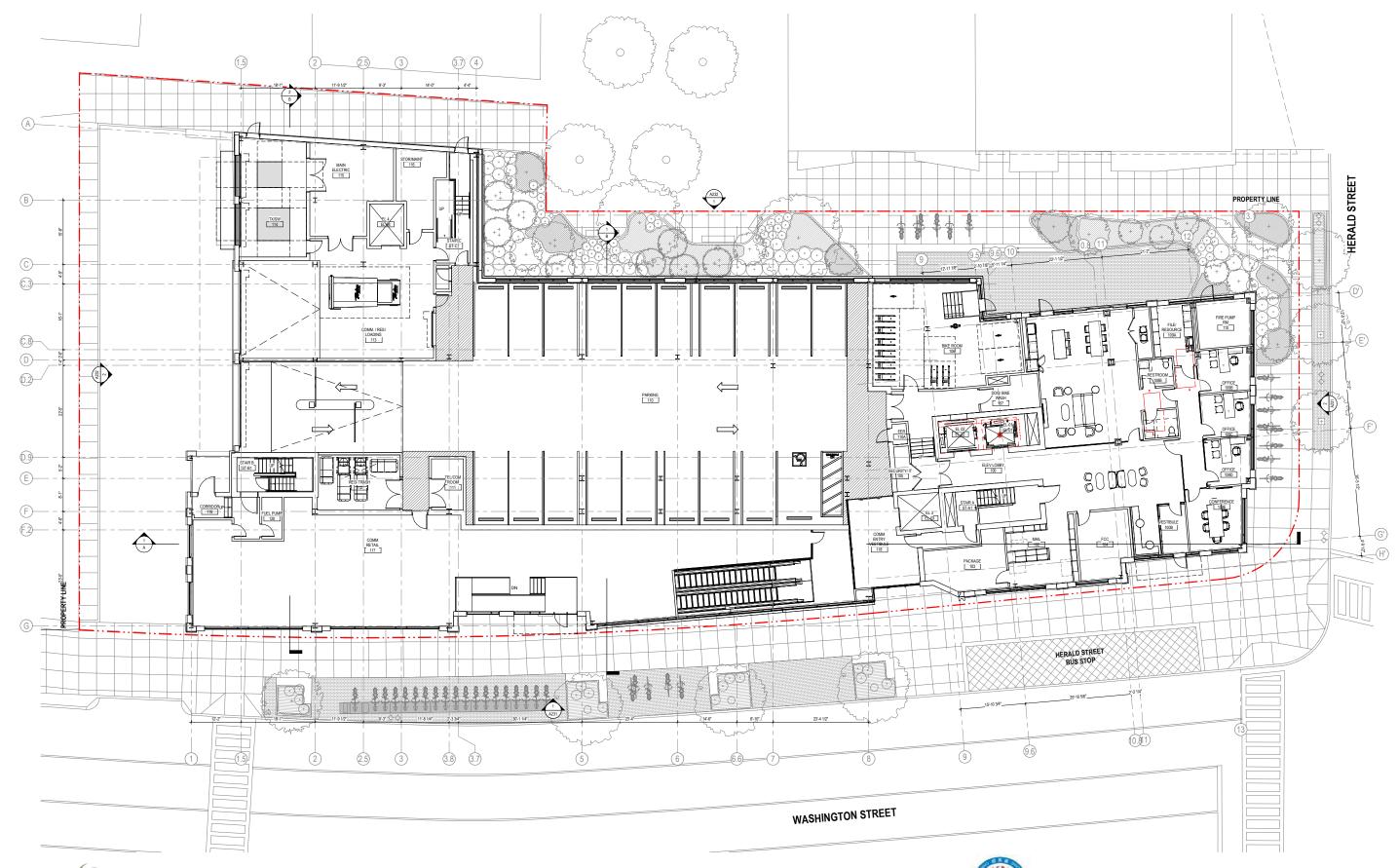




BASEMENT

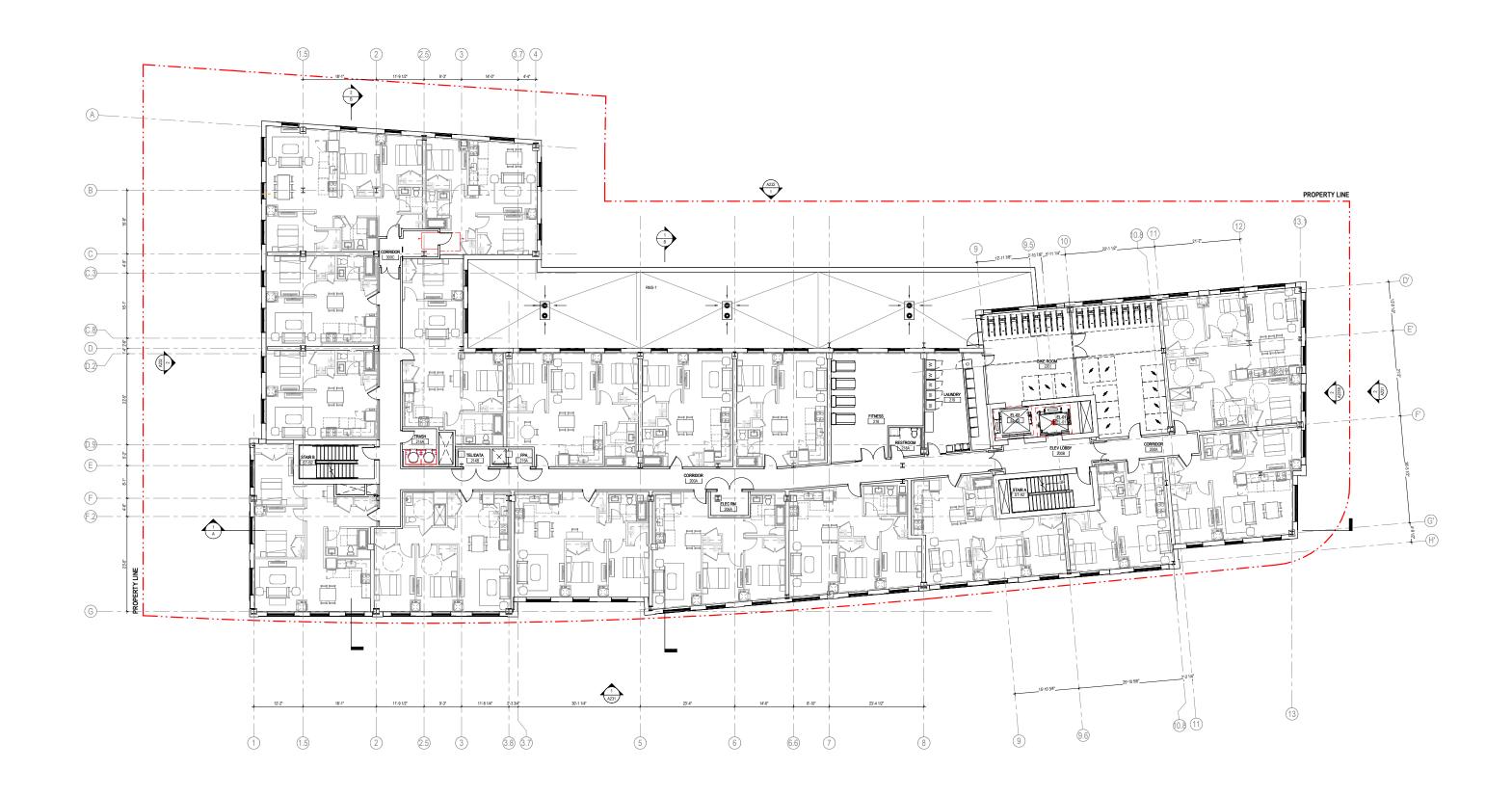


LEVEL I



04.14.2025

LEVEL 2

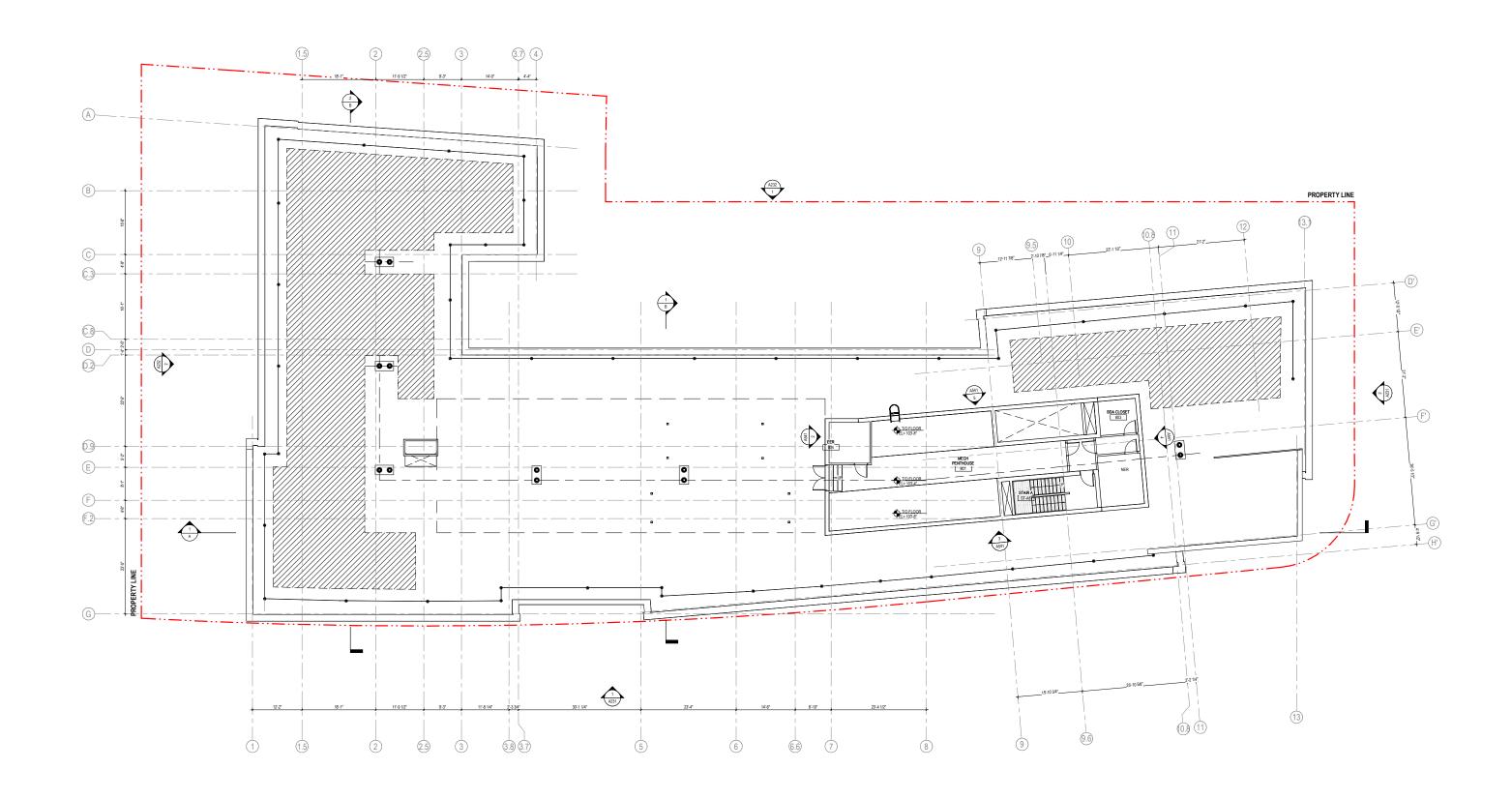




LEVEL 3 - 7



MECHANICAL PENTHOUSE





Façade Materials in Urban Context Brick/Masonry/Panel



























EXTERIOR VIEWS



50 HERALD AND WASHINGTON CORNER



GARDEN ENTRY







LOADING ENTRY

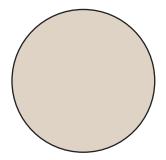




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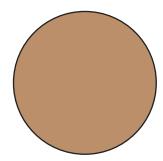
FACADE MATERIALS

FIBER CEMENT



FIBER CEMENT A NICHIHA

COLOR: GLENDALE BROWN



FIBER CEMENT D NICHIHA COLOR: CARAMEL



METAL PANEL

METAL PANEL A ALUCABOND COLOR: ANODIC SATIN MICA



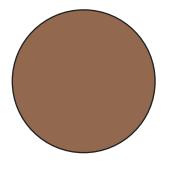


STONE A VSA COLOR: ABSOLUTE BLACK GRANITE

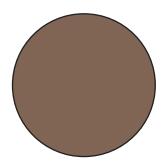


BRICK

BRICK TYPE 1 BELDEN COLOR: ENDICOTT ROSE BLEND **SMOOTH**



FIBER CEMENT B NICHIHA COLOR: AFTERBROWN



FIBER CEMENT E NICHIHA **COLOR: BIRCH BARK**



METAL PANEL B ALUCABOND COLOR: RUSSET MICA

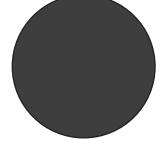


STONE B VSA COLOR: BOLTON BLACK GRANITE



BRICK TYPE 2 BELDEN COLOR: BELCREST BLACK

BEACON communities



FIBER CEMENT C NICHIHA

COLOR: BLACK WATER

04.14.2025

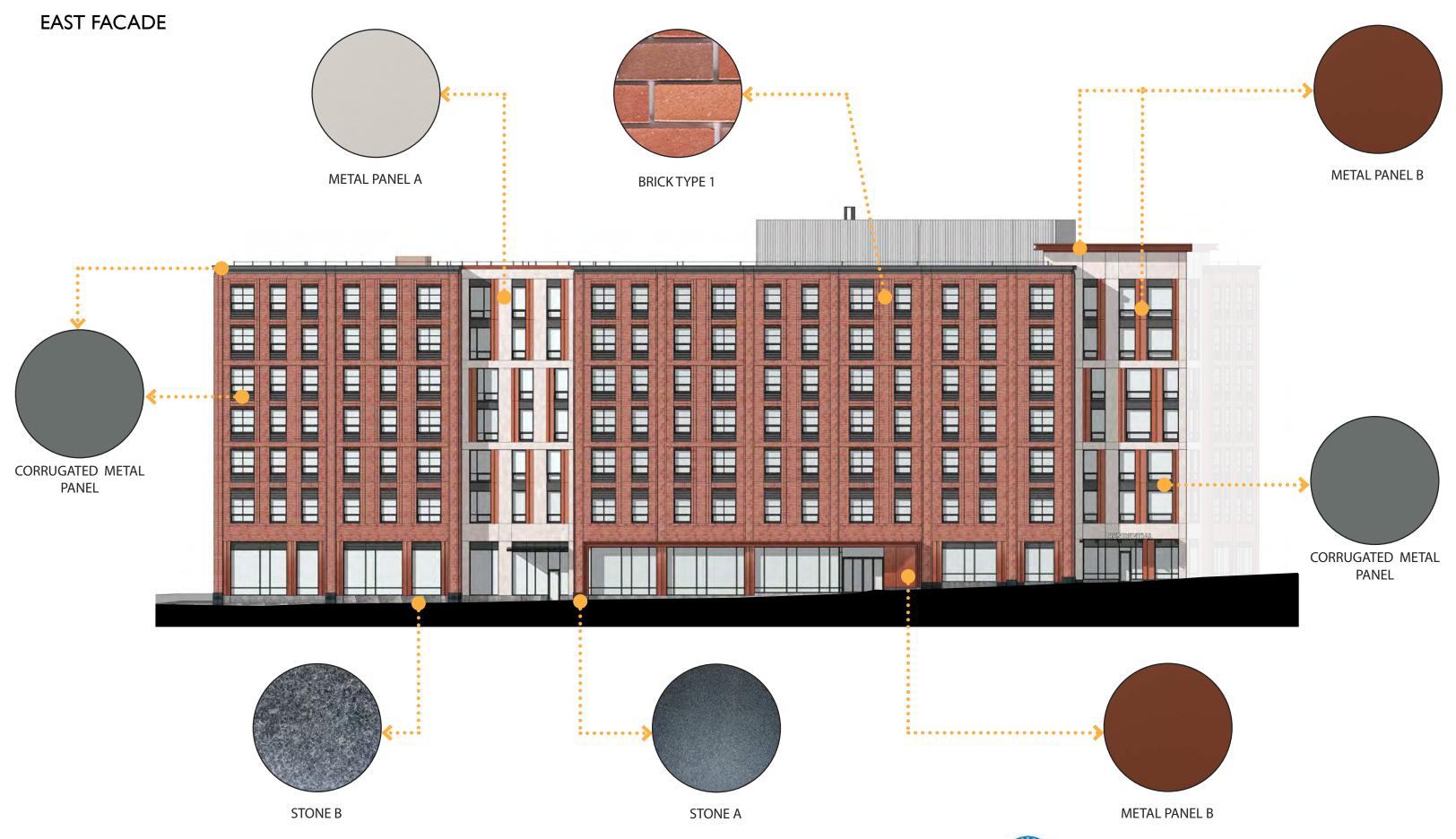




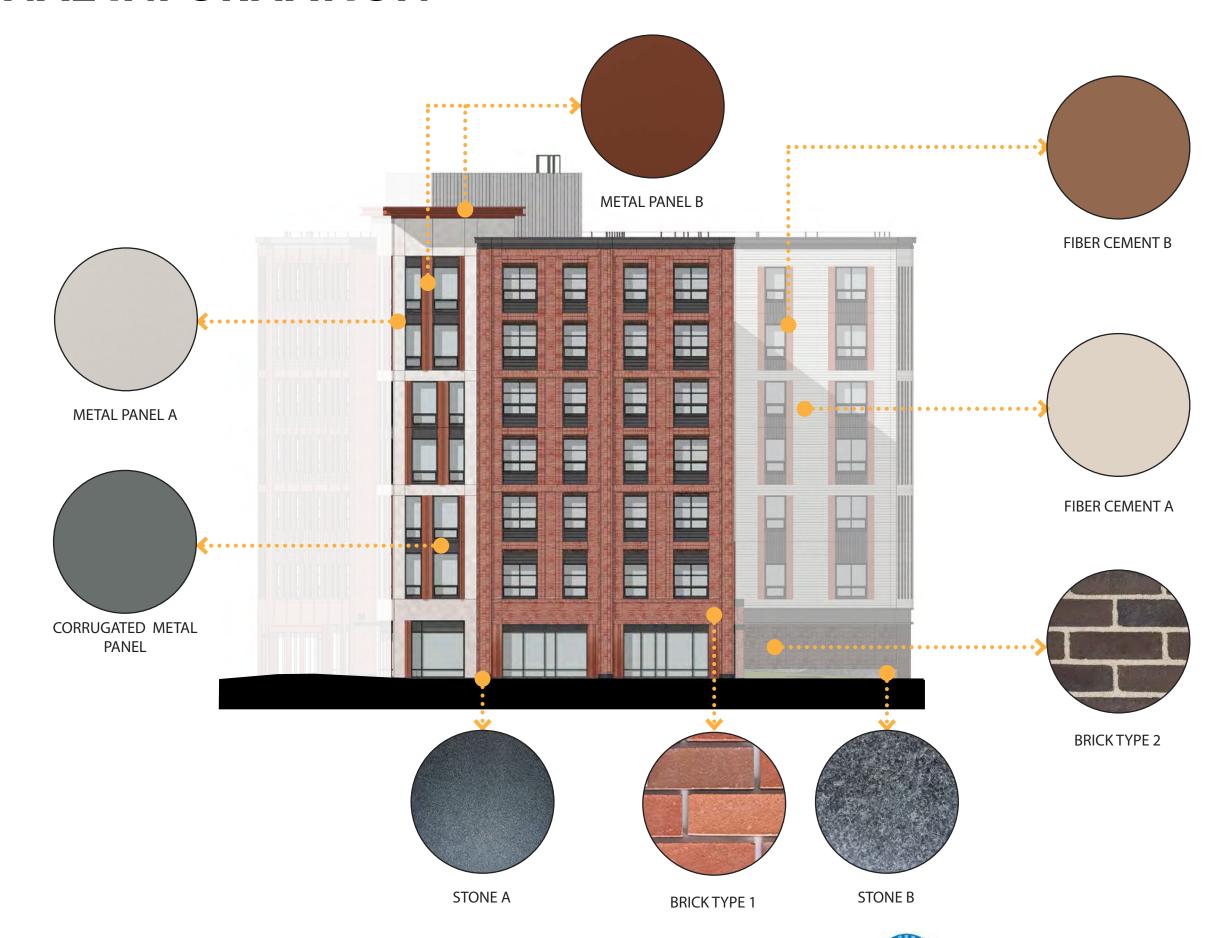




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04.14.2025





NORTH FACADE



ADDITIONAL INFORMATION WEST FACADE CORRUGATED METAL FIBER CEMENT B FIBER CEMENT A METAL PANEL B PANEL **BRICK TYPE 1** FIBER CEMENT C STONE B STONE A METAL PANEL B



BEACON communities

SOUTH FACADE

