

Question 7. Existing Condition Description:

The project proposes to add corporate signage at the rooftop of a 12-story (190 foot) building currently under construction at the ASQ Block 5B in the Assembly Square Mixed-Use District. The building under construction is a new mixed-use office tower, which was approved by the city on April 20, 2017 in Case # PB 2017-05 and subsequently revised on October 18, 2018 in Case # PB 2017-05-R1.

Question 8. Proposed Description:

Section A. Briefly describe any changes in the structure(s) and/or use(s). Include whom the project is intended to serve, expected number of employees, and/or occupants and hours of operation, if applicable.

The proposed corporate signage on ASQ Block 5B is for branding, marketing and social programming for the new North American Headquarters of PUMA, North America, Inc. In _____, 2018 PUMA announced that it was relocating its North American Headquarters from 10 Lyberty Way, Westford, MA to this new mixed-use office building in Assembly Square. The proposal consists of a single sign, with 2,239 square foot sections of approximately 36 feet high and 62 feet long. The signage will be located on the roof of the building and extend approximately 15 feet above the ultimate height of the building. As designed, the signage will be both complementary to the building aesthetic and that of its surrounding structures and uses in this emerging mixed-use district. The signage will be back-lit illuminated from dusk until dawn, seven (7) days a week.

Section B. Explain any green building practices that you are using.

The lighting for the proposed signage will be lit with light emitting diodes (“LED”) which offer energy efficiency and flexibility in the lighting of the signage.

Supplemental Questions

Question 12. SP, SPD, & SPSR Supporting Statements:

Section A. Explain if and how the proposal is compatible with the characteristics of the built and unbuilt surrounding area and land uses.

The proposal is consistent in size, scale and use to certain existing corporate signage in Assemble Square, and it will also help to promote the future commercial desirability of the mixed-use district with appropriate branding for a well-respected and established footwear and apparel company. Its location on the building will orient the signage towards Interstate 93 and limit visibility, while limiting visual impacts on the existing Residential, Office and Retail spaces

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in the immediate area near the site. The scale of the proposed signage is proportionate to that of the host building (under construction), and it will be designed and situated in order to promote the goals of and objectives of mixed uses in the ASD Plan.

Section B. *Explain any impacts that the proposed use, structure, or activity will have on the surrounding area from noise, light, dust, smoke, or vibration.*

The Proposed Project will have no impact on noise, dust, smoke or vibration in the surrounding area, and the proposed signage has also been designed to minimize light impacts on the same. Its location on the Southwest corner of the building faces towards the commuter traffic along Interstate-93 corridor and away from the residential sections of the ASMD. Its location near the roof top of the building also helps to limit any light impacts on the host building and on its surrounding structures.

Section C. *Explain any impacts that the proposed uses, structure, or activity will have on the surrounding area from emissions or noxious or hazardous materials.*

The Proposed Project will not create any emissions or noxious or hazardous materials.

Section D. *Explain any impacts that the proposed uses, structure, or activity will have on the surrounding area from pollution of waterways or groundwater.*

The Proposed Project will have no impact on the pollution of the waterways or the groundwater.

Section E. *Explain the impacts on the public systems: sanitary sewer system, storm drainage system, public water supply, and recreational system.*

The Proposed Project will have no impact on the any of the above listed public systems.

Section F. *Give a general summary of existing and proposed easements or other burdens now existing or to be placed on the property.*

There are no existing or proposed easements or other burdens related to the Proposed Project at the property.

Section G. *See SZO § 5.1.5 Design Guidelines for Business Zones and/or Design Guidelines for Residence Zones. Explain any discrepancies between your proposal and the Design Guidelines.*

Special Permit Applications are exempt from this Section.

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Section H. *Explain any impacts that the proposed use, structure, or activity will have on the surrounding area from the transmission of signals that interfere with radio or television transmission.*

This Section does not apply to this proposed project.

Section I. *Explain any changes to the vehicular and pedestrian circulation patterns.*

The Proposed Project will not make any changes to either vehicular or pedestrian circulation patterns as it is entirely contained on the roof of the building.

Because this Proposed Project is not for either new construction or demolition Sections J through M have not been included.