



Hotel Indigo / 399 Grove Street

Application for Special Permit and Site Plan Approval to City of Newton Board of Aldermen



Outline of Presentation

- Introduction and Overview
- Operational Issues (Phase I)
 - Wireless Telecommunications
 - Signage
 - Pool Deck Awning (Ms. Gillies-Smith)
 - Landscaped Area (Ms. Gillies-Smith)
 - Loading (Mr. Hollworth)
 - Parking (Mr. Hart)
- Proposed Riverside Impact (Phase II) (Mr. Hart)
- Relief Requested/Conclusion

Area Overview



Existing Conditions



Proposed Interim Site Plan (Phase I)



Wireless Telecommunications Equipment

Wireless Telecommunications Equipment

- wireless telecommunications equipment was installed at the hotel pursuant to building permits in 2003 and 2009
- approved under the City's administrative review procedure
- site plan approval is required because the site is subject to oversight by Board of Aldermen through the special permit process

Existing Conditions



T-mobile Antennas (2003)



Metro PCS Antennas (2009)

Signage

Overview

- BO #392-63 requires that any signage at the Hotel be approved by the Board of Aldermen
- last time signage was approved for the property was in 1986 in BO #747-86
- since that time signage at the property has changed

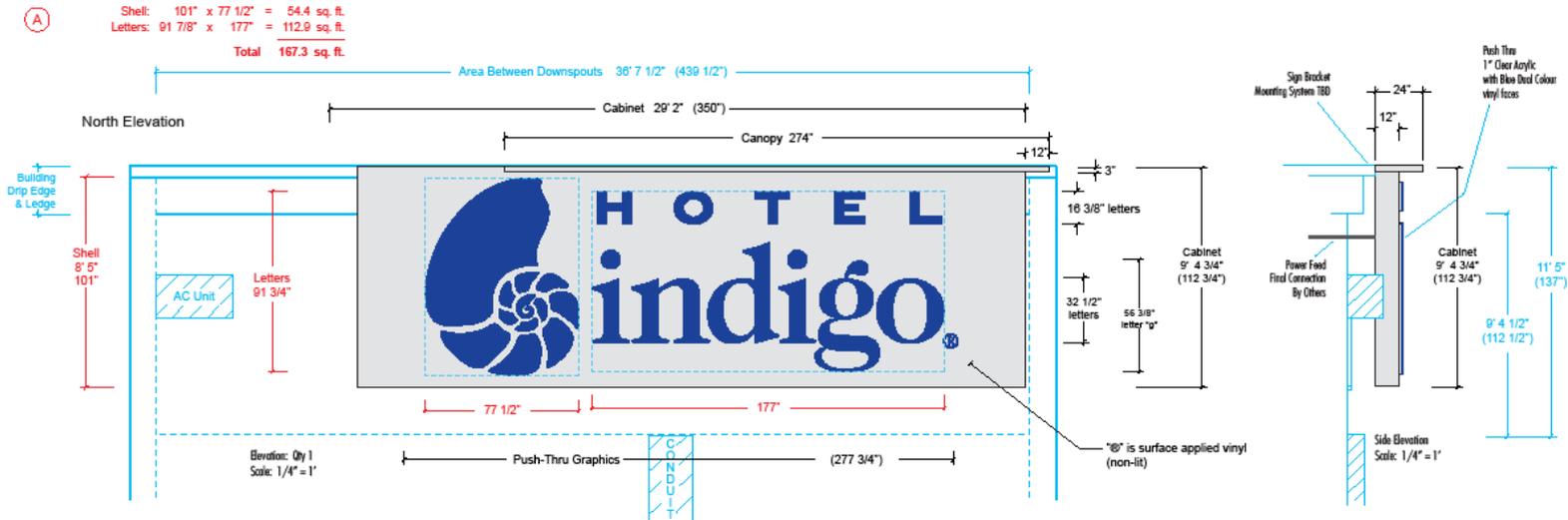
Existing Conditions



Existing Freestanding Sign



Existing Rear Elevation Sign



Description:

- (1) Custom wall mounted sign Cabinet, with Push-Thru illuminated Graphics.
- Cabinet has: Aluminum tube frame construction with 3mm Blended face and Sides; Internal DMO Fluorescent lamps; Cabinet paint color to be supplied by GC.
- 3" Aluminum Canopy along top edge as shown, with 12" projection; Cabinet paint color to be supplied by GC.
- Push Thru 1" Clear Acrylic graphics have Dual Colour Blue translucent vinyl graphic on face. (looks Blue in daytime - lights White at night)

Typeface:
Indigo artwork supplied
(layout modified to fit size of sign)

Colors:

- Cabinet: painted Benjamin Moore 2111-50 Stone Harbor Gray (Color map 493CG)
- 3" Aluminum Canopy: painted Benjamin Moore 2111-50 Stone Harbor Gray (Color map 493CG)
- Letters / Logo: 1" Clear Acrylic returns; Face: 3M Dual Colour 220-87 Royal Blue translucent vinyl; "®" : 3M 220-87 Royal Blue HP vinyl.

Installation: By Viewpoint; mount to building with hardware as required.



Building Exterior to be repainted By Others

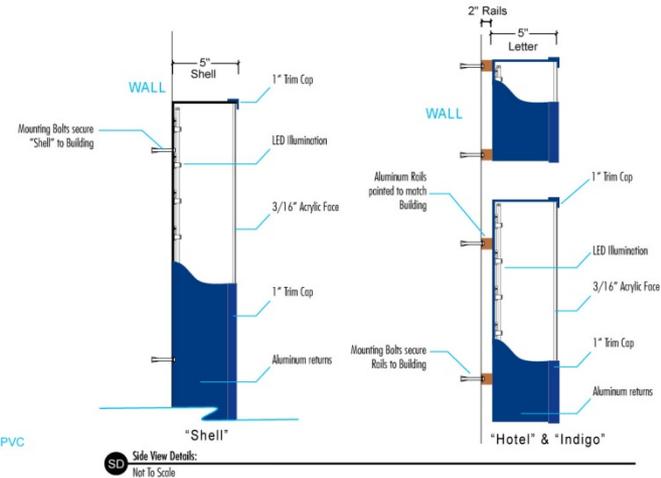
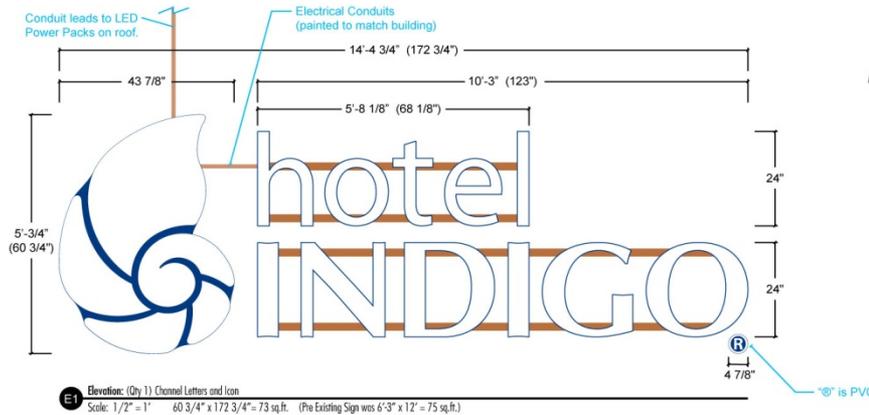


Photos NTS

Job: Indigo Hotel Location: Newton, MA	Account Manager: Scott Spaulding File: Indigo_Hotel_wall_sign_A01	Date: 09.25.07 2.0	Revised: 09.26.07 2.0 10.05.07 3 10.08.07 5	Revised:	Revised:	THIS PROPOSAL DRAWING CONTAINS ORIGINAL ELEMENTS CREATED BY VIEWPOINT SIGN AND AWNING. ALL RIGHTS RESERVED. UNAUTHORIZED DUPLICATION OR REPRODUCTION IS PROHIBITED.	ViewPoint SIGN AND AWNING	1.508.303.8400 FAX 1.508.303.8400	Contractor Approval	Acct. Manager Approval	Production Approval
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Proposed South Elevation Sign

Channel Letters & Icon



Description:
(Qty 1) Face-Lit Channel Letters & Icon
- LED illumination
- 5" deep aluminum returns.
- 3/16" acrylic faces with trim-cap
- Letters mounted to rails.
- Rails are mounted to exterior brick wall.
- Exterior 1" conduit and remote power supply on roof.

Logo:
Supplied by Customer
(Edited by ViewPoint to meet production limitations.)

Note: "HOTEL" has been changed to meet production limitations.
(Swiss Bold Extended (modified))

Colors:
Illumination - White LEDs
Returns - painted to match Blue PMS 2758c
Trim-Cap - Green Film 2050 Dark Blue (stock)
Letter Faces - White Acrylic face
Icon Faces - 3M 220-37 Sapphire Blue opaque vinyl

Rails & Conduit - painted standard brick color PMS 174c: (TBD)

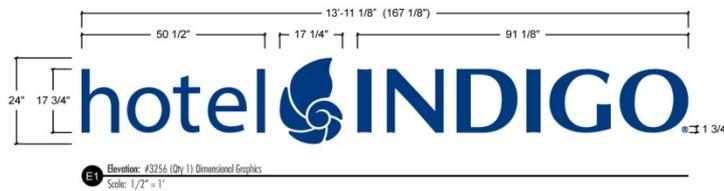
Installation:
By Viewpoint.
Mounted to exterior brick wall.



Job: Indigo Hotel Location: Newton, MA	Account Manager: Scott Spaulding File: IndigoHotel_NewMA_Icon_1.cad	Date: 01.24.12 R.5 D1.5 Designer: Matthew Hoard	Revisions: 01.27.12 R.25 D1.5 05.09.12 R.0 D.5	Revisions:	THIS PROPOSAL DRAWING CONTAINS ORIGINAL ELEMENTS CREATED BY VIEWPOINT SIGN AND AWNING. ALL RIGHTS RESERVED. UNAUTHORIZED DUPLICATION OR REPRODUCTION IS PROHIBITED.	ViewPoint SIGN AND AWNING 1.508.393.8200 FAX 1.508.393.4244	Customer Approval	Act. Manager Approval	Production Approval TBD/VIF
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Proposed Portico Sign/Front

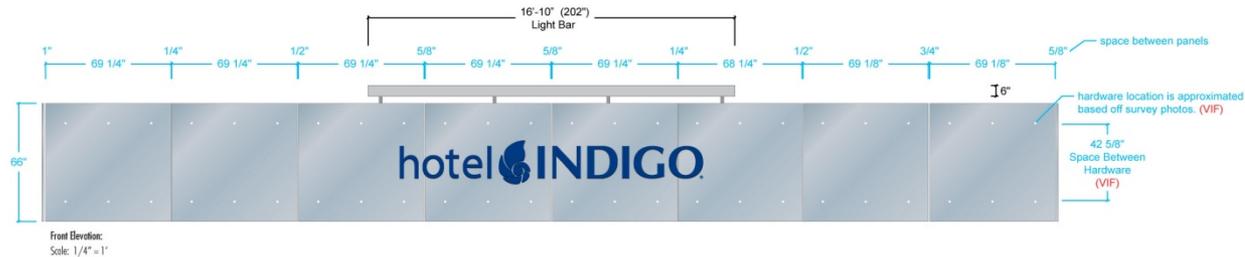


Description:
 (Qty 1) Dimensional Graphics
 - 1/2" PVC
 - "68" is surface applied vinyl on glass facade.
 - Dimensional graphics are mounted to glass facade with VHB tape and silicone.
 - (1) Custom fabricated light bars, (150)

Logo:
 Indigo Hotel - Supplied by Customer
 (arrangement adjusted to increase visibility)

Colors:
 Indigo Hotel Graphics - painted to match PMS 2758; (face/returns)
 "68" - 3M 220-37 Sapphire Blue vinyl
 Light Bar - painted to match Brushed Aluminum

Installation:
 By Viewpoint. VHB tape and silicone.
 See photo elevation.



Job: Indigo Hotel Location: Newton, MA	Account Manager: Scott Spaulding File: Indigo_Hotel_IndigoGraphics_Front_2.dwg	Date: 04.18.12 R.O.D.S.	Revisions: 04.24.12 R.O.D.S.	Revisors:	THIS PROPOSAL DRAWING CONTAINS ORIGINAL ELEMENTS CREATED BY VIEWPOINT SIGN AND AWNING. ALL RIGHTS RESERVED. UNAUTHORIZED DUPLICATION OR REPRODUCTION IS PROHIBITED.	ViewPoint SIGN AND AWNING 1.508.393.8200 FAX 1.508.393.4244	Customer Approval	Act. Manager Approval	Production Approval TBD/VIF
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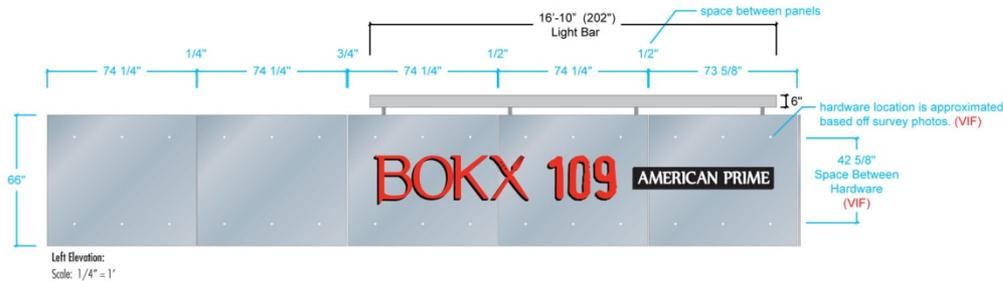
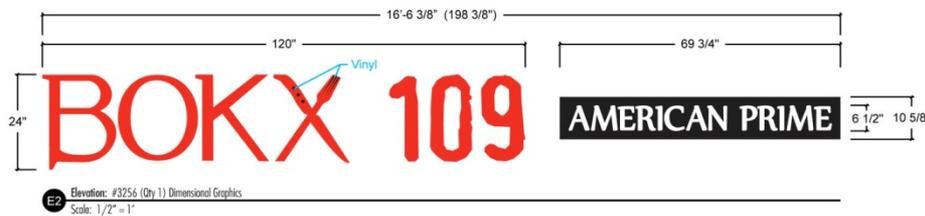
Proposed Portico Sign/Front



<p>Job: Indigo Hotel</p> <p>Account Manager: Scott Spaulding</p> <p>Location: Newton, MA</p>	<p>Date: 04.18.12 R.0 D.25</p> <p>File: IndigoHot_NewMA_IndigoOnGraphics-P2_21.dwg</p> <p>Designer: Matthew Hoard</p>	<p>Revisions: 04.24.12 R.0 D.25</p>	<p>Revisions:</p>	<p>THIS PROPOSAL DRAWING CONTAINS ORIGINAL ELEMENTS CREATED BY VIEWPOINT SIGN AND AWNING. ALL RIGHTS RESERVED. UNAUTHORIZED DUPLICATION OR REPRODUCTION IS PROHIBITED.</p>	<p>ViewPoint SIGN AND AWNING</p> <p>1.508.393.8200 FAX 1.508.393.4244</p>	<p>Customer Approval</p>	<p>Act. Manager Approval</p>	<p>Production Approval</p>
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Proposed Portico Sign/Side



Description:
(Qty 1) Dimensional Graphics
- 1/2" PVC
- "American Prime" is surface applied vinyl on PVC face.
- Kalls and look have surface applied vinyl on PVC face.
- Dimensional graphics are mounted to glass facade with VHB tape and silicone.
- (1) Custom fabricated light bars. (TBD)

Logo:
Bokx 109 - Supplied by Customer
(arrangement adjusted to increase visibility)

Colors:
"Bokx 109":
Returns - painted Black (return)
Face - 3M 220-293 Atomic Red vinyl
3M 220-12 Black vinyl

"American Prime" Panel - painted Black (face/returns)
"American Prime" Copy - 3M 220-10 White vinyl
Light Bar - painted to match Brushed Aluminum

Installation:
By Viewpoint. VHB tape and silicone.
See photo elevation.

Job:
Indigo Hotel
Location:
Newton, MA

Account Manager:
Scott Spaulding
File:
IndigoHotel_NewMA_BokxDimGraphics Pg_3d.ai

Date:
04.18.12 R.O.D.S
Designer:
Mathew Hoard

Revisions:
04.24.12 R.O.D.S

Revisions:

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ViewPoint
SIGN AND AWNING

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Customer Approval

Acc. Manager Approval

Production Approval

TBD/VIF

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Proposed Portico Sign/Side



Job:
Indigo Hotel
Location:
Newton, MA

Account Manager:
Scott Spaulding
File:
IndigoHot_NewMA_BokX109Graphics.Pkg_2d.rvt

Date:
04.18.12 R.0 D.25
Designer:
Matthew Hoard

Revisions:
04.24.12 R.0 D.25

Revisions:

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ViewPoint
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1.508.393.8200
FAX 1.508.393.4244

Customer Approval

Act. Manager Approval

Production Approval

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Proposed Pool Deck Awning

Existing Conditions



Proposed Awning

Corradi USA
OUTDOOR LIVING SPACE

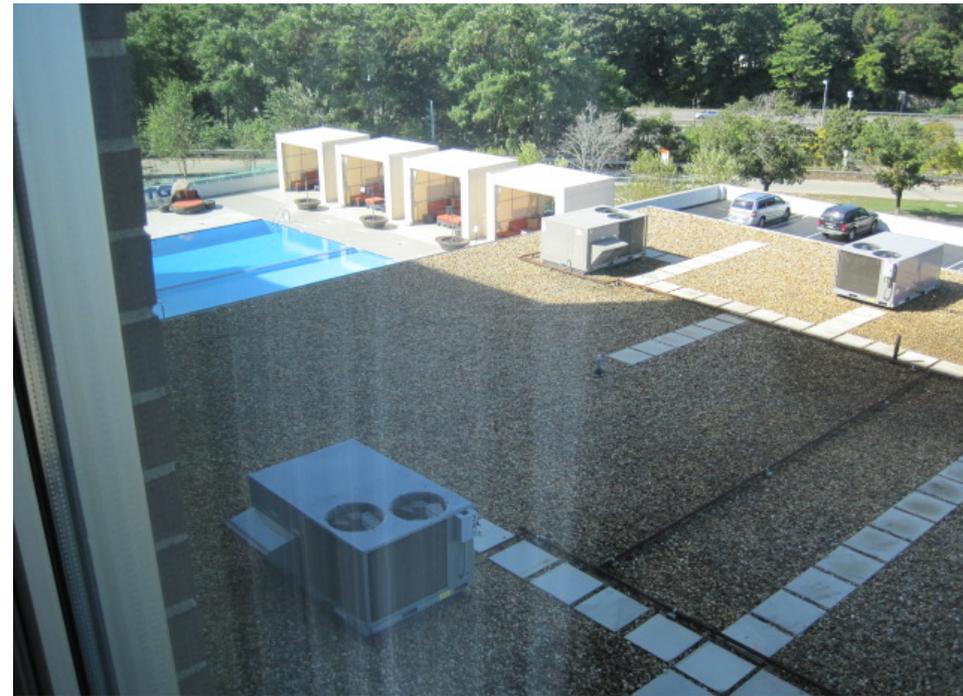


Additional Landscaped Area

Existing Conditions

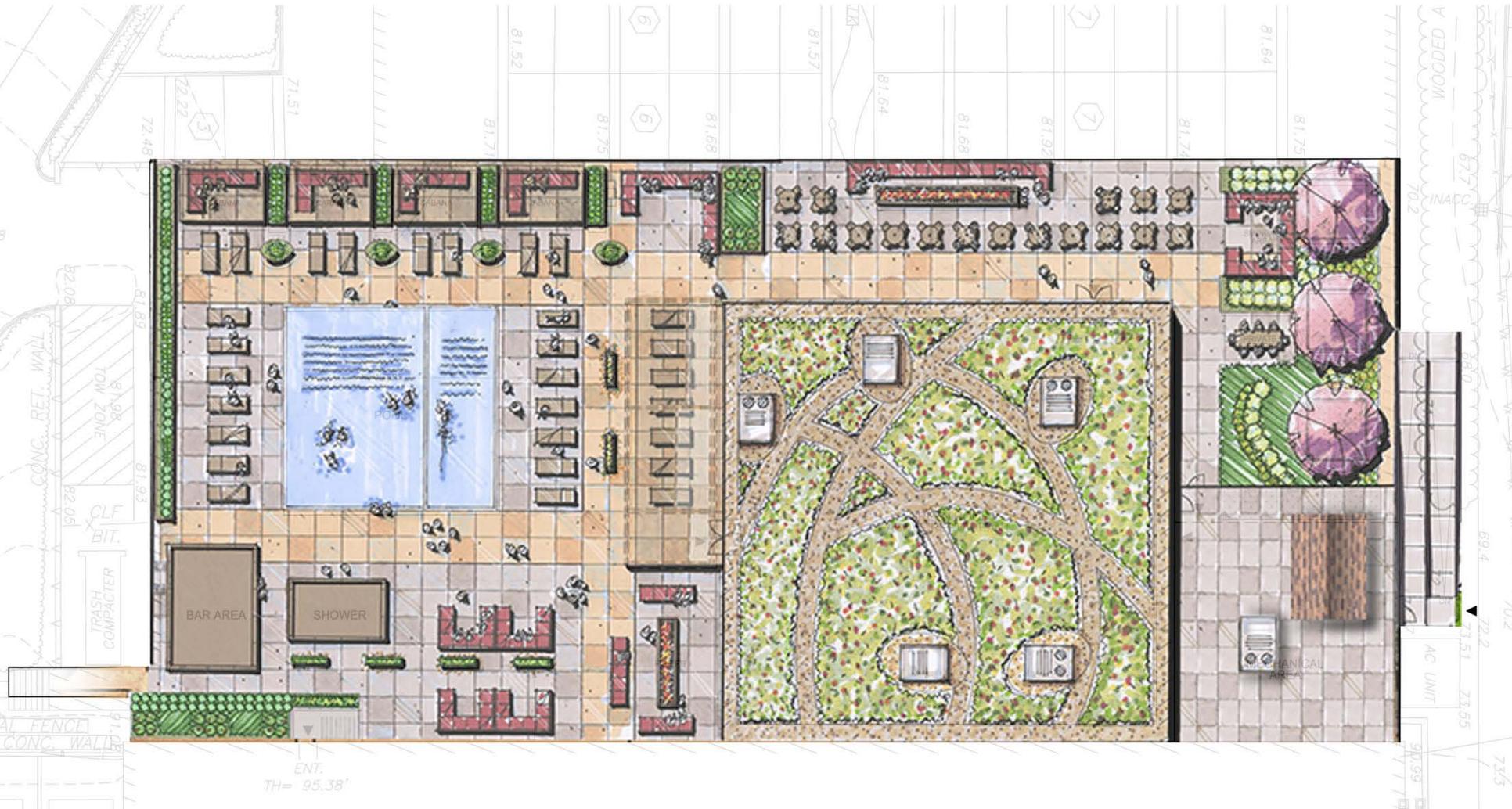


Pool Deck



Restaurant Roof

Proposed Pool Deck Awning



Pool Deck: Character



Ornamental Grasses



Planters

Green Roof: Character



Sedum and Pavers



Sedum and Riverstone

Loading

Existing Conditions Overview



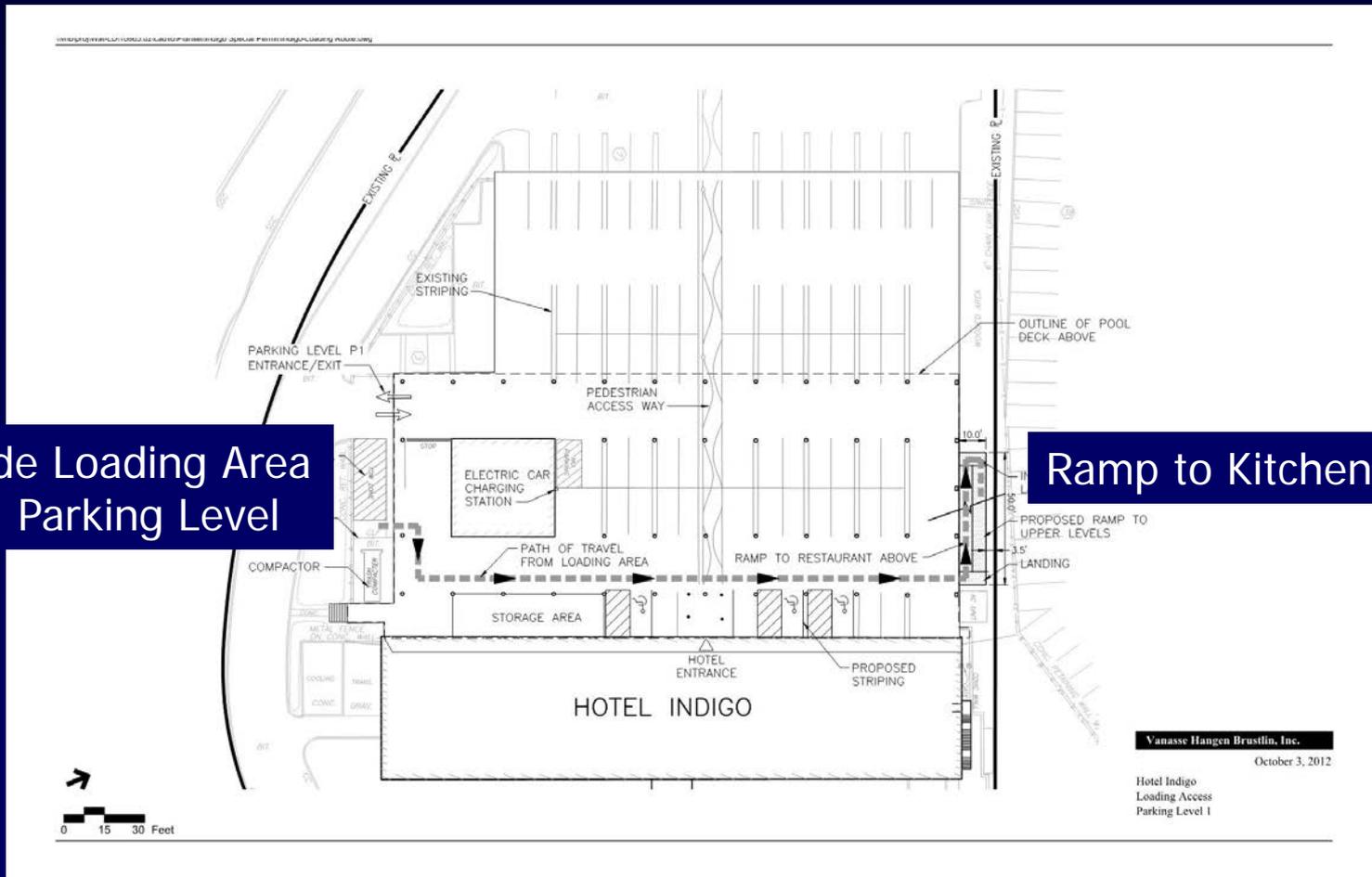
Hotel Operations
Side Loading Area
P1 Parking Level

Restaurant Operations
Front Loading Area
Kitchen Level

Kitchen Loading Area Initial Proposal



Revised Loading Plan – Parking Level



Side Loading Area
P1 Parking Level

Ramp to Kitchen Level

Parking (Phase I and II)

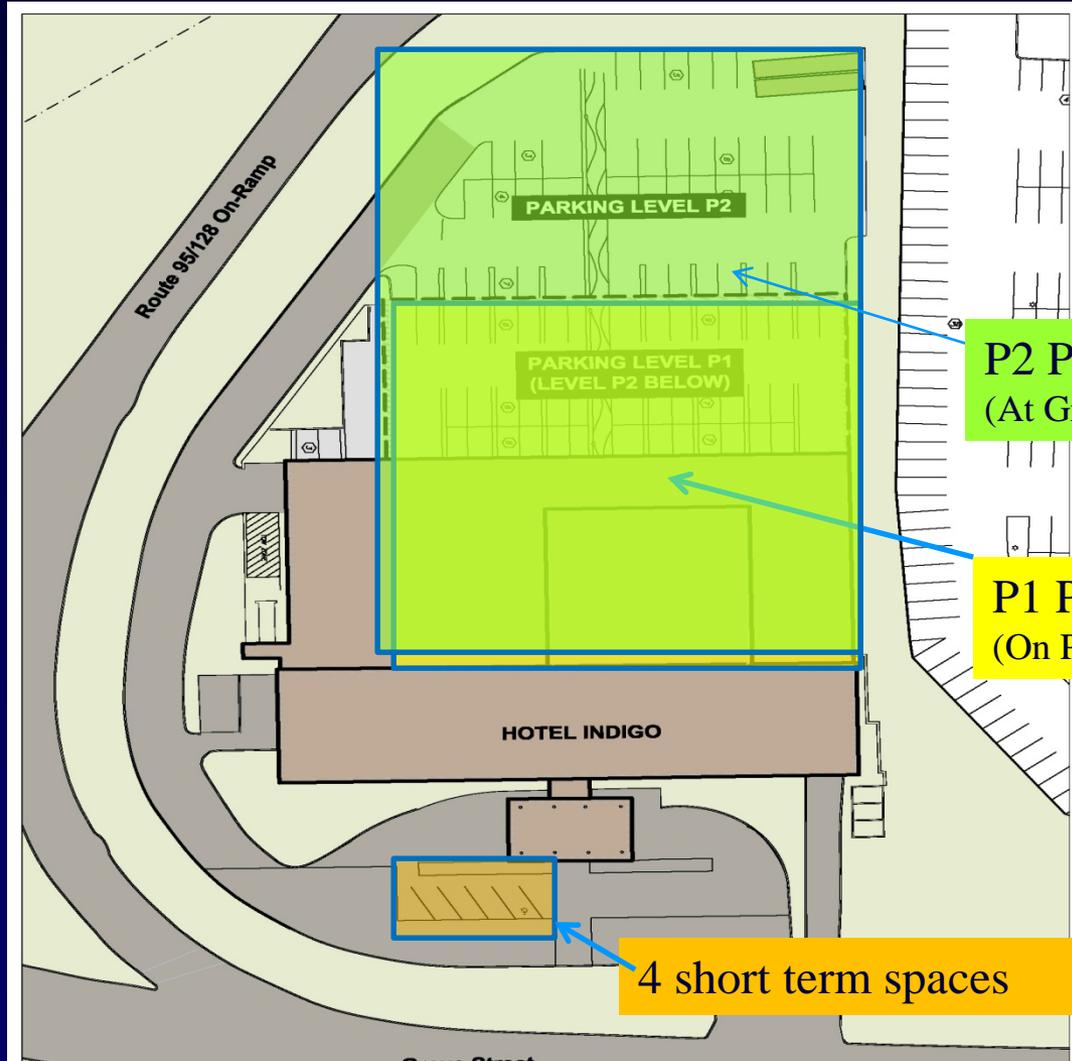
Indigo Hotel Parking

- Existing Parking Supply
- City of Newton Requirements
- Observed Demand
- Industry Standard
- Function Parking
- Phase I and Phase II

Existing Parking Supply

Location	Parking Supply
Front of Building	4 short term spaces
P1 Deck	74 spaces
P2 Ground Rear	138 spaces
Total	216 spaces

Existing Conditions



P2 Parking 138 spaces
(At Grade)

P1 Parking 74 spaces
(On Parking Deck)

4 short term spaces

Local Parking Requirement

Use	Zoning Requirement	Space Required
Hotel		
191 Rooms	1 space/room	191 spaces
21 Employees	1 space/3 employees	7 spaces
Restaurant/Lounge		
458 Seats	(1 space/3 seats)/2	77 spaces
20 Employees	1 space/3 employees/2	<u>4 spaces</u>
		Total Parking Requirement 279 spaces

Parking Demand Assessment

- VHB conducted parking assessment in April and May of 2012
- Study looked at parking between Wednesday and Sunday (24 hours a day)

Parking Demand Assessment

(Parking Supply 216)

- Results show:
 - Peak Demand at 166 spaces
 - Average Demand at 103 spaces
 - Low Demand at 55 spaces

Industry Parking Standards

- Institute of Transportation Engineers (ITE) Parking Generation provides compiled parking data for hotels:
- Peak parking demand under normal conditions is 175 parking spaces (ITE LUC 310)
- This is generally consistent with observed parking demand assessment conducted on-site

Parking Plan Functions

- On occasion, there are functions at the hotel where parking demands are temporarily higher than normal
- Plans to better accommodate these functions have been initiated
- A formal Parking Management Plan will be implemented

Parking Management Plan

- Components will include the following at a minimum:
 - Continued support by hiring Newton Police Detail
 - Bolstering valet parking; staging vehicles when necessary
 - Establishing on-site attendants at entry location to communicate parking availability
 - Attendants to direct patrons to available parking supply

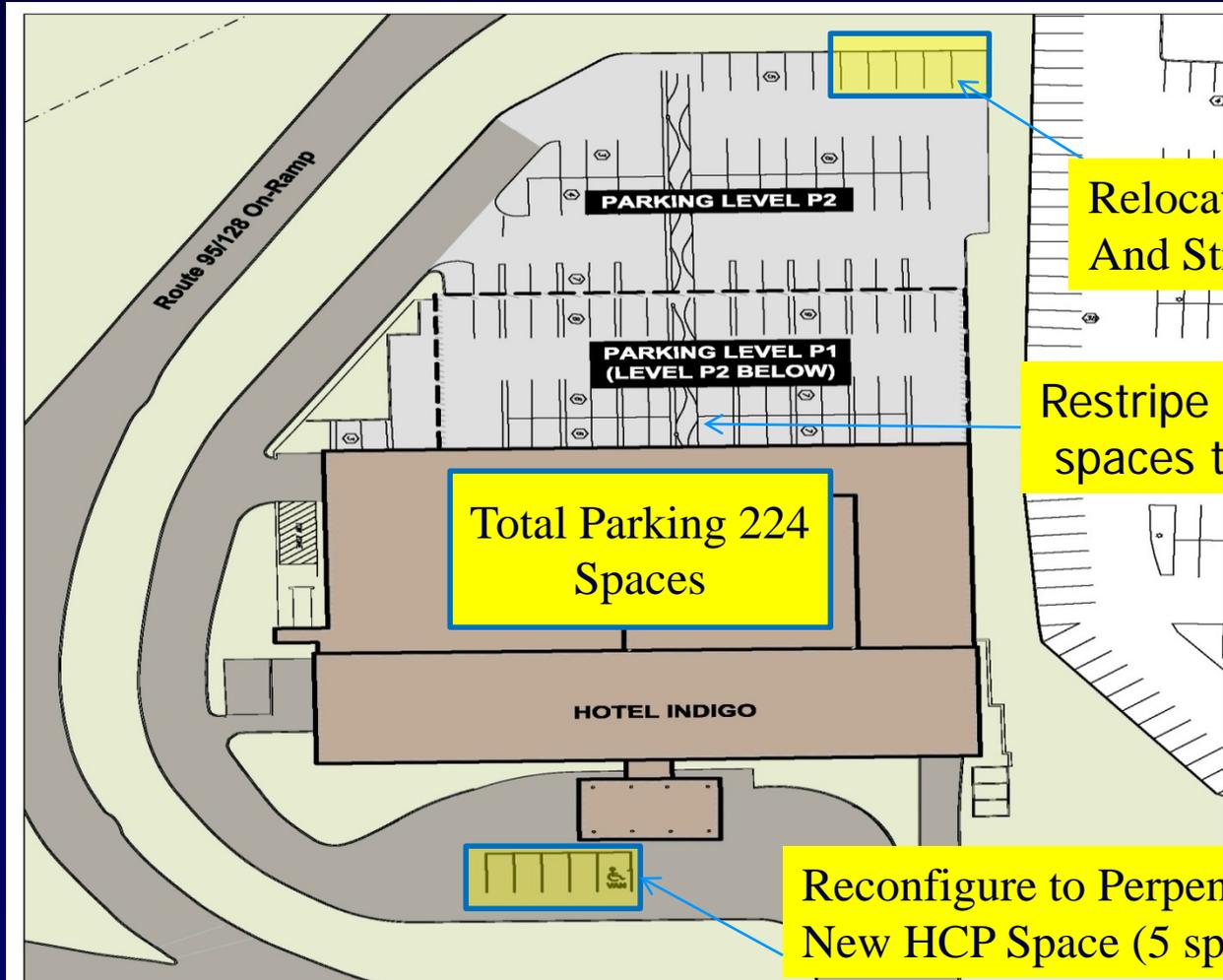
Future Conditions

- Phase I (Interim) Plan; to accommodate delivery change and parking optimization
- Phase 2 Station at Riverside

Interim (Phase I) Parking Plan

- Minor adjustments to improve existing supply prior to the Station at Riverside redevelopment:
 - Relocate trailers to increase parking spaces in rear of P2
 - Reconfigure short term parking
 - Reconfigure P1 and P2 parking levels

Interim (Phase I) Parking Plan



Relocate Existing Trailers
And Stripe 5 New Spaces

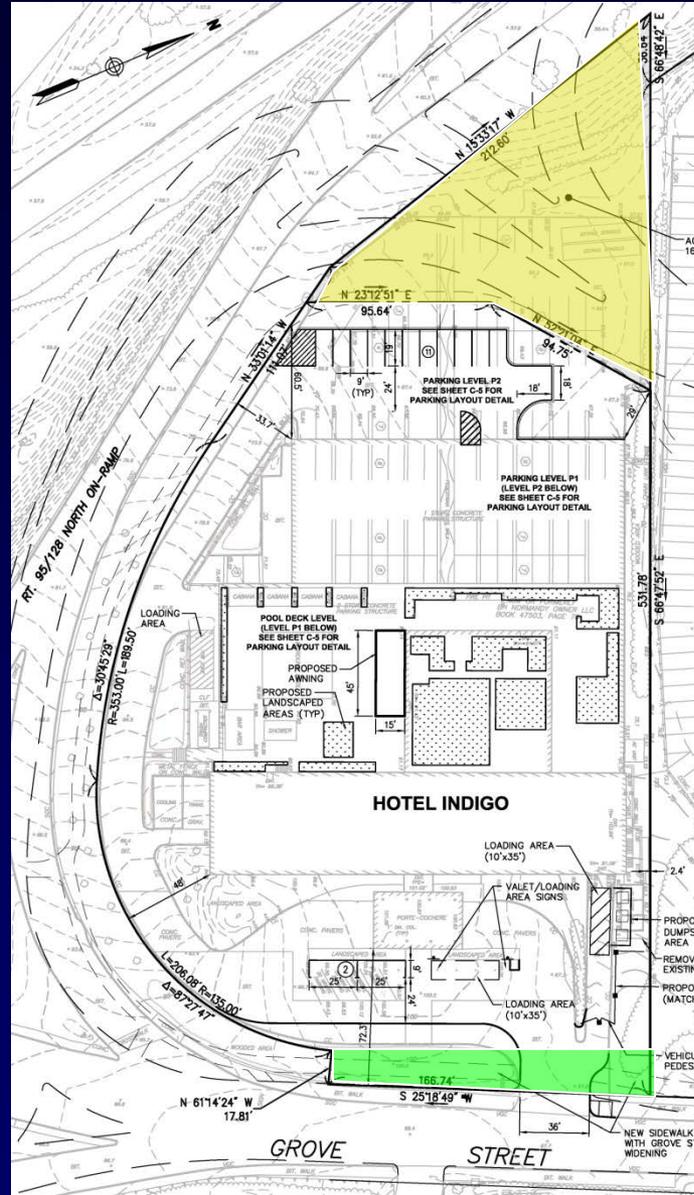
Restripe to add 2 new
spaces to P1

Total Parking 224
Spaces

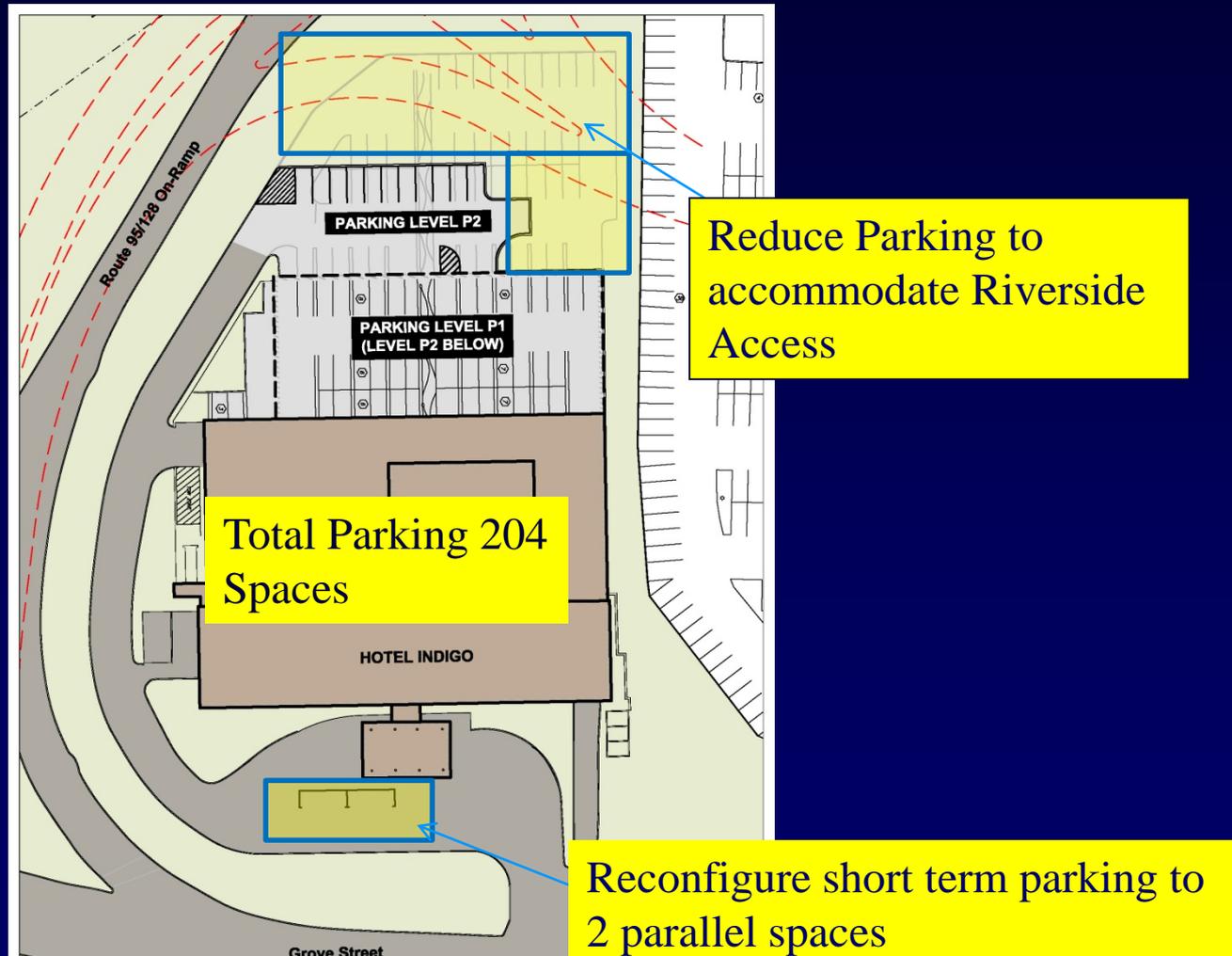
Reconfigure to Perpendicular and add 1
New HCP Space (5 spaces total)

Proposed Riverside Impact

Proposed Site Plan with Riverside Access/Egress (Phase II)



Parking with Riverside Access Plan



Parking Demand Assessment Conclusion

- Site has adequate parking based on study conducted and Industry Standards
- This is true with interim and Station at Riverside access versions of plan
- Parking Management Plan will be prepared for future functions

Conclusion / Relief Requested

Phase I: Relief Requested



- special permit required for:
 - amendment to most recent site plan to reflect reconfigured parking, delivery and trash pickup areas; existing and proposed signage; existing wireless equipment; new pool deck awning; and increased landscaped area (Section 30-23)
 - waivers of number of parking stalls; stall dimensions; maneuvering space for end stalls and aisles; maximum driveway width; landscaping; lighting; surfacing and curbing; number of bicycle stalls; and design of loading facilities (Sections 30-19 (h), (i), (j), (l) and (m))
 - add three new signs and legalize two existing signs (Sections 30-20(f)(1), 30-20(f)(2), 30-20(f)(9) and Section 30-20(l))
 - extension of a nonconforming structure with respect to proposed pool deck awning (Section 30-21(b))

Phase II: Relief Requested



- special permit required for:
 - FAR greater than 1.0 (Section 30-15, Table 3)
 - extension of a nonconforming structure and nonconforming lot coverage (Section 30-21(b))
 - waiver of twenty additional parking stalls (Section 30-19(m))



digo