
100 Cambridge Street, Suite 1310 Boston, MA 02114 T: 617.824.9100 F: 617.824.9101

To: Jacob LaFontaine

From: Richard Schlichting

Date: December 29, 2025

Re: Exterior design
11 Mall Road-Loretta's Last Call & Game On!
Langan Project No.: 151064501

Below please find our responses comments discussed in our December 9 2025 meeting and at the PB meeting. Below please find each comment followed by our response in **bold**.

- Elevations:
 - Add legend – materials and color

COMMENT RESPONSE: Additional page has been added to the plans with the legend.
 - See [Design Guidelines](#) for Façade Design – pages 30-33
 - “For retail structures, any facade that faces a public or private street should have display windows, entry areas, or other transparent features along 40% or more of its horizontal length... Facades should not extend for more than 50 horizontal feet in length without incorporating architectural features, such as pilasters, windows, cornices, porches, corners, or offsets.”
 - **COMMENT RESPONSE:** This concern was addressed by adding the large window on either side of the entrance as well as two additional large windows beyond those two windows that are decorative.
 - Please see staff comments: “elevation drawings provided: proposing to retain significant portion of existing façade and paint to match Fenway Park motif – existing brick to be painted red, existing concrete wall to be painted green, cornice to be painted black; adding new Game On entryway on west side of building with brick columns, - have eliminated awning, patio enclosed by black steel fence, new windows and new projection on façade for signage; Loretta's Last Call to have western motif – rusted tin roof panel, catenary lights, new windows, brick façade entrance, new patio enclosed with rebar and wood railing

fence; adding new brick for equipment storage and dumpster enclosure. Proposed modifications are attractive and welcomed improvements however building has blank walls on large portions of western, northern and eastern facades and eliminated transparency on western facade. Elevations should still be revised to better comply with Site Plan Regulations and Design Guidelines (see excerpts attached) – specifically to reduce blank walls, increase transparency, vary roofline; dumpster enclosure should be revised to match building.”

COMMENT RESPONSE: This concern was addressed by adding the large window on either side of the entrance as well as two additional large windows beyond those two windows that are decorative. In addition, we have added banners on the North side of the building as well as an additional pilaster on the east face behind the equipment enclosure.

- Signage:

- Add true sign dimensions instead of “rough dimensions”

COMMENT RESPONSE: Sizes are true sizes. The sizes have been called out on the Signage Package, on the Elevations and in the Signage CUP.

- Revise CUP to include sign dimensions and quantity of signage – please find example attached

COMMENT RESPONSE: The Signage CUP has been updated to note all dimensions, locations and quantities of each sign.

- Please try to conform with the [Tuscan Village Sign Standards](#) which allow for more flexibility – One of your Kings locations is actually used as an example for a tagline sign (see page 15)
 - Please also refer to Design Guidelines – see pages 81-92 for Signage

COMMENT RESPONSE: The new signage plan and elevations has been discussed and worked through with the Planning Director to ensure the signage plan is matching the aesthetic of the area and following guidelines.

- Site Plan:

- Add pedestrian connection to north sidewalk

COMMENT RESPONSE: Curb ramp with crosswalk has been added to the plans. Please see CS101.

- Add tip down at ADA spaces to ped. connection to south

COMMENT RESPONSE: Tip down to ADA spaces has been added to south sidewalk connection, as seen on CS101.

- Add dimension of striped space to south

COMMENT RESPONSE: Dimensions have been added to restriped southern parking area, seen on CS101.

- Clarify square footage: 19,775 sf or 19,960?

COMMENT RESPONSE: Square footage has been updated to 19,960 SF.

- Note height of flagpole (max 80ft)

COMMENT RESPONSE: Exact flagpole height to be coordinated as construction plans progress. Flagpole will be less than 80 feet.

- Eliminate zoning table on Existing Conditions Plan

COMMENT RESPONSE: Zoning Table has been removed from VT901.

- Clarify materials and colors of dumpster enclosure – site plan and elevations conflict

- Please note Design Guidelines state “Structural screens and fencing should complement the design of the main structure by repetition of materials, detailing, scale, and color.”

COMMENT RESPONSE: The equipment enclosure will mimic the building with the Brick wainscoting and Fenway green. The garbage enclosure will be black chainlink fence with black slats to hide the dumpster.

- Show existing landscaping in addition to proposed – Design Guidelines state “parking lots with 10 or more spaces should have at least one tree per eight spaces, planted in or within five feet of the lot... Larger and more visible parking lots should have more intensive landscape treatments.”
 - Please note any dead, diseased, dying or missing vegetation will be replaced

COMMENT RESPONSE: Regarding the landscaping comments for the Lyons Group project, we would like to clarify that the proposed design actually decreases the total parking count by 16 spaces. This reduction means the project is well within the required thresholds; however, we are still proposing additional trees beyond the required one per eight spaces minimum.

Furthermore, we are not removing any existing trees, and the project remains in full compliance with the Town's Design Guidelines.

MEMO

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- PB Comments:
 - Enhance elevations and landscaping

COMMENT RESPONSE: Updated elevations and plans have been attached to this application.
 - Confirm whether overflow employee parking to north is available for use
 - Address parking agreement with Mall

COMMENT RESPONSE: Exhibit "B" Site Plan from 11/09/2023 has been attached to this comment response showing shared parking areas in the parking lot.
 - Connect sidewalk to pedestrian connection to Pleasant Street

COMMENT RESPONSE: Southern sidewalk now has a connection to the parking lot. This sidewalk connects to a crosswalk to cross at the intersection where they can head north to other pathing.
 - Submit truck turn plan for trash pickup

COMMENT RESPONSE: Truck turning plan has been added to the set on TM101.

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