# **KENDALL SQUARE DESIGN GUIDELINES:**

**SUMMARY OF URBAN DESIGN RECOMMENDATIONS** 

DRAFT VERSION
Feb 2013

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### 1. Introduction

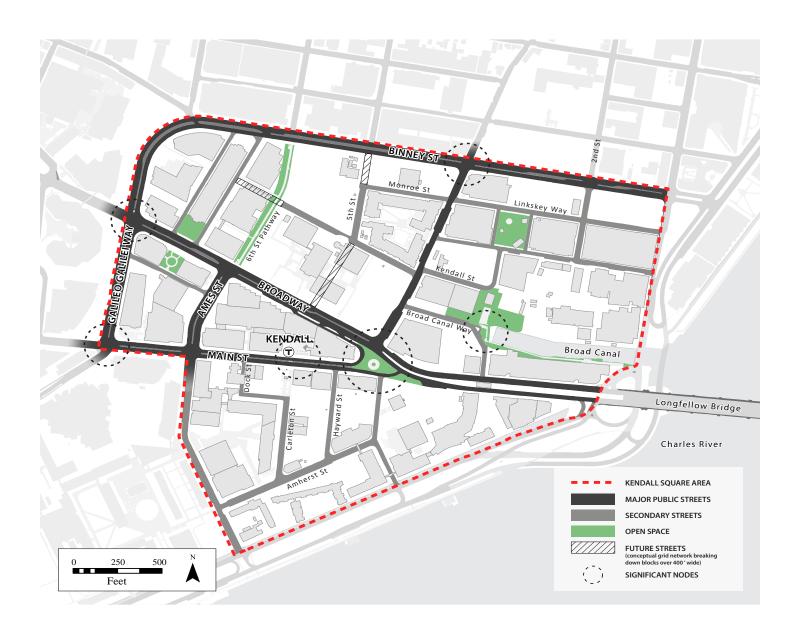
The Kendall Square Design Guidelines are created as part of the City of Cambridge's comprehensive Kendall Square to Central Square (K2C2) planning study to inform property owners, business owners, developers, and the general public about the desired form and character of development in Kendall Square. These guidelines will help guide development activities in this area, aiming to create consistently high-quality public environments, and to ensure that development contributes to the character and vitality of the surrounding community. These guidelines will be referenced in the City's Zoning Ordinance in the Project Review Special Permit section and in the PUD text where applicable and will be used by the Planning Board in their review of all discretionary permits such as special permit and PUD applications for projects in the Kendall Square area.

The Kendall Square Design Guidelines guidelines articulate the design and site planning goals for Kendall Square, and measures to achieve them. The guidelines aim to create a positive mixed use district where tall buildings with large floorplates can be good neighbors to public spaces, smaller existing buildings, and adjacent residential neighborhoods. Therefore, the guidelines are particularly geared to sensitively manage the impacts of bulk and height and animate the major streets and public spaces through encouraging active ground floors.

However, the guidelines are not intended to impose a strict limitation on the building form and style. Other creative design solutions not noted here may also be utilized to achieve the same goals at the discretion of the Planning Board, especially in the interest of enhancing architectural diversity in the area.

A major goal of the *Kendall Square Central Square Plan 2012* is to enhance the quality of public street and park spaces. Buildings and private open spaces adjacent to streets and parks have a significant impacts on adjacent public spaces through their physical design and internal uses, particularly at ground level. The design guidelines therefore focus heavily on relationships between private buildings/open spaces and public streets/parks. Three distinct types of streets and edges deserve different criteria, addressed separately in the guidelines:

- Major Public Street Street with block edges where the most intensive, and highest-priority, active ground level uses are present and desirable. These typically include locations where retail uses are most viable from a market standpoint. In the study area, major public streets include Main Street, Broadway, Third Street, Ames Street, Binney Street and Galileo Galilei Way. Major Public Street edges should create a well-defined streetwall to help frame Kendall Square's Major Public Streets as public spaces. They should also provide adequate space along sidewalks for outdoor activity associated with active ground level uses. Major Public Street Edges are intended to engage a high volume of pedestrian traffic, and to support public activity throughout the day and evening.
- Secondary Street Street with block edges where active ground level uses are present or desirable, but may require more time to mature. This may depend upon stronger market conditions or development of more appropriate spaces, where ground level residential or other uses can support an attractive and walkable public space network. Secondary streets are intended to engage a moderate to high volume of pedestrian traffic and to support public activity throughout the day and evening, now and in the future. They should also provide adequate space along sidewalks for compact residential stoops, porches and gardens, and outdoor uses associated with retail or institutional uses.
- Park Edges –



# 2. Environmental Quality

#### - Shadow

**Goal**: Locate and shape buildings to minimize shadows on public parks and plazas – particularly Point Park, the North and South Plazas at Cambridge Research Park, Broad Canal area, and the anticipated Volpe park area.

#### - Wind

**Goal:** Design new buildings and open spaces to minimize negative wind impacts on streets and public spaces.

### - Vegetative Cover

**Goal:** All development should make a positive contribution to increasing vegetative cover, improving stormwater infiltration, and reducing heat island effect.

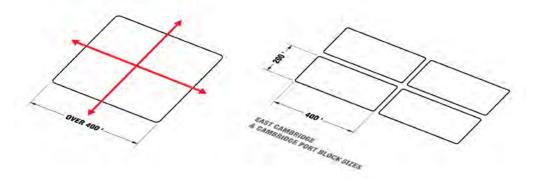
#### - Noise

**Goal:** All developments should attempt to minimize noise generated from rooftop mechanical equipment.

# 3. Walkability

### - Connections / Block Sizes

**Goal:** New development and redevelopment of sites should break up large blocks and increase permeability by creating pedestrian and bicycle connections through the site.



### - Loading and Servicing

**Goal:** Loading and service are critical elements that need to be accommodated for the functioning of the district. They should be located and designed to support the walkability of the area and minimize dead zones, particularly away from major public streets and pedestrian corridors wherever possible.

- a. Locate loading and servicing areas away from major public streets and significant promenades; use secondary streets or, preferably, internal alleyways for loading and service.
- b. Avoid creating loading/servicing areas exceeding two bays or 30 feet wide. Occupied ground level spaces with windows should occur between loading/servicing areas wherever possible to help diminish their impact.
- c. Loading/servicing bays should be provided with architectural doors designed to complement the overall façade composition. Doors should be customarily closed when loading/servicing bays are not in use.
- d. Driveway turnaround and vehicle drop-off facilities along public streets are discouraged to avoid disrupting of the continuity of the sidewalk space.

#### Street Activity

**Goal:** The vision for Kendall Square includes an emphasis on activation of the district beyond the work day. Site planning and building design should support pedestrian flow throughout the district and provide access to outdoor and indoor public spaces that allow people to gather, and encourage public activity throughout the day and evening.

#### Measures:

- a. Locate courtyards and open spaces to maximize sun exposure.
- b. Connect outdoor public realm with indoor public spaces.
- c. Streets and other public spaces should feel safe in the evening. Appropriate design of lighting and wayfinding is encouraged.
- d. Design to Accommodate diverse retail and service offerings that serve current and future Kendall Square residents as well as workers in the neighborhood.

### 4. Universal Access

Goal: The design of buildings and outdoor spaces (public and private) in and around Kendall Square merits special emphasis on universal access. As the theme of innovation is at the core of Kendall Square's identity, demonstrating innovations in universal access will enhance Kendall's identity. Exemplary accessibility is an area where Kendall has particular opportunity to stand out regionally, nationally and internationally. Kendall's flat topography and its existing infrastructure already promote accessibility and provide a strong basis for further accessibility enhancements that will set Kendall apart from its peer communities and enhance opportunity for the interpersonal collaboration important to its success.

- a. Ensure that outdoor spaces provide comparable facilities for all people regardless of their ability to climb steps. Use technology to help compensate for limitations in sensory abilities.
- b. Ensure that parks and plazas provide activities and facilities serving people of all ages.
- c. Improve wayfinding signage throughout Kendall Square, and create more direct accessible connections among destinations, to make mobility among destinations more convenient and efficient.
- d. Provide audible and tactile information beyond existing requirements at crosswalks and in building elevators.
- e. Ensure that streetscape elements do not conflict with accessible parking.

Architectural Identity 4. Built Form

### 5. Built Form

The existing Kendall Square embraces various styles of developments each symbolizing the predominant economy of different eras: industrial and manufacturing, R&D, and now, the knowledge economy. Recently, companies are increasingly seeking for buildings with large floor plates to allow greater flexibility to accommodate multiple disciplines and provide opportunities for interaction, collaboration, and creativity.

### a. Architectural Identity of Kendall Square

**Goal:** Architectural composition should particularly emphasize a distinct identity for the building as well as for Kendall Square. This identity should be legible from adjacent streets and critical viewpoints, as well as within the overall Kendall Square skyline when seen from a distance.

- a. Methods of creating a distinct architectural composition include use and proportioning of materials, colors and shapes that differ from those of adjacent buildings.
- b. Convey the act and spirit of innovation in Kendall Square through transparency that directly reveals activity, and active media.
- c. Create a well designed streetwall to help frame Kendall Square's streets and public spaces.





a. Examples of a distinct architectural composition of Kendall Square (left: view from Watermark plaza near Broad Canal walk, right: view from One Kendall Square plaza, Cambridge)

Architectural Identity 4. Built Form







b. There are numerous ways to convey the spirit of innovation. Methods include using transparent building materials, installing media displays that shows the works being done inside the buildings, installing interactive media to bring cutting edge technology closer to the public and directly revealing the scene of innovators at work

From top to bottom, left to right:

- One Broadway represents an effort to convey the spirit of innovation by rehabilitating an old concrete building facade into a transparent and modern one.
- The Broad Institute in Kendall Square installed media displays in the lobby to present the research being done by the Institute. Usage of TV screens need careful consideration because screens are hard to read during daytime.
- MIT students hacked a campus building for active media display. Building facades could be utilized
  to accommodate high technology and creative ideas, which will bring the public closer to the
  knowledge economy of the twenty-first century. (Copyright: ©Chris Pentacoff)

### b. Scale and Massing

**Goal:** Encourage building forms and site planning that relate to the surrounding context. New buildings should create sensitive transitions to neighboring uses, especially to existing residential buildings, historical structures, and public parks.

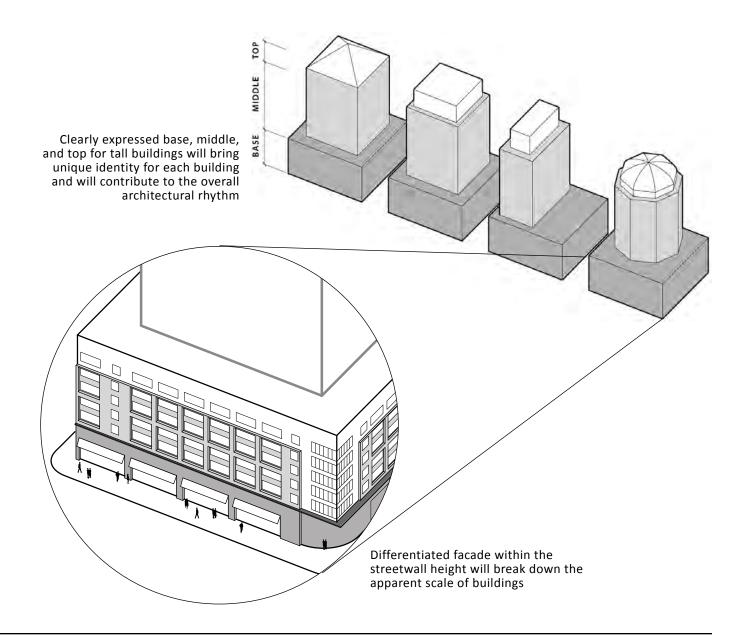
- a. Include setbacks to create transitions to adjacent low-scale buildings
- b. Design and locate public and private open space to be responsive to adjacent uses
- c. Use sensitive site planning and building design to reduce impact on significant view corridors from public spaces



Examples of existing low-scale historical structures in Kendall Square

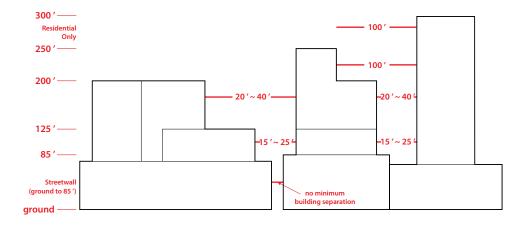
**Goal:** Design buildings to minimize monolithic massing and break down the scale of large buildings

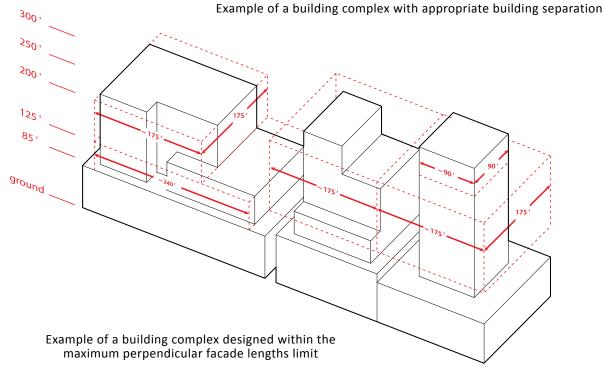
- a. Buildings should have a clearly expressed base, middle, and top. This division should be expressed within the streetwall height zone as well as for buildings exceeding streetwall height.
- b. Pay special attention to the first floors (bottom 20 feet) of buildings, where buildings relate the most to the street and pedestrians. Different design guidelines may be applicable depending on location and uses of buildings.



The following maximum façade lengths and minimum building separation are suggested to limit the impact of tall buildings both at the street level within the district and from nearby areas.

Height Range (feet)	Minimum building separation	Maximum length of plan dimension
251' to 300' (for residential use only)	100′	160' x 65' or 90' x 90'
201' to 250'	100'	175′ x 175′
126' to 200'	20-40′	175′ x 175′
85' to 125'	15-25′	240′ x 175′
Streetwall (ground to 85')	None	None



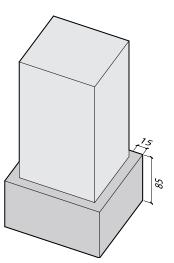


### - Major Public Streets

**Goal:** Create a strong datum by setting back the building at upper floors to create a strong edge to the street and to limit the sense of height at street level.

#### Measures:

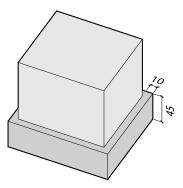
- a. Set back approximately two-thirds of the building façade above 85 feet from the principal façade by a depth of about 15 feet.
- b. Façade areas without setback may be appropriate at corners or in specific locations to create architectural variety.
- c. In instances of infill development on constrained sites, provide distinct horizontal articulation at the datum height that relates to the façade of adjacent or facing buildings through means other than a setback (significant change in material, projecting cornice/fin/shade etc.)



### - Secondary Streets

**Goal:** Create a strong datum by setting back the building at upper floors to create a strong edge to the street and to limit the sense of height at street level.

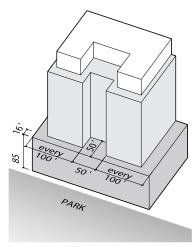
- a. Set back any portion of the building above 45 feet by approximately 10 feet from the principal façade. Where appropriate, design these setbacks to include balconies and rooftop terraces.
- b. Create a strong horizontal definition line on the façade at a height of 45' through means other than a step-back if it successfully expresses a scale distinctly more intimate than a major public street (such as significant change in material; projecting cornice, fin or shade etc.).



### - Park Edges

**Goal:** Development around parks and plazas should support an environment that is active, welcoming safe and welcoming to a wide spectrum of users throughout the day, week and year.

- a. Pay special attention to scale and shadows of buildings along park edges.
- Set back about two-thirds of the building façade above 85 feet from the principal façade depth of approximately 15 feet
- c. Create vertical breaks for building volumes above 120' in height facing the park -- façades facing the park exceeding 100' in width should be separated from adjacent façades by a gap of approximately 50 feet, extending back 50 feet from the ground level façade. Residential balconies may project up to 4 feet into setbacks and gaps.
- d. Façade areas without setback may be appropriate at corners or in specific locations to create architectural variety.



Example of a building massing located at park edges





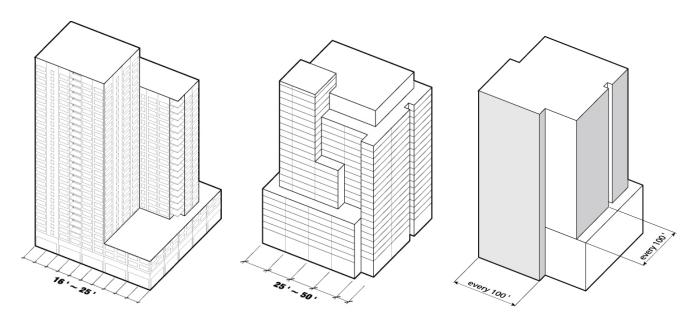
Along park edges, tall building volumes should be set back behind lower ones to reduce shadow impacts. Buildings should also be set back above 85 feet to create intimate walking experience by breaking down the scale of buildings. (left: University Park, Cambridge right: Marathon Landing, Coal Harbour, Vancouver)

Visual Interest 4. Built Form

### c. Visual Interest

**Goal:** Buildings should reflect a rhythm and variation appropriate to the urban context.

- a. Express bay widths of 16 to 25 feet in predominantly residential areas and 25 to 50 feet along edges where commercial and institutional uses are prevalent.
- b. Establish an urban rhythm by creating a major vertical break for every 100' of façade length with a displacement of approx. 8' in depth or that divides building form into major distinct massing elements.



a. Bay widths of 16 to 25 feet for residential uses

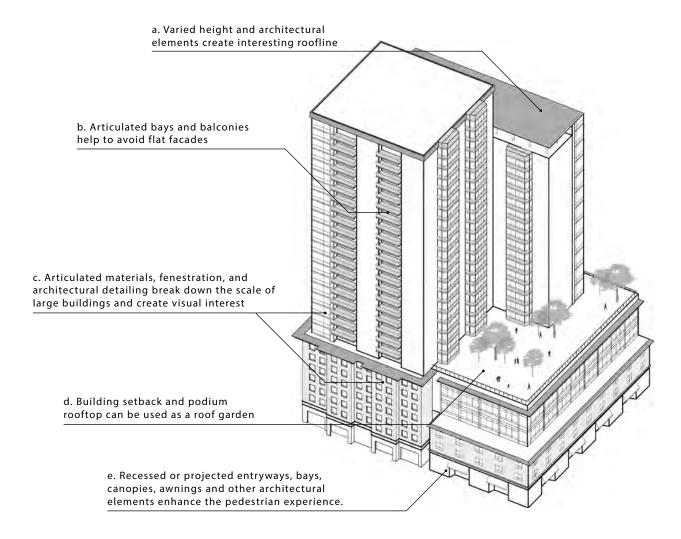
a. Bay widths of 25 to 50 feet for commercial and institutional uses

b. Example of a vertical break

Visual Interest 4. Built Form

**Goal:** Vary the architecture of individual buildings to create architecturally diverse districts.

- a. Use variations in height and architectural elements such as parapets, cornices, passive shading devices, illumination and other details to create interesting and varied rooflines.
- b. Avoid flat façades and create visual interest.
  - Articulate bays and balconies.
  - Utilize architectural articulation such as changes in material, fenestration, architectural detailing, or other elements to break down the scale.
- c. Where buildings are set back at upper stories, use lower roofs as green roofs, balconies, terraces, and gardens.



### d. Tall Buildings

**Goal:** Buildings over 200 feet tall should be designed with particular attention to the architectural character of the top of the building, which will be visible from significant public spaces and from some distance. Tall buildings could potentially enhance the identity of Kendall Square by defining edges or serving as landmarks.

- a. During design, consider the variety of vantage points from which tall buildings may be seen, especially from significant public spaces and nearby low-scale residential neighborhood.
- b. Tall buildings should be articulated to avoid a monolithic appearance, and should emphasize slender, vertically-oriented proportions.
  - Emphasize corners using taller elements such as towers, turrets, and bays,
  - Consider the use of at least two distinct finish materials and colors on each building,
  - Consider variation in forms that present different profiles to different vantage points, if appropriate.
- c. Avoid broad "slab" volumes that make the building appear bulky. Point towers expressing vertical volumes are encouraged.
- d. Consider legibility of the building top both by day and night, while demonstrating responsible use of lighting and energy consistent with sustainability requirements.







b. MIT's Eastgate graduate housing is one of the tallest buildings in Cambridge. However, due to its small floorplate and slender volume, the presence of the building is not obtrusive to the surrounding neighborhood.

- c. Vertical proportions, recessed breaks between bays, varied materials, and distinct building tops lend these tall buildings unique identities and reduce their apparent scale (left: 100 Landsdowne Street, Cambridge; right: Waterplace housing, Providence, RI)
- d. Use of lighting to increase the legibility of building tops at night (Amgen Building, Cambridge)

Buildings over 200 feet tall are likely to become a landmark with strong presence. Therefore, views from significant public spaces should be considered when designing such tall buildings. Images on this page are some vignettes of the Kendall Square study area from significant vantage points. These images are to help designers understand how tall buildings will be perceived in the existing context.





left: view along Broadway looking towards the Cambridge Center area right: view along third Street looking towards the Volpe site



view along Main looking towards the Cambridge Center area



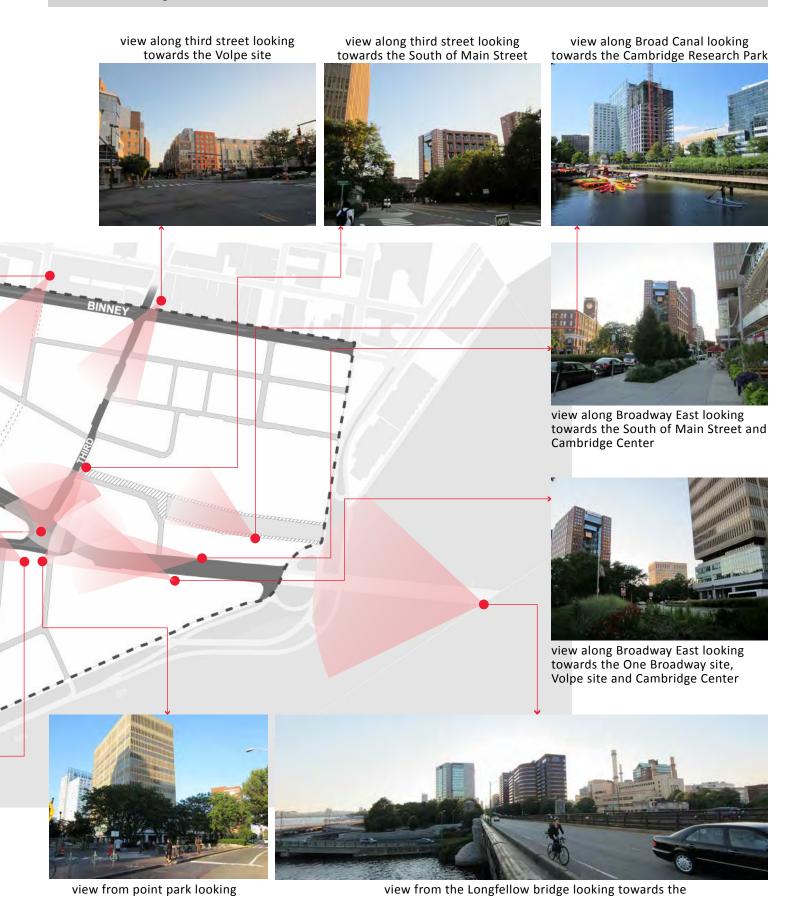
view along Ames looking towards the Cambridge Center area and Volpe site



view from point park looking towards the Volpe site



view from MIT/Kendall station looking towards the Cambridge Center Area



towards the One Broadway site

South of Main Street and Cambridge Research Park

Connectors 4. Built Form

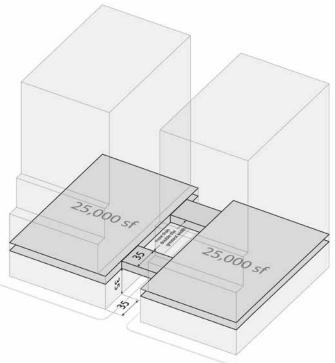
#### e. Connectors

**Goal:** Upper-floor connections are allowed only in circumstances where tenants need large floorplates (i.e., 35,000-70,000sf) that might result in excessive apparent building mass. Such connectors should be designed to provide architectural interest, maintain permeability, and continue to allow light and views of the sky.

- a. All connectors should be recessed from public spaces and made highly transparent.
- b. Within blocks
  - Set back approximately 35' from public street façade
  - Provide ground level public passage at selected locations
- c. Over promenades or pedestrian walkways
  - Set back approximately 35' from public street façade
  - Provide approximately 35' or two stories clearance above ground
  - No more than 35' wide and 2/3 of building height (aggregate)
  - Space multiple connections apart by double their greatest width
- d. Corridors that allow connections between multiple tenants/uses in different buildings are not encouraged in order to ensure that the streets and ground plane remain active.
- e. In instances where multiple connectors are provided, they should be placed so as to create architectural interest and to allow a reasonable amount of light to reach the ground.



Connections should be recessed from public spaces, made highly transparent, architecturally interesting and allow light and views of the sky. (Binney Street development by Alexandria, Cambridge)



Example of a building connector massing

# 5. Ground Floor Design Guidelines

### a. Retail or Mixed-use Ground Floors

- Uses

Goal: First floors of the buildings should be actively used.

#### Measures:

- a. Along Major Public Streets Approximately 75 percent of the street frontage should be occupied by retail uses such as cafes, restaurants and shops.
- **b.** Along Secondary Streets Approx. 75 percent of the street frontage should be occupied by active uses. Active uses include:
  - retail (i.e. cafes, restaurants, shops)
  - educational and cultural venues
  - services for the public or for commercial offices (fitness centers, cafeterias open to the public, daycare centers, etc.)
  - community spaces (exhibition or meeting space)
  - art/information exhibition windows; live/work spaces
- c. Lobbies for office, research and residential uses are discouraged from occupying extensive ground floor frontage.

**Goal:** Retail and services should serve local communities as well as people who work in the area.

#### Measures:

- a. Leasing of space to small, locally-owned businesses is encouraged.
- b. Diverse retail and service offerings that serve current and future Kendall Square residents and surrounding neighborhoods (e.g. pharmacy, greengrocer, bakery, drycleaner, and convenience store) are encouraged.
- c. Street frontage allocated to bank uses should be limited to approximately 50 feet. Larger floor areas can be devoted to bank uses when fronted with other active retail uses.

**Goal:** Where retail is not provided, ground floor spaces should be designed to accommodate retail in the future.

#### Measures:

Standards for spaces convertible to retail include:

- a. 18-20 foot floor-to-floor height
- b. Leasable ground floor depth from façade should average about 40 feet
- c. Ground floor level flush with or easily accessible from sidewalk
- d. Ground floor façade readily convertible to retail-style storefront
- e. Designed to accommodate venting and exhaust needs of food service uses
- f. Services such as interior power and HVAC zoned or easily convertible to enable convenient division and sublease of interior spaces to retail tenants.

#### - Setbacks

**Goal:** Create space at the sidewalk level to allow for interaction between activities on the ground floor of the buildings and the public sidewalk.

#### Measures:

- a. Ensure that the sidewalk includes ample space for walking, street furniture, street trees, bicycle parking and other plantings, and is designed to accommodate a high level of access for all users, including those in wheelchairs or pushing strollers.
- b. Provide a small setback (5 to 15 feet ) from the right-of-way for café seating, benches or small open spaces.

**Goal:** Buildings should be directly engaging to the public and create a well-defined streetwall to help frame Kendall Square's streets and public spaces.

- a. Setbacks exceeding 10 feet should be provided with caution.
- b. Setbacks used exclusively for ornamental landscaping are not encouraged.





Good examples of adequate sidewalk width directly associated with ground floor uses. (left: Tavern in the Square, right: Flour Bakery, Cambridge, MA)

### - Entrances

**Goal:** Major entrances should be located on public streets, and on corners wherever possible. If appropriate, entrances should relate to crosswalks and pathways that lead to bus stops, transit and bike stations.



### - Façades

**Goal:** Design ground floor façades of building to reduce the distinction between exterior and interior space to extend the effective public realm indoors and reveal indoor activity on the street.

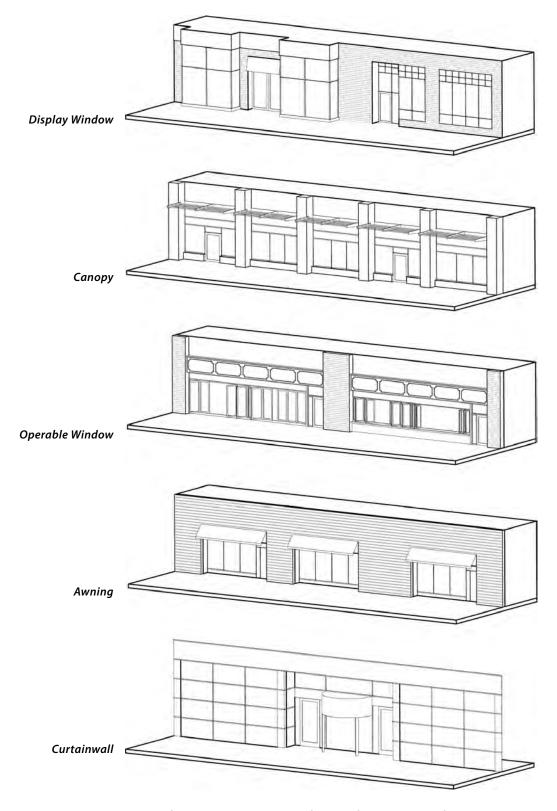
- a. Transparent materials and interior lighting should be used to maximize visibility of street level uses. Incorporate 60 to 75 percent transparent glazing in the ground level façade along major public streets and 40 to 60 percent transparent glazing in the ground level façade along secondary streets.
- b. Active ground level spaces should have strong, interactive connections with adjacent public sidewalk/plaza space using strategies such as extensive transparent glazing, interactive media or public art, large operable doors and windows, or associated outdoor seating.
- c. Blank walls exceeding 20 feet in length should be avoided.
- d. Awnings and canopies are encouraged to provide shelter and enliven ground floor facade.
- e. Mechanical/utility rooms and service/loading areas are not appropriate along the major streets and should be located on secondary streets.







b. Effective strategies include combining highly transparent facades with prominent interior media (left: Apple store, Back Bay, Boston), installing large operable windows connecting indoor and outdoor (middle: Dwelltime, Cambridge) and outdoor seating (right: Lafayette Square, Cambridge).



Examples of well-designed building facades for the ground floor (bottom 20 feet) of buildings

### b. Residential Use Ground Floors

#### - Setbacks

**Goal:** Contribute to a pedestrian-friendly environment with residential character that includes ample space for walking, street trees and other plantings, and significant access to direct sunlight and sky views.

**Goal:** Create a consistent residential edge, with a setback from the sidewalk for compact front stoops, porches, and gardens, while ensuring compliance with state and federal access regulations.

#### - Entrances

**Goal:** Ensure that ground floor residences meet and exceed access needs of all users and incorporate 'visitability' measures. Providing fully accessible front entrances, beyond code requirements, is strongly encouraged, while balancing need for interior privacy. Consider strategies including:

- a. Accessible raised ramps lining the façade (with a continuous accessible passage as well as defined semi-private areas)
- b. Ground-level entrances with added privacy elements such as 3- to 4- foot high walls, screens or vegetation, projecting trellises, or similar elements marking a transition to private space

### - Façades

**Goal:** Wherever appropriate, design buildings with individual units and front doors facing the street, including row house units on the lower levels of multifamily buildings to create a rhythm of entrances and create a residential feel. Where residential lobbies face the street, doors should generally be spaced no more than 75 feet apart.

**Goal:** Residential buildings should also attempt to accommodate active uses that will enliven pedestrian activities.

- a. In parts of the street level façade that do not include residential units (e.g. common places and lobbies), incorporate 40 to 60 percent transparent glazing in the ground level façade with direct views between sidewalk and interior building spaces to expand the apparent width of public space at ground level.
- b. Blank walls exceeding 20 feet in length should be avoided along all streets and pedestrian walkways.

## 6. Academic Buildings

Academic buildings should provide groundlevel retail and services in the areas along public streets to foster positive connections between the academic, research, commercial, and residential community.

However, academic buildings often have particular requirements that may make it difficult to meet these design guidelines. While academic buildings along major public streets should be held to the same standards as other commercial buildings, it is appropriate that there be greater latitude in ways to address the intent of the guidelines in the interior of the campus along Ames Street south of Main, Carleton, Hayward, and Amherst Streets.



The Koch Center on the MIT campus attempted to engage the public and convey the spirit of innovation through transparent ground floor facade that reveals public art gallery. However, the building is not actively used by the public. This attempt could have been improved by welcoming the public more directly with ground floor uses such as cafe or hosting publicly-open events.

### Academic Buildings Along Major Public Streets





Academic buildings along major public streets should be held to the same standards as other commercial buildings

Left: Academic buildings along major public streets should, like commercial buildings, devote 75% of their ground floor frontage to retail. 3401 Walnut St. inside the University of Pennsylvania's campus is a successful precedent of introducing ground floor retail in an academic building.

Right: Educational and cultural facilities open to the public enlightens public experience with institutional buildings while also helping to anchor destination retail and public places. The University of Pennsylvania's Institute of Contemporary Art, which is located adjacent to the retail and plaza space at Sansom Common welcomes the public by hosting programs open to the public (Copyright: Institute of Contemporary Art/ University of Pennsylvania. Photo by J. Katz).

### Academic Buildings Interior to the Campus





Highly transparent ground floor spaces can bring life to institutional building edges.

Left: Hamilton Public Library and Farmer's Market in Hamilton, Ontario features interior graphics that are designed to be seen from outside (Copyright: Tom Arban).

Right: Massauchusettes College of Pharmacy and Health Science on Longwood Avenue, Boston, displays lab spaces to show innovators at work at the pedestrian level. This street frontage creates an interesting walking experience for the passerby and helps to break down the perceived barrier between academic institutions and the general public.





Academic building lobbies could be welcoming to the public while maintaining private and quiet environments for academic uses.

Left: The Carl Ichan Lab building at Princeton University has ample seating with artworks in a wide open lobby. Visitors and people from outside of the university find this place comfortable and agreeable to sit and rest.

Right: The temporary exhibition space at the Harvard Graduate School of Design is also a good example of an academic building lobby. The space is reconfigured occasionally to feature works of the GSD community. This gallery space is well-known by the visitors of the campus and became a platform to introduce what is being done inside the institution (Copyright: Yan Da).