

10 CHURCH STREET

Cambridge, MA

CAMBRIDGE HISTORIC COMMISSION

SEPTEMBER 6, 2018

Owner & Developer

Kirche LLC

Legal

Galluccio & Watson LLP

Anthony Galluccio

Architects

PROMONTORIO (Lisbon, Portugal)

Luís Teixeira

MERGE Architects (Boston, MA)

Elizabeth Whittaker

Location

Cambridge City Hall

Time

6:00 pm

Agenda

10 mins

Welcome / Zoning & Permitting Overview

Anthony Galluccio, Galluccio & Watson LLP

5 mins

10 Church Street Overview

Nathan Wong, Project Manager

10 mins

Building Design Concept & Historical Context

Elizabeth Whittaker, MERGE Architects
Luís Teixeira, PROMONTORIO

5 mins

Facade Concept

Nathan Wong, Project Manager
Riccardo Lardi, iart

Project Permitting Timeline

May 29, 2017	First Meeting Introducing Design Concept
June 26, 2018	Public Meeting to Inform Filings
September 6, 2018	Cambridge Historical Commission, First Hearing
October–Nov 2018	Submit for Large Project Review
October–Nov 2018	File for Special Permits Planning Overlay (Harvard Sq Overlay District) Height Basement FAR Exemption Parking Loading Bay

Project Description

- Seeking to demolish existing building at 10 Church Street
- Seeking to replace it with:
 - Three retail spaces along Church Street
 - Two movie theaters
 - Courtyard-lit office space

Project Description, Continued

- The design aims to be both iconic & unique but also appropriate in scale & materiality to the surrounding historic buildings & district

Project Description, Continued

- The community has asked owners to:
 - Activate the street frontage along Church Street
 - Restore a commercial theater to the site
- Applicant is working with abutter at 1430 Massachusetts Avenue on providing continued access across 10 Church Street property for basement egress and loading

Project Description, Continued

- Project is proposing an expressive facade of concealed, fully-dimmable LED lights to create subtle moving imagery to spur delight in passers-by.
 - Will not be used to display advertising or building-specific content
 - Applicant has received positive feedback on this proposal at two meetings to date

Zoning / Description of Uses: All Allowed

- **Movie Theater**

With lobby at street level and 2 screens, with concessions and lounge below grade totalling approx. 9,500 sf

- **Ground Floor Retail**

With approx. 3 units totalling approx. 5,800 sf

- **Offices**

4 floors with typical area of approx. 9,000 sf

Additional Required Approvals

Review by Harvard Square Advisory Committee:

- **Large Project Review**
building exceeds 2,000 sf in Harvard Overlay District (20.53.1)

Approval by Cambridge Planning Board:

- **Planning Overlay Special Permit**
building exceeds 50,000 sf (11.510)
- **Height Special Permit**
seeking 66'-10" (20.53.2)
- **Basement FAR Exemption Special Permit**
seeking exemption for theater basement use (Article 2 (16))
- **Parking Special Permit**
seeking parking relief (20.53.2)
- **Loading Bay Special Permit**
seeking loading bay relief (20.53.2)

Basic Zoning

- Business B:
2.75 FAR
- Business B, Harvard Square Historic
Overlay District:
4.0 FAR
- Proposed Project's FAR:
4.0 FAR (with basement SF exemption)
- Above-Grade Volume increase of 8%
from existing

DIMENSIONAL FORM

Project Address: 10 Church St / 02138

Application Date: 08/13/18

	Existing	Allowed or Required (max/min)	Proposed	Permitted
Lot Area (sq ft)	12651	12651	12651	
Lot Width (ft)	163'-0"	163'-0"	163'-0"	
Total Gross Floor Area (sq ft)	32080	50604	63196*	
Residential Base	0	0	0	
Non-Residential Base	32080	50604	63196	
Inclusionary Housing Bonus	-	-	-	
Total Floor Area Ratio	2.54	4.0	5.0**	
Residential Base	0	0	0	
Non-Residential Base	2.54	4.0	5.0	
Inclusionary Housing Bonus	-	-	-	
Total Dwelling Units	0	-	0	
Base Units	-	-	-	
Inclusionary Bonus Units	-	-	-	
Base Lot Area / Unit (sq ft)	-	-	-	
Total Lot Area / Unit (sq ft)	-	-	-	
Building Height(s) (ft)	56'-4"	60'-0"	66'-10' ***	
Front Yard Setback (ft)	0	0	0	
Side Yard Setback (ft)	0	0	0	
Side Yard Setback (ft)	0	0	0	
Rear Yard Setback (ft)	0	0	0	
Open Space (% of Lot Area)	0	20%	0^	
Private Open Space	0	2530	0	
Permeable Open Space	0	0	0	
Other Open Space (Specify)	0	0	0	
Off-Street Parking Spaces	0	36/59	0^^	
Long-Term Bicycle Parking	0	13	13	
Short-Term Bicycle Parking	0	16	16	
Loading Bays	0	1	0^^^	

Use space below and/or attached pages for additional notes:

Please see the attached document.

CITY OF CAMBRIDGE, MA • PLANNING BOARD • SPECIAL PERMIT APPLICATION

Project's Expressive Facade Proposal is not a Sign

- **7.13.1 Sign.** Sign shall mean and include any permanent or temporary structure, device, letter, words, model, banner, pennant, insignia, trade flag, or representation used as, or which is in the nature of, an advertisement, announcement, or direction and which is designed to be seen from the outside of a building.

Excerpt taken from “Zoning Ordinance Article 7.000 Signs and Illumination” #1397 (August 7, 2017)

The Lighting of the Expressive Facade Proposal must be Indirect

- **7.20 Illumination.** In Residence A, B, C, and C-1 districts no outdoor floodlighting or decorative lighting, except lighting primarily designed to illuminate walks, driveways, outdoor living areas, or outdoor recreational facilities, and except temporary holiday lighting in use for not longer than a four week period in any calendar year, shall be permitted. Any permanent lighting permitted by the preceding sentence shall be continuous, indirect, and installed in a manner that will prevent direct light from shining onto any street or adjacent property.

Excerpt taken from “Zoning Ordinance Article 7.000 Signs and Illumination” #1397 (August 7, 2017)

Proposed Lighting Ordinance

The City is contemplating changes to the Lighting Ordinance which give further definition to light levels and illumination. This project will comply with those standards.

10 CHURCH STREET OVERVIEW

—

Nathan Wong, Kirche LLC

Intro to 10 Church Street Team

PROMONTORIO (Lisbon, Portugal)

Paulo Martins Barata

Luís Teixeira

MERGE Architects (Boston, MA)

Elizabeth Whittaker

Kyle Barker

Frame One Theaters (Somerville, MA)

Ian Judge

iard (Basel, Switzerland)

Riccardo Lardi

Beals + Thomas (Boston, MA)

Rich Kosian

McNamara Salvia (Boston, MA)

Joseph Salvia

Applicant's Recent Projects Recognized by the Cambridge Historical Commission



115 Mount Auburn Street



40 Bow Street



24 JFK Street

Applicant's Other Projects in Harvard Square



Night Market

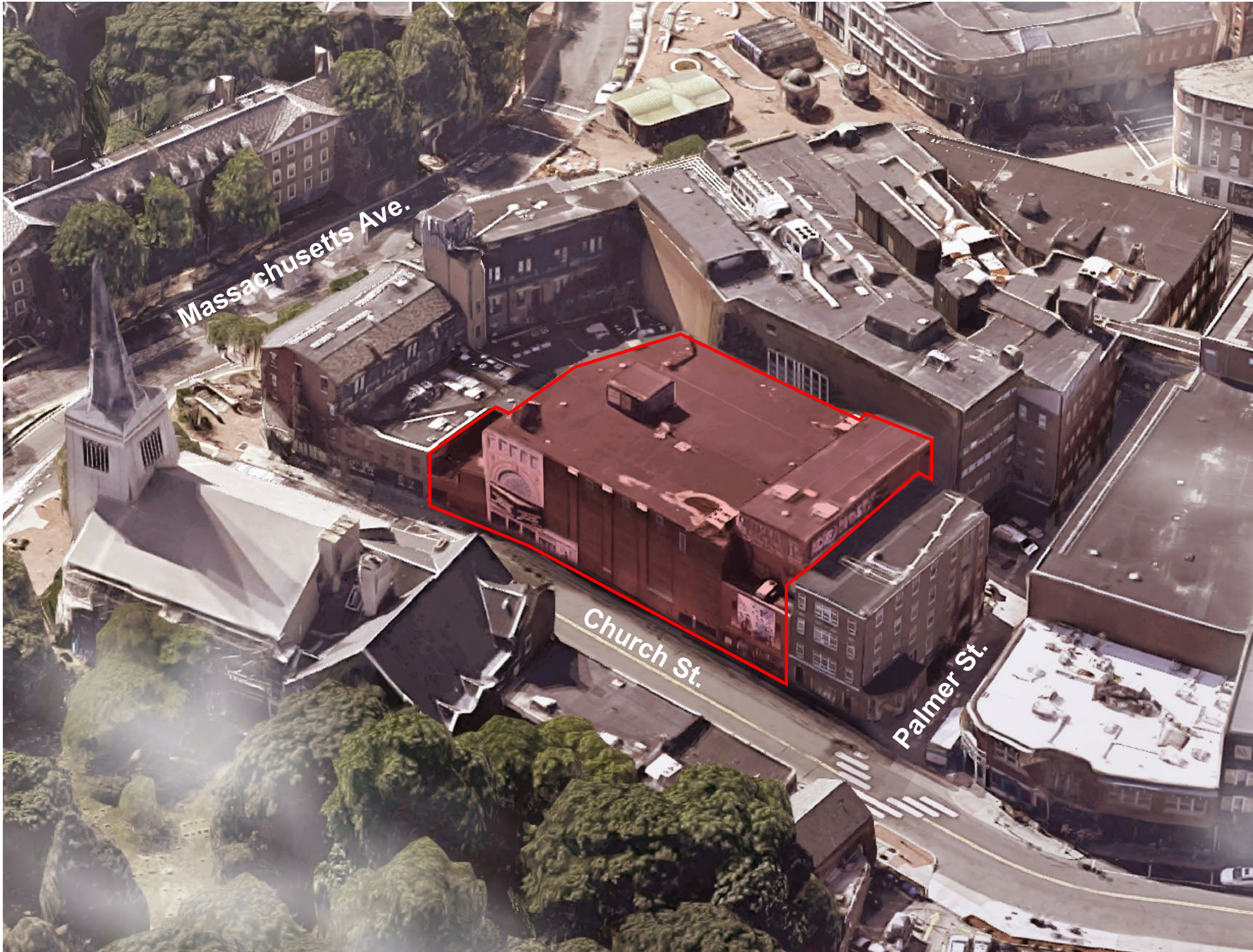


Parsnip



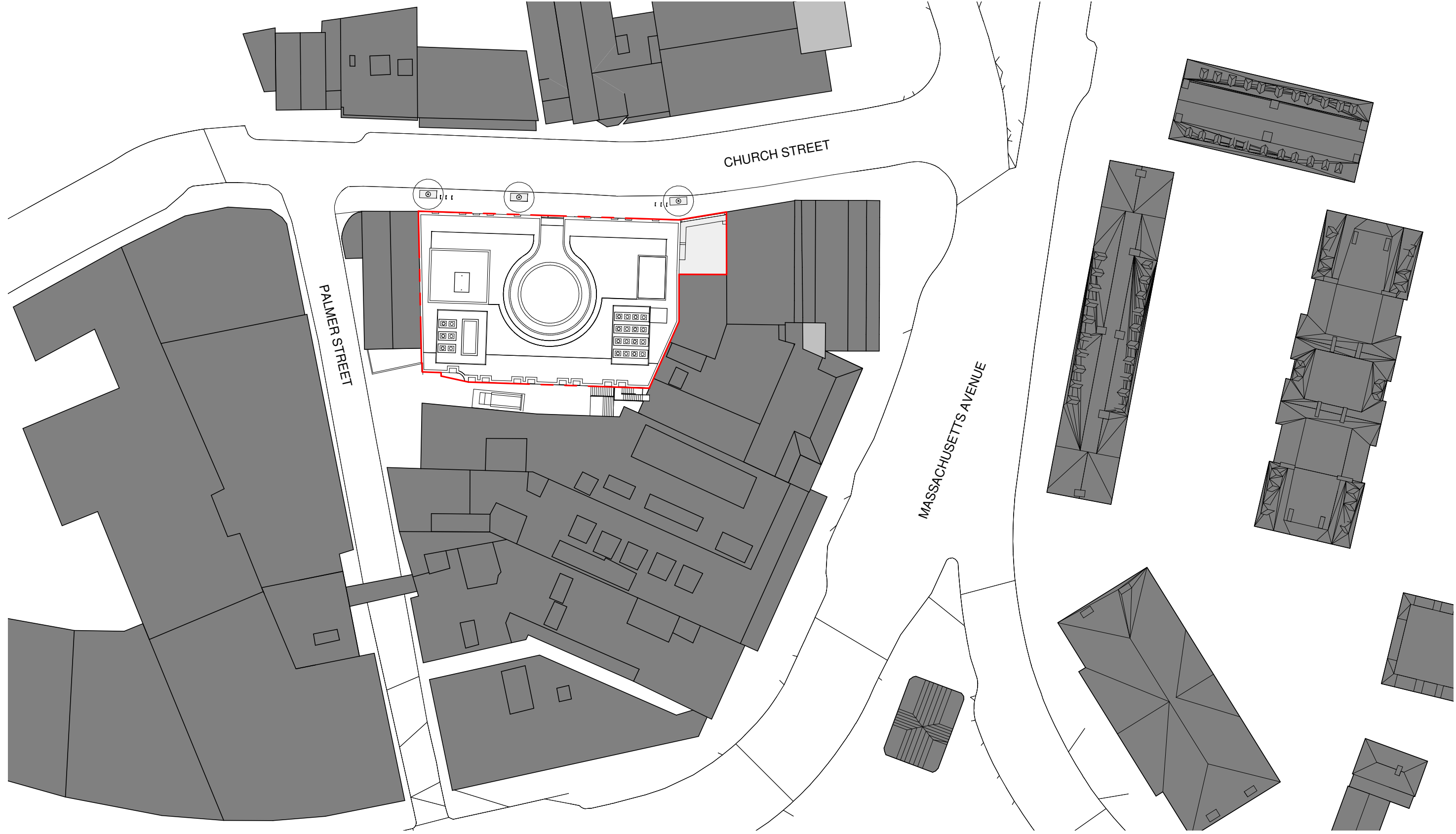
Sweet Green

Aerial View: Existing



Site Plan

Scale 1" = 50'-0"



10 Church Street: History

- 1926: The Harvard Square Theater opened with 1,900 seats and a 40-foot screen
- The lobby & main entry faced Massachusetts Ave via a corridor on the abutter's property
- 1960s: Property was acquired by Ed Manck
- 1981: Balcony was partitioned into two smaller screens
- The building was acquired by AMC Loews
- The egress rental agreement with the abutters expired and the main entrance was moved to Church Street
- 1987: Two additional screens were added
- 2012: AMC Loews closed the theatre on July 8
- 2013: Property was acquired by Richard L. Friedman
- 2014: Property was acquired by Kirche LLC

Photo: The entry to the Harvard Square Theater from Massachusetts Avenue near the time of its opening



Existing Condition

View from Mass Ave Side

- Inactive ground floor
- Blank wall



Existing Condition

View from Palmer Street Side

- Unsightly mechanicals
- Women's mural to be reproduced on site



Existing Condition

View of Back into Loading Area

- Right of way & loading area shared by multiple property owners
- Complex egress condition



Existing Condition View of Loading Area

- Shared dumpster



Existing Condition
Complex Interface with
Abutter at 1430 Mass Ave

- Rear egress for abutter
at 1430 Mass Ave



BUILDING DESIGN CONCEPT & HISTORICAL CONTEXT

Elizabeth Whittaker, MERGE Architects

Luís Teixeira, PROMONTORIO

Preservation and Development Goals of the Harvard Square Conservation District

Primary Goal

The goal of the District is to guide change and encourage diversity in order to protect the distinctive characteristics of the District's buildings and public spaces, and to **enhance the livability and vitality of the District** for its residents and all Cambridge residents, students, visitors, and business people. The Historical Commission WILL seek to preserve and **enhance the unique functional environment and visual form of the District**; preserve its architecturally and historically significant structures and their settings, and **encourage design compatible** therewith; **mitigate any adverse impact of new development** on adjacent properties and areas; and **discourage homogeneity by maintaining the present diversity** of development and open space patterns and building scales and ages. The District must remain a pedestrian-friendly, accessible, human-scale, mixed-use environment that complements nearby neighborhoods and maintains the history and traditions of its location. The following secondary goals for the District are intended to provide general guidance to the Historical Commission in a wide variety of situations, and are not intended to be applied to every project that will come before it. They are statements of policy, not prescriptive measures that must be applied equally in each situation.

Secondary Goals

1. Preserve historically or architecturally significant buildings and structures as well as those that contribute to the distinctive visual character or historical significance of the District.
2. Sustain the vitality of the commercial environment by preserving architecturally-significant or original building fabric where it currently exists. When this is not possible, **support creative, contemporary design for storefront alterations and additions.**
3. **Support creative, contemporary design for new construction that complements and contributes to its immediate neighbors** and the character of the District. Recognize and respect creativity of design during the review process and mitigate the functional impacts of development on adjacent areas.
4. **Build on and sustain the diversity of existing building form, scale and material.** Preserve and encourage flowers, green yards and courtyards and small, freestanding and wood-frame buildings where that character prevails. **Encourage streetwall buildings** where that character has been set. **Encourage groundlevel, small-scale storefronts** to preserve the vitality and character of the streets.
5. Expand the high quality public environment established in the heart of the District with **attractive and compatible materials, lighting, and street furniture.**
6. Expand the network of pedestrian walkways and paths wherever they can conveniently provide alternate routes through the District. **Increase public access to alleys and interior spaces** where appropriate, and upgrade paving and landscaping of such pathways and spaces. Enhance accessibility and safety for pedestrians throughout the District.
7. Encourage new residential projects in the District, especially in mixed-use buildings, and support existing residential uses.
8. **Encourage projects that will maintain a wide diversity of uses** serving the needs of surrounding neighborhoods, students, and visitors from around the world.
9. Encourage creative solutions to the District's parking and transportation issues, including the problem of on-street deliveries. **Discourage loading docks**, which do not generally contribute to the historic character of the street.

Excerpted from the "Harvard Square Development Guidelines"

Preservation and Development Goals of the Harvard Square Conservation District

- Support creative, contemporary design for new construction that complements and contributes to its immediate neighbors and the character of the District
- Mitigate the impacts of development on adjacent areas
- Build on the diversity of existing building form, scale and material
- Encourage streetwall buildings where that character has been set
- Encourage groundlevel, small-scale storefronts to preserve the vitality and character of the streets
- Preserve and encourage courtyards
- Expand the high quality public environment established in the heart of the District with attractive and compatible materials, lighting, and street furniture
- Expand the network of pedestrian walkways and paths wherever they can conveniently provide alternate routes through the District
- Increase public access to alleys and interior spaces
- Enhance accessibility & safety
- Encourage projects that will maintain a wide diversity of uses serving the needs of the community
- Encourage creative solutions to the District's parking and transportation issues
- Discourage loading docks

Design Concept

- Create an iconic and unique design and facade concept that is appropriate for Harvard Square
- Bring light & air onto Church Street and into the building
- Activate the streetscape

Aerial View: Comparison

- Break down massing with Courtyard
- Bring light & air to Church St



Existing



Proposed

Proposed Perspective from Massachusetts Avenue

- Brighten Church St
- Relate to First Parish
- Celebrate theater entry



View from Massachusetts Avenue: Comparison

- Dark & windowless in current condition



Existing Perspective



Proposed Perspective

Proposed Perspective of Theater Entry from Church Street



- Create prominent theater entry
- Transition scale
- Replicate Women's Mural
- Provide easement

Proposed Perspective from Across Church Street

- Activate streetscape
- Bring light & air to street
- Break long facade



Proposed Perspective from Church Street at Palmer Street Intersection

- Continue retail along Church St
- Create proportional relationship to adjacent building



View from Church Street at Palmer Street Intersection: Comparison



Existing Perspective



Proposed Perspective

Proposed Perspective from Third Floor of COOP of Palmer Alley

- Right of way & loading area shared by multiple property owners
- Complex egress condition
- Enlivens space with access to bike parking
- References material of neighbors

Clear view at grade was obstructed by parked cars and existing dumpster



Proposed Perspective from Old Burial Ground



Proposed Perspective of Courtyard from Office Interior

- Courtyard brings light to offices without all-glass facade at Church Street

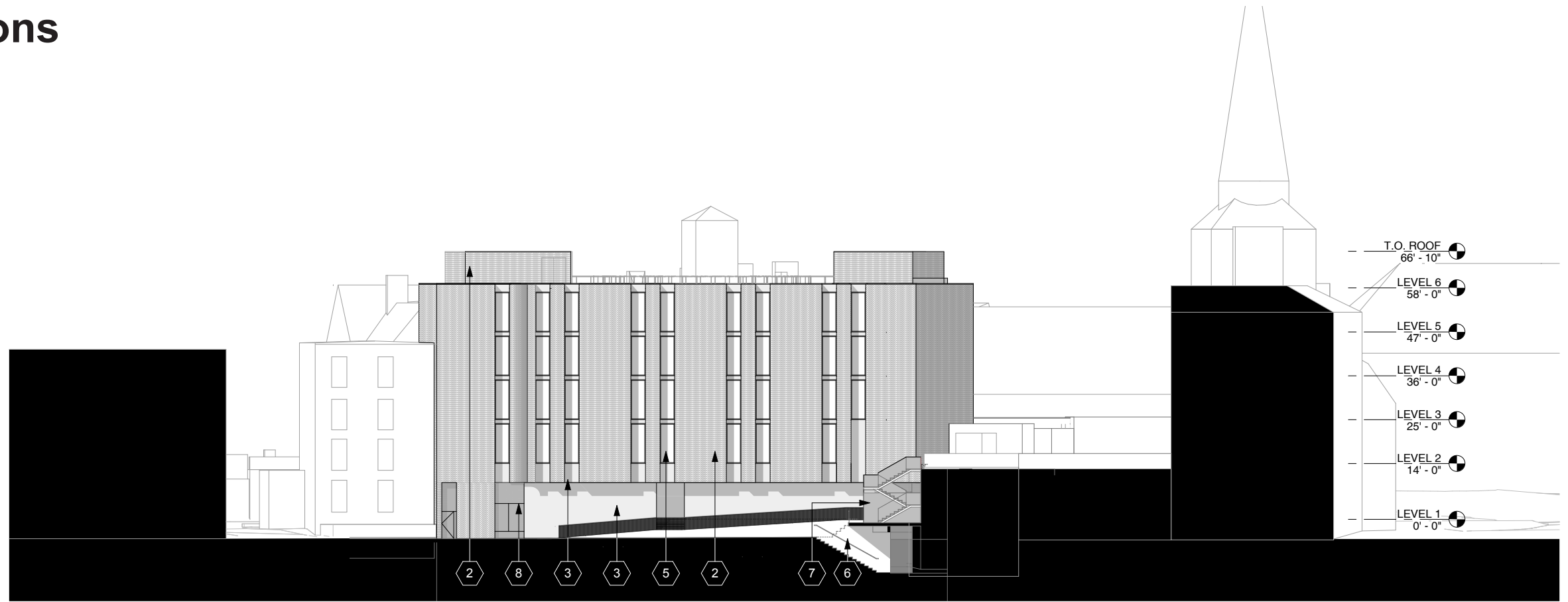


Sustainability & Resiliency

- LEED Silver
- Transit oriented
- No car parking
- Bike parking
- Solar panels
- Green courtyard

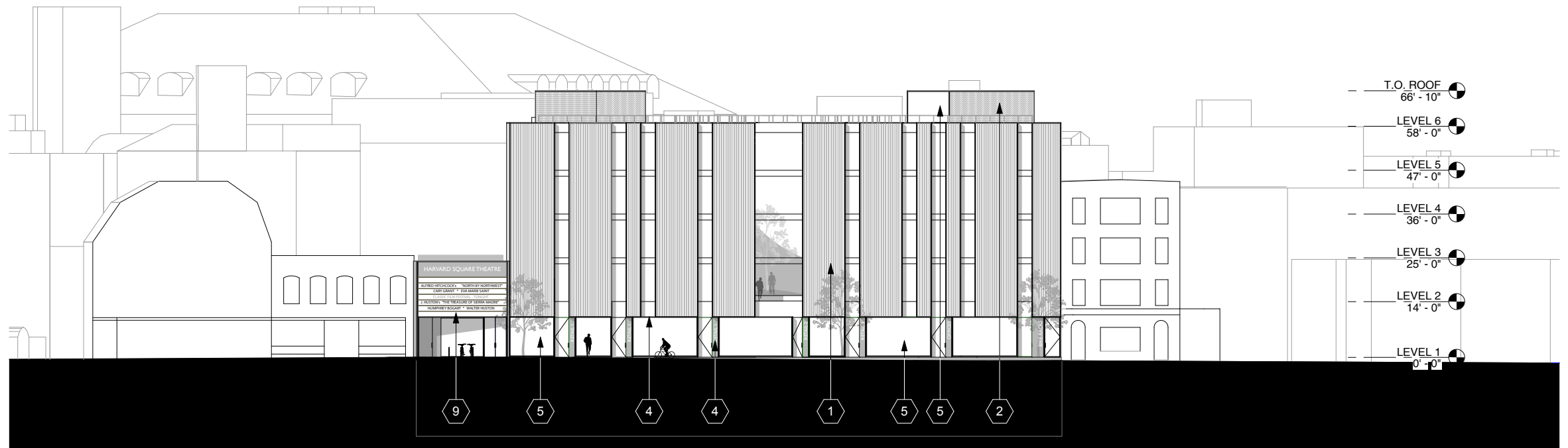


Proposed Elevations



Proposed Palmer Alley Elevation
Scale 1/32"=1'-0"

Material Key	
1	Light Gray Terracotta
2	Dark Gray Brick
3	Glass Fiber Reinforced Concrete
4	Dark Gray Powdercoated Steel
5	Glazing
6	Concrete
7	Chainlink Fence
8	Dark Gray Powdercoated Aluminum Louvers
9	Backlit White Acrylic

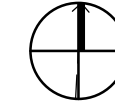


Proposed Church Street Elevation
Scale 1/32"=1'-0"

Basement Plan

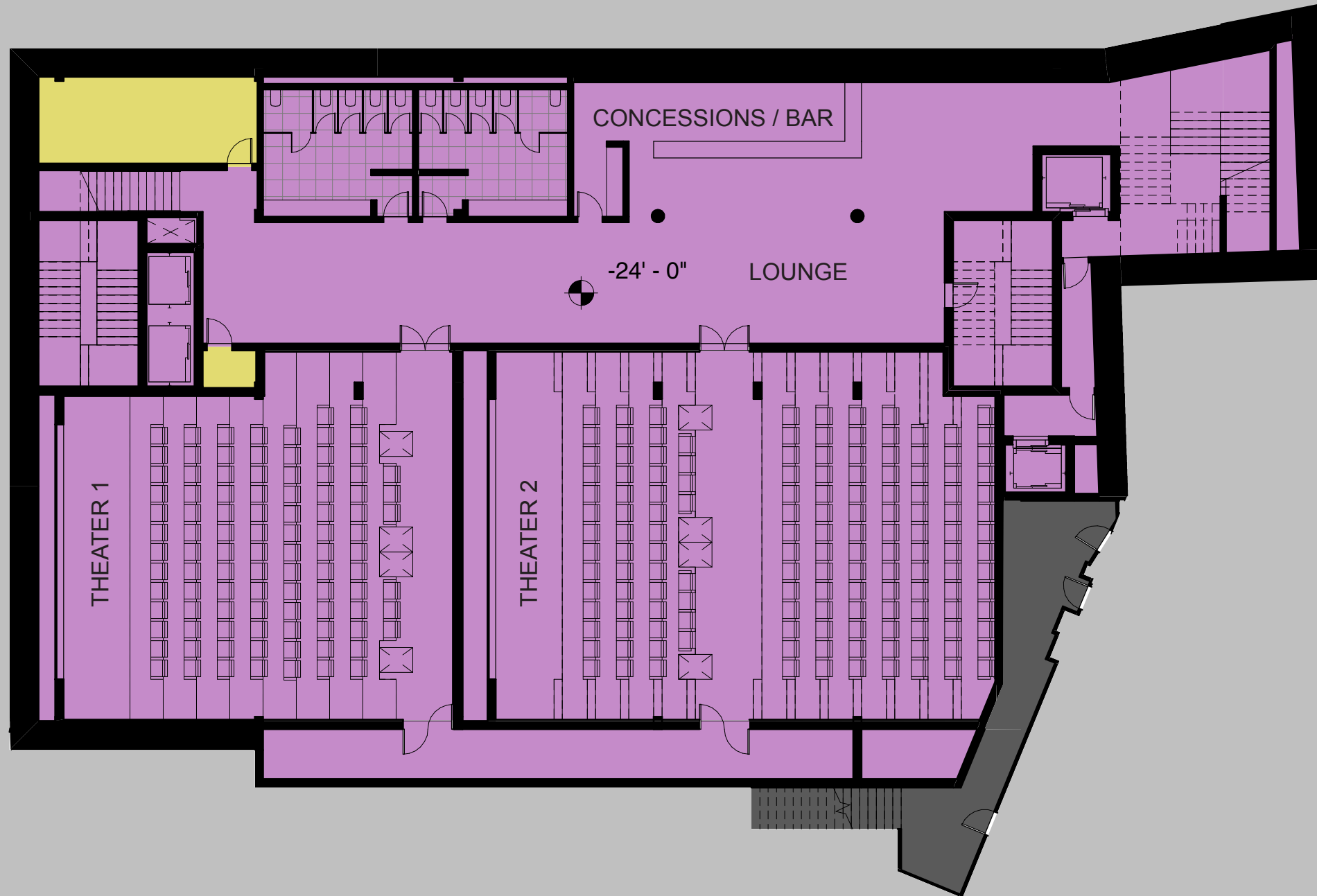
Scale 1/16" = 1'-0"

Church Street



ROOMS

- SERVICE
- THEATERS
- ABUTTER
EGRESS

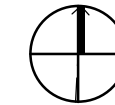


Theater	10748 sf
Circulation	1403 sf
Total	12151 sf

Level 1 Plan

Scale 1/16" = 1'-0"

Church Street



ROOMS

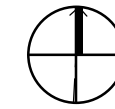
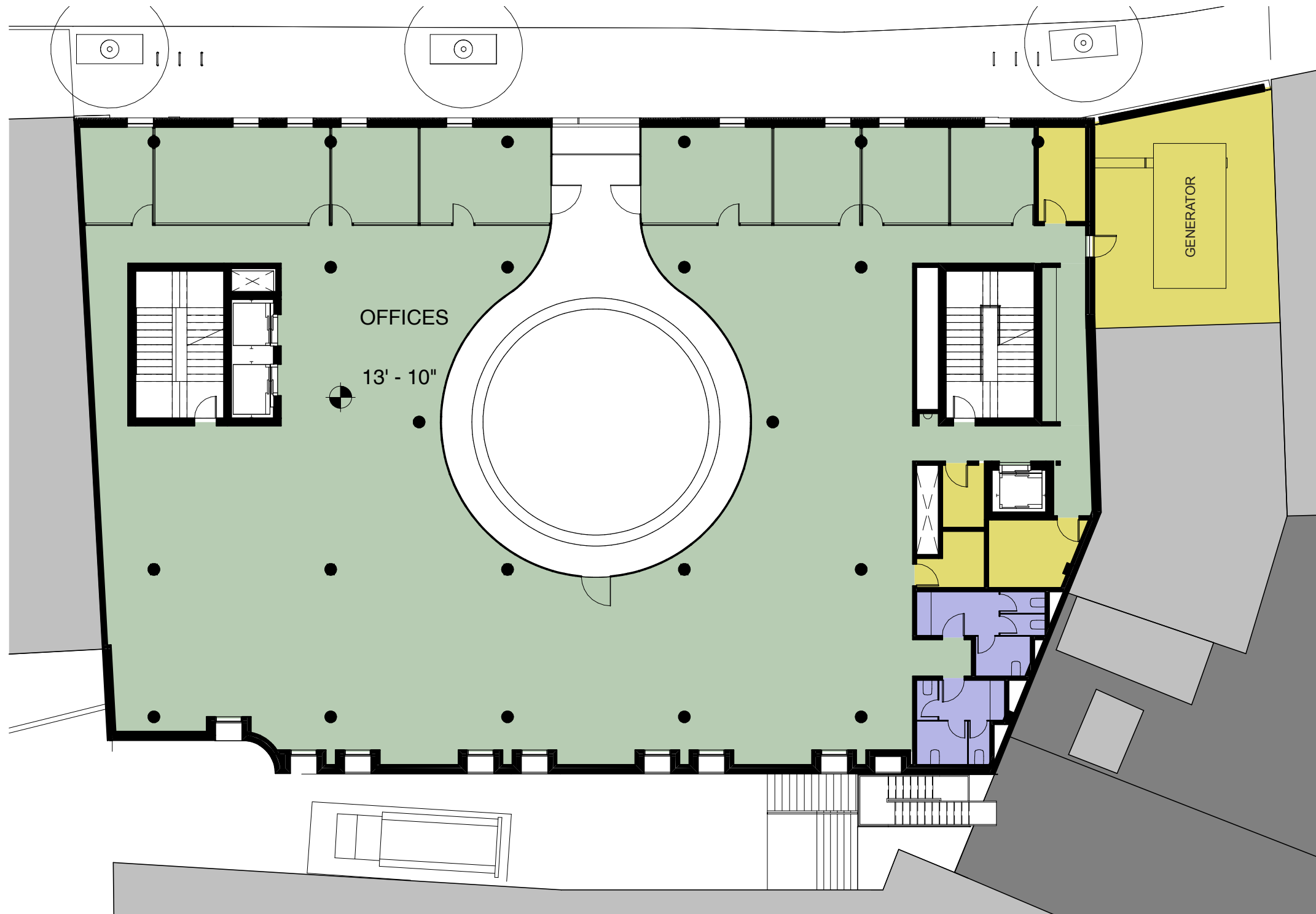
- OFFICE
- RETAIL
- SERVICE
- THEATERS
- EASEMENT FOR ABUTTER

Retail	5165 sf
Office Lobby	495 sf
Theater Entry	394 sf
Circulation	3672 sf
Total	9726 sf

Level 2 Plan

Scale 1/16" = 1'-0"

Church Street



ROOMS

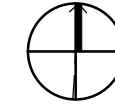
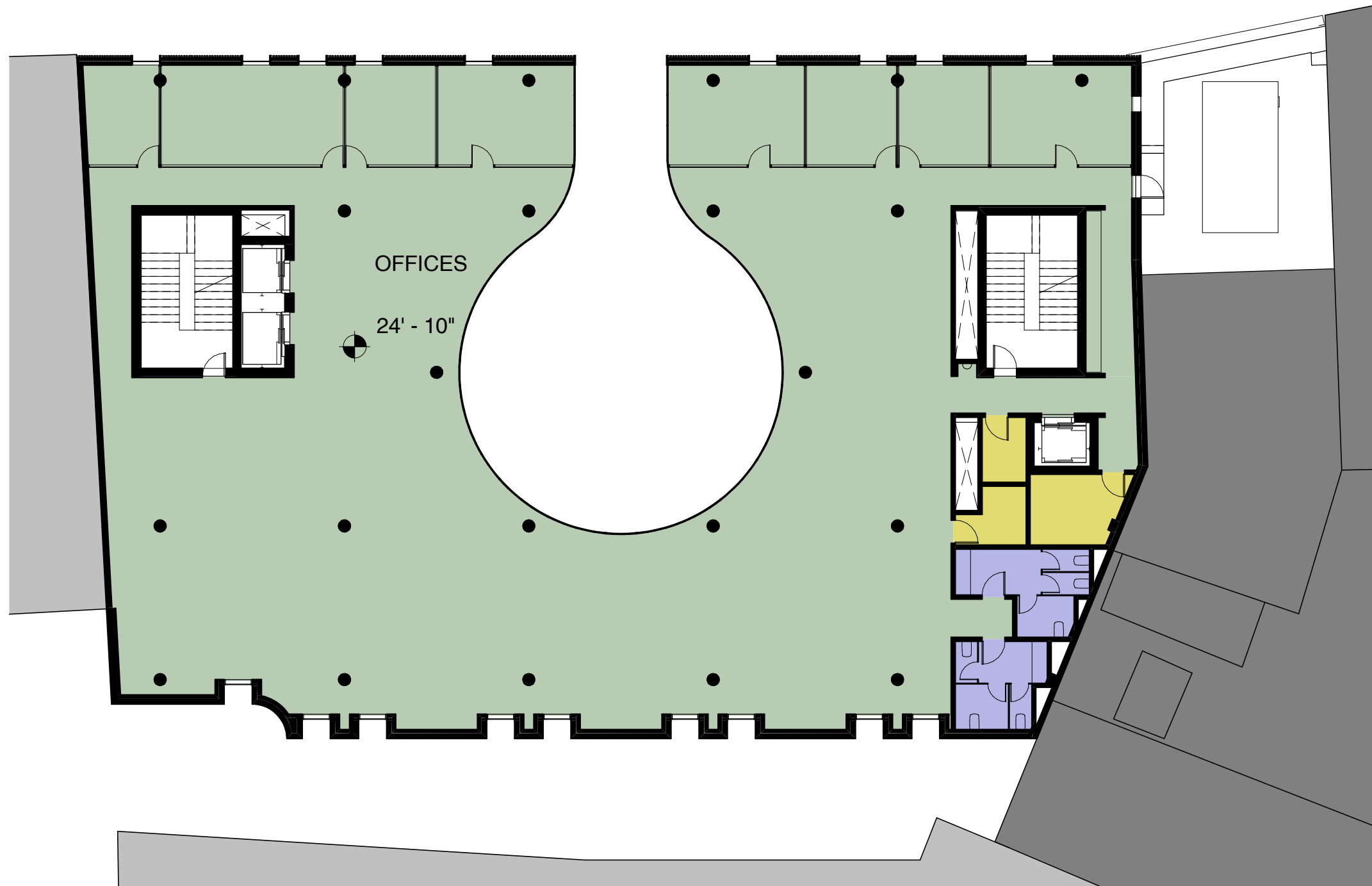
- COMMON
- OFFICE
- SERVICE

Office	8867 sf
Circulation	700 sf
Total	9597 sf




Level 3 Plan

Scale 1/16" = 1'-0"

Church Street



ROOMS

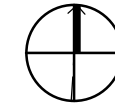
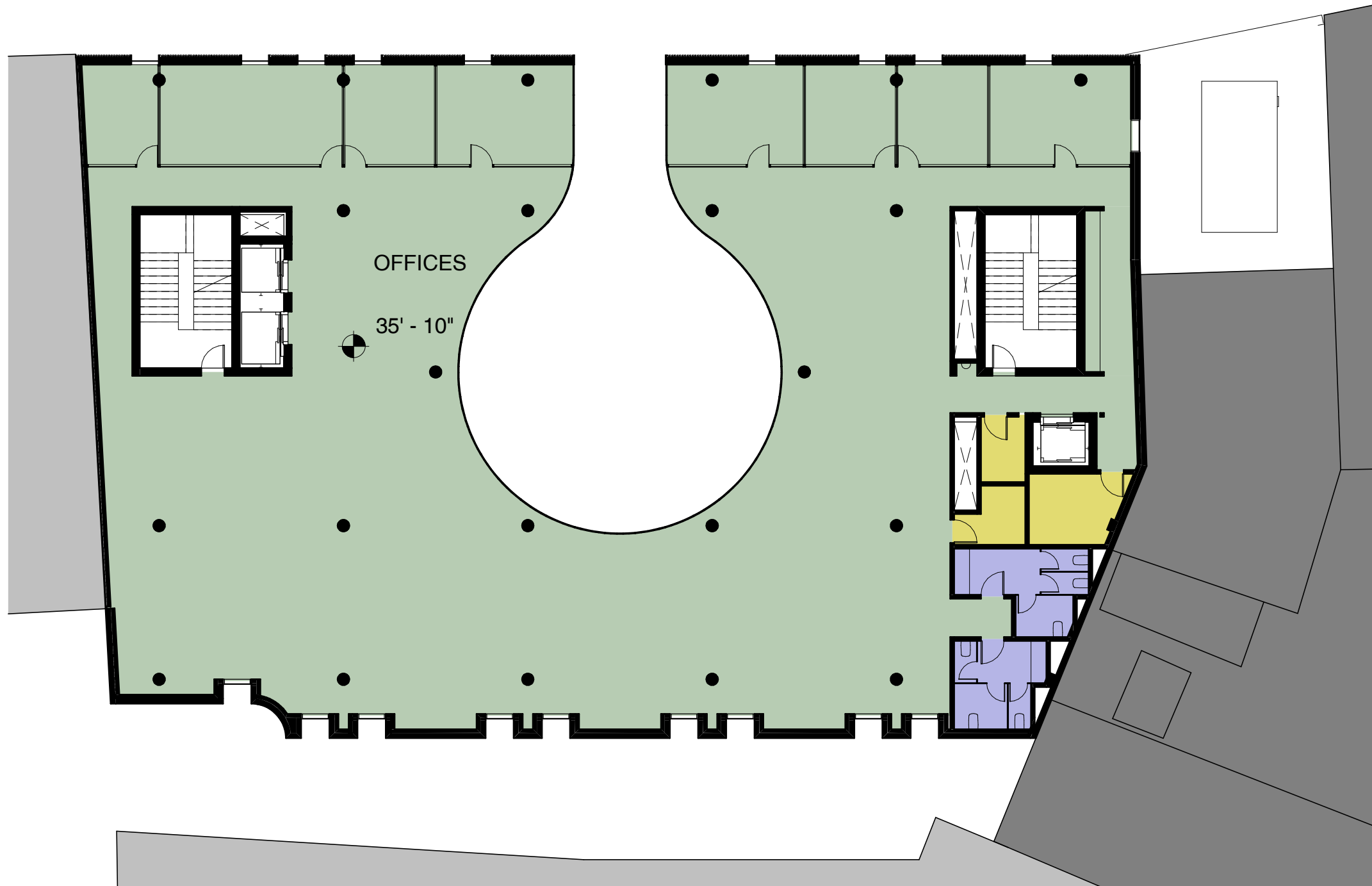
-  COMMON
-  OFFICE
-  SERVICE

Office	8867 sf
Circulation	700 sf
Total	9597 sf




Level 4 Plan

Scale 1/16" = 1'-0"

Church Street



ROOMS

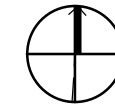
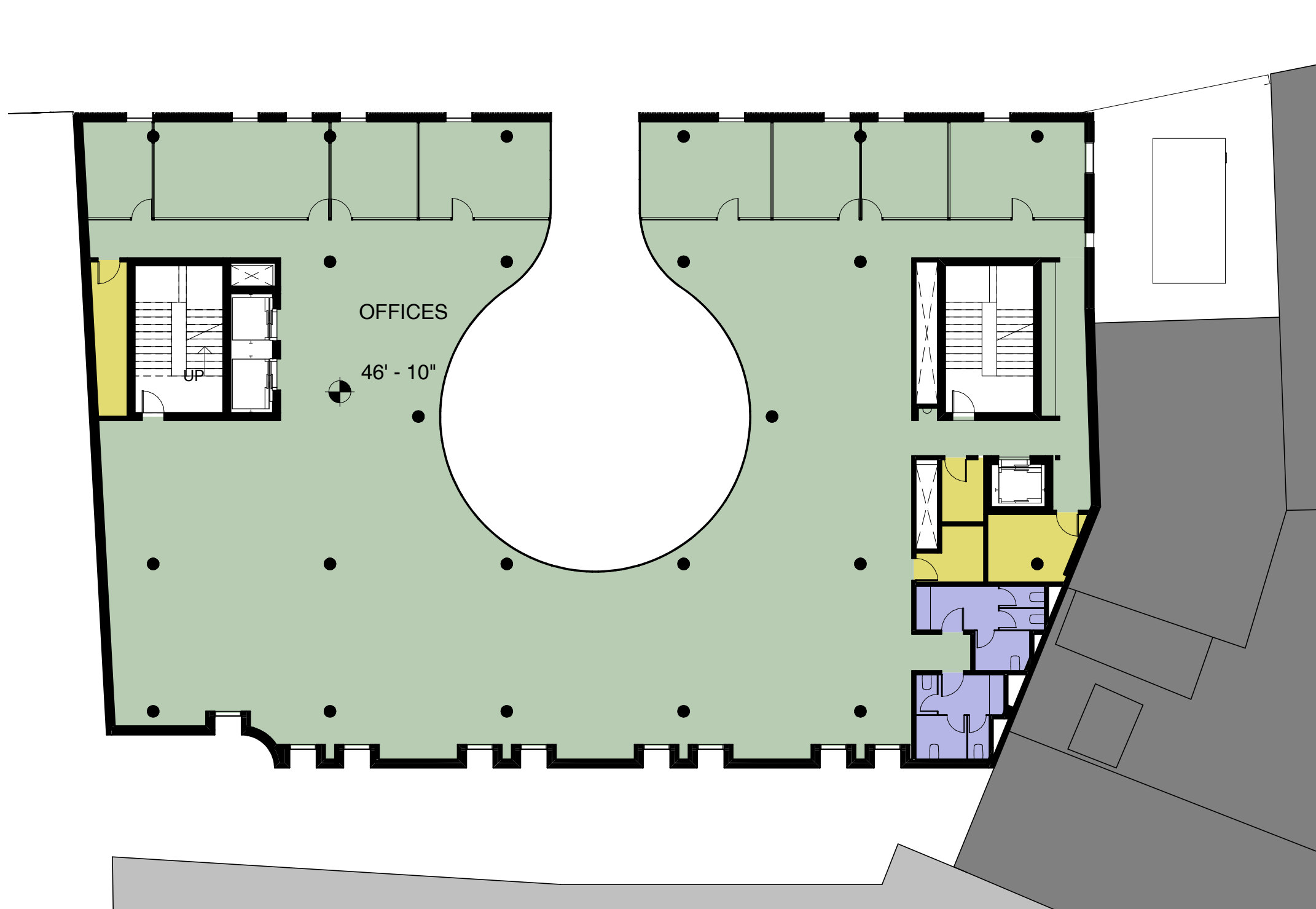
-  COMMON
-  OFFICE
-  SERVICE

Office	8867 sf
Circulation	700 sf
Total	9597 sf




Level 5 Plan

Scale 1/16" = 1'-0"

Church Street



ROOMS

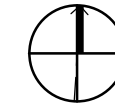
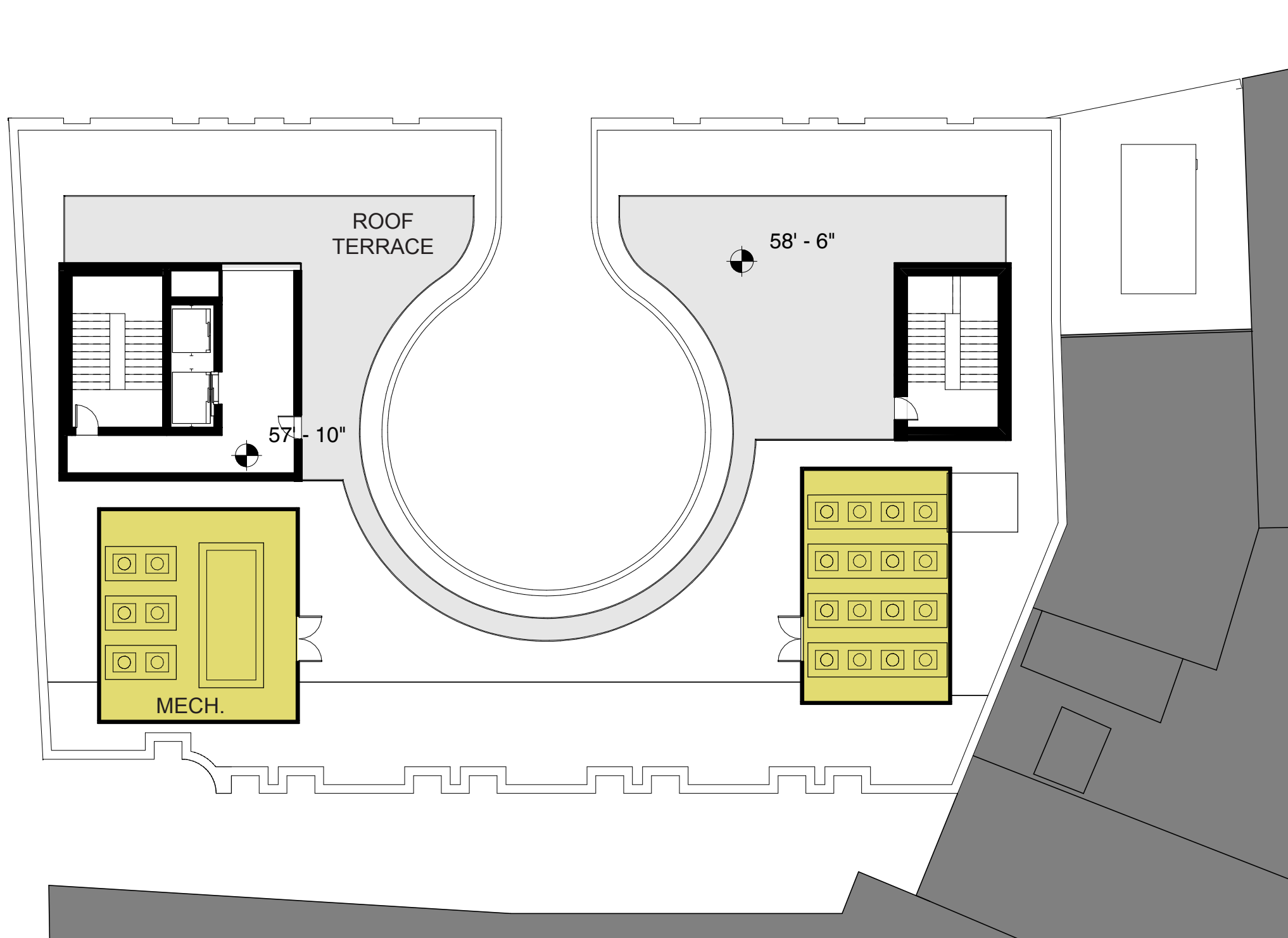
-  COMMON
-  OFFICE
-  SERVICE

Office	8867 sf
Circulation	700 sf
Total	9597 sf

Level 6 Plan

Scale 1/16" = 1'-0"

Church Street



ROOMS

 SERVICE

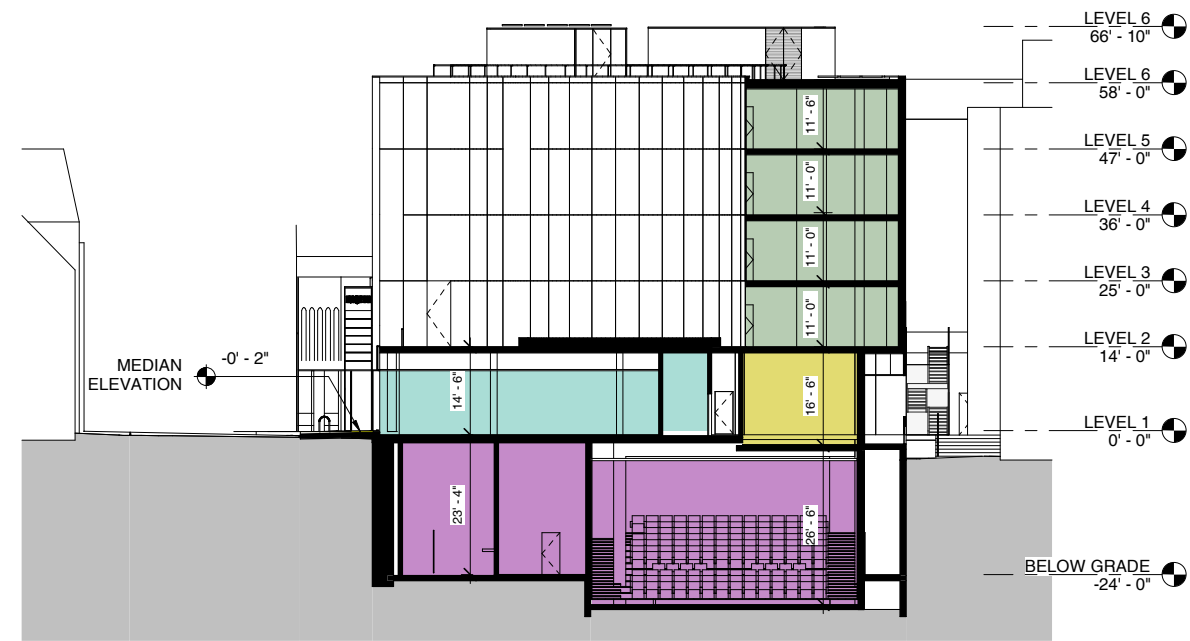
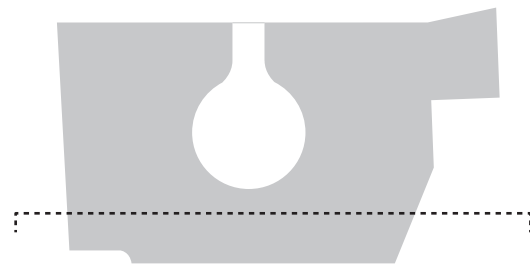
Roof Terrace	1725 sf
Circulation	765 sf
Total	2490 sf

Proposed Building Sections

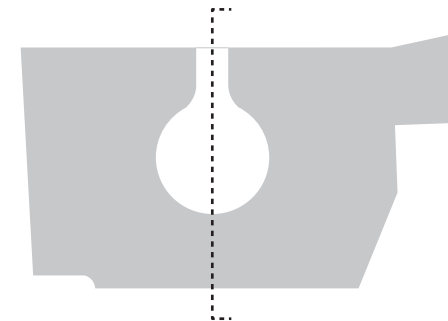


Building Section B
Scale 1/32" = 1'-0"

- OFFICE
- RETAIL
- SERVICE
- THEATERS
- COMMON

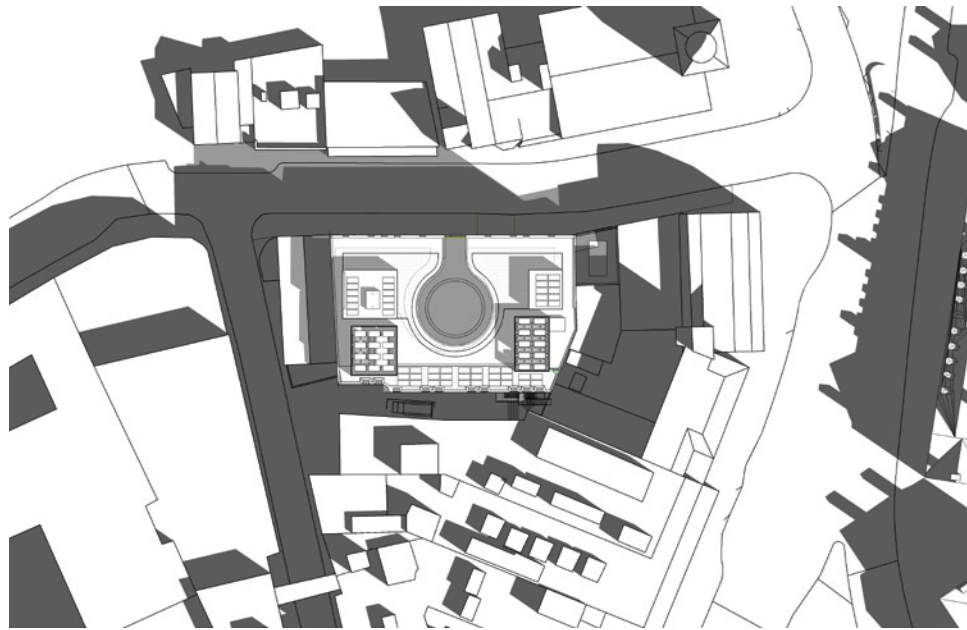
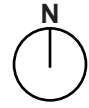


Building Section A
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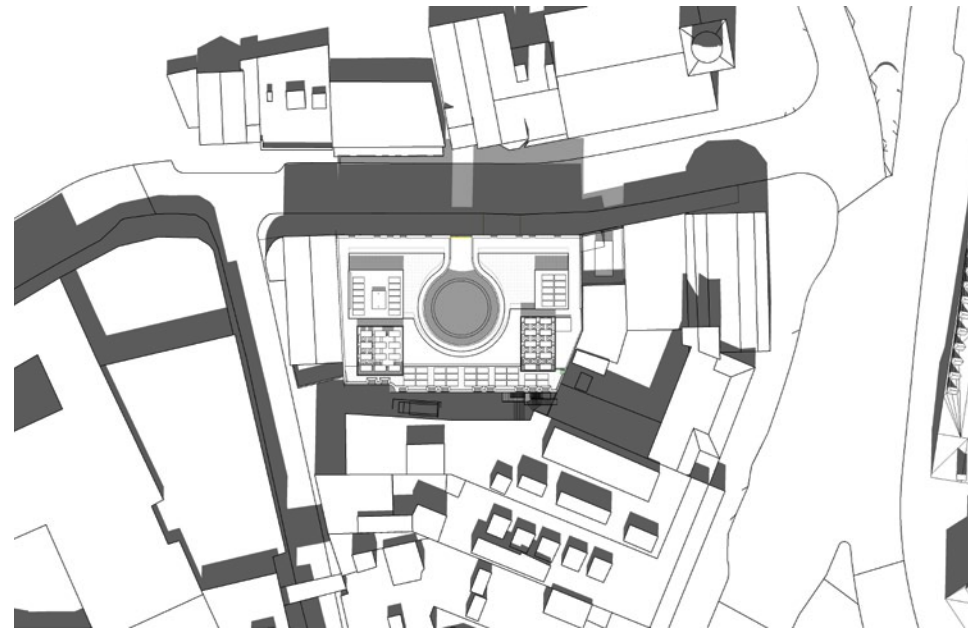


Shadow Studies: March 21st

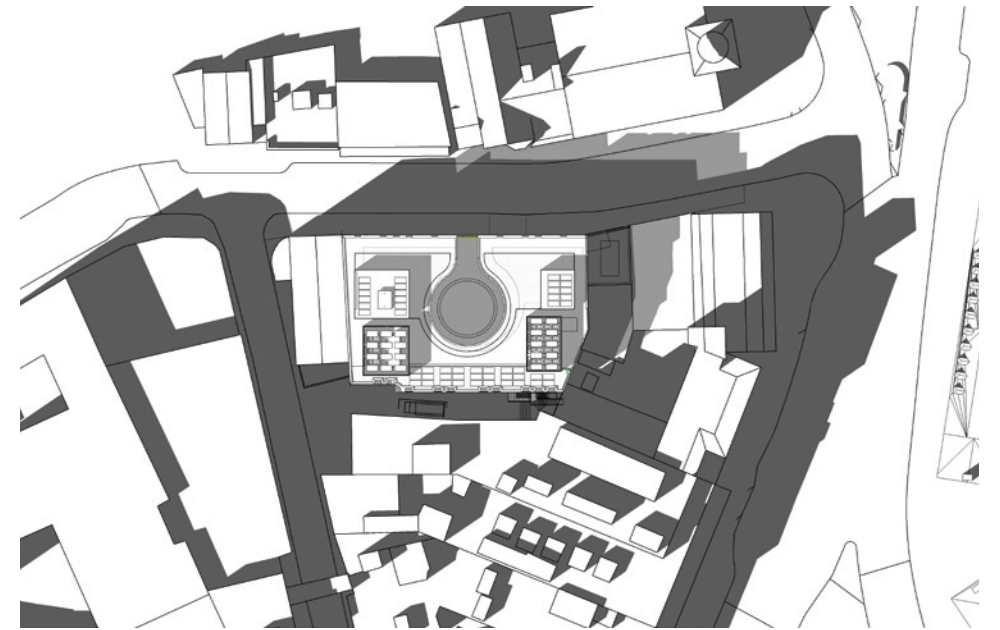
Existing Shadows
New Shadows



9:00 AM



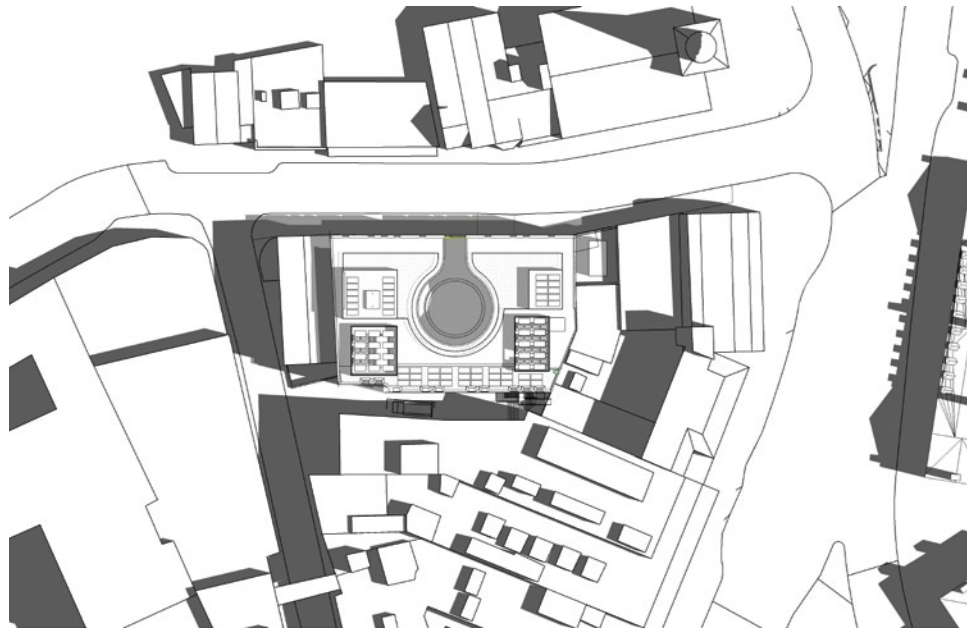
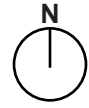
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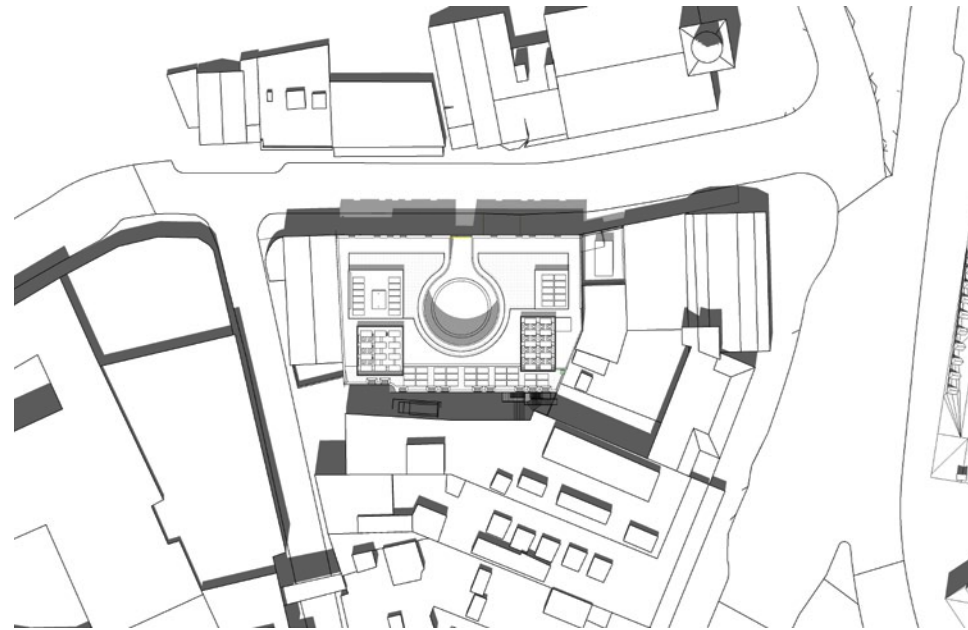
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Shadow Studies: June 21st

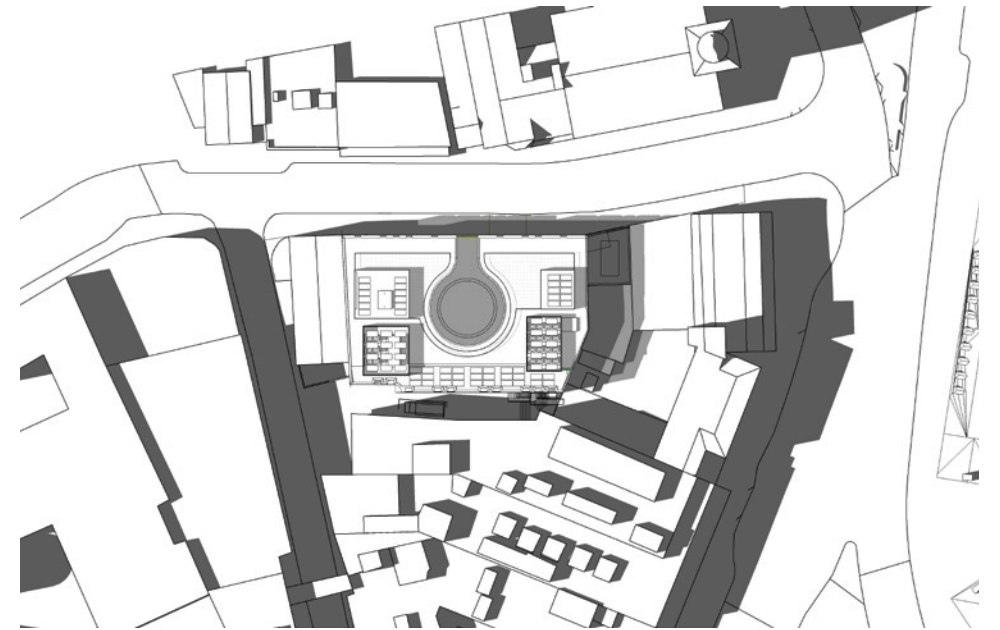
Existing Shadows
New Shadows



9:00 AM

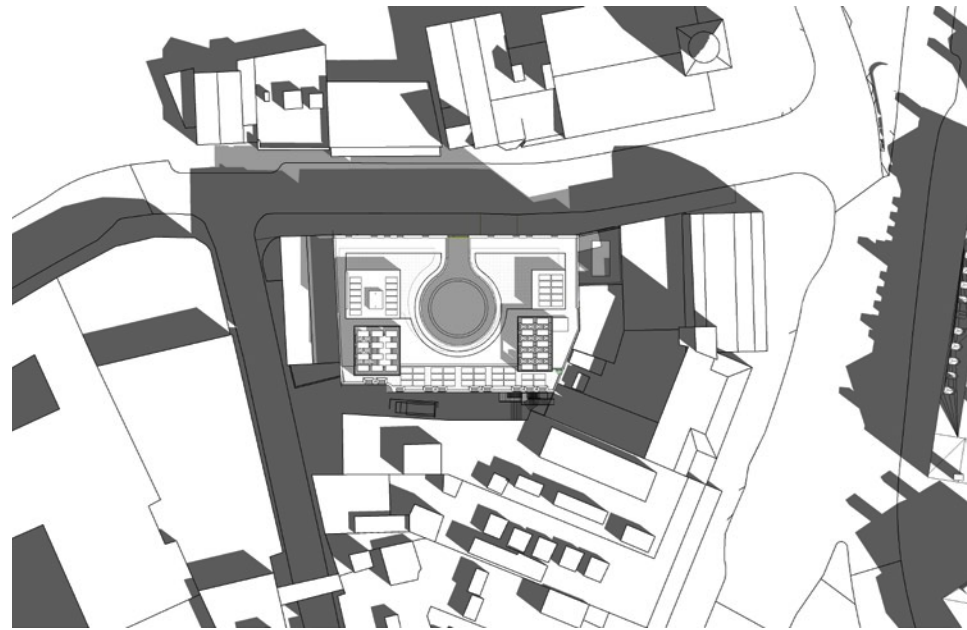
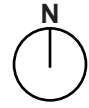


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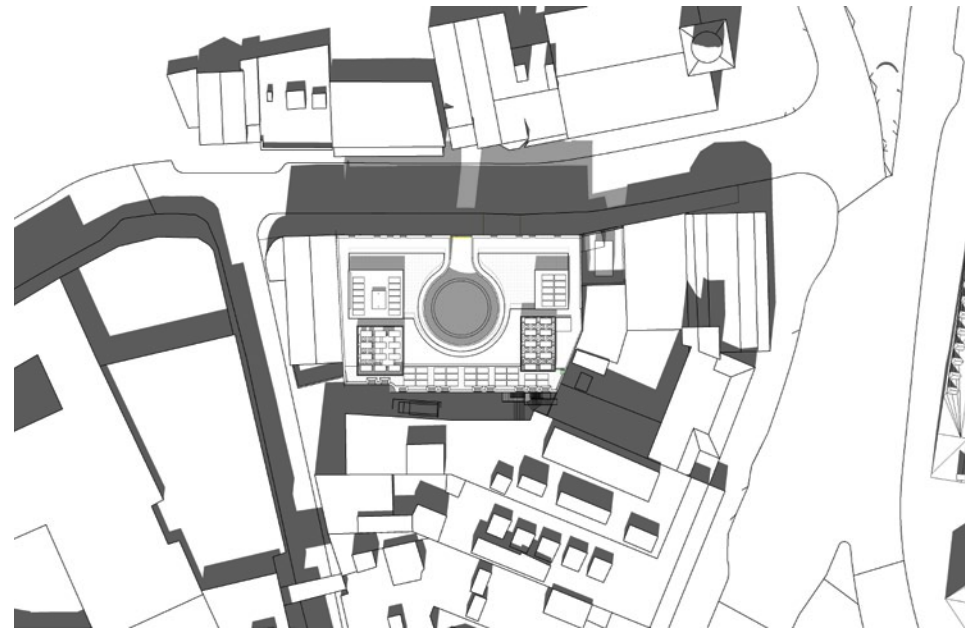


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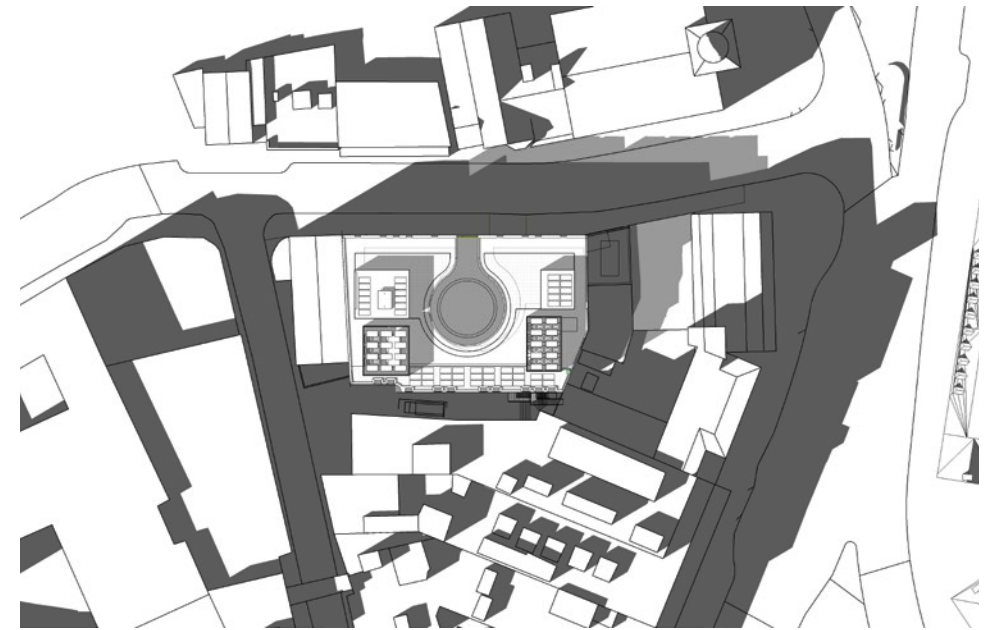
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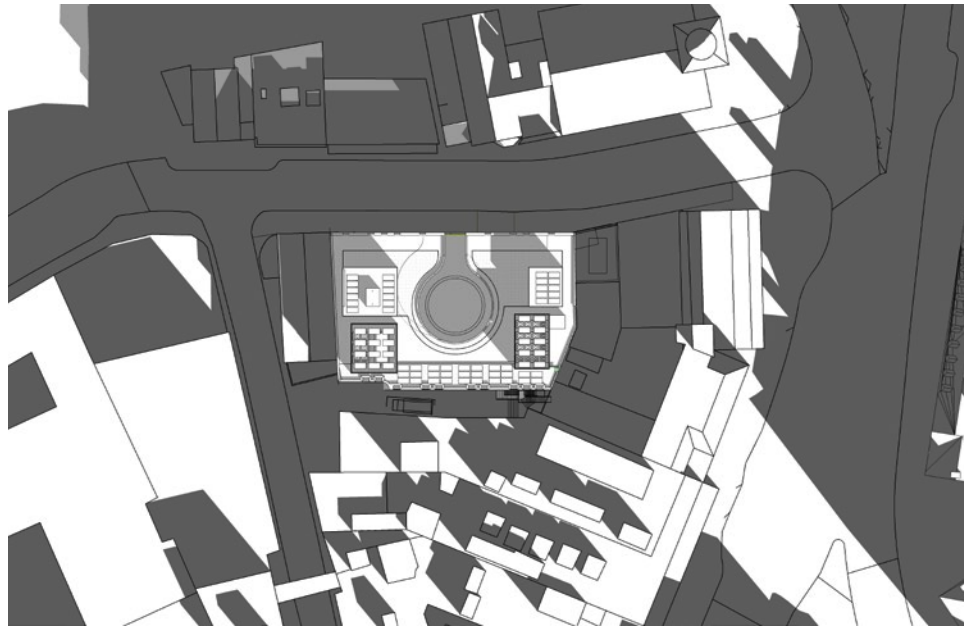
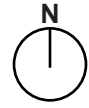


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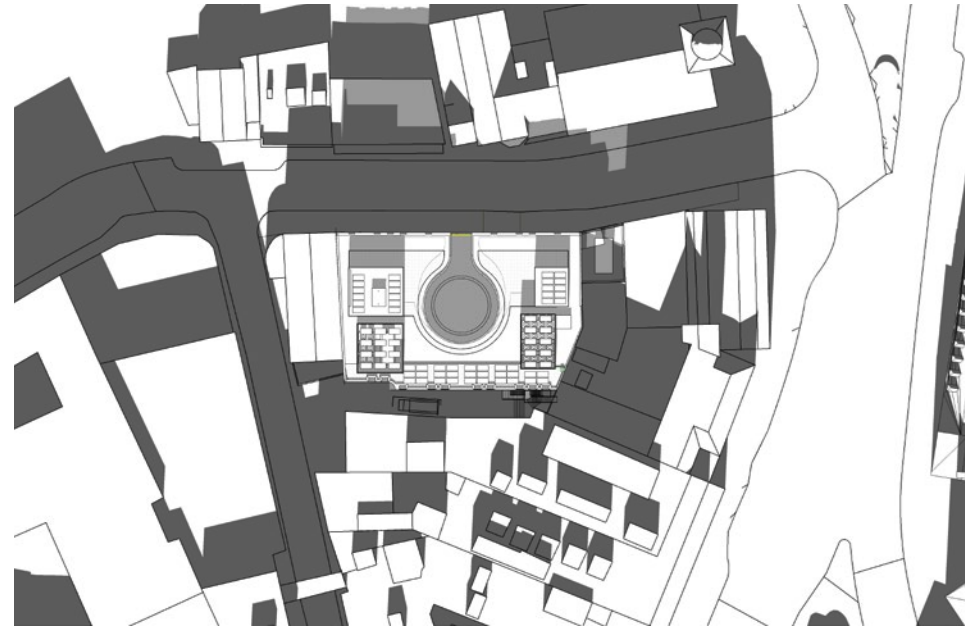


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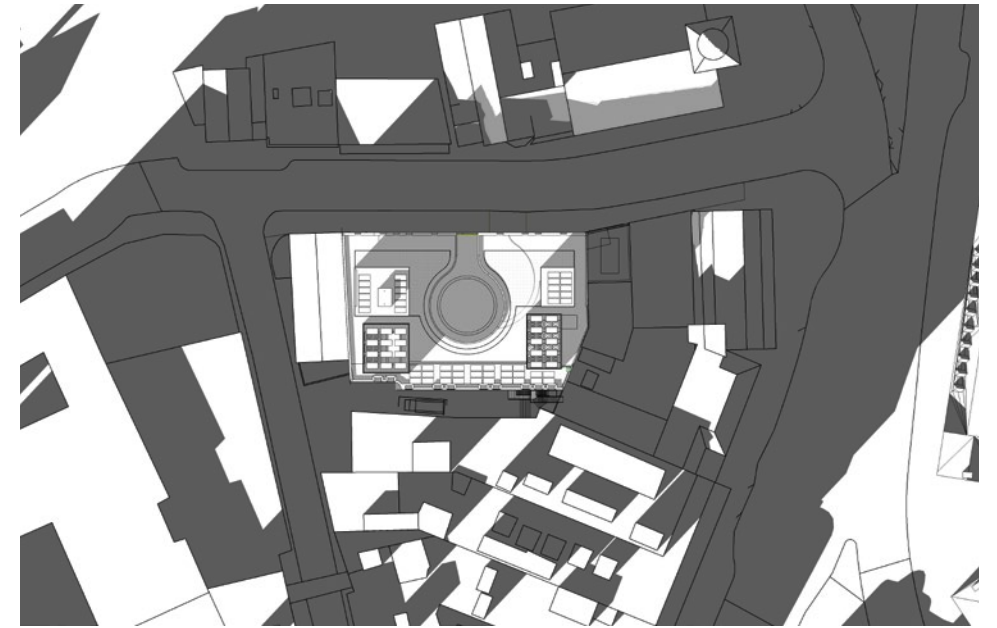
Shadow Studies: December 21st



9:00 AM



12:00 PM



3:00 PM

FACADE CONCEPT

—

Nathan Wong, Project Manager

Riccardo Lardi, iart

Proposed Church Street Facade

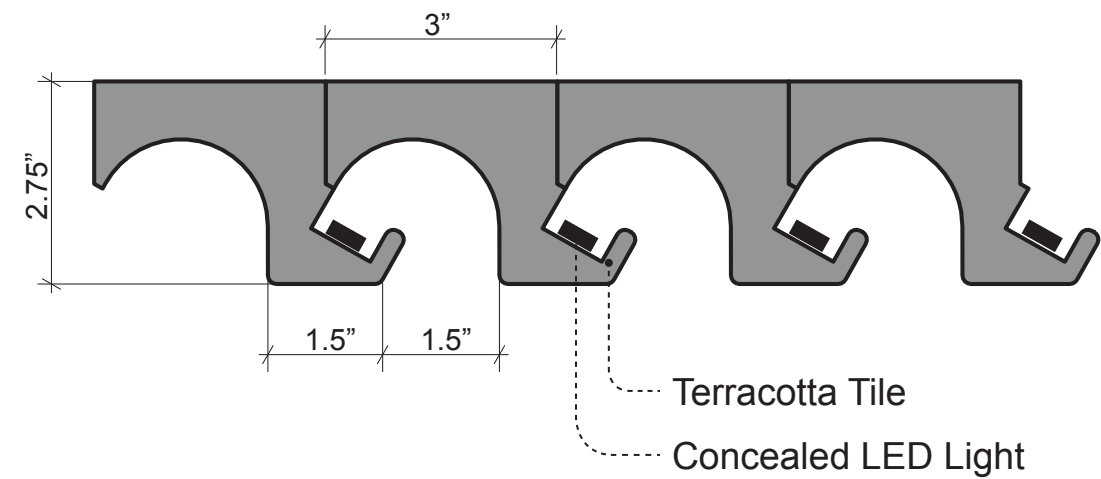
Goal

- Create a dynamic platform for youth engagement

Considerations

- Indirect, completely dimmable lighting
- Slow to no movement
- Low contrast
- Low energy use
- No advertising
- No overhang in public right of way
- Limited hours of operation (8am–8pm, intermittent use)
- Beautiful facade whether LEDs are on or off

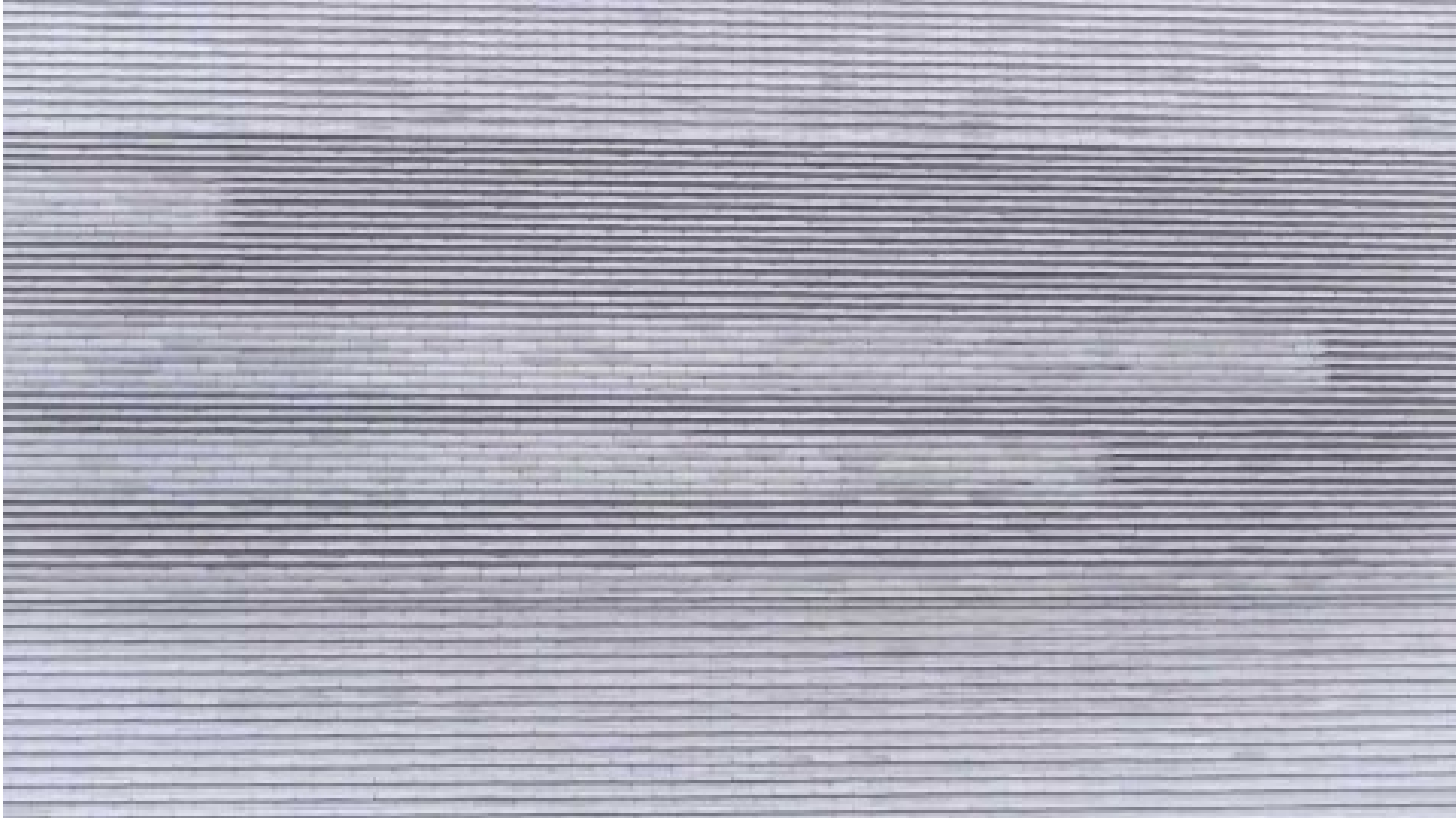
Proposed North Facade Profile in Plan



Kunstmuseum Basel, Illumination Precedent

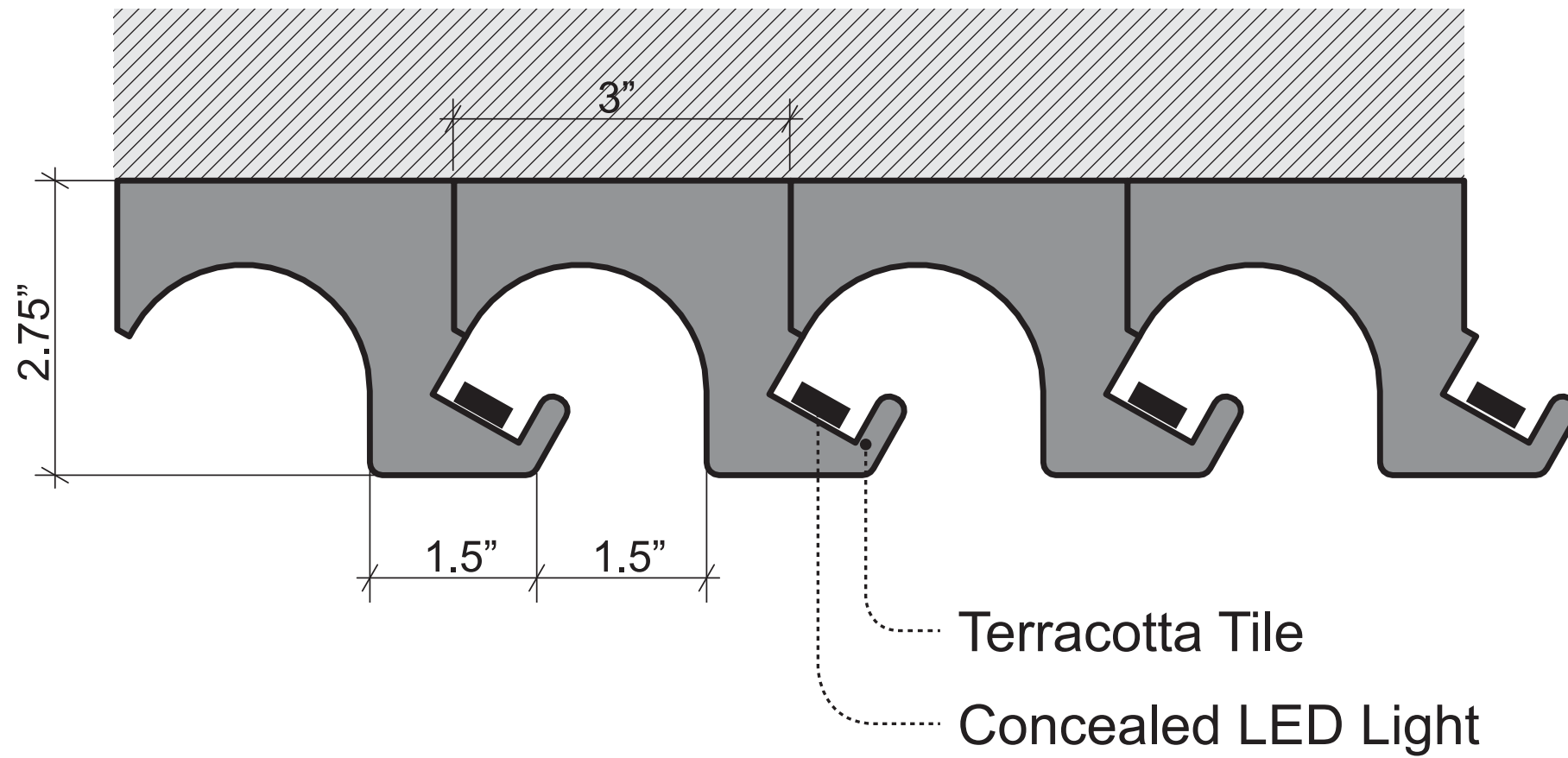


Kunstmuseum Basel, Illumination Precedent



Proposed Church Street Facade Profile (Plan View)

(BUILDING INTERIOR)



(CHURCH STREET)

Proposed Perspective from Across Church Street showing Indirectly Illuminated Facade



Proposed Perspective from Across Church Street showing Indirectly Illuminated Facade



Proposed Perspective from Across Church Street showing Indirectly Illuminated Facade





THANK YOU