

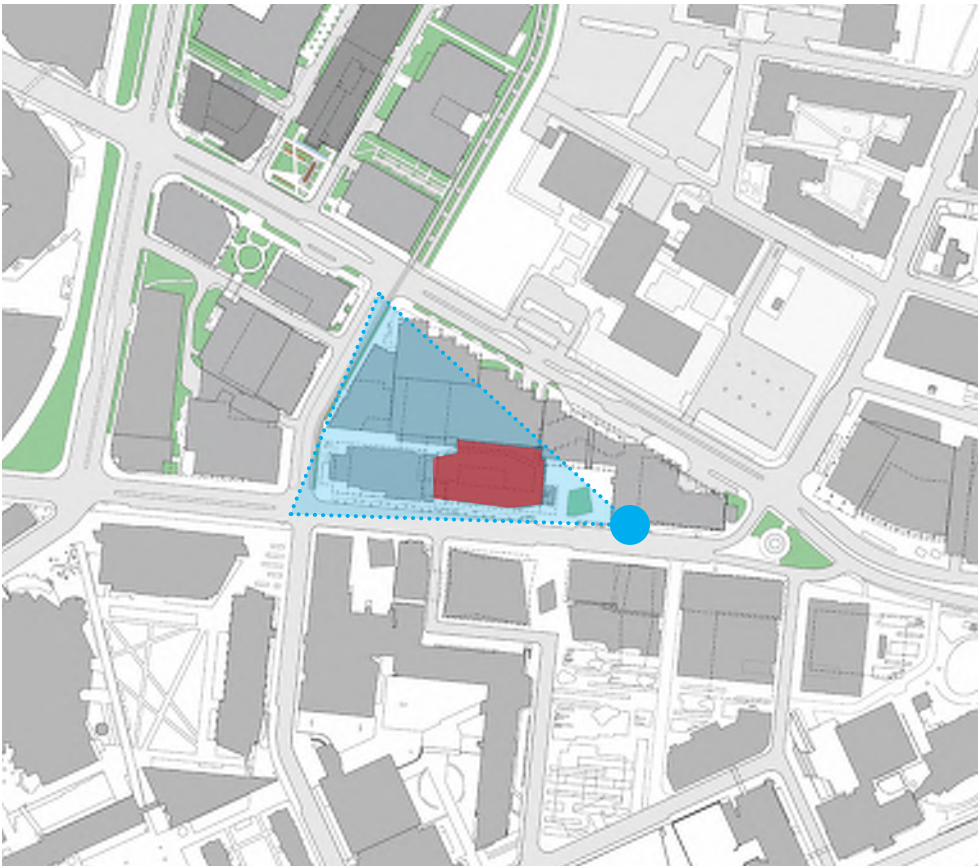
325 MAIN STREET COMMERCIAL OFFICE

Cambridge, Massachusetts

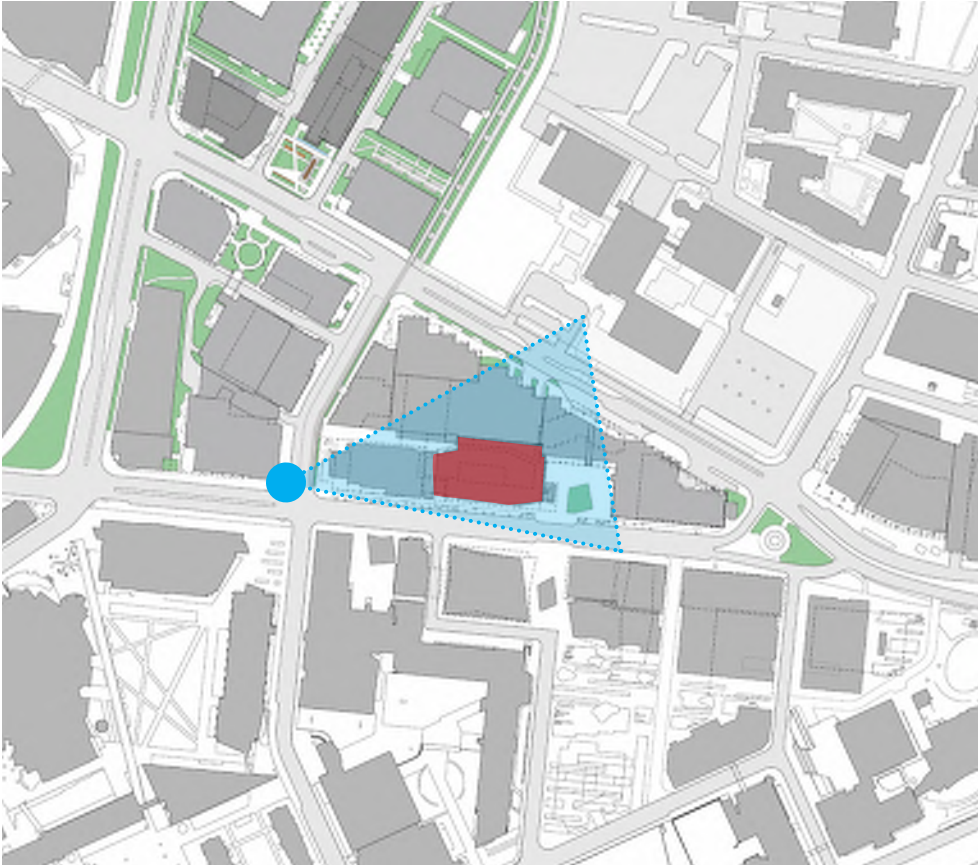
ODD CRA Joint Meeting
July 31, 2018

1.2 EXISTING CONDITIONS

KEY PLAN

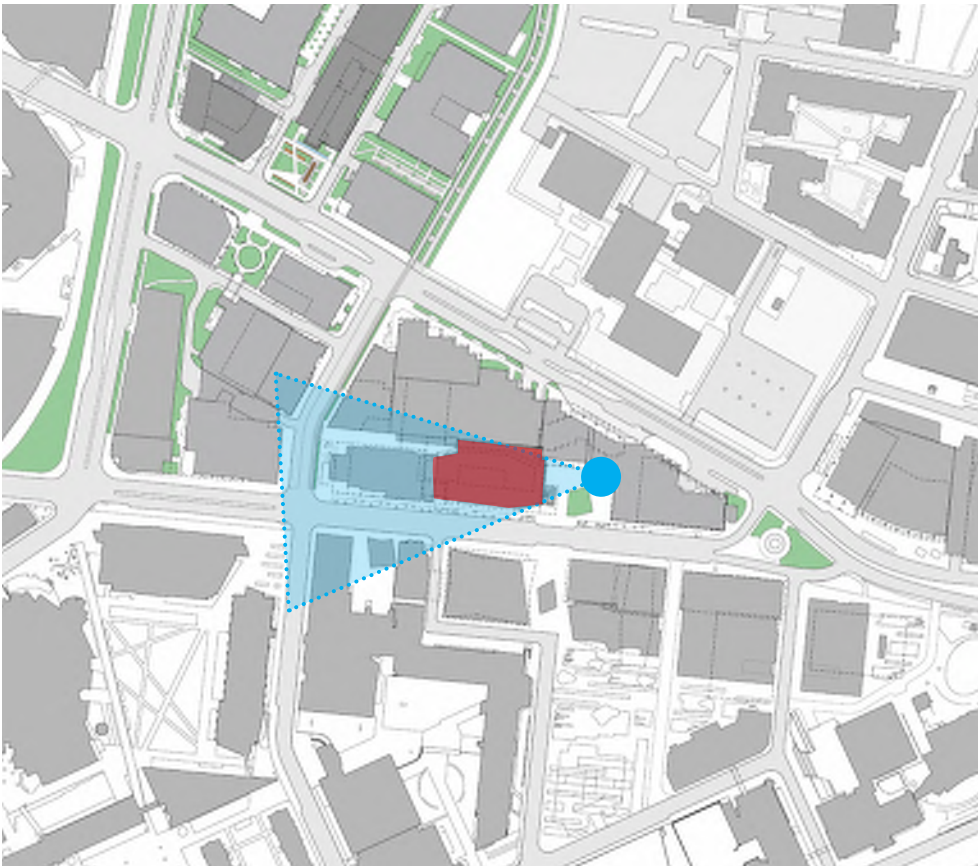


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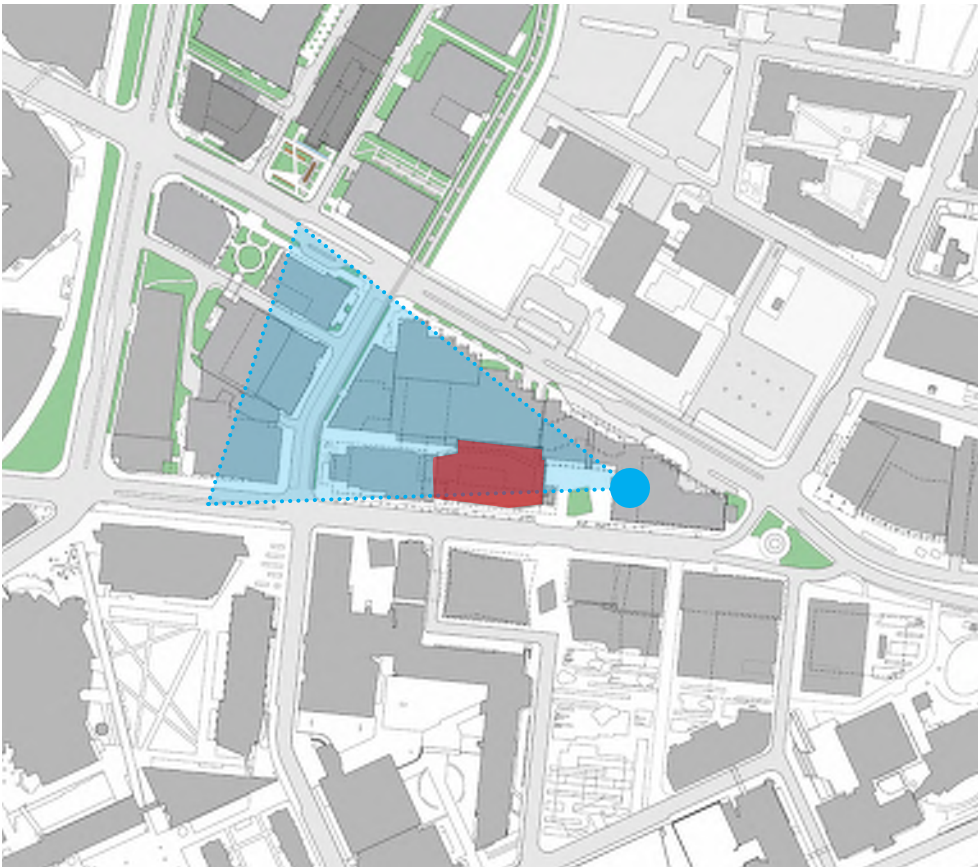


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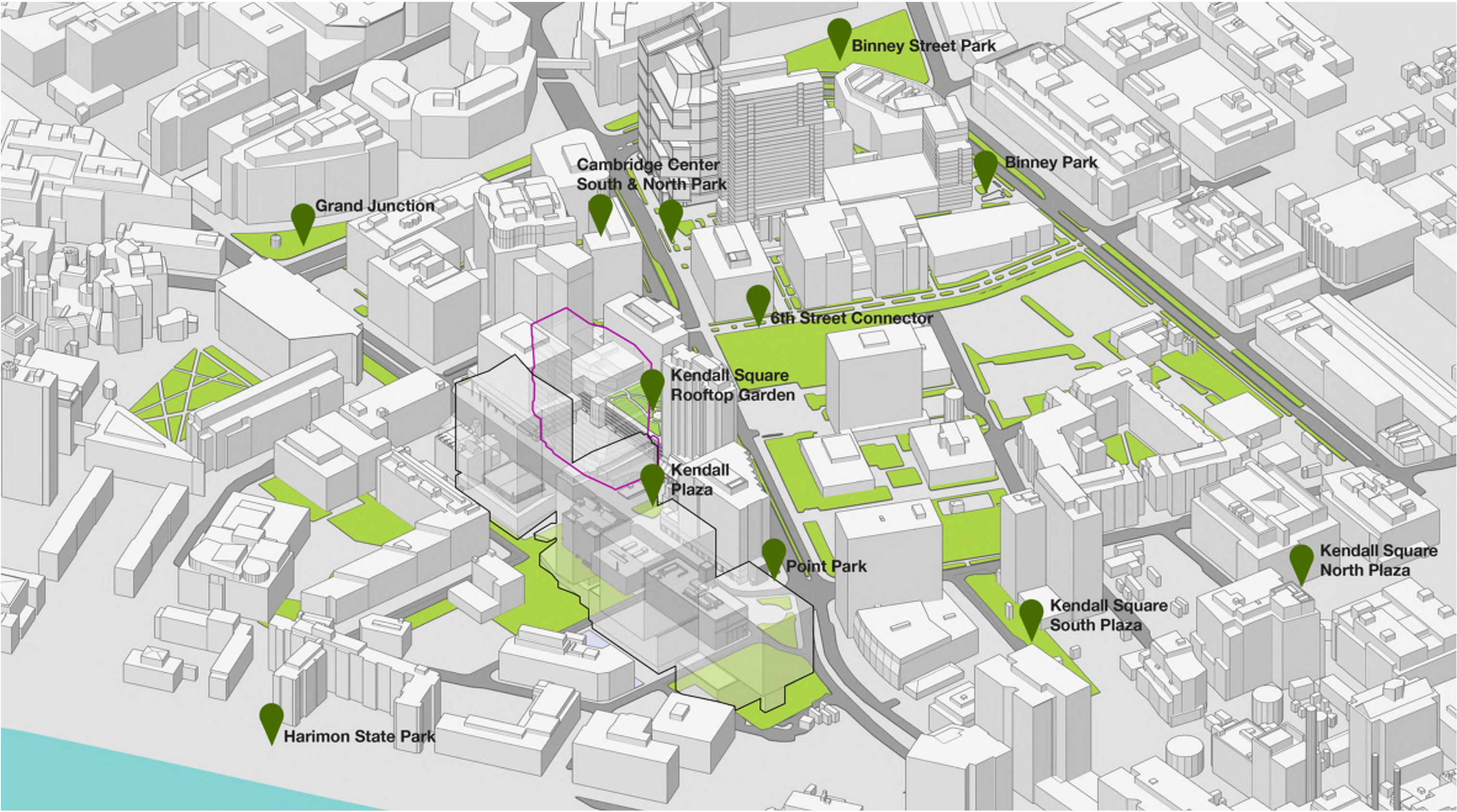
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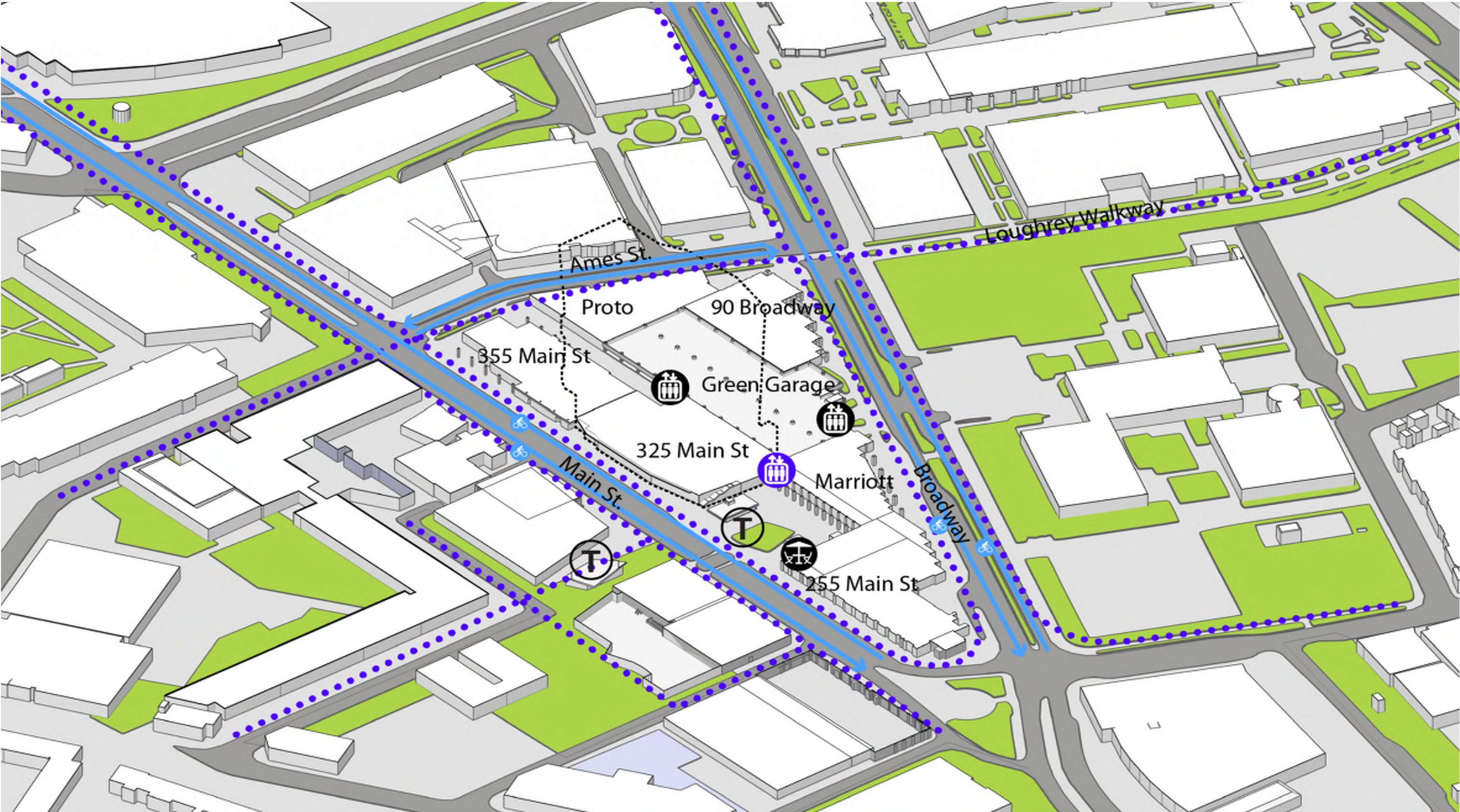
KEY PLAN



PUBLIC OPEN SPACE

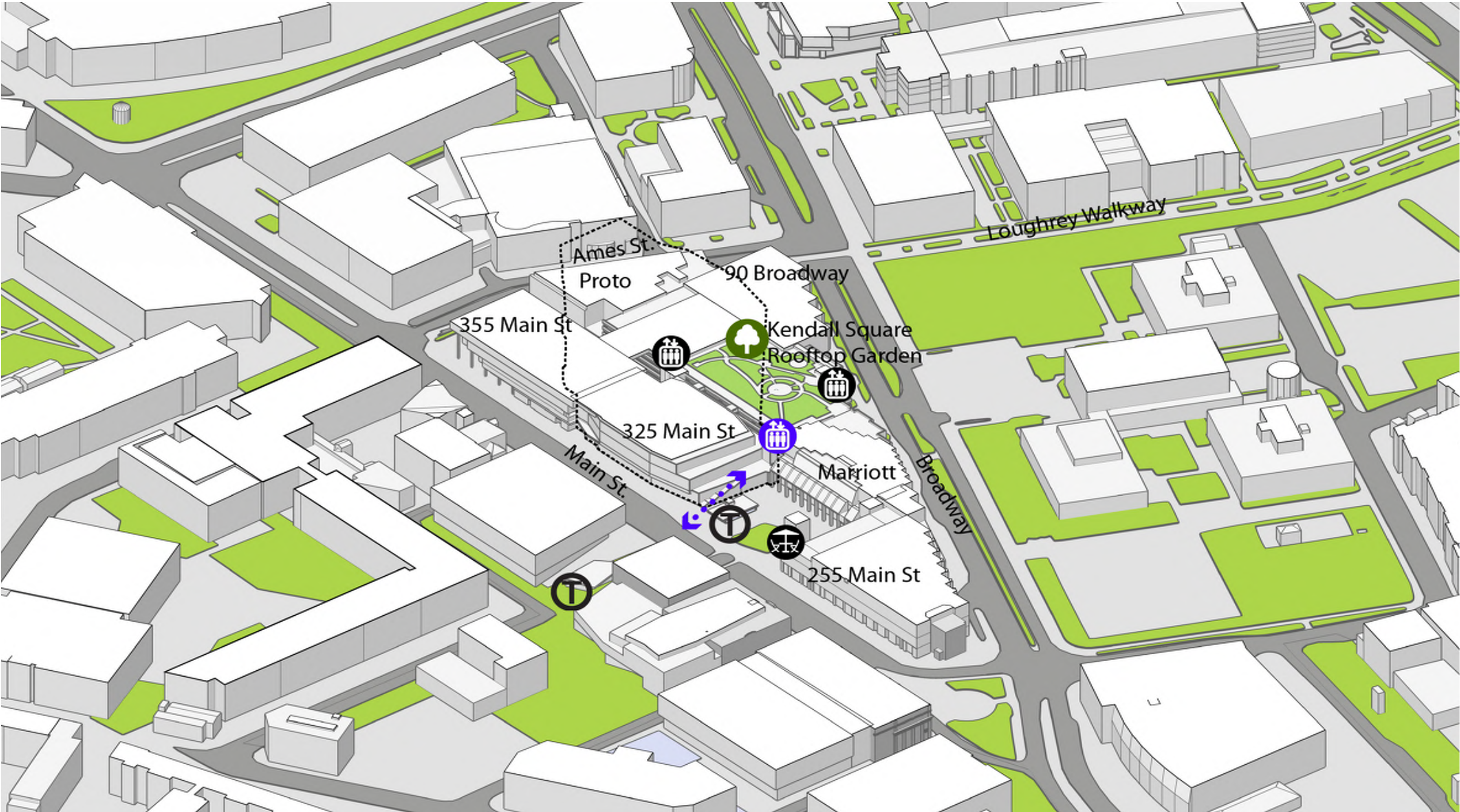


PEDESTRIAN ACCESS AND CIRCULATION - GROUND LEVEL



- Public Circulation
- Bike Lanes
- Public Plaza
- Public Roof Garden
- Existing Vertical Circulation
- Proposed Vertical Circulation
- MBTA Station

PEDESTRIAN ACCESS AND CIRCULATION - GARDEN LEVEL



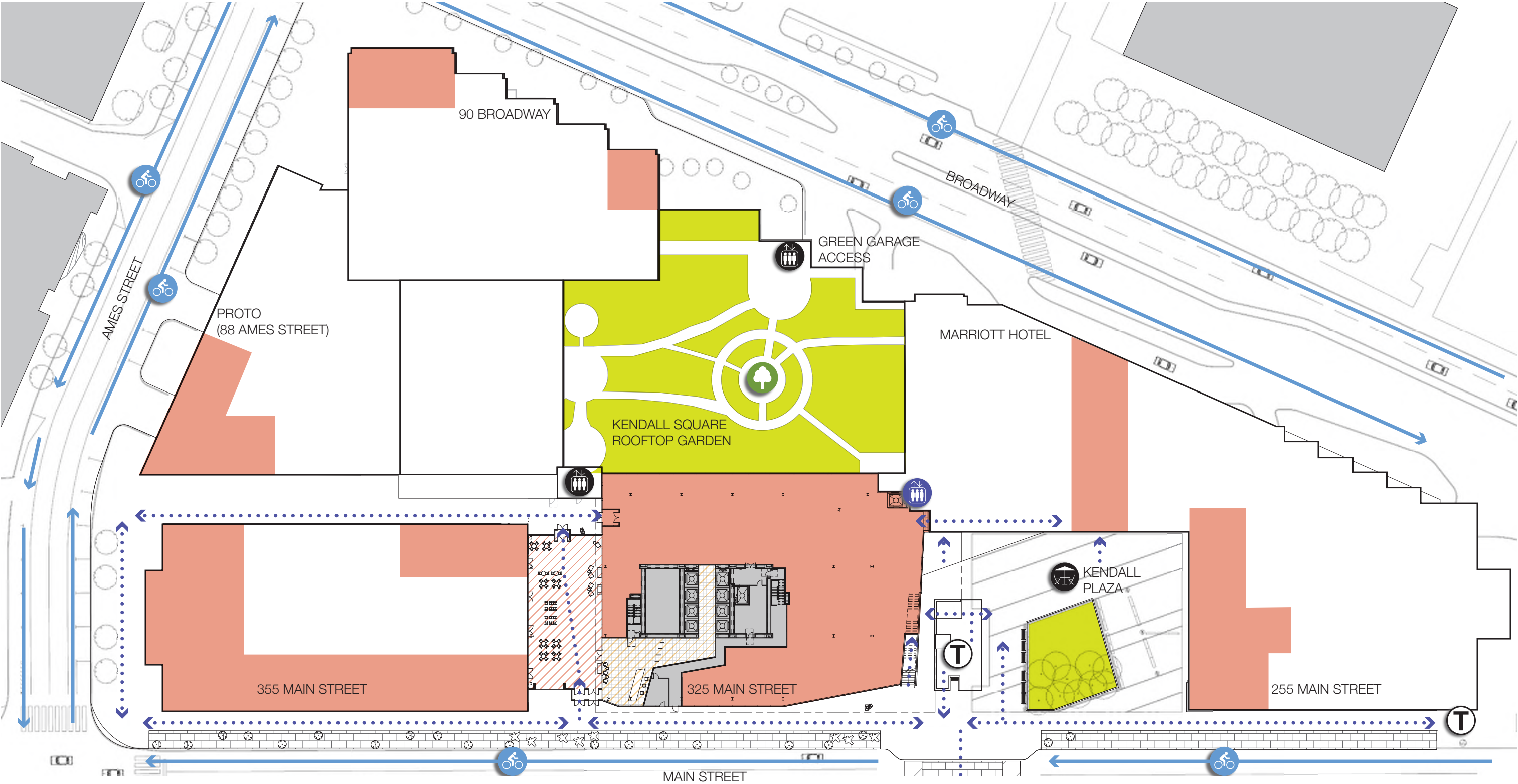
- ● ● Proposed Circulation
- Public Plaza
- Public Roof Garden
- Existing Vertical Circulation
- Proposed Vertical Circulation
- MBTA Station

RETAIL OR PEDESTRIAN USE IN AND AROUND THE SITE



● Retail Ⓣ MBTA Station

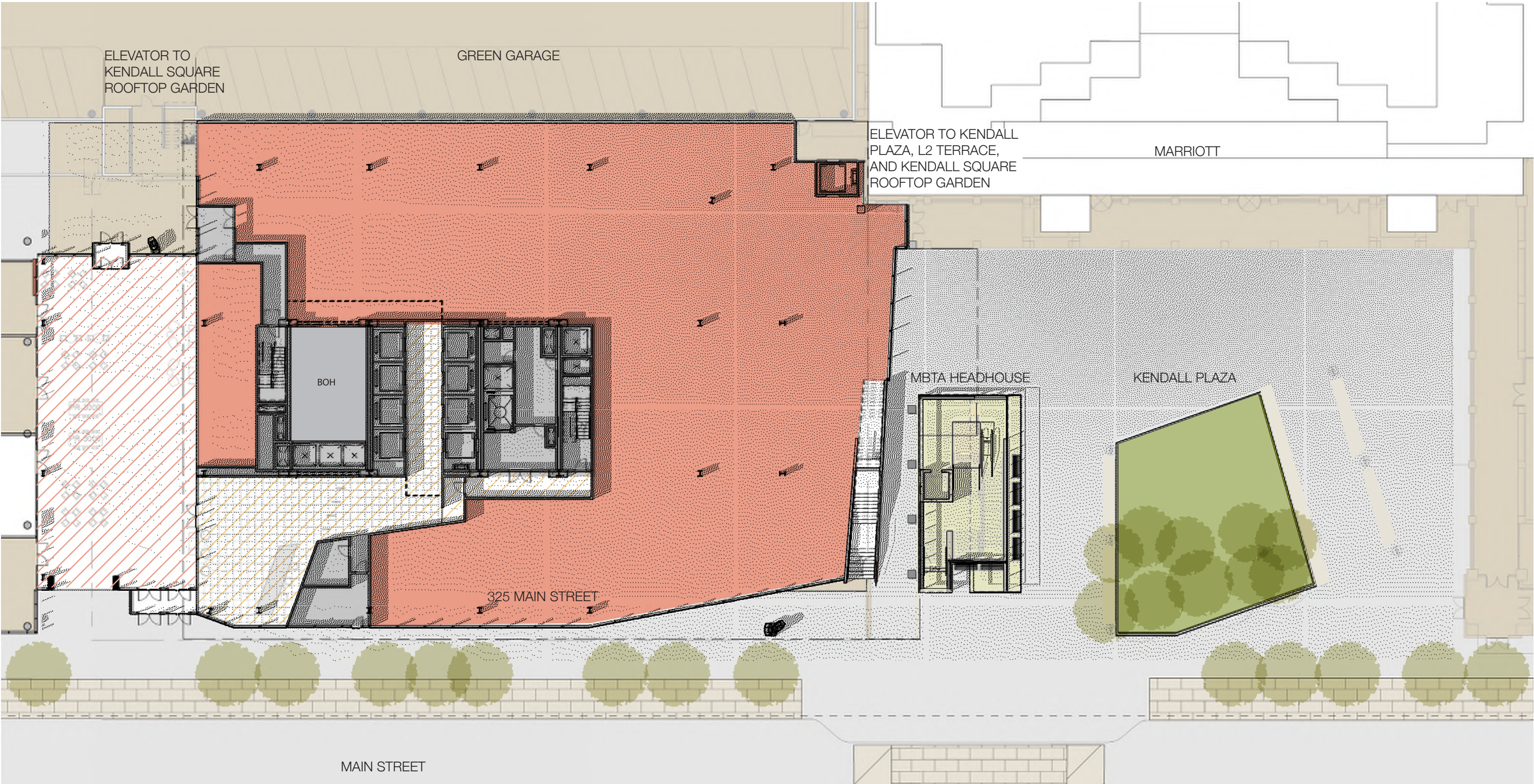
SITE DIAGRAM



- Public Circulation
- Bike Lanes
- Public Plaza
- Public Roof Garden
- Existing Vertical Circulation
- Proposed Vertical Circulation
- MBTA Station
- Retail
- Lobby

BUILDING PLANS

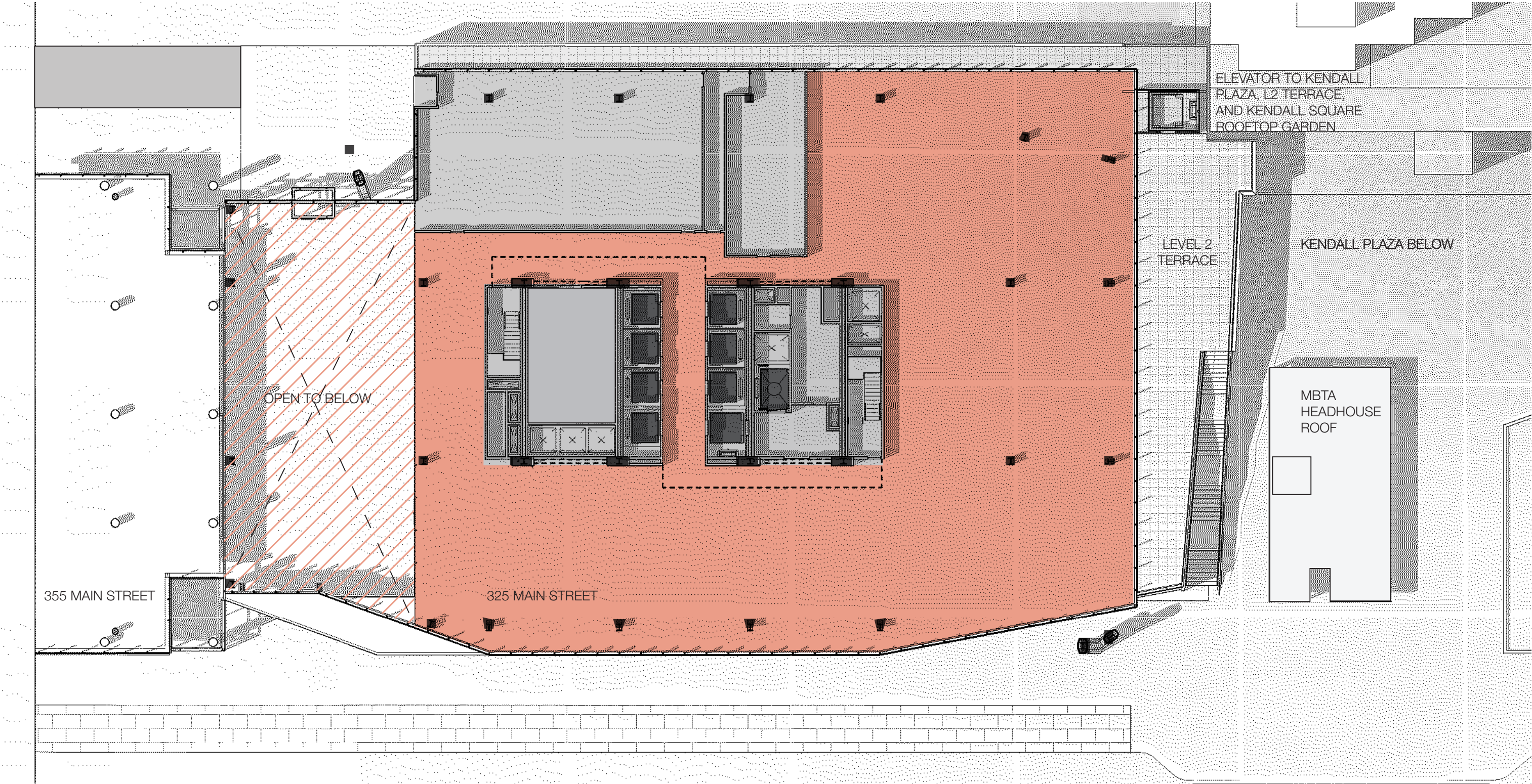
GROUND LEVEL



- BOH
- Lobby
- Retail

BUILDING PLANS

LEVEL 2



- BOH
- Lobby
- Retail

DESIGN GUIDELINES

5.1.1 BUILT FORM

ARCHITECTURAL IDENTITY

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 buildings with **large floor plates to allow greater flexibility** to accommodate multiple disciplines, and to 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.

Measure: Methods of creating a distinct architectural composition include use and proportioning of materials, colors and shapes that differ from those of adjacent buildings.

Goal: **Design buildings to help create streetwalls**, where appropriate, to help frame the sidewalks, plazas, and other public spaces in Kendall Square.

Measures:

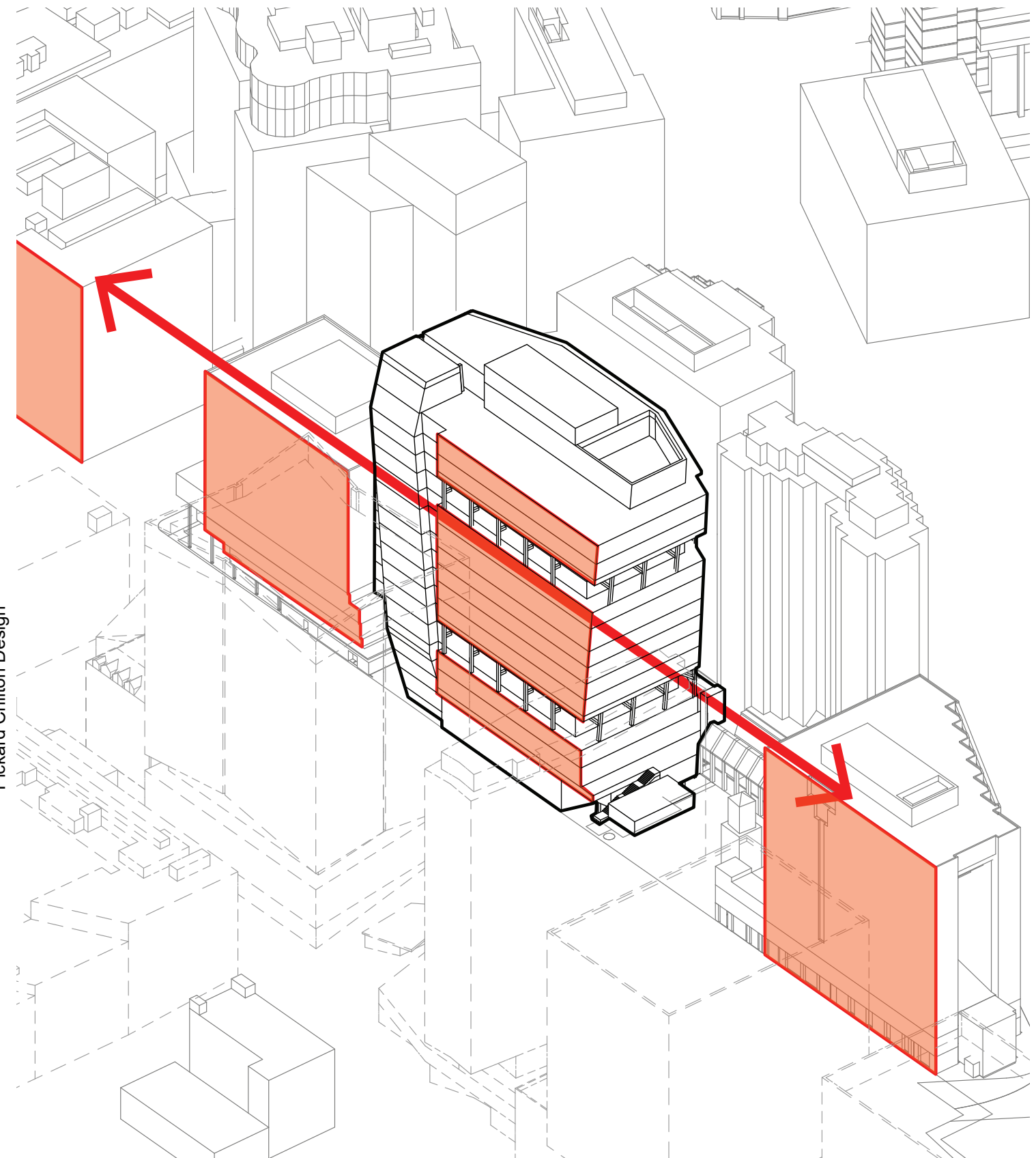
- Align new facades** with existing ones if doing so helps give a sense of spatial cohesiveness to the sidewalks.
- Allow breaks in the streetwall if needed to help define entryways to buildings.
- Streetwall design should take into account the need to provide active ground floor uses.

Goal: Convey the act and spirit of innovation in Kendall Square through transparency that directly reveals activity and displays visual media.

Measures:

- Use transparent building materials.
- Install media displays that show the works being done inside the buildings; avoid “advertising” imagery
- Install interactive media to bring cutting-edge technology closer to the public, directly revealing the scene of innovators at work

Kendall Square Design Guideline
Pickard Chilton Design



a. Building facades align with existing buildings, giving a sense of spatial cohesiveness to the sidewalks.

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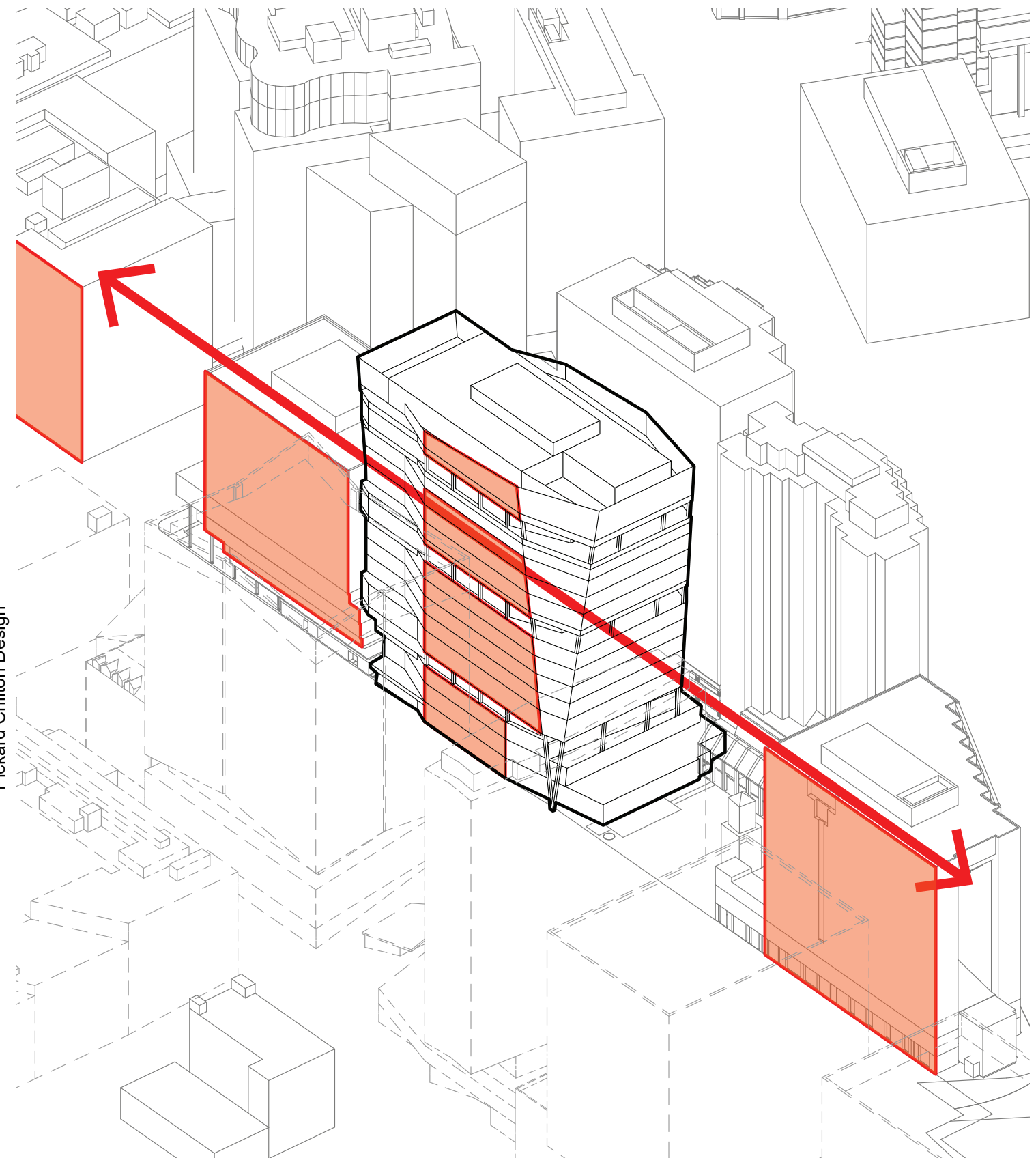
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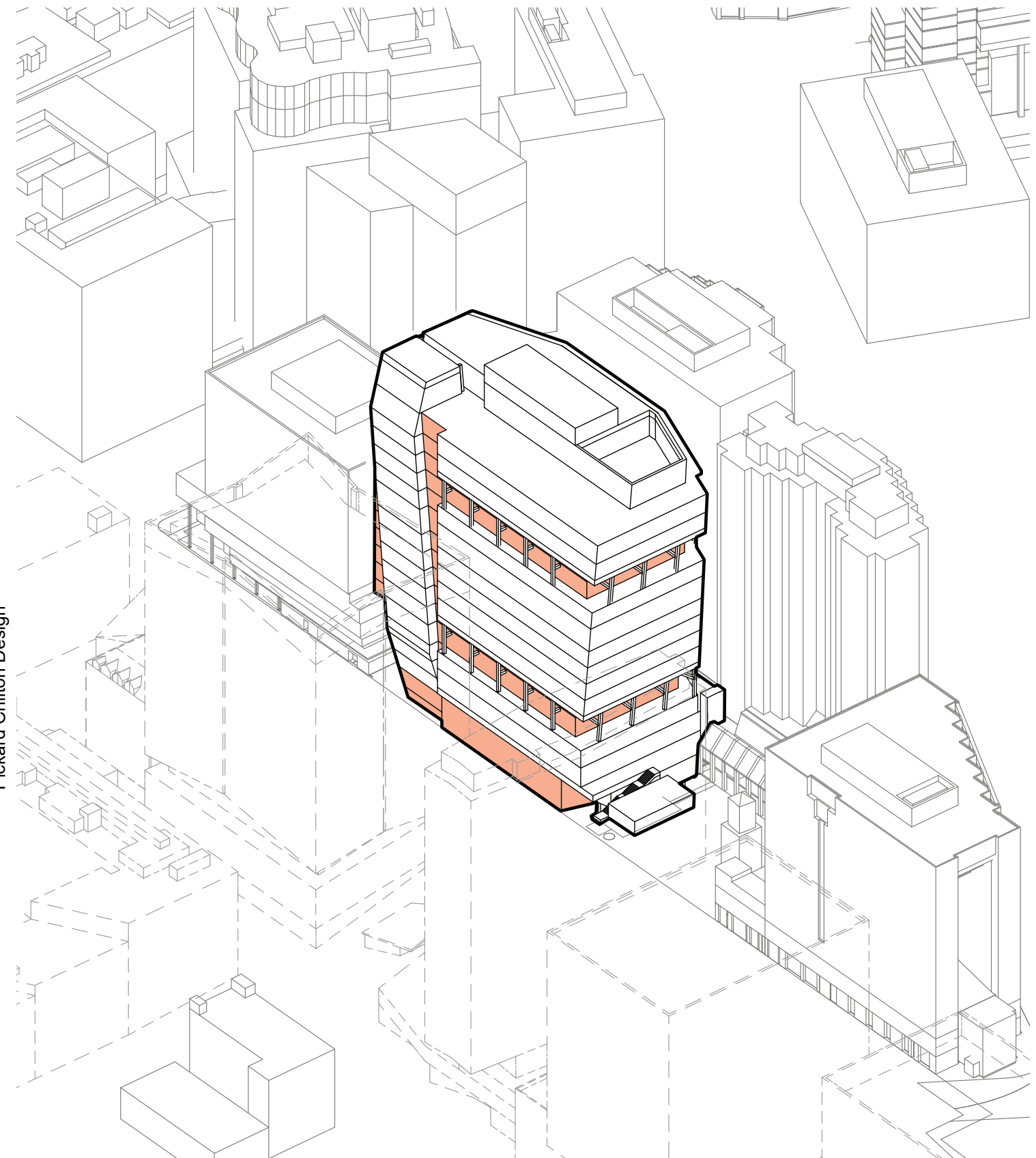
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b. Allow breaks in the streetwall and building massing.

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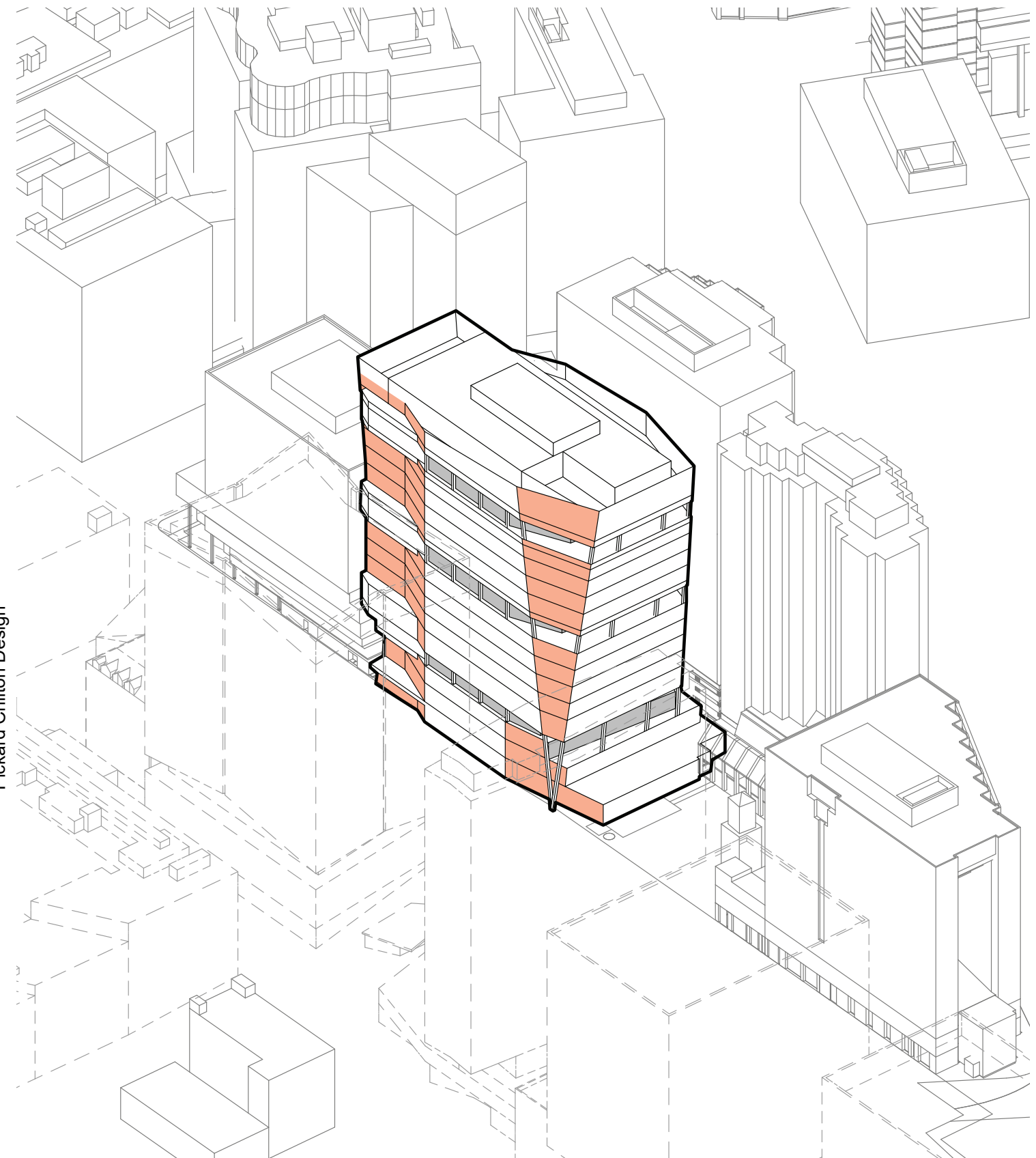
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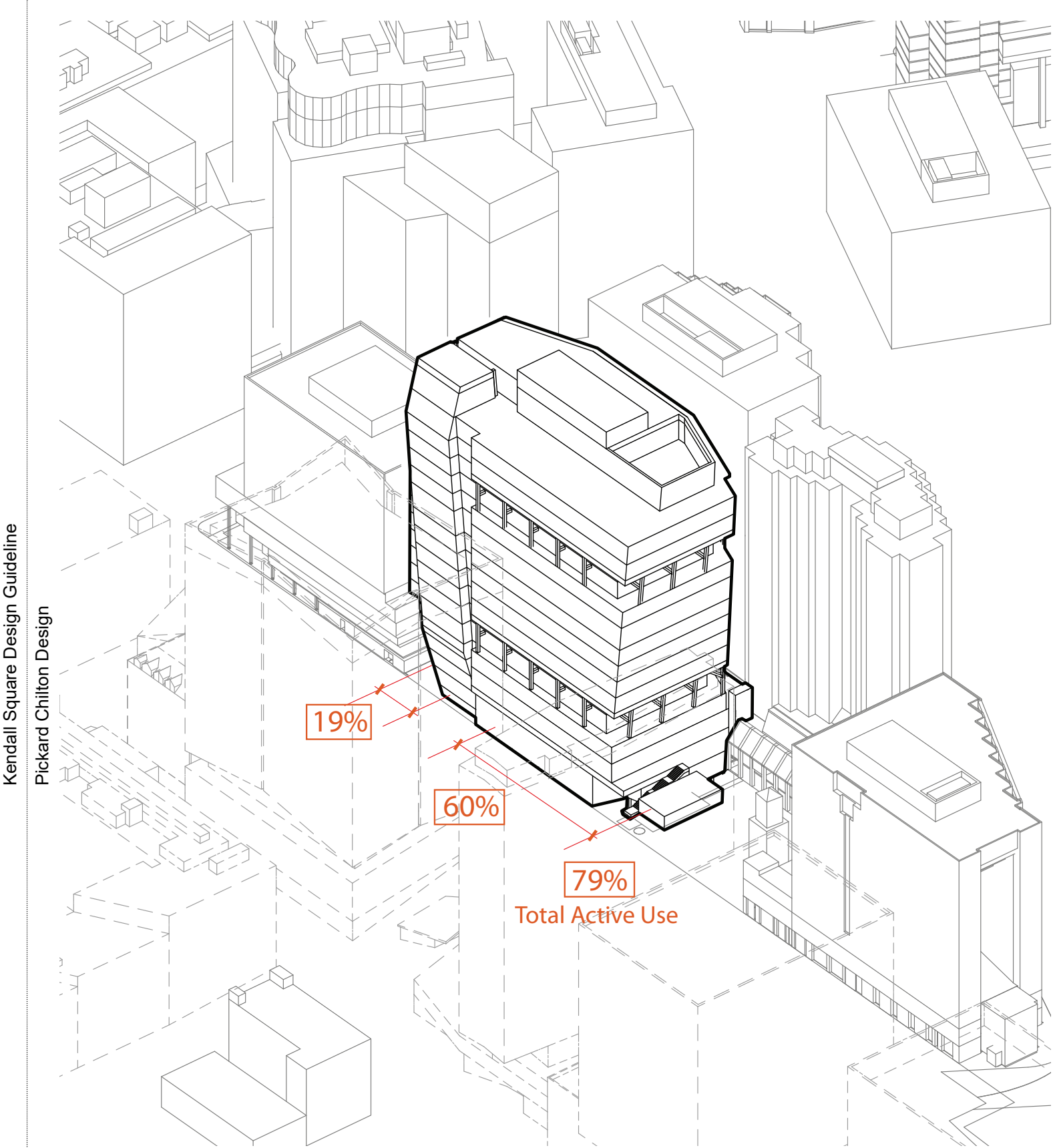
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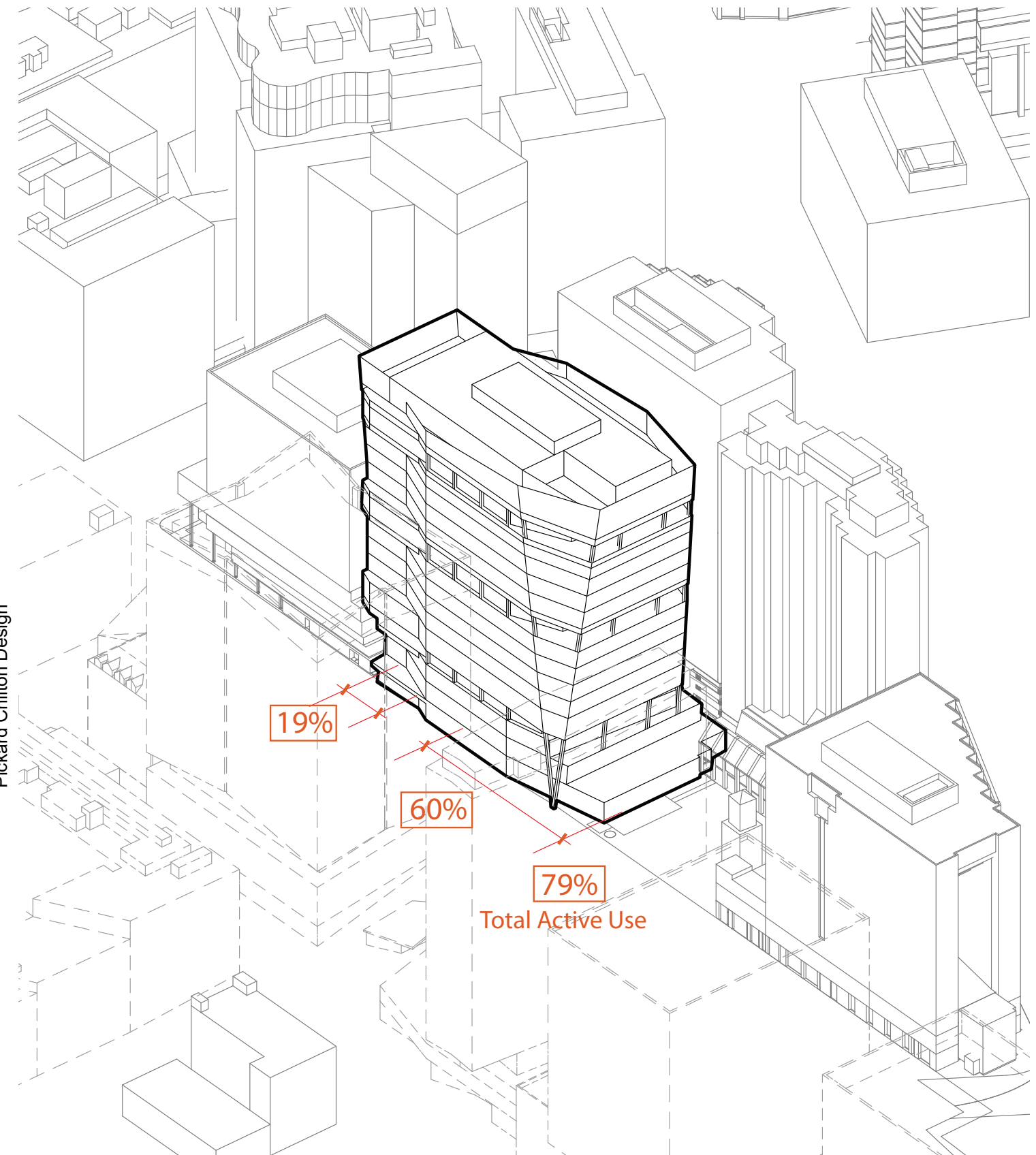
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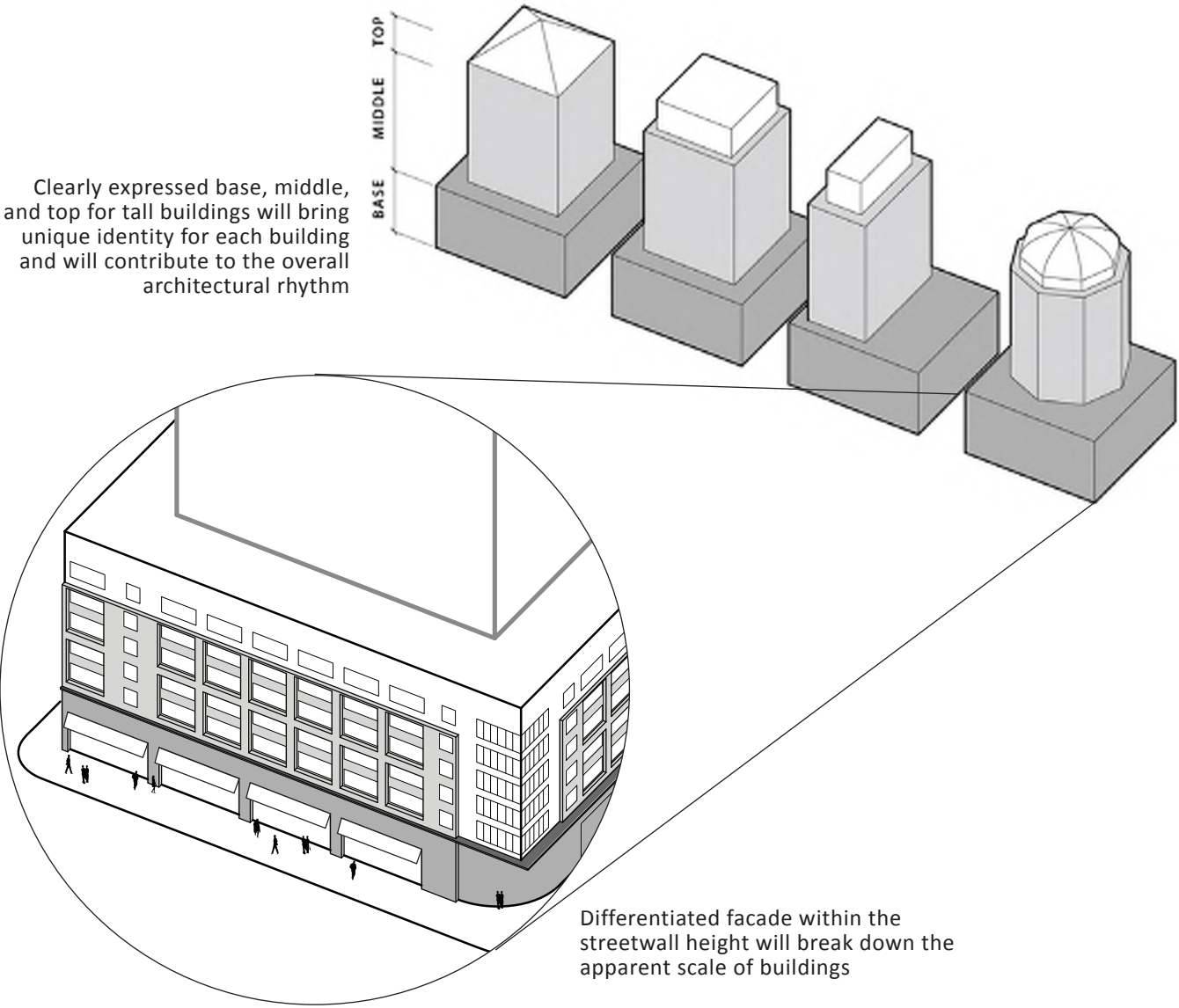
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b. Scale and Massing

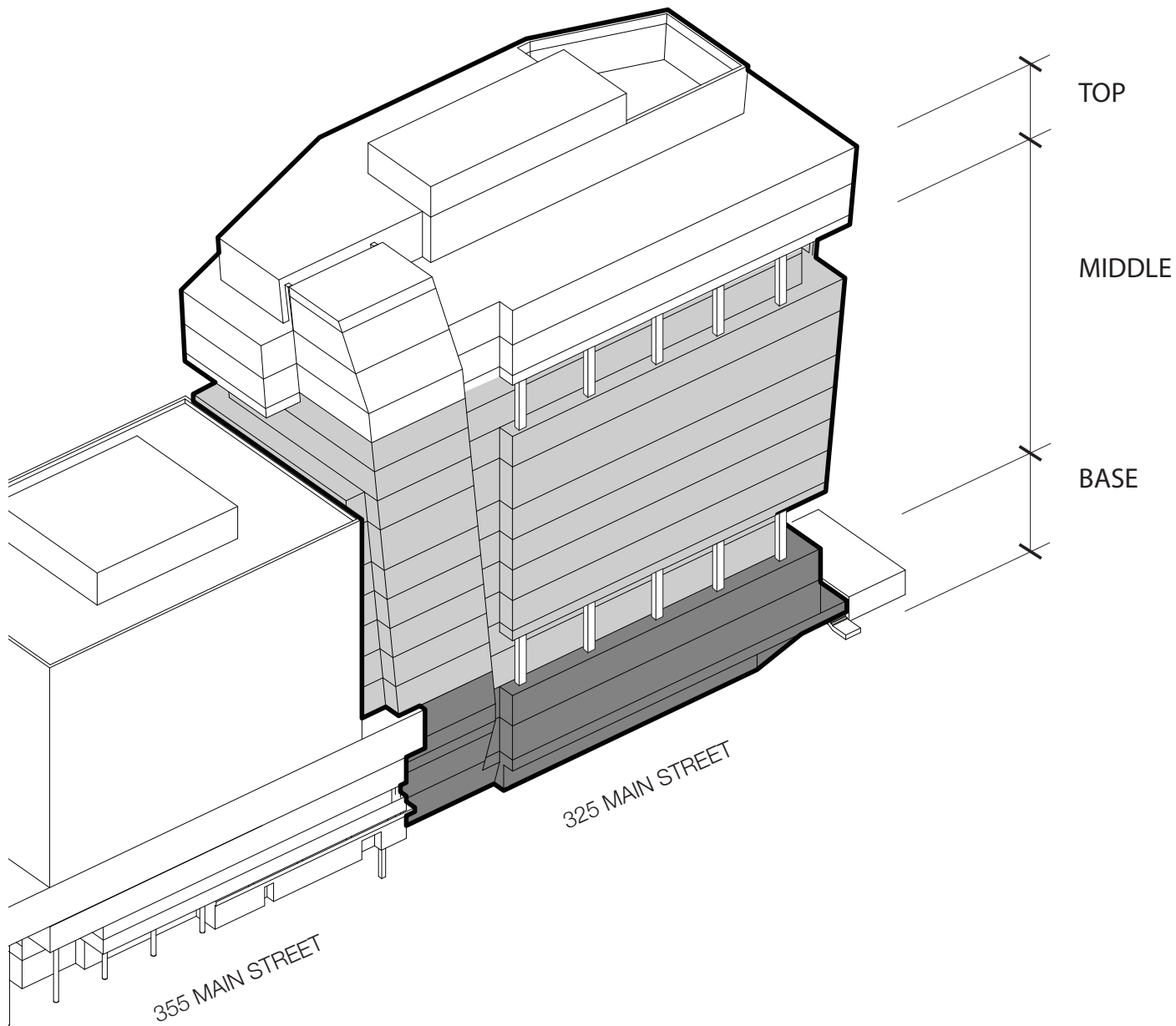
Goal: Design buildings to minimize monolithic massing and break down the scale of large buildings

Measures:

- a. Generally, 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.



Kendall Square Design Guideline
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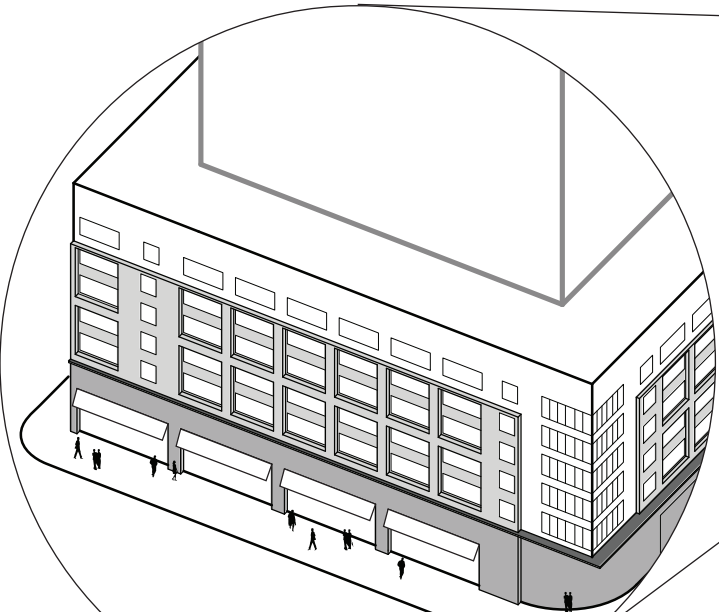
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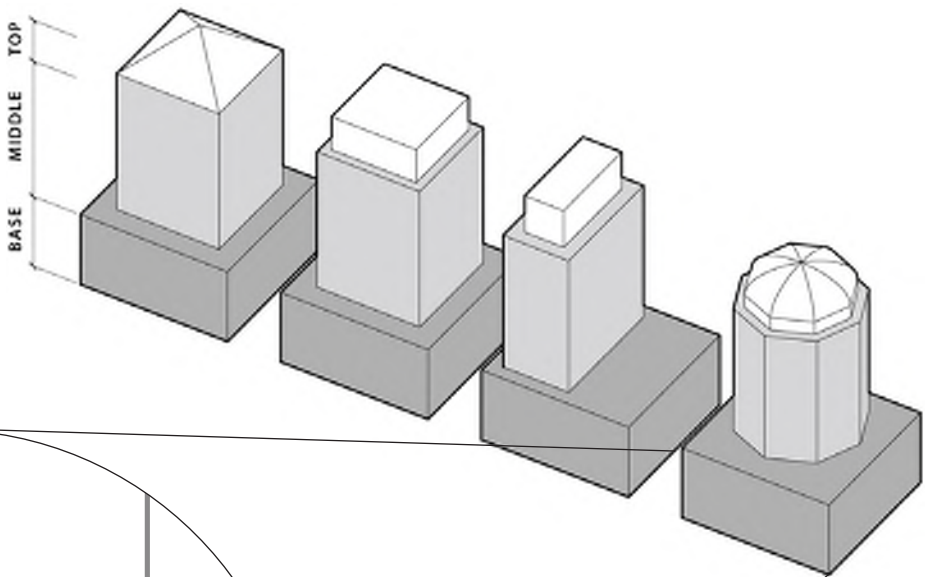
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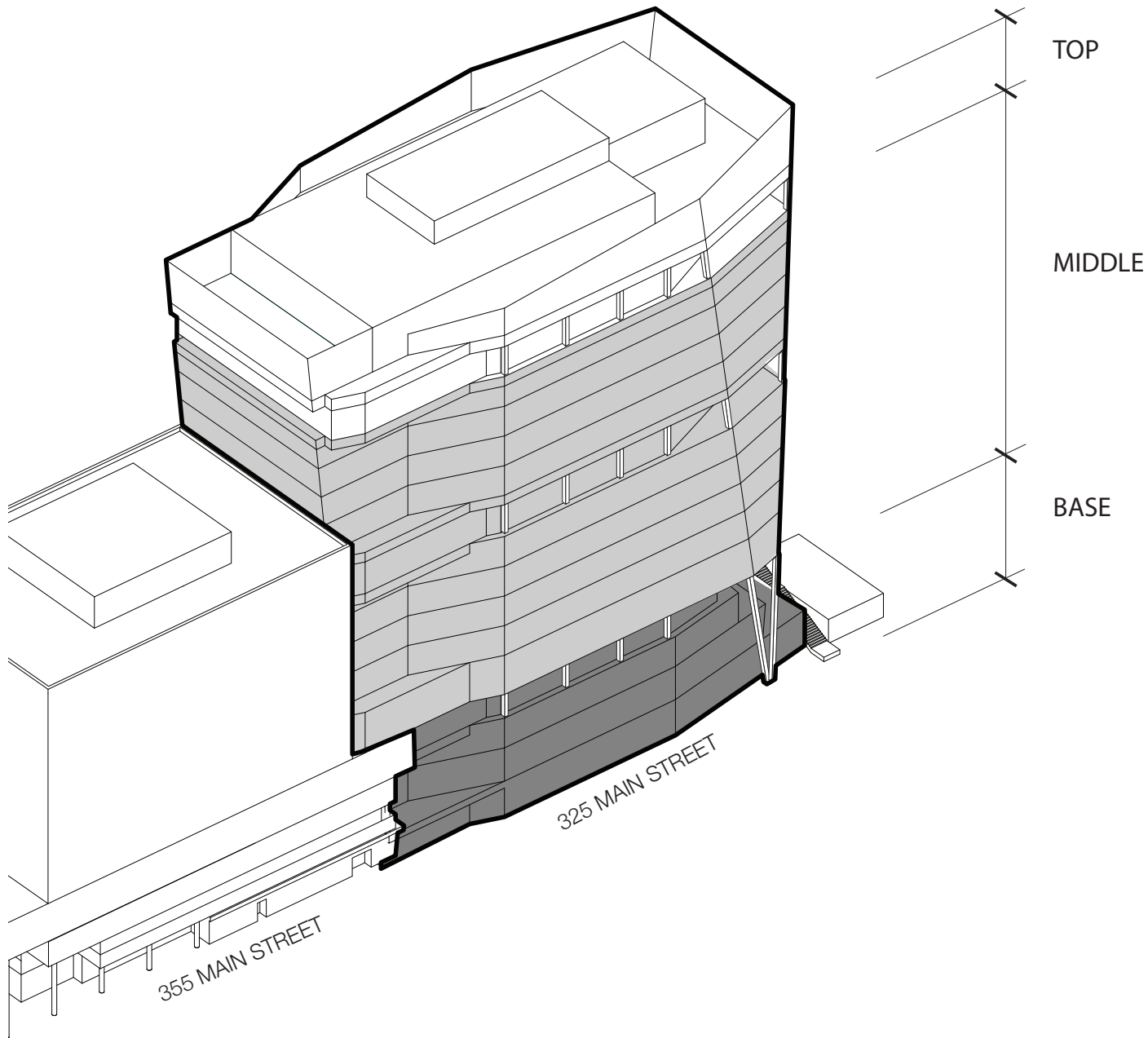
Clearly expressed base, middle, and top for tall buildings will bring unique identity for each building and will contribute to the overall architectural rhythm



Differentiated facade within the streetwall height will break down the apparent scale of buildings



Kendall Square Design Guideline
Pickard Chilton Design

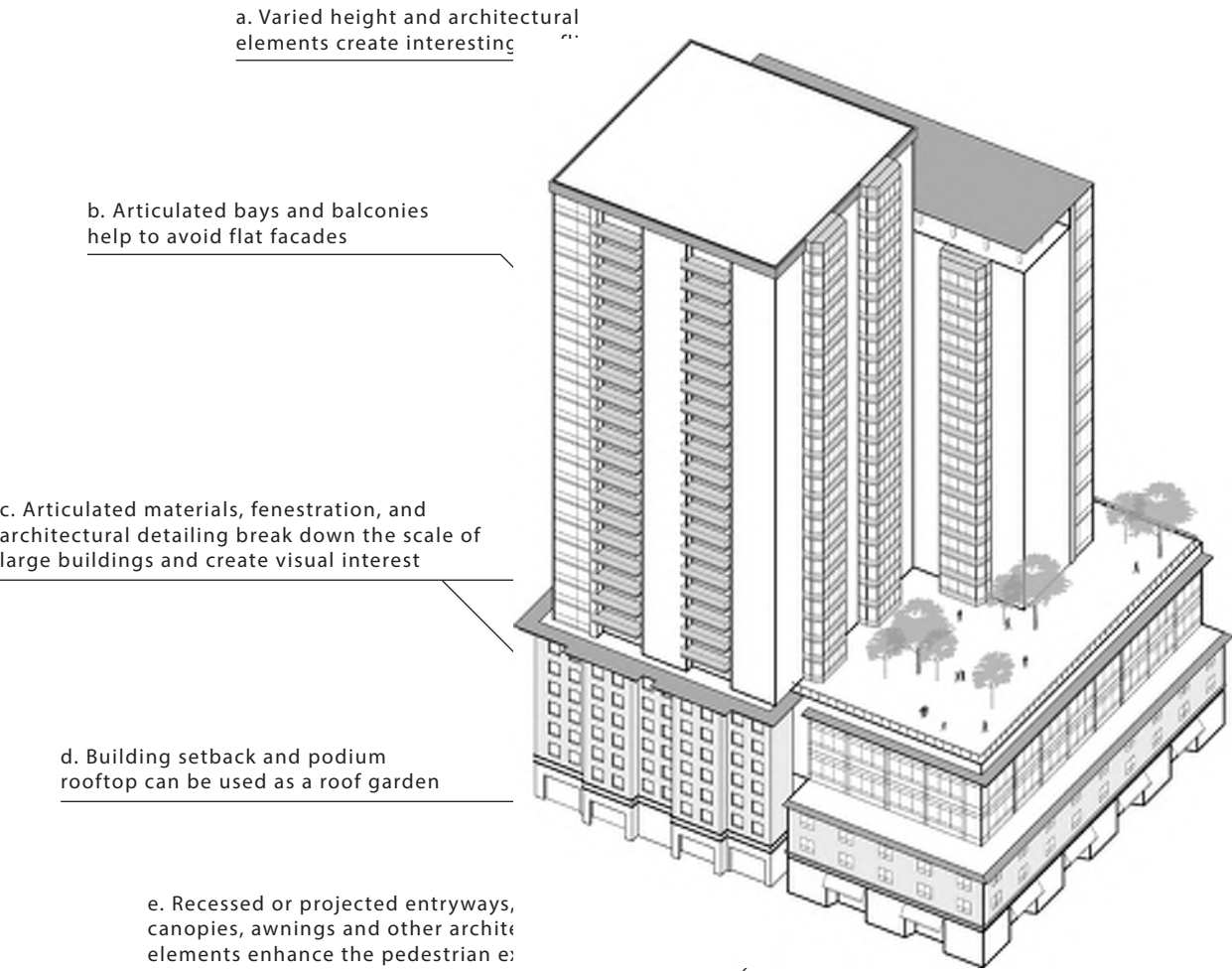


d. Visual Interest

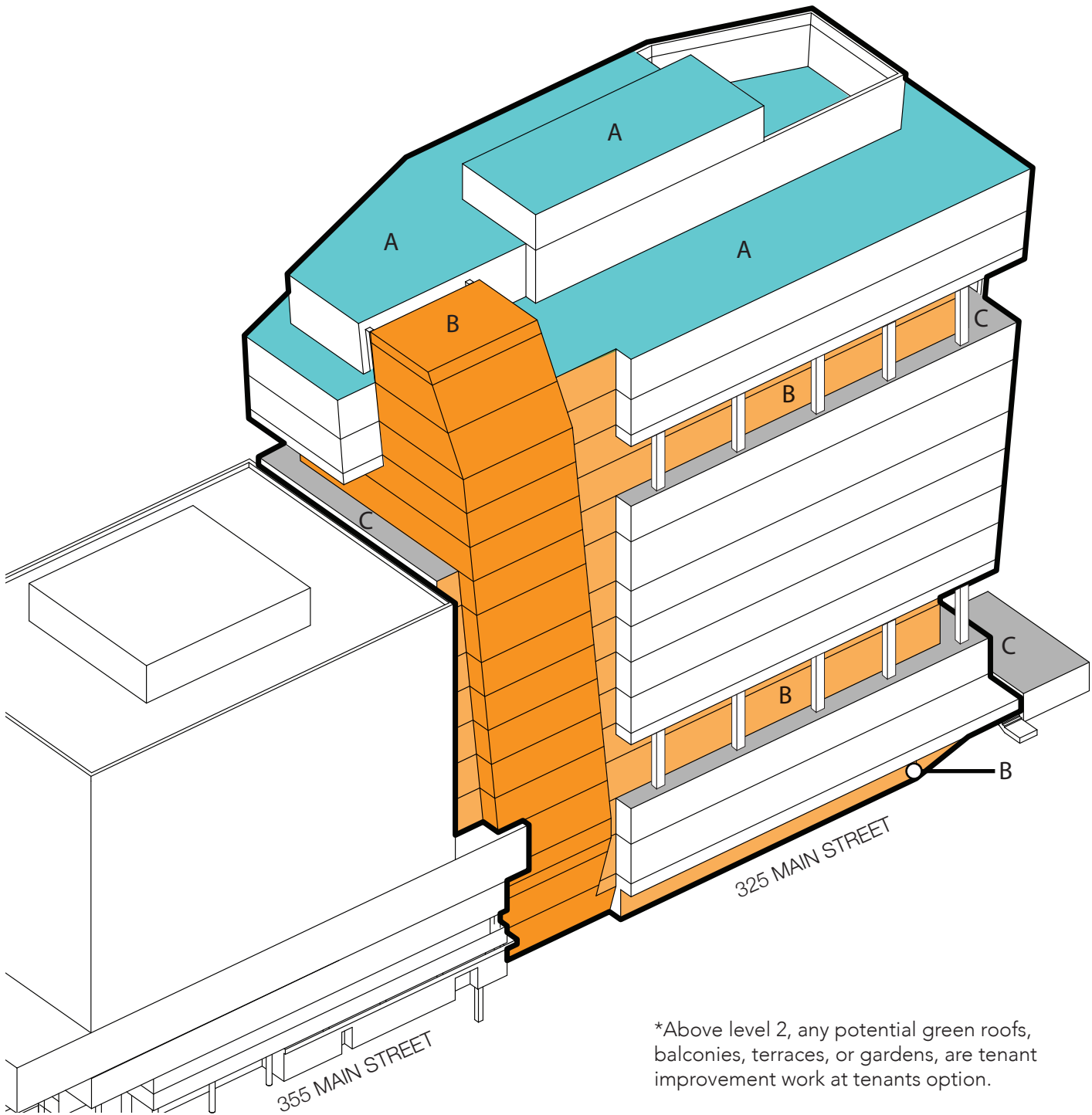
Goal: Where appropriate, vary the architecture of individual buildings to create architecturally diverse districts.

Measures:

- 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.**



Kendall Square Design Guideline
Pickard Chilton Design

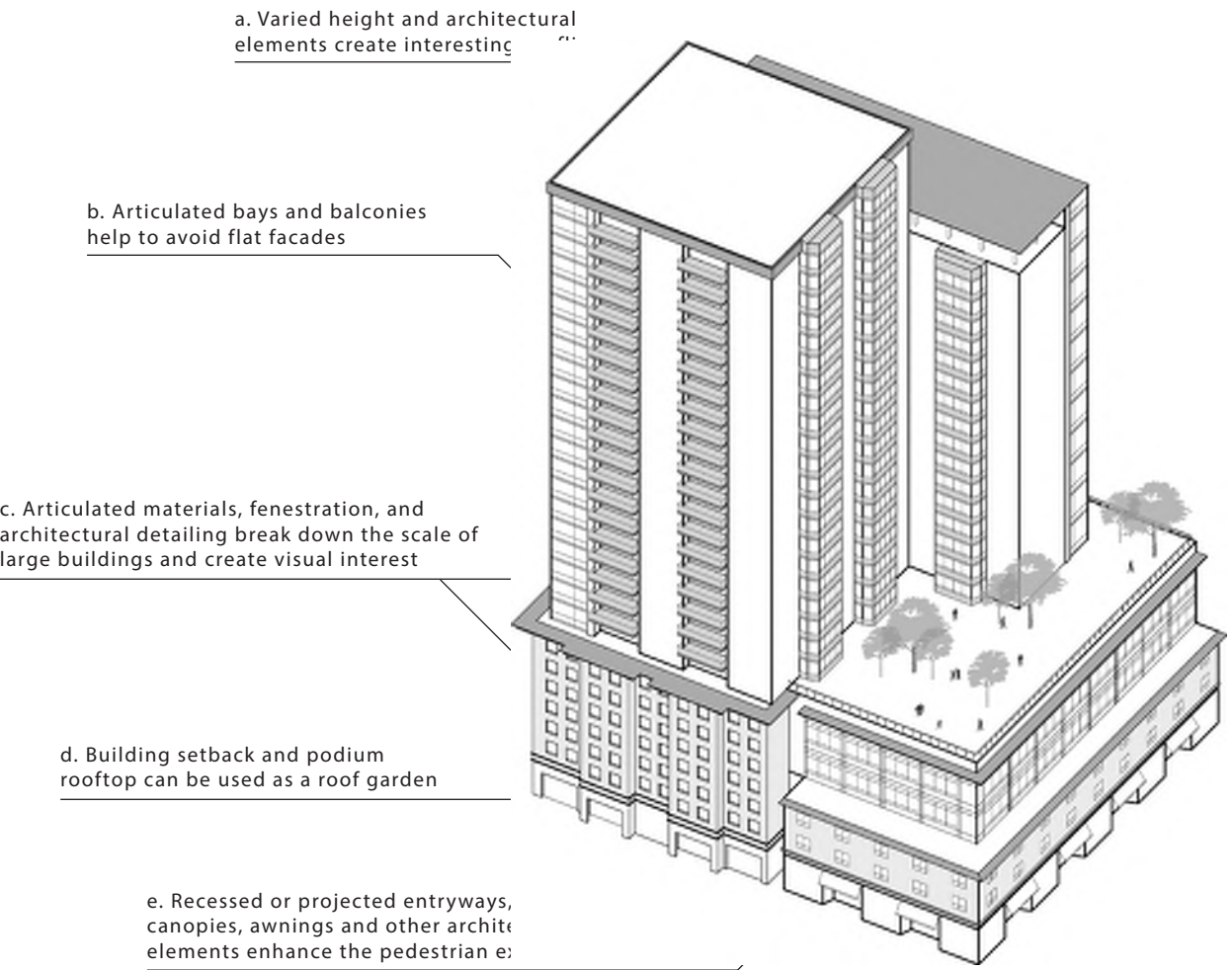


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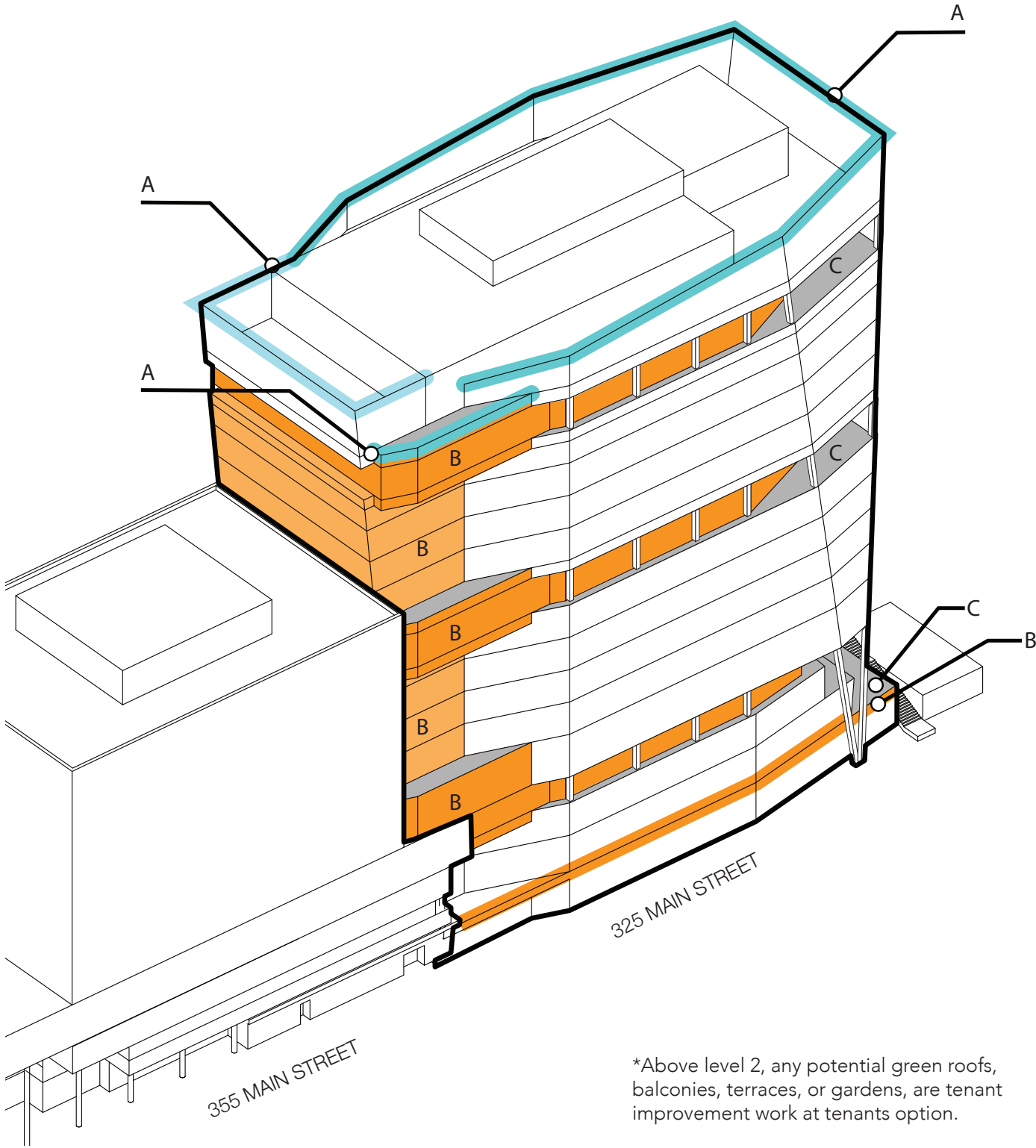
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f. Rooftops

Goal: The design of rooftops, including mechanical equipment and cellular installations, **should be conceived as integral to the rest of the architecture of the building.**

Measures:

- Rooftop mechanicals may be designed to stand out as machinery, in which case it needs to be carefully arranged to give a pleasing visual image.
- Screening may be used to conceal rooftop mechanicals, and in this case, the **screening should be in the same idiom as the rest of the architecture.**
- It may be possible to use both techniques listed above.
- To the extent possible, provisions should be made so that future cellular installations may be placed upon the building without detriment to the architecture, e.g. a blank wall of a mechanical screen may be conceived as such a location.

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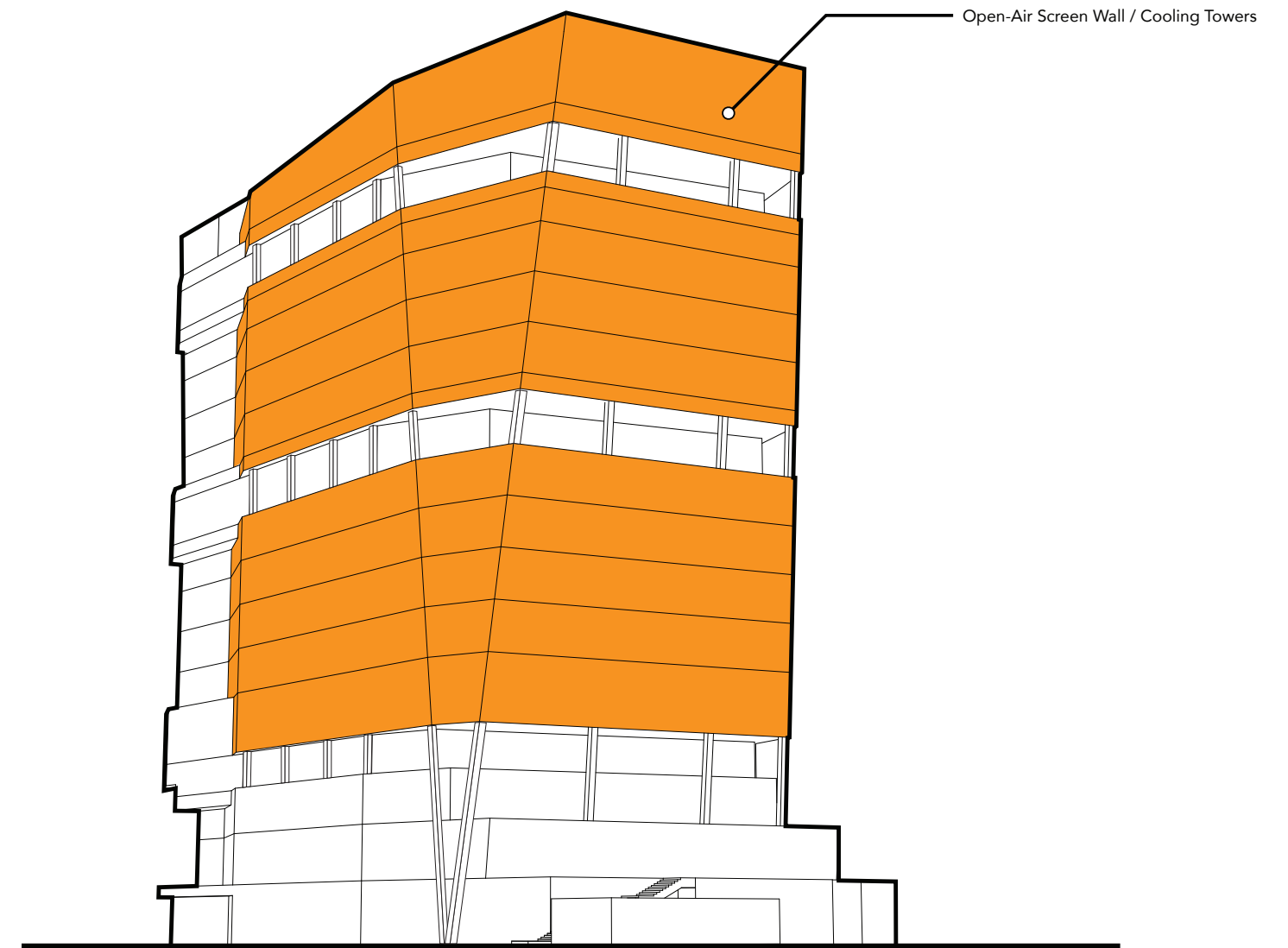
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5.2.1 GROUND FLOOR

RETAIL OR MIXED-USE GROUND FLOORS

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** - Approximately 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.
- d. Carefully designed residential stoops and entries that meet ADA requirements are encouraged.

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. Building frontage devoted to bank, trust company or similar financial institution should be limited to approximately 25 feet. Larger floor areas can be devoted to bank uses when fronted with other active retail uses.

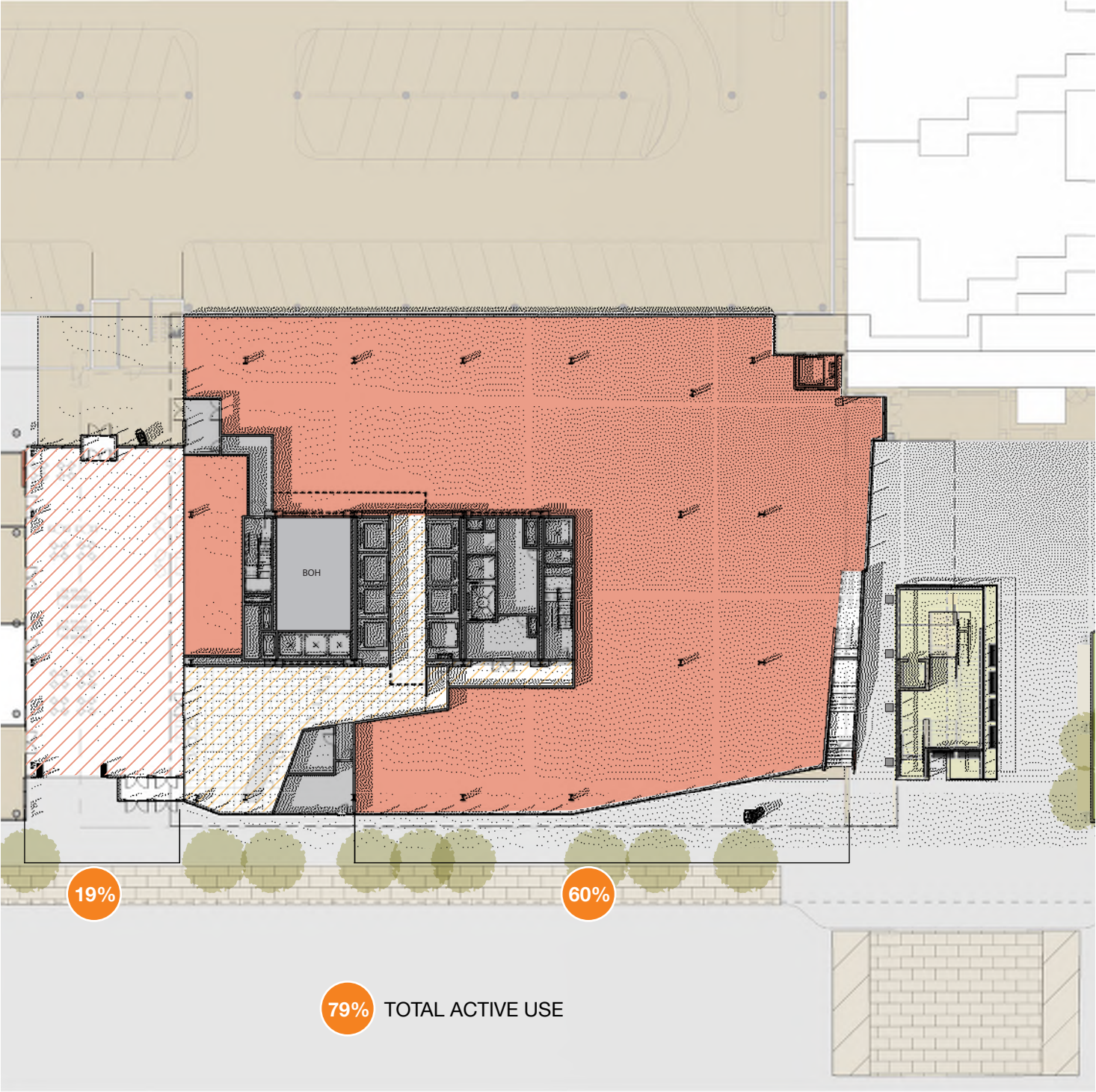
Goal: Where retail is not provided, ground floor spaces should be designed to accommodate retail in the future.

Measures:

Standards for spaces convertible to retail include:

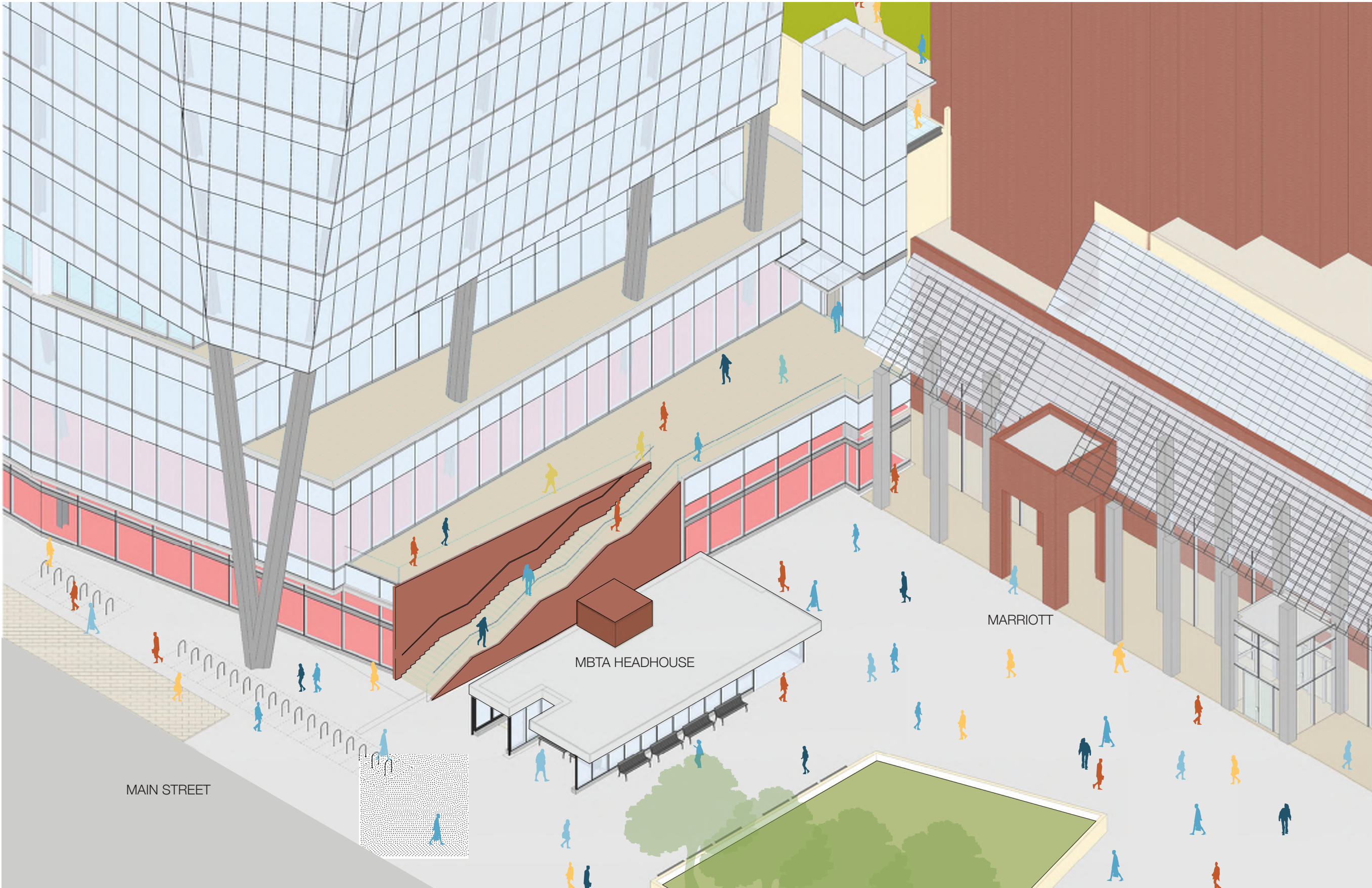
- a. Adequate floor-to-floor height (e.g. 15-20 feet) to allow food-oriented uses, with ventilation etc.
- b. Leasable ground floor depth from façade should average about 40 feet
- c. Ground floor level flush with or easily accessible from sidewalk
- d. Ground floor façade readily convertible to retail-style 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.

Kendall Square Design Guideline
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- 1. 325 Main Street provides an active ground level with the majority of frontage along Main Street occupied by Active Use space and Active Public Gathering Space.
- 2. 79% of the frontage along Main Street is occupied by Active Use space.

HEAD HOUSE / GARDEN CONNECTION



4. LANDSCAPE

4.1 325 MAIN STREET LANDSCAPE

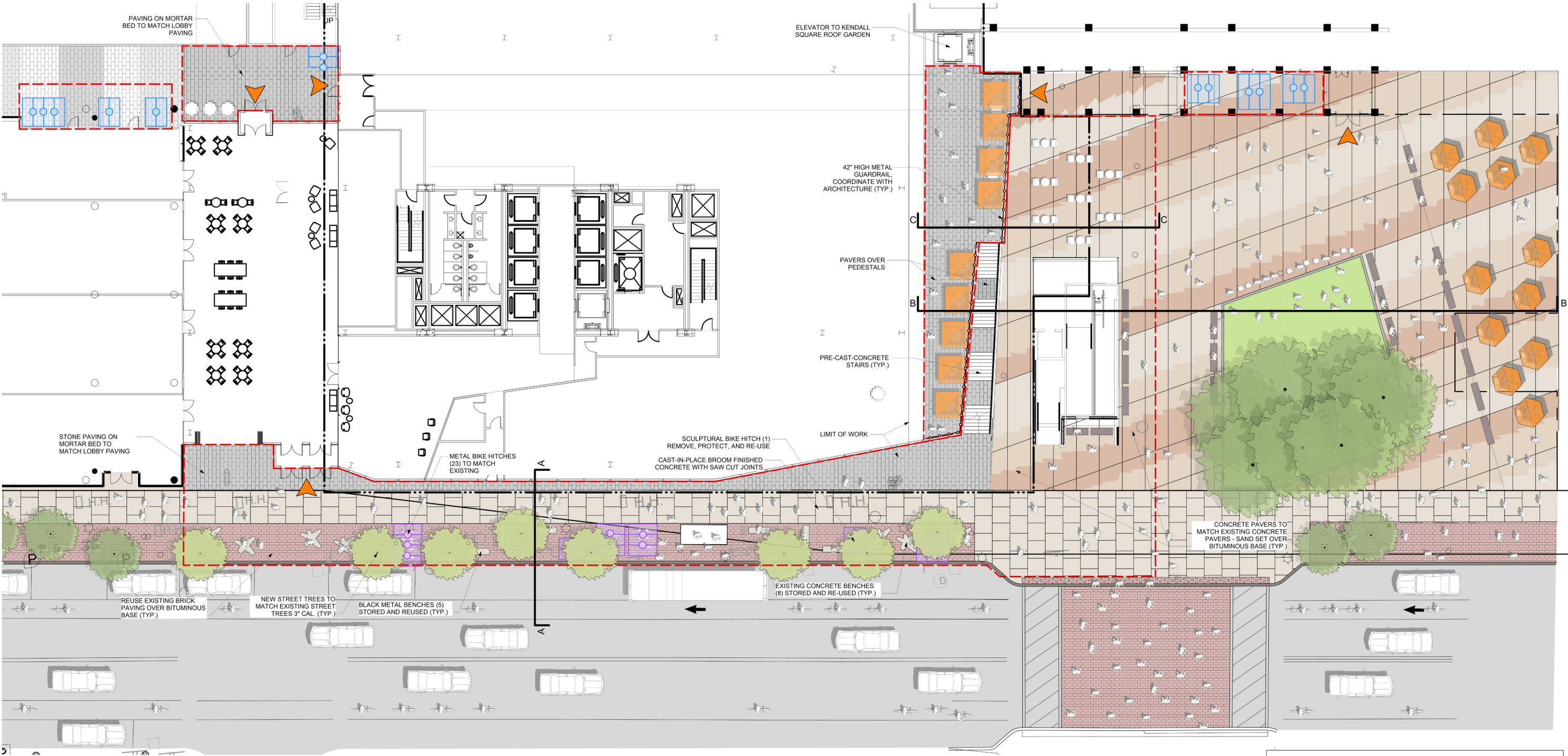
OPEN SPACE OVERVIEW

325 MAIN STREET



4.2.1 325 MAIN STREET LANDSCAPE

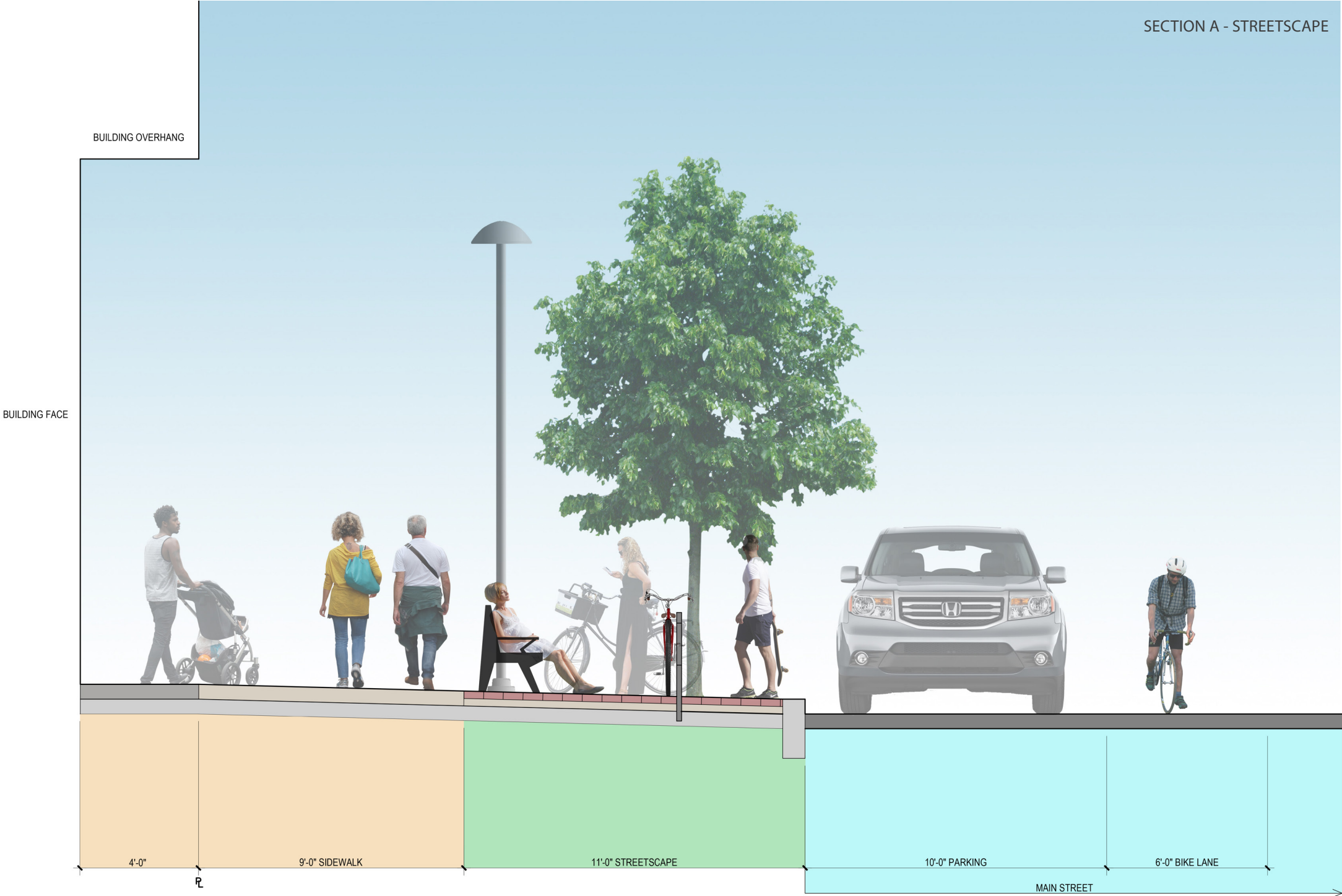
SITE PLAN AND CONTEXT - LEVEL 01 & 02



TOTAL SHORT-TERM BIKE PARKING: 47 SPACES	
	22 EXISTING SPACES (3' x 8') TO REMAIN/REPLACE POST CONSTRUCTION
	21 NEW SPACES (3' x 8')
	4 NEW TANDEM SPACES (3' x 10')
23 TOTAL NEW BIKE HITCHES TO MATCH EXISTING (NOT INCLUDING SCULPTURAL BIKE HITCH TO BE REUSED)	

NOTE: DASHED RED LINE REPRESENTS THE LIMIT OF THE 325 MAIN STREET DESIGN PROPOSAL FOR LANDSCAPE.

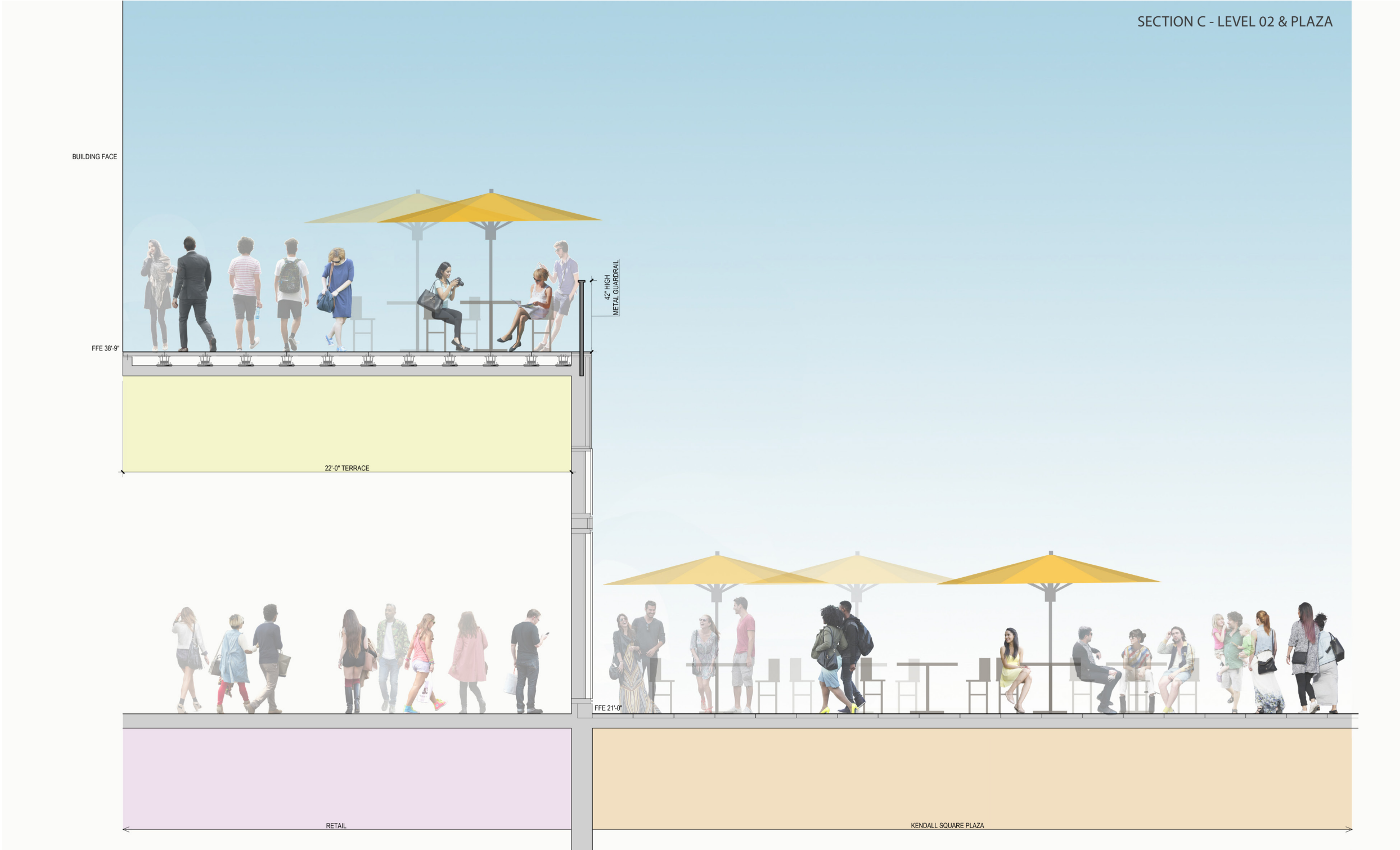
325 MAIN STREET LANDSCAPE
SITE PLAN AND CONTEXT



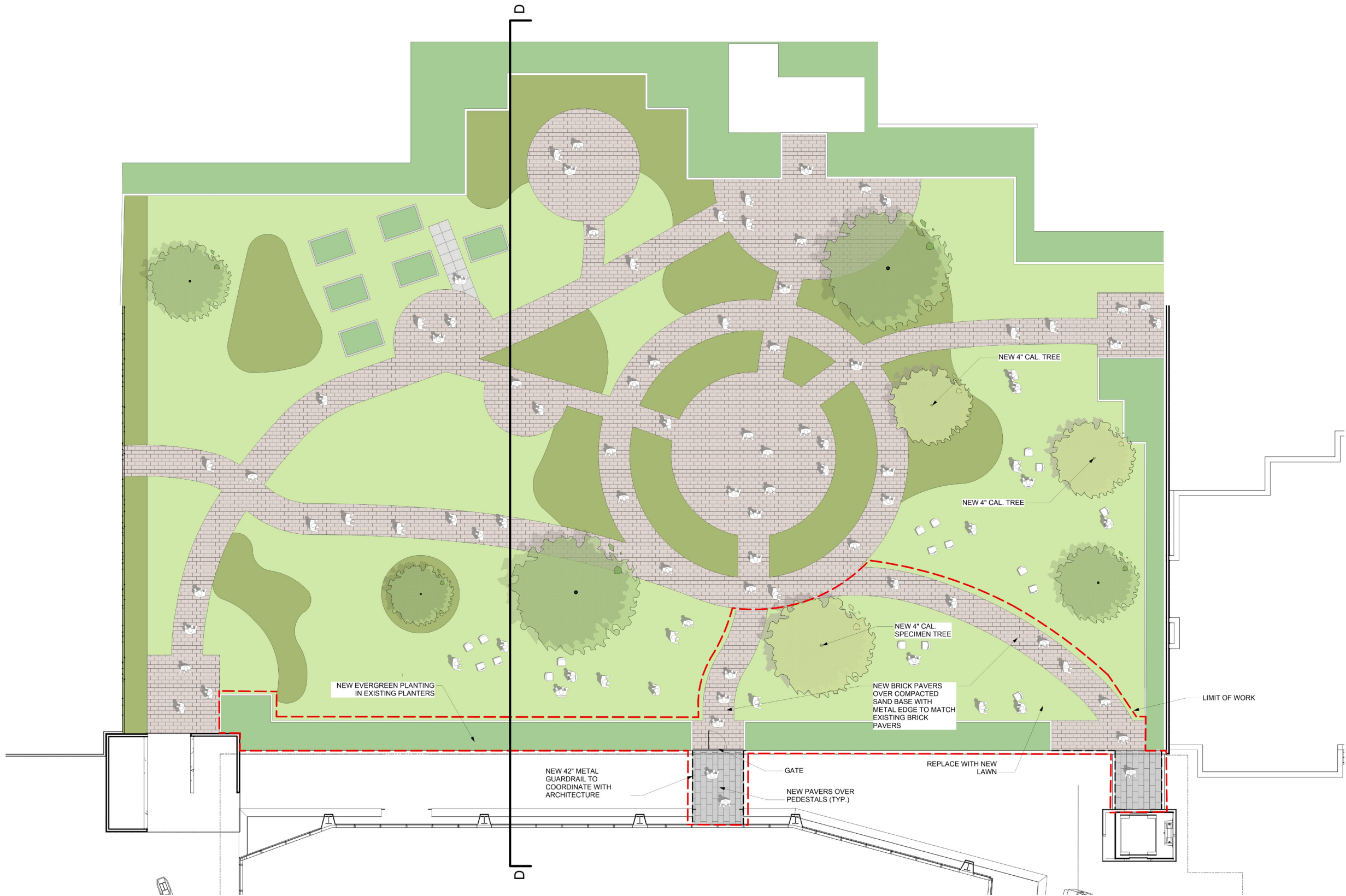
325 MAIN STREET LANDSCAPE
SITE PLAN AND CONTEXT



325 MAIN STREET LANDSCAPE
SITE PLAN AND CONTEXT



325 MAIN STREET LANDSCAPE
SITE PLAN AND CONTEXT - KENDALL SQUARE ROOF GARDEN



NOTE: DASHED RED LINE REPRESENTS THE LIMIT OF THE 325 MAIN STREET DESIGN PROPOSAL FOR LANDSCAPE.

325 MAIN STREET LANDSCAPE

SITE PLAN AND CONTEXT

