

August 28, 2013

Mr. Hugh Russell, Chair
Cambridge Planning Board
344 Broadway Street
Cambridge, MA 02139

Re: 300 Massachusetts Avenue – PB Case No. 283

Dear Mr. Russell and Members of the Planning Board:

Please find attached a package of graphic materials that constitutes the core of our upcoming presentation for Tuesday evening, September 3rd, 2013. We appreciated the feedback from the Planning Board on our proposed development at 300 Massachusetts Avenue when we were last before you on August 6th. Our consideration of your comments has led to some modifications that we believe have strengthened the design of the building. Our presentation will be focused on the following key areas of interest:

1. **Context:** We were asked to provide more information about the contextual influences that Central Square has upon our design for this building, and how 300 Mass Ave has been designed to respond to these influences. Our presentation materials include some analysis of Mass Ave building typology on a multi-block scale (which we had always considered but not fully presented to the Board during its review of this Special Permit application), additional renderings of the project from near-by vantage points not previously presented, and contextual photographs taken from different points up and down Mass Ave that demonstrate how the building will be perceived at a broader scale.
2. **Proportion of glass curtain wall to terra cotta:** We heard concerns expressed about the relationship between glass curtainwall and terra cotta in our design, especially along Massachusetts Avenue. We have studied this issue and we understand the foundation for the concerns. We have developed a revised design that incorporates a greater proportion of terra-cotta, by introducing a second and visually “lighter-weight” terra-cotta treatment. Taken together with the original “punched window” treatment and the curtain wall elements that now are used only to highlight key building elements, this change helps to further reinforces our goal for breaking down the scale of the building.
3. **Penthouse Design:** in response to concerns expressed over the impact of the mechanical penthouse, we have made certain adjustments to modulate and break down the scale of this element. Our decision to change from curtainwall to terra cotta on the stepped-back 5th and 6th

floors of the Mass Ave elevation also supports this objective, as it alleviates a visual link between similar materials that may have made the penthouse appear even larger than it is.

4. **Use of Materials:** In the attached package, we have provided additional information on how we intend the terra cotta and glass to be detailed, including typical sections of each of our three primary wall treatments, and enlarged details of several key conditions that demonstrate our approach to creating “depth” in the façade treatments. We will discuss this point more broadly in our presentation on Tuesday.

5. **Blanche Street:** We have enhanced the renderings depicting Blanche Street to better demonstrate our goals for enlivening the wall treatments on each side of Blanche Street. As noted by Sue Clippinger in her recent memo to the Board, this is a publicly owned and controlled street, thus the ultimate design of the ground surfaces, lighting and similar features will need to be worked out in collaboration with City staff from CDD, TP&T and the DPW.

We believe that our revised design proposal is responsive to the concerns and suggestions we have heard from the Planning Board, City staff and members of the general public, and very appropriate for its context. We look forward to meeting with the Planning Board again on September 3rd, so that we can present and discuss our updated design plans for 300 Mass Ave with you in person and secure the Board’s approval of the requested Special Permit, which will enable us to proceed promptly into construction.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Peter Calkins', with a large, stylized flourish above the name.

Peter Calkins

Enclosures

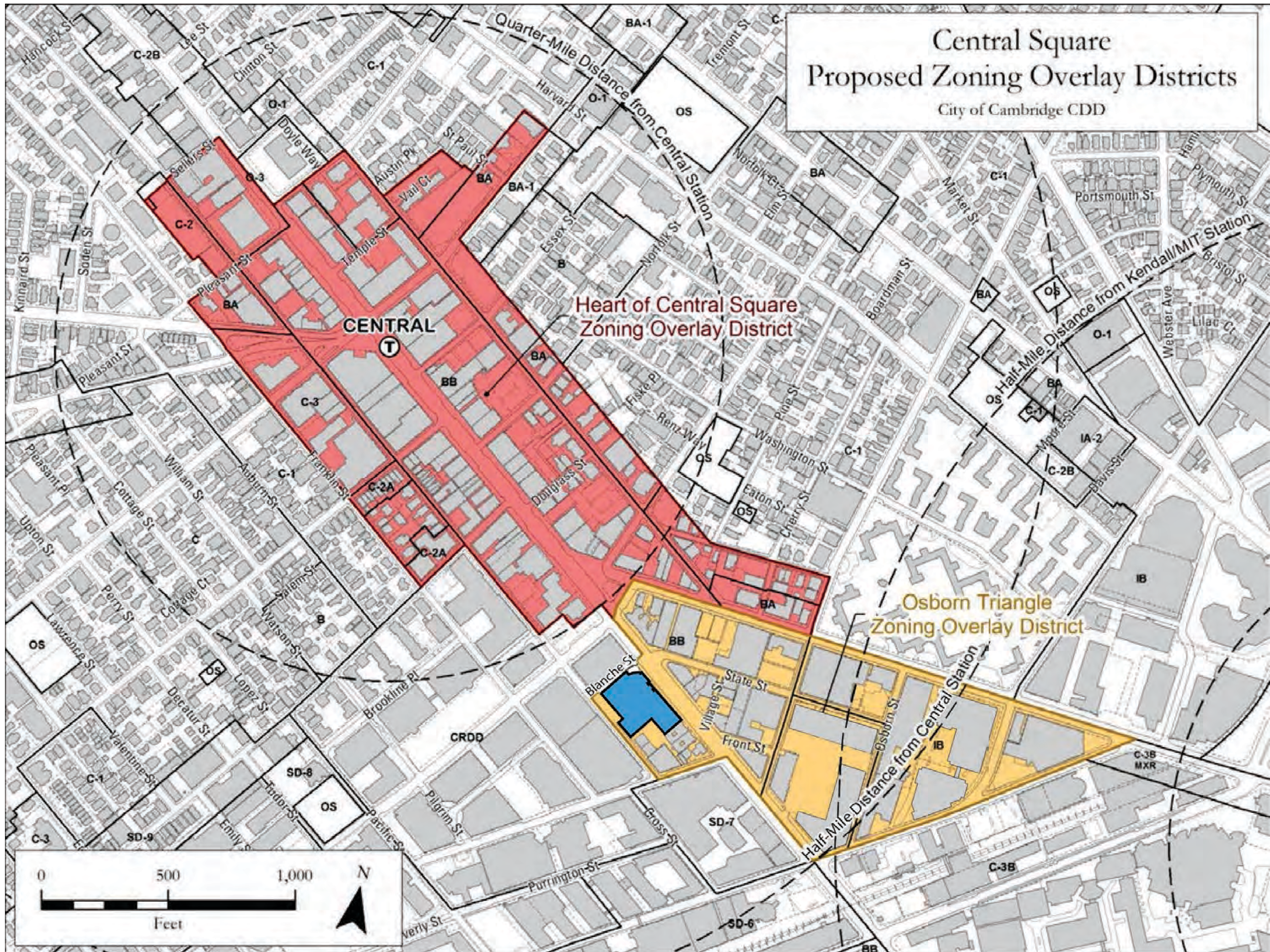
cc with enclosures: Liza Paden (with 5 copies of enclosures)

300 Massachusetts Avenue

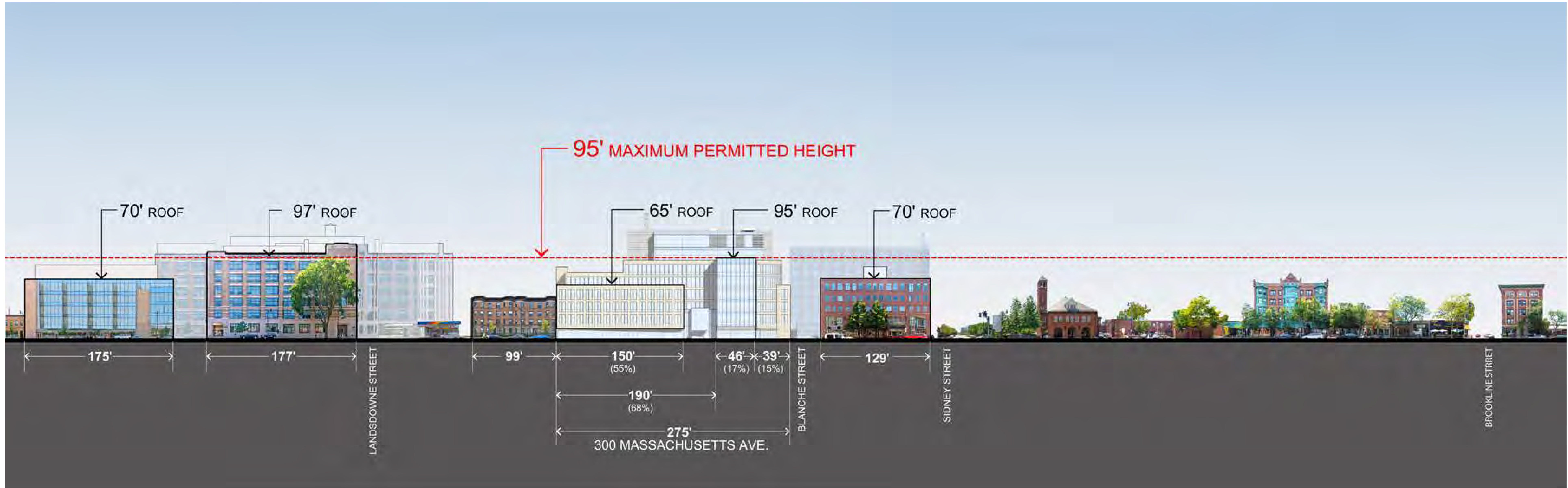
Cambridge, MA

September 3, 2013

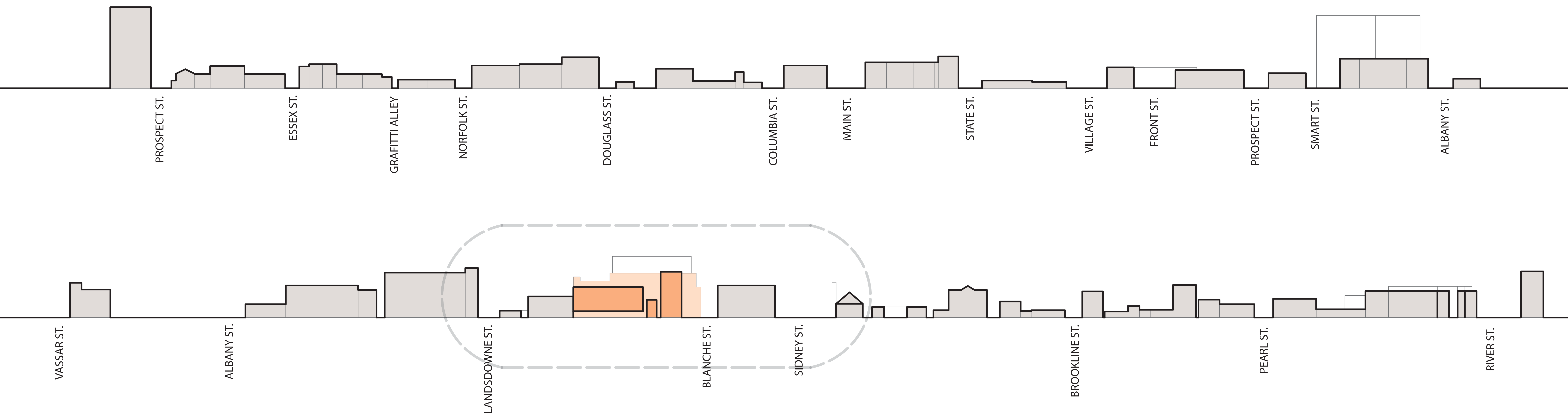




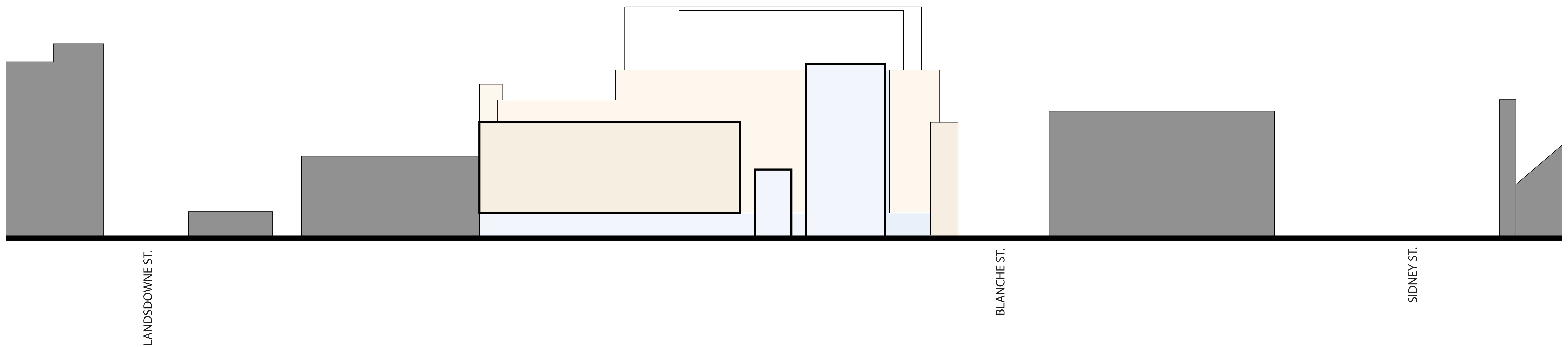
Context



Context

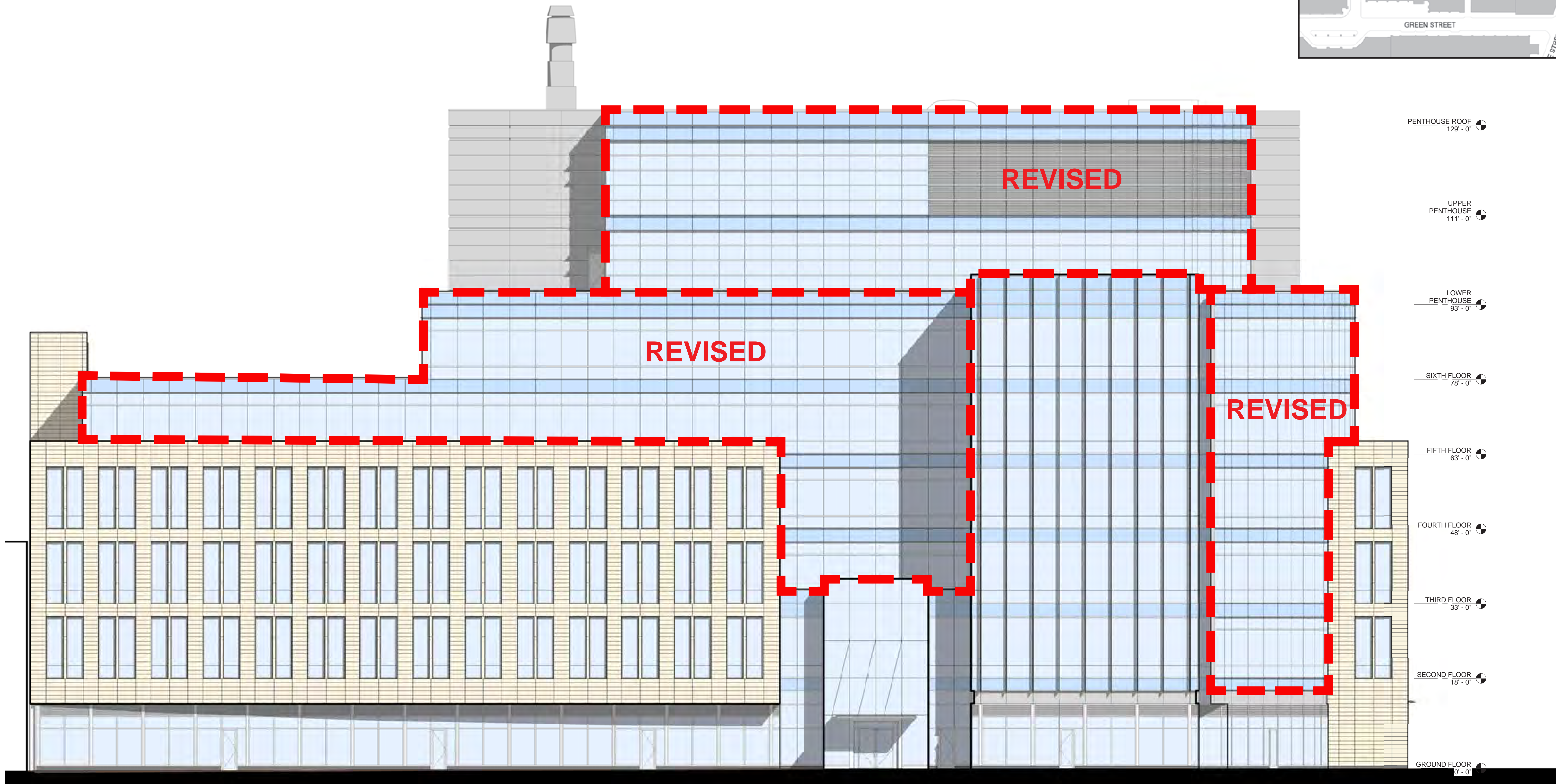
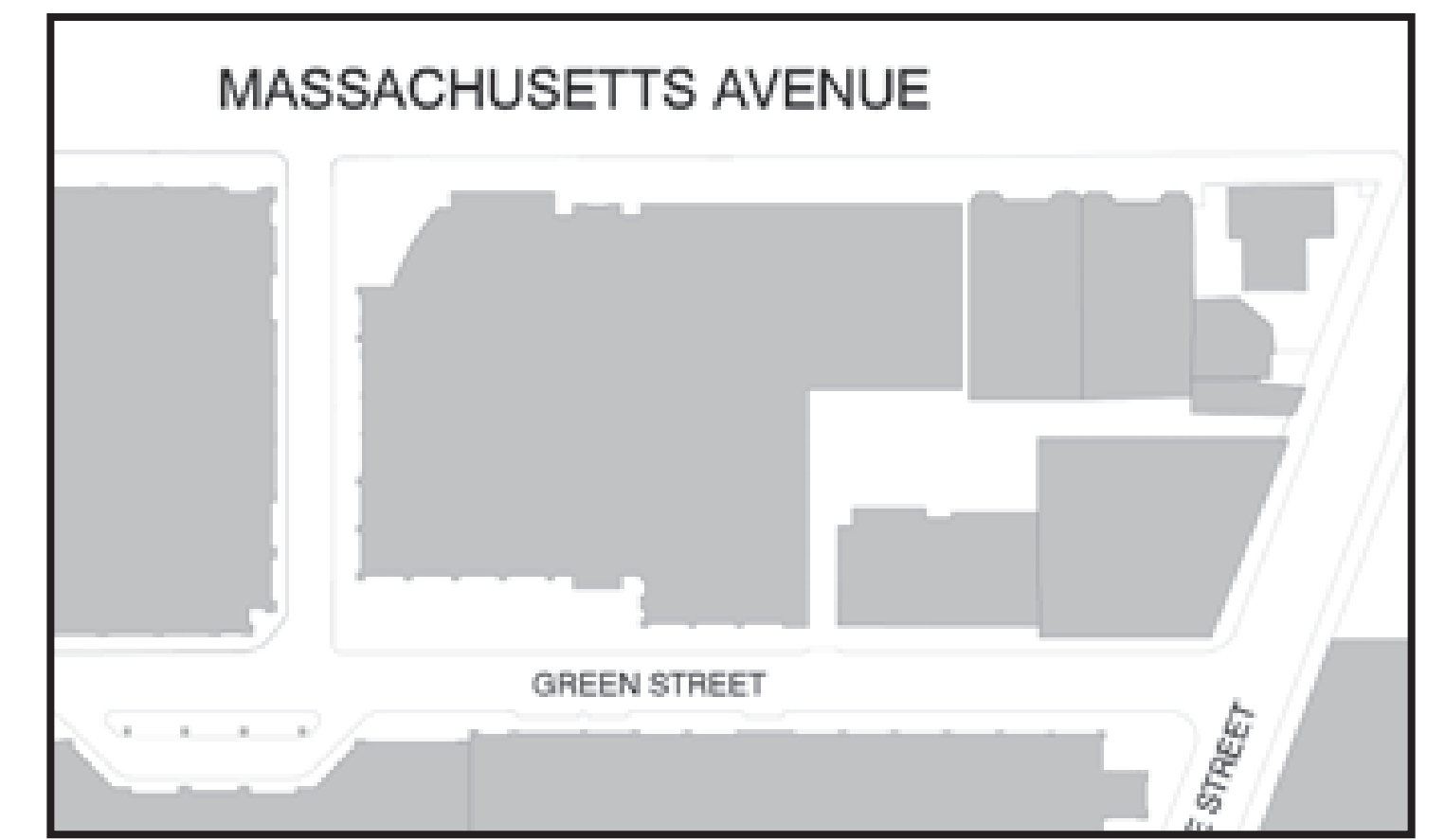


URBAN STREETWALL



MASSING
DIAGRAM

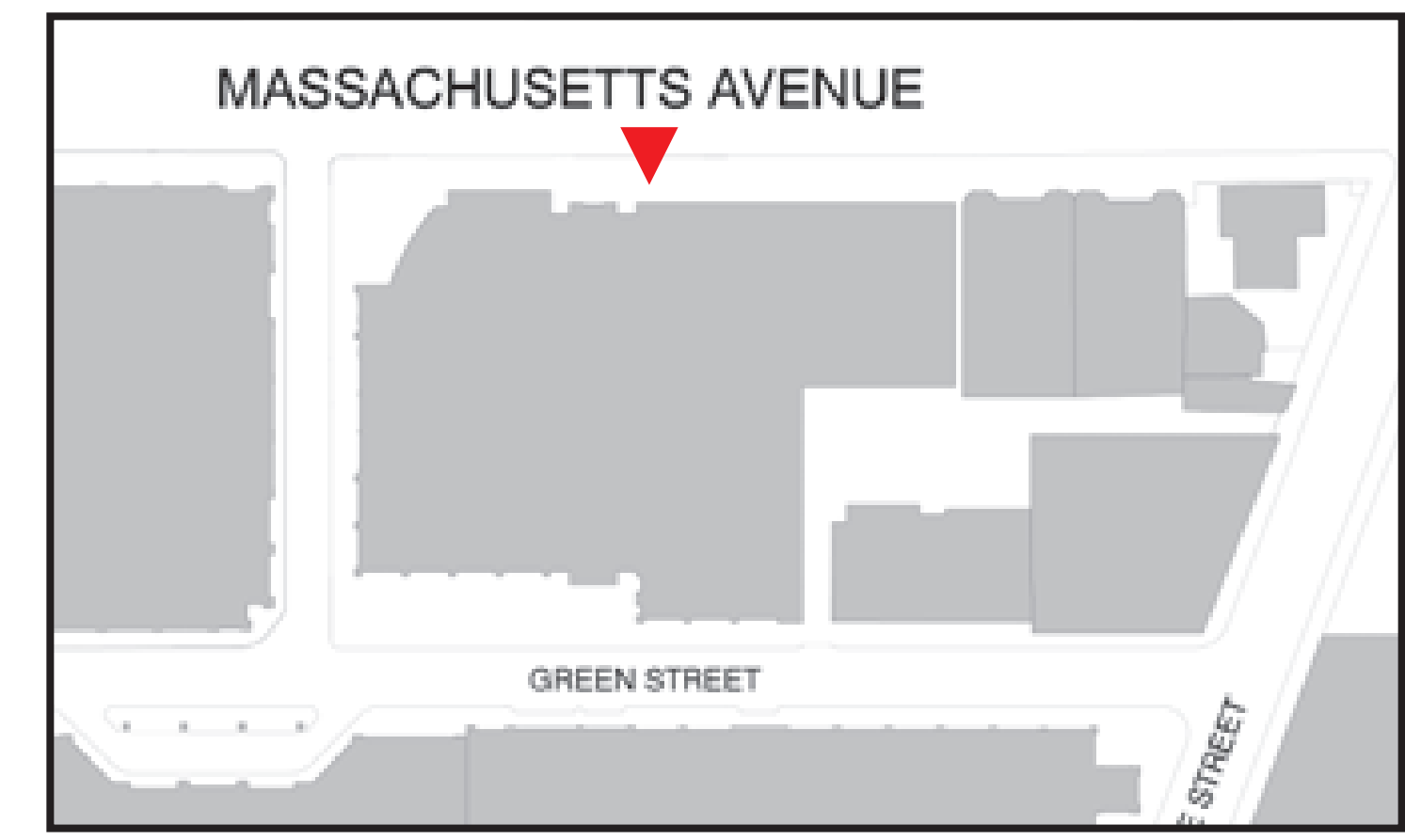
Context



BLANCHE STREET

Revised Areas

Mass Ave Elevation
September 3, 2013



- PENTHOUSE ROOF
129' - 0"
- UPPER PENTHOUSE
111' - 0"
- LOWER PENTHOUSE
93' - 0"
- SIXTH FLOOR
78' - 0"
- FIFTH FLOOR
63' - 0"
- FOURTH FLOOR
48' - 0"
- THIRD FLOOR
33' - 0"
- SECOND FLOOR
18' - 0"
- GROUND FLOOR
0' - 0"

BLANCHE STREET

September 3, 2013 Submission



Revised Areas



September 3, 2013 Submission

FORESTCITY
COMMERCIAL GROUP

Takeda
MILLENNIUM
THE TAKEDA ONCOLOGY COMPANY

KLING STUBBINS

300 Massachusetts Avenue
Cambridge, MA

Massachusetts Ave Looking East
September 3, 2013



Revised Areas



September 3, 2013 Submission

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THE TAKEDA ONCOLOGY COMPANY

KLING STUBBINS

300 Massachusetts Avenue
Cambridge, MA

Massachusetts Avenue Looking West
September 3, 2013



Revised Areas



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300 Massachusetts Avenue
Cambridge, MA

Blanche Street View
September 3, 2013



Revised Areas



September 3, 2013 Submission

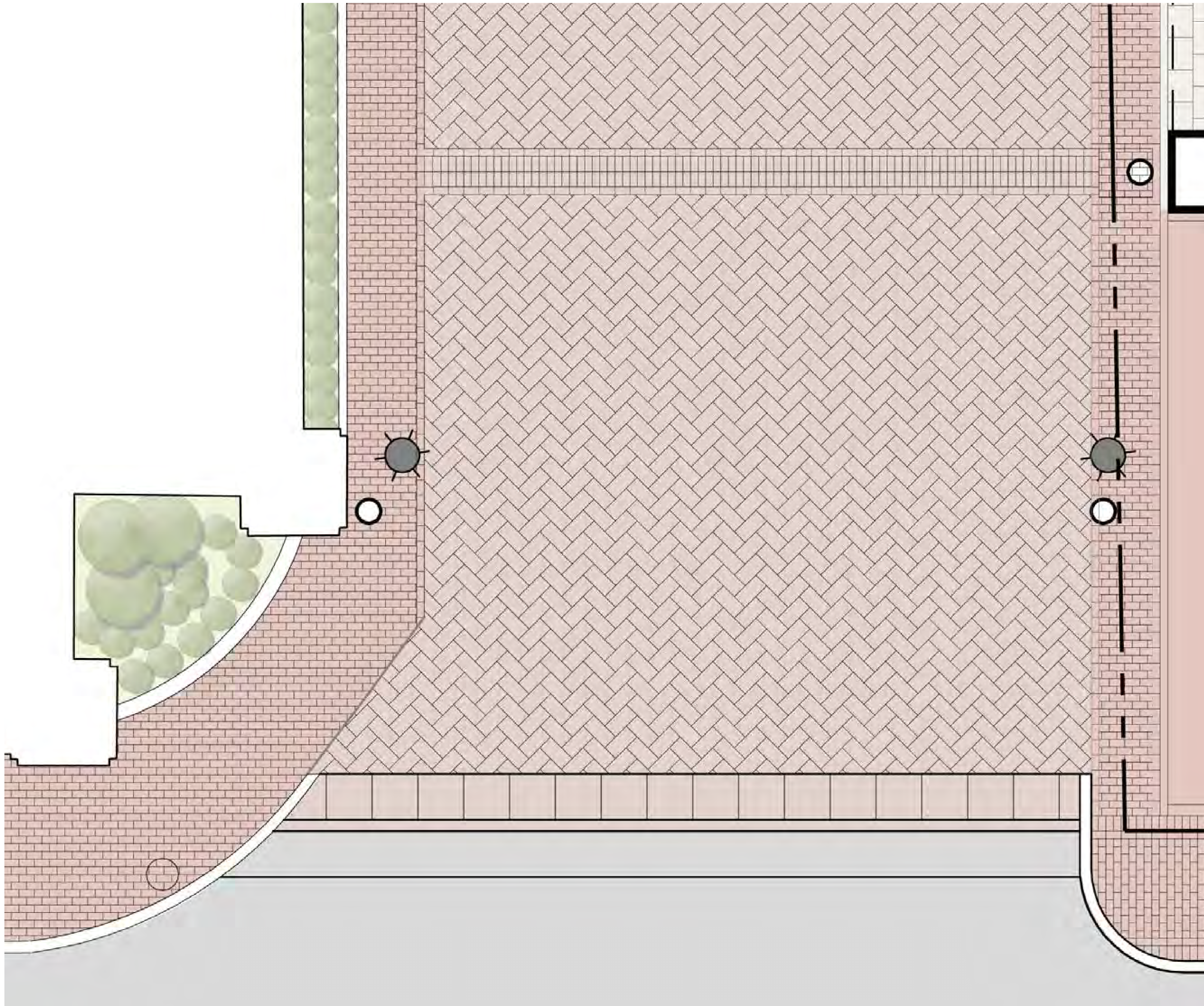
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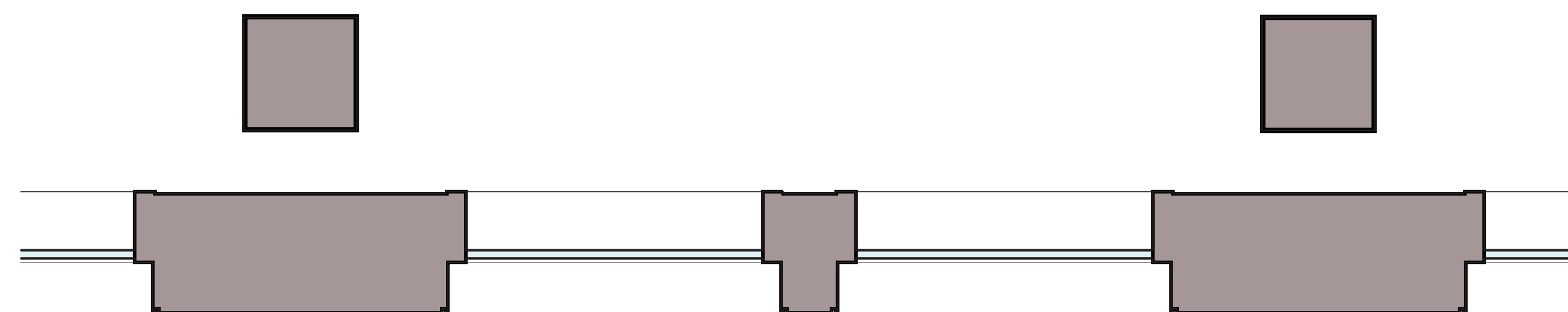
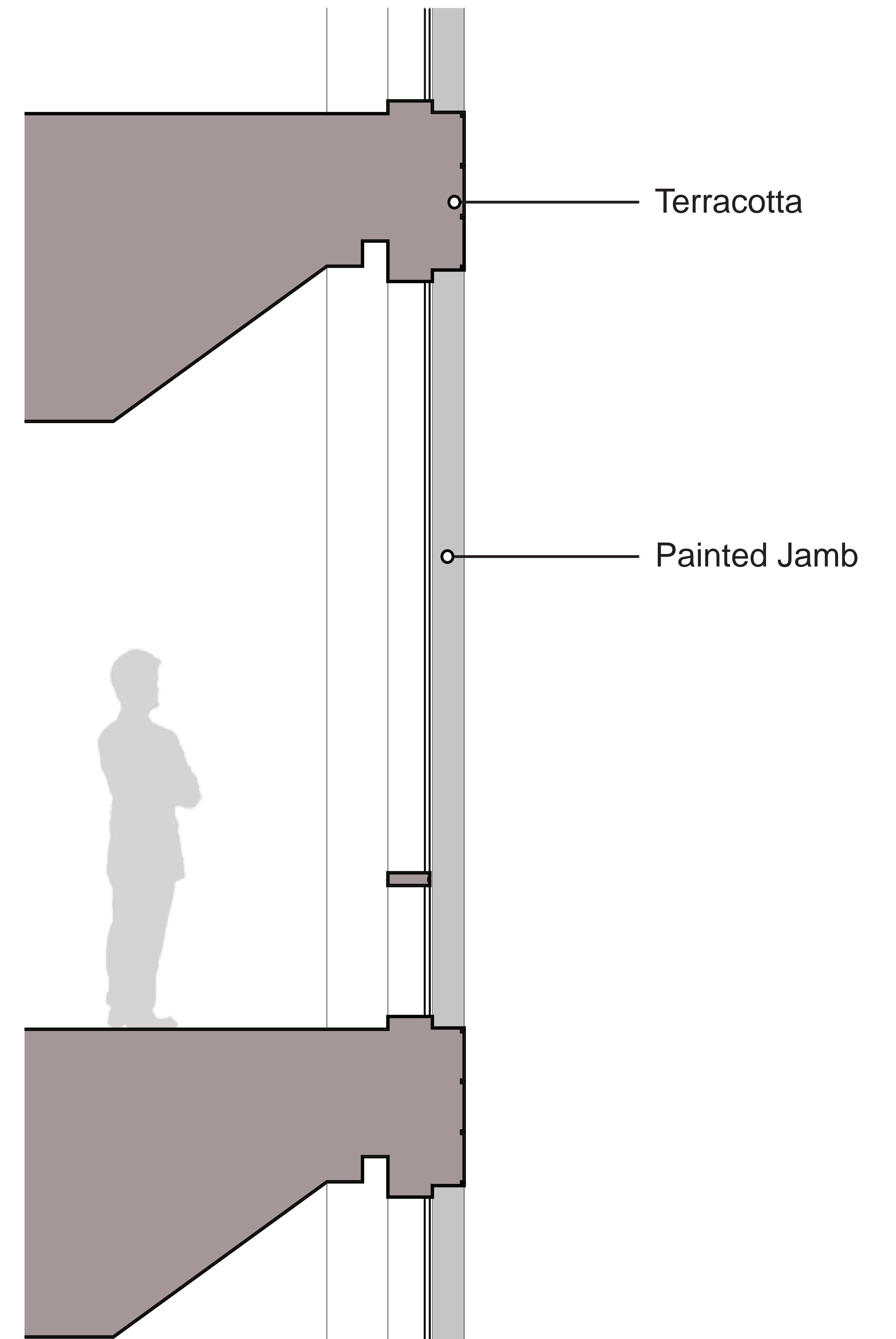
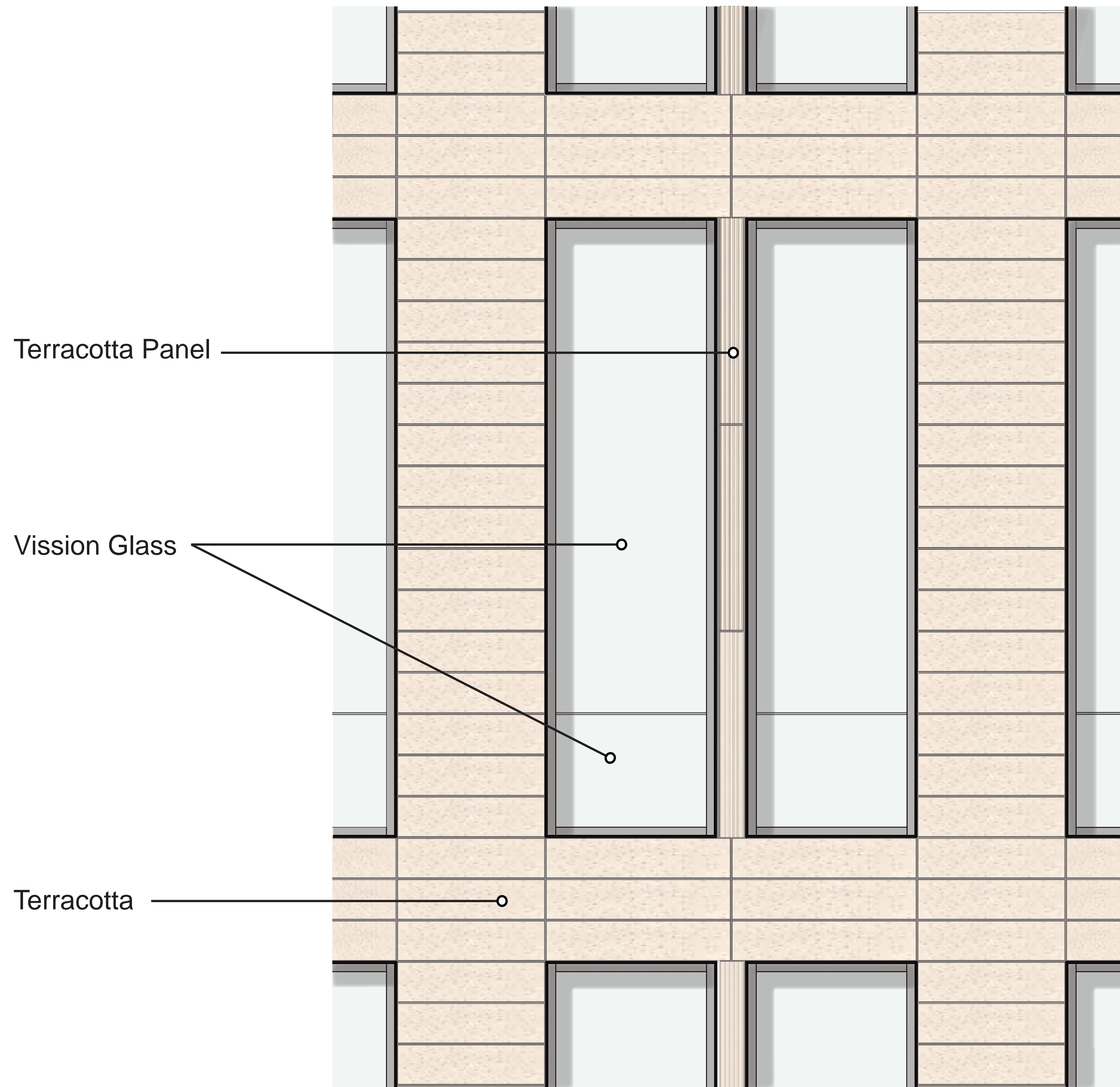
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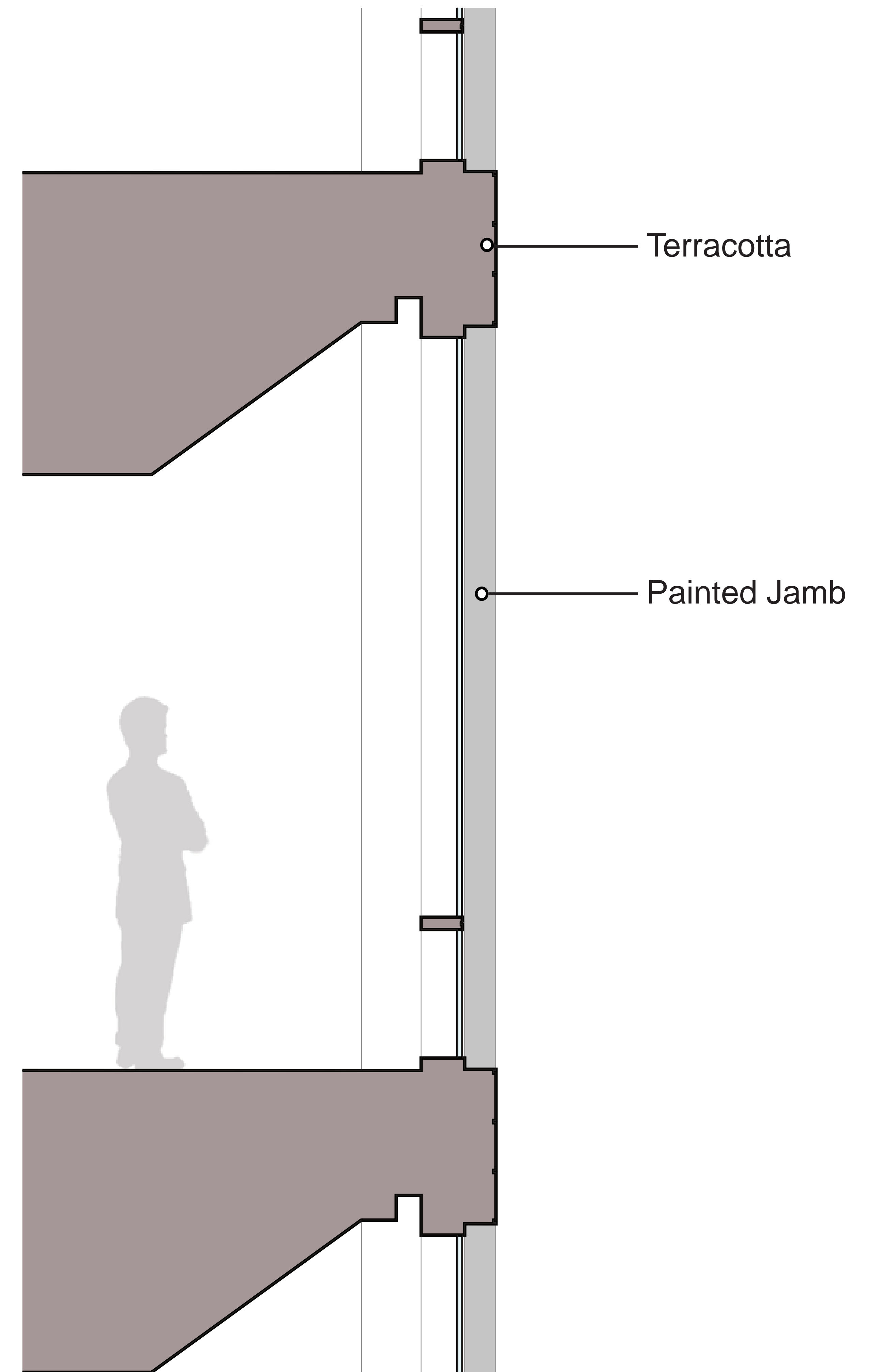
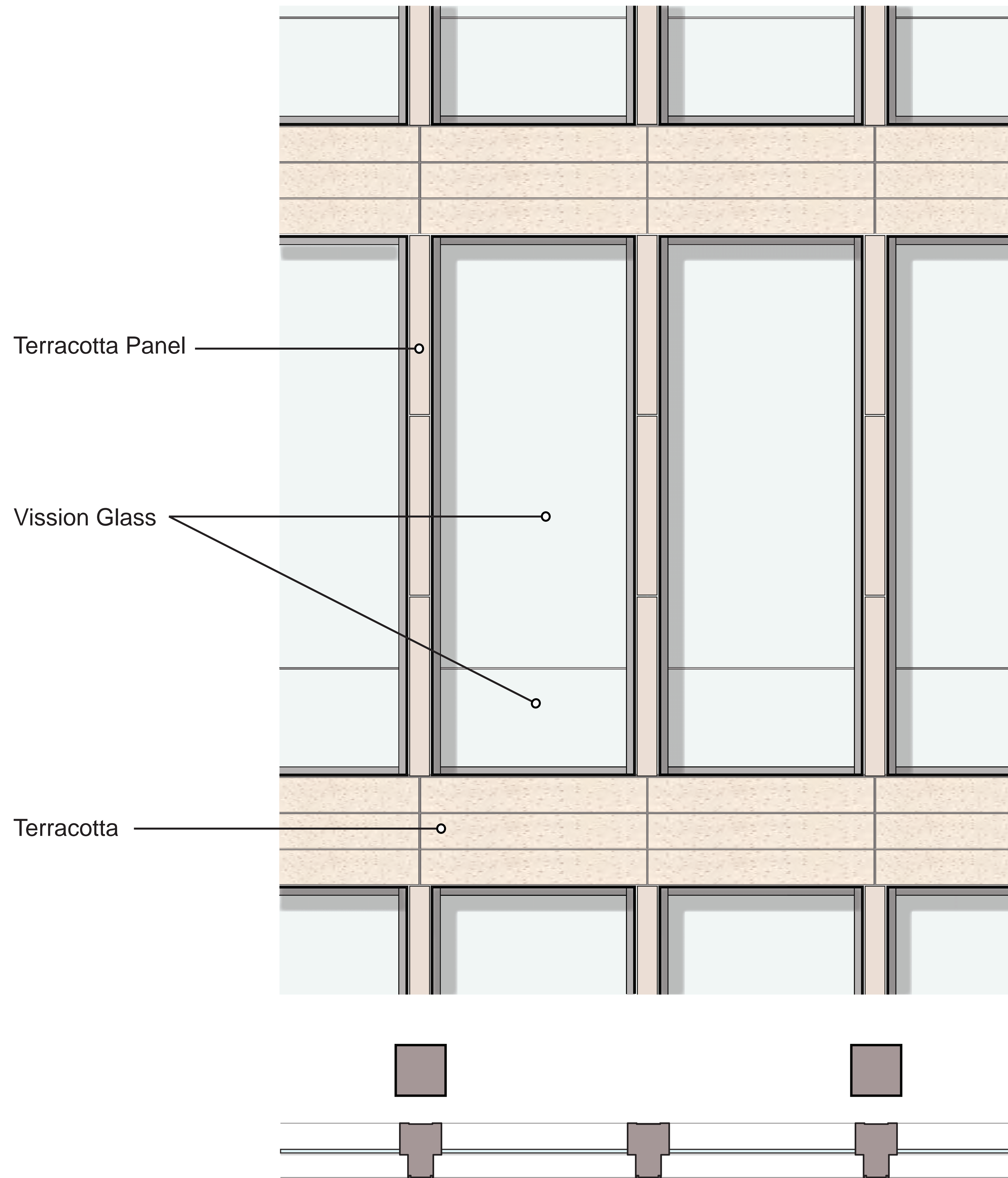
300 Massachusetts Avenue
Cambridge, MA

Green Street
September 3, 2013

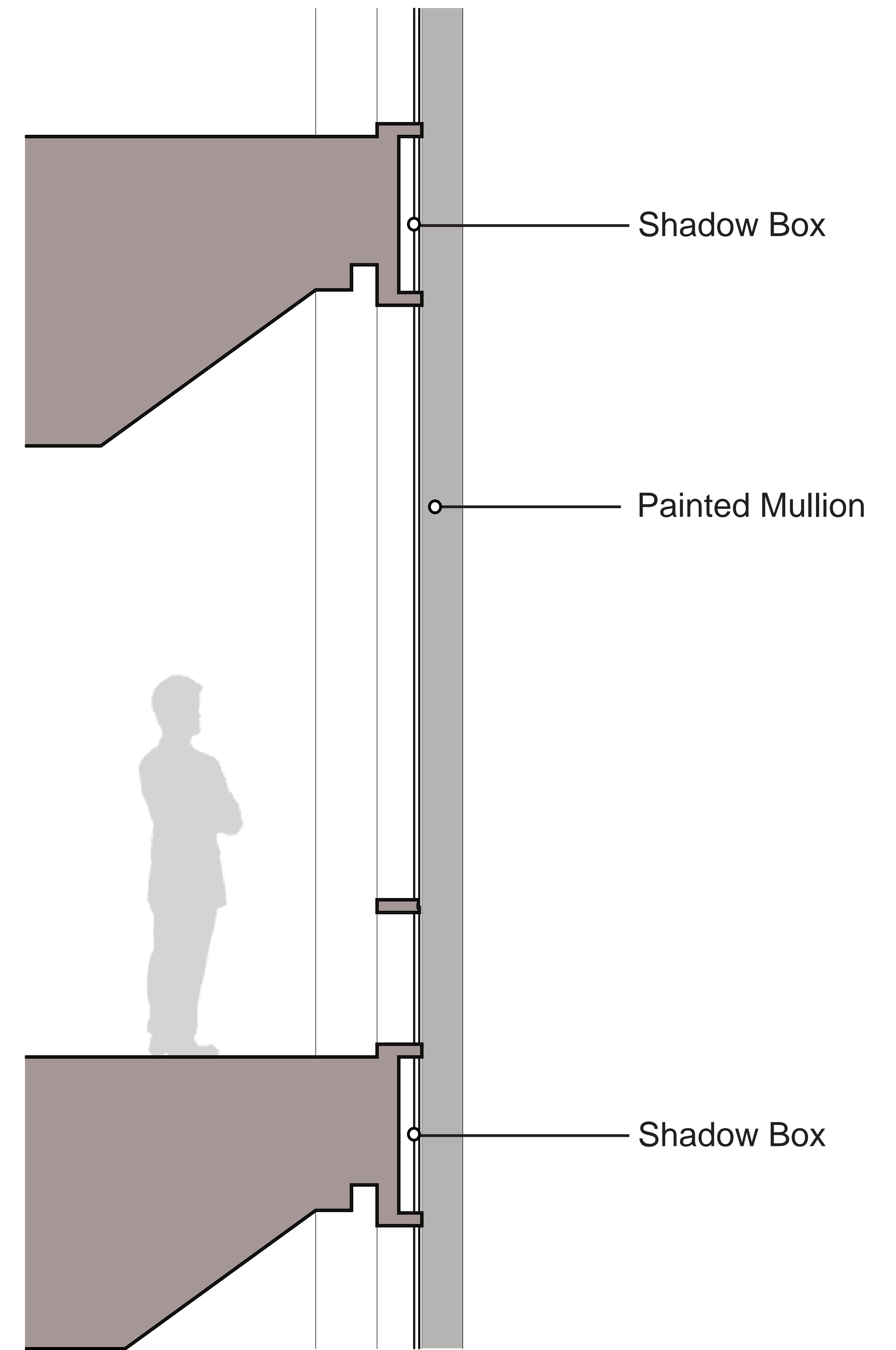
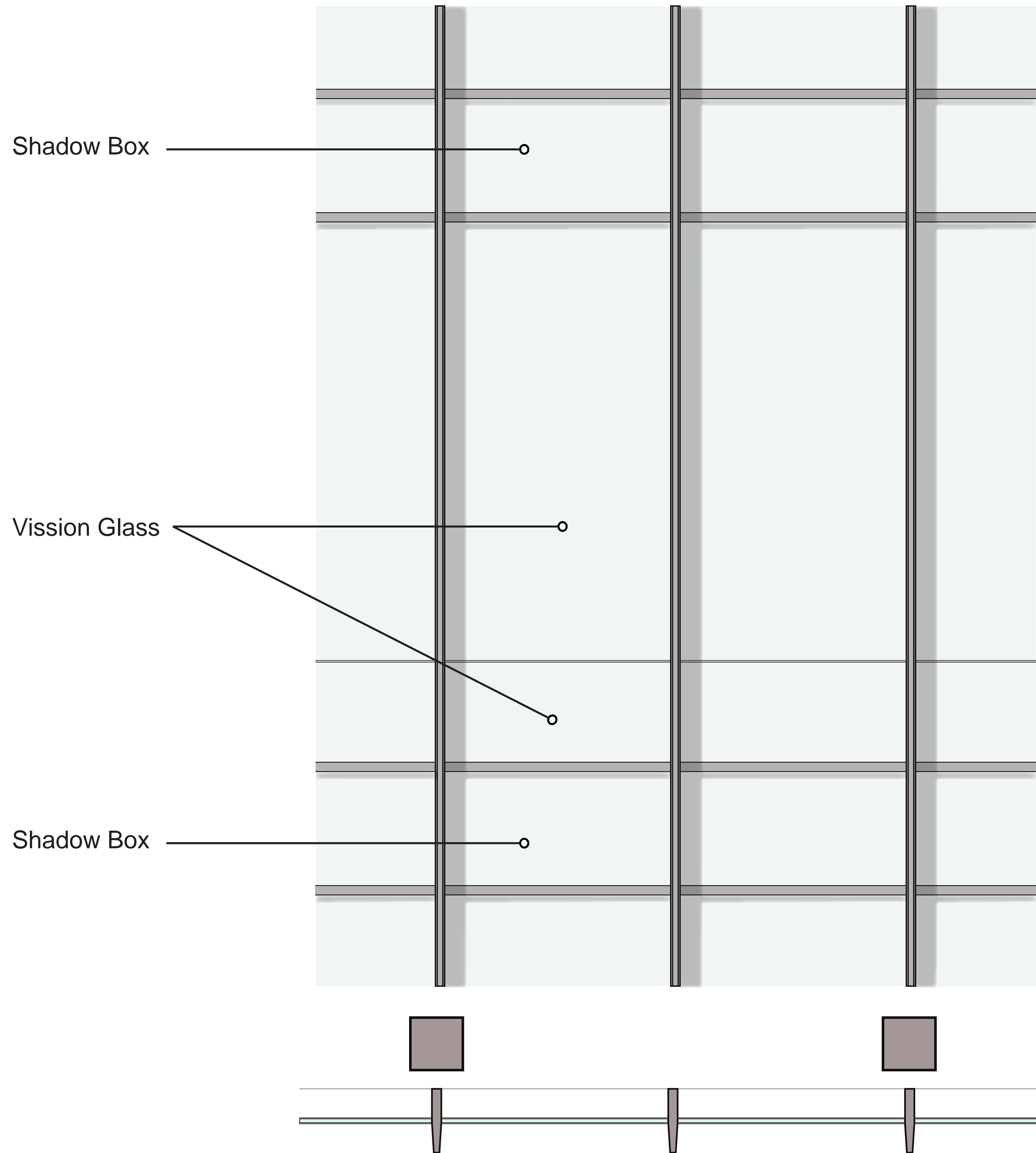




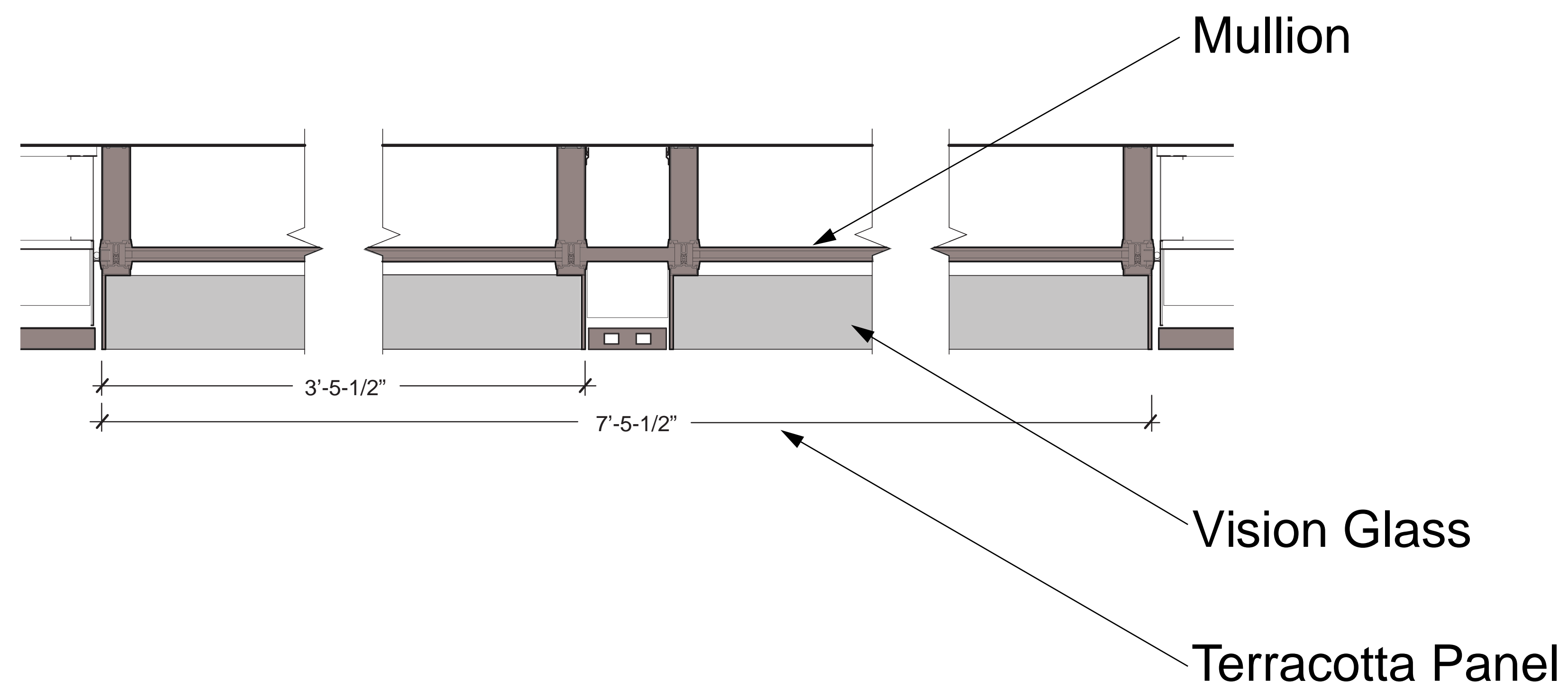
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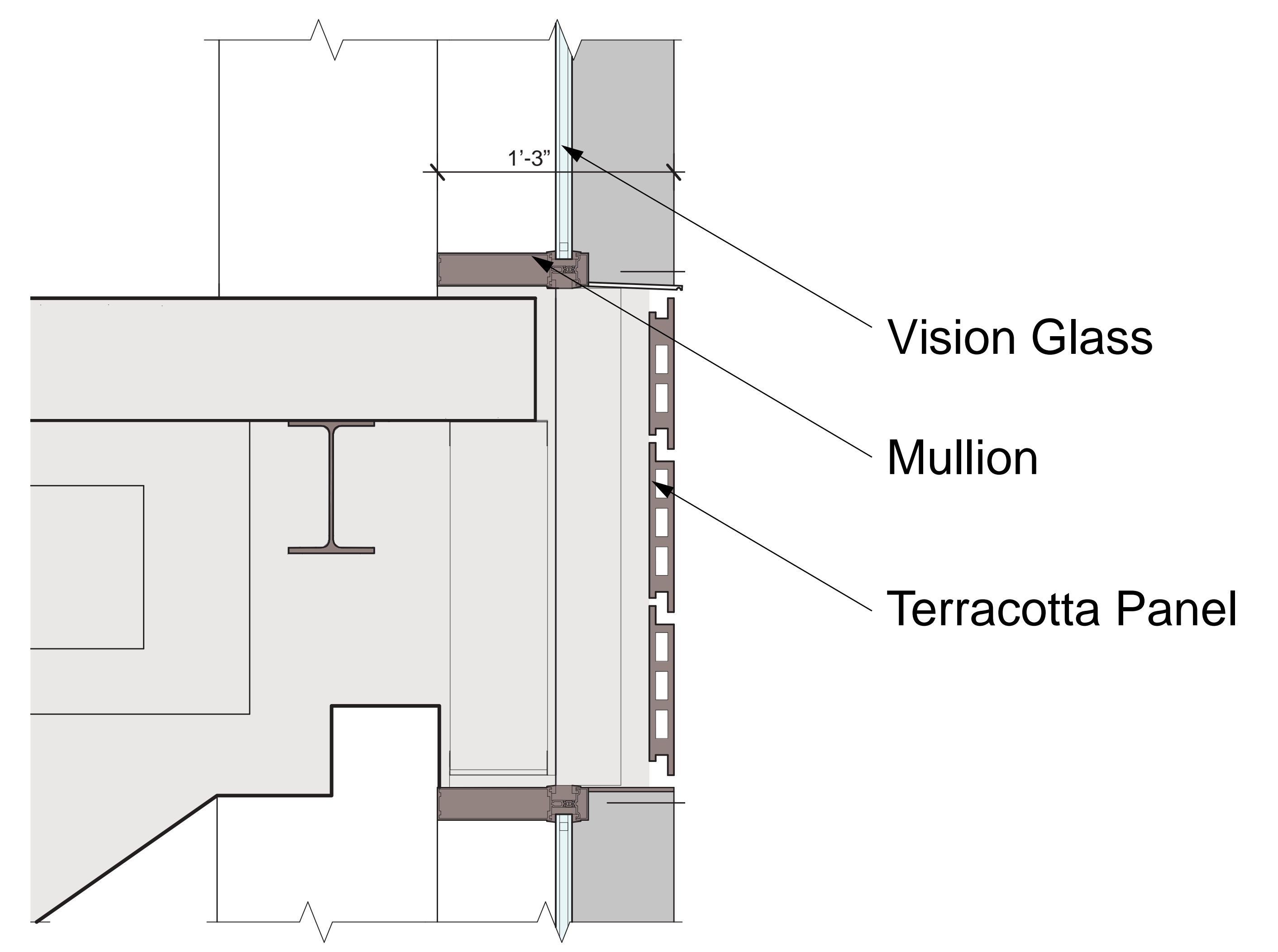
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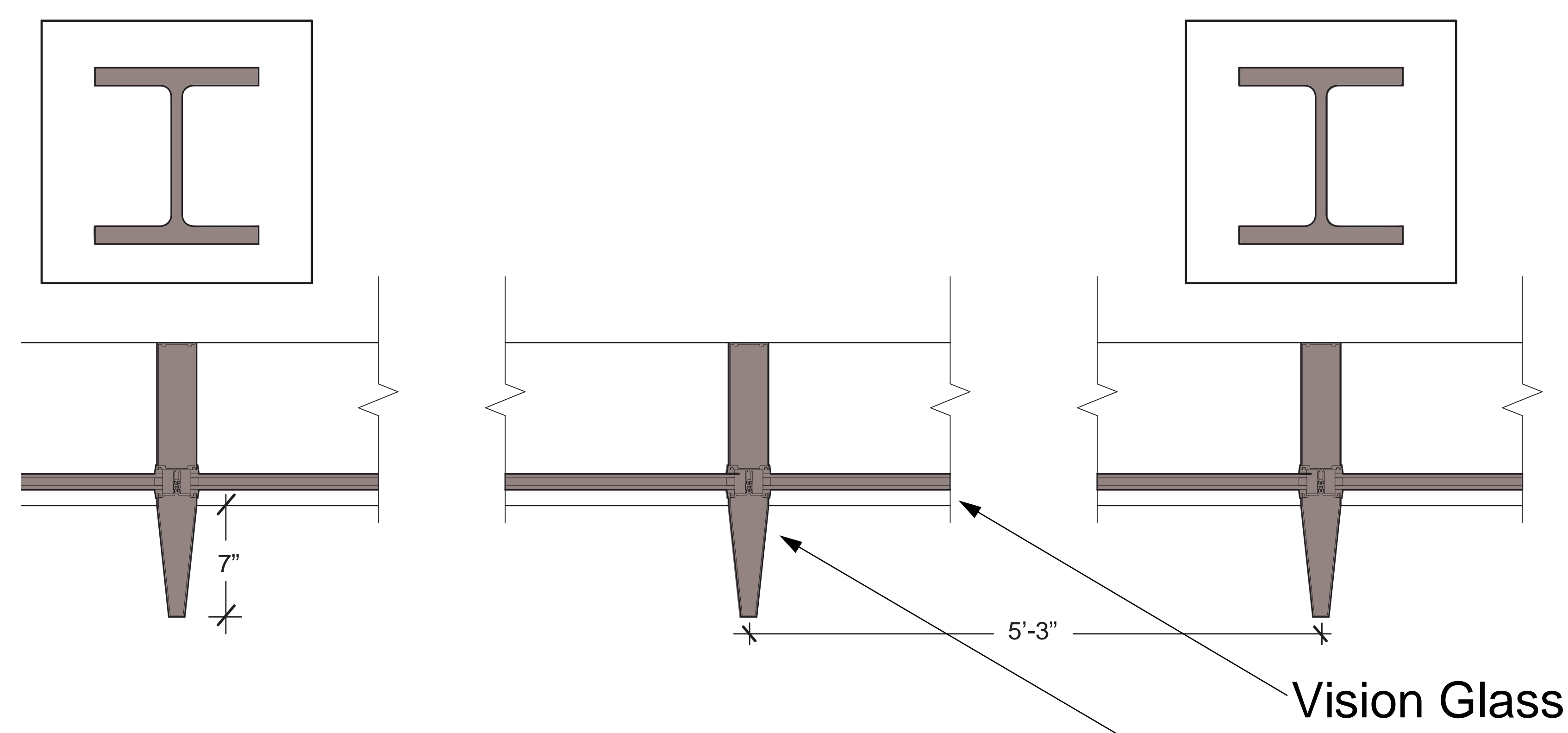
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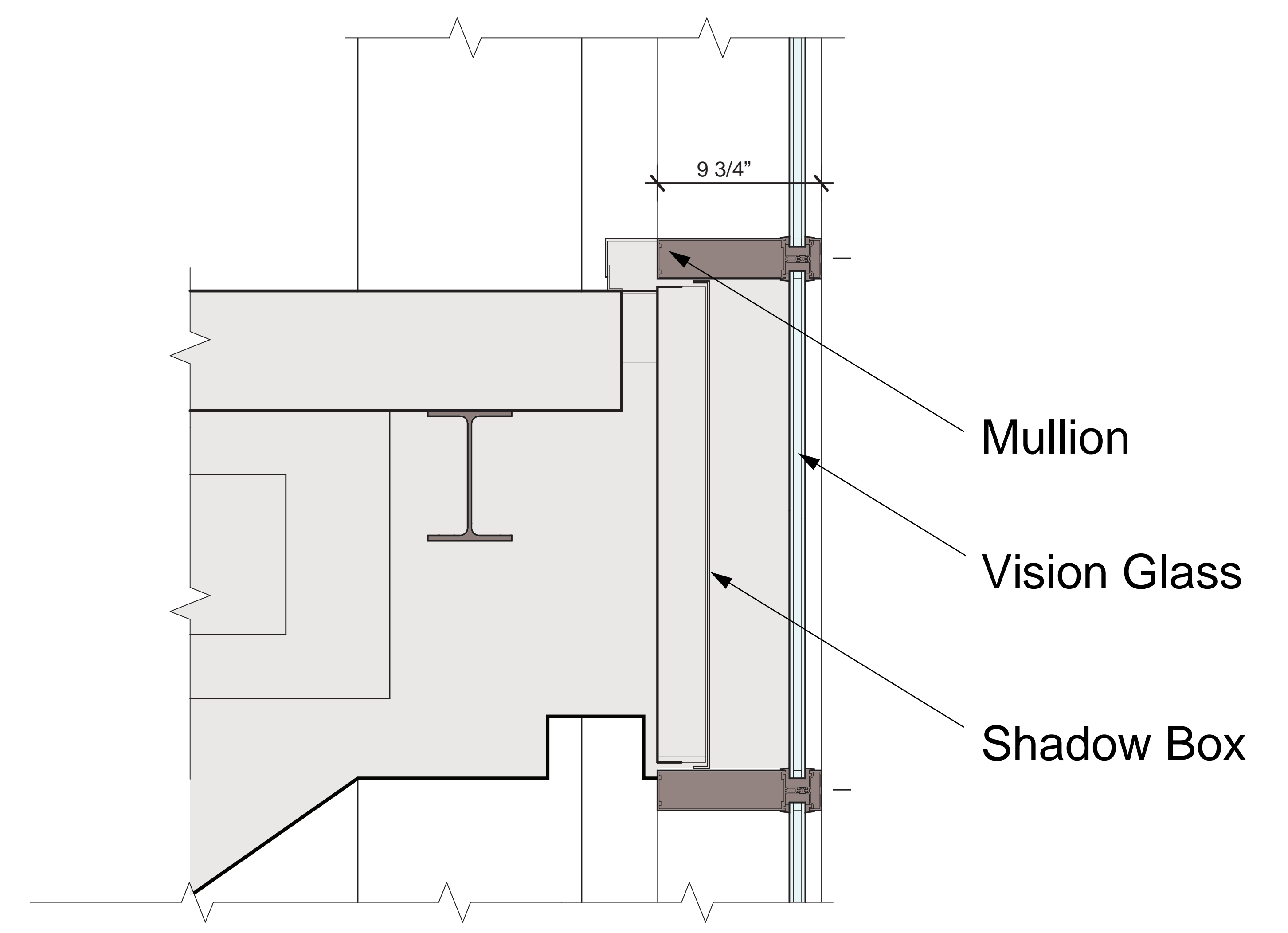
T-1 + T-2 Plan Detail



T-1 + T-2 Section



CW-1 Plan Detail



CW-1 Section

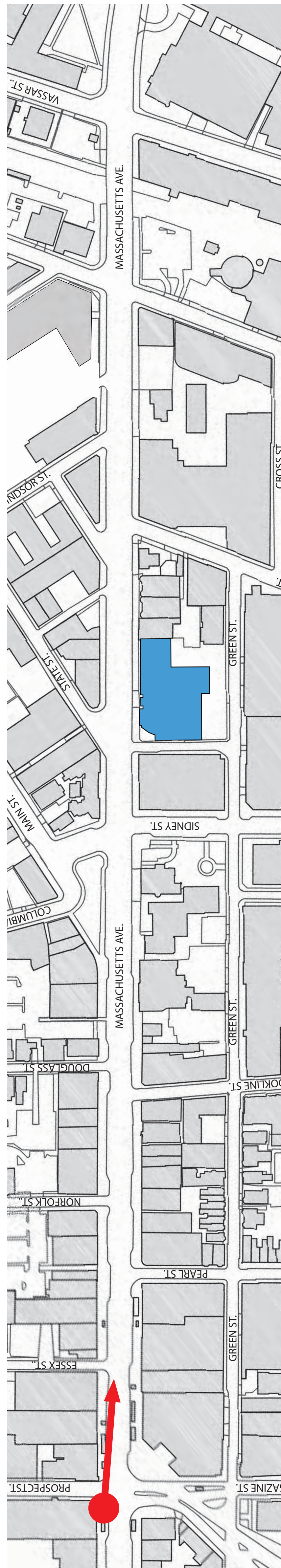
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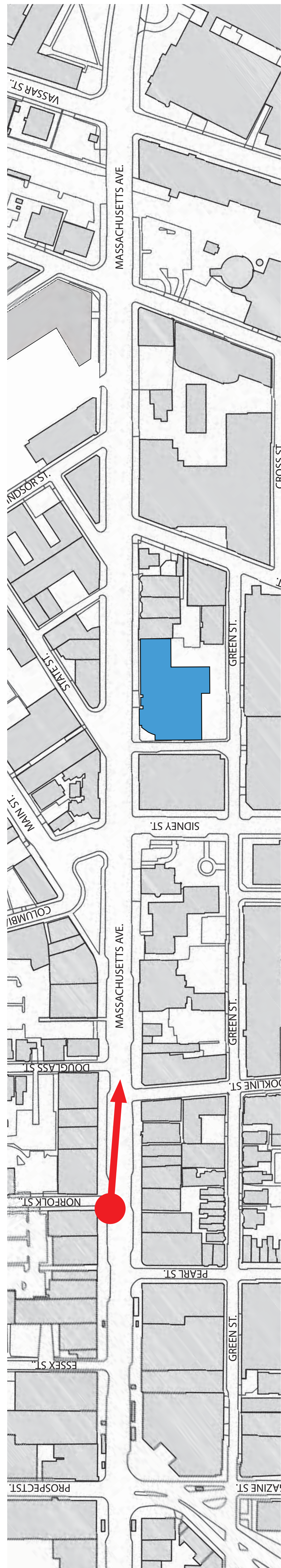
Context View



Context View



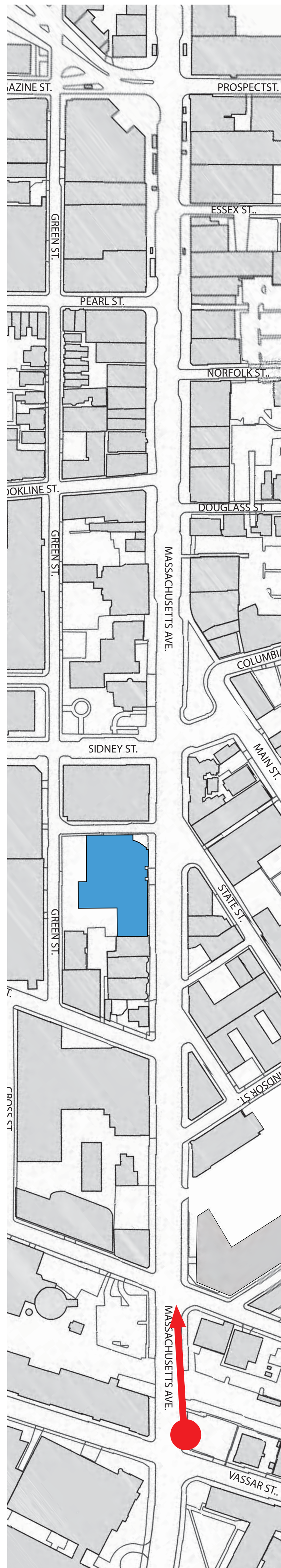
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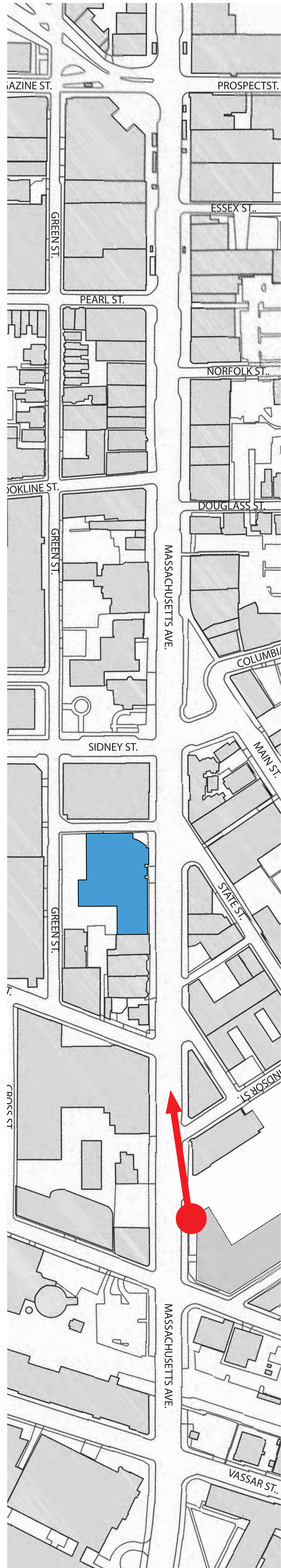
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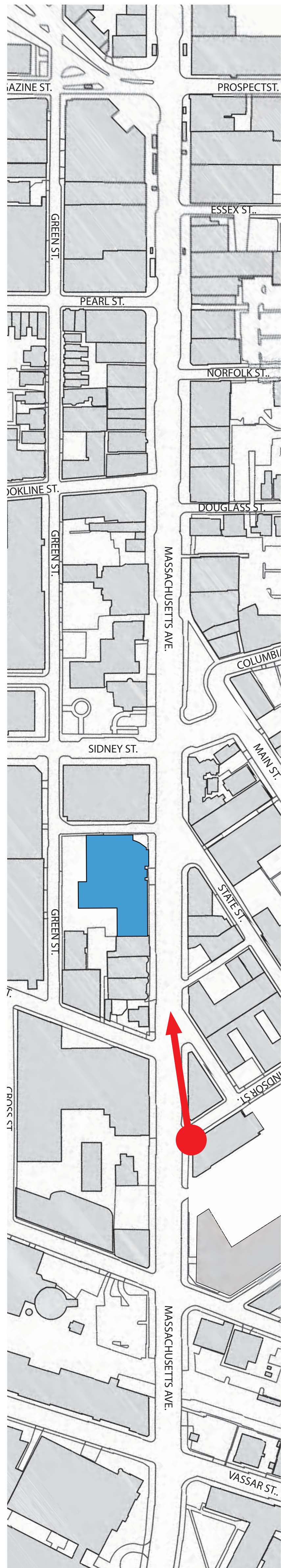
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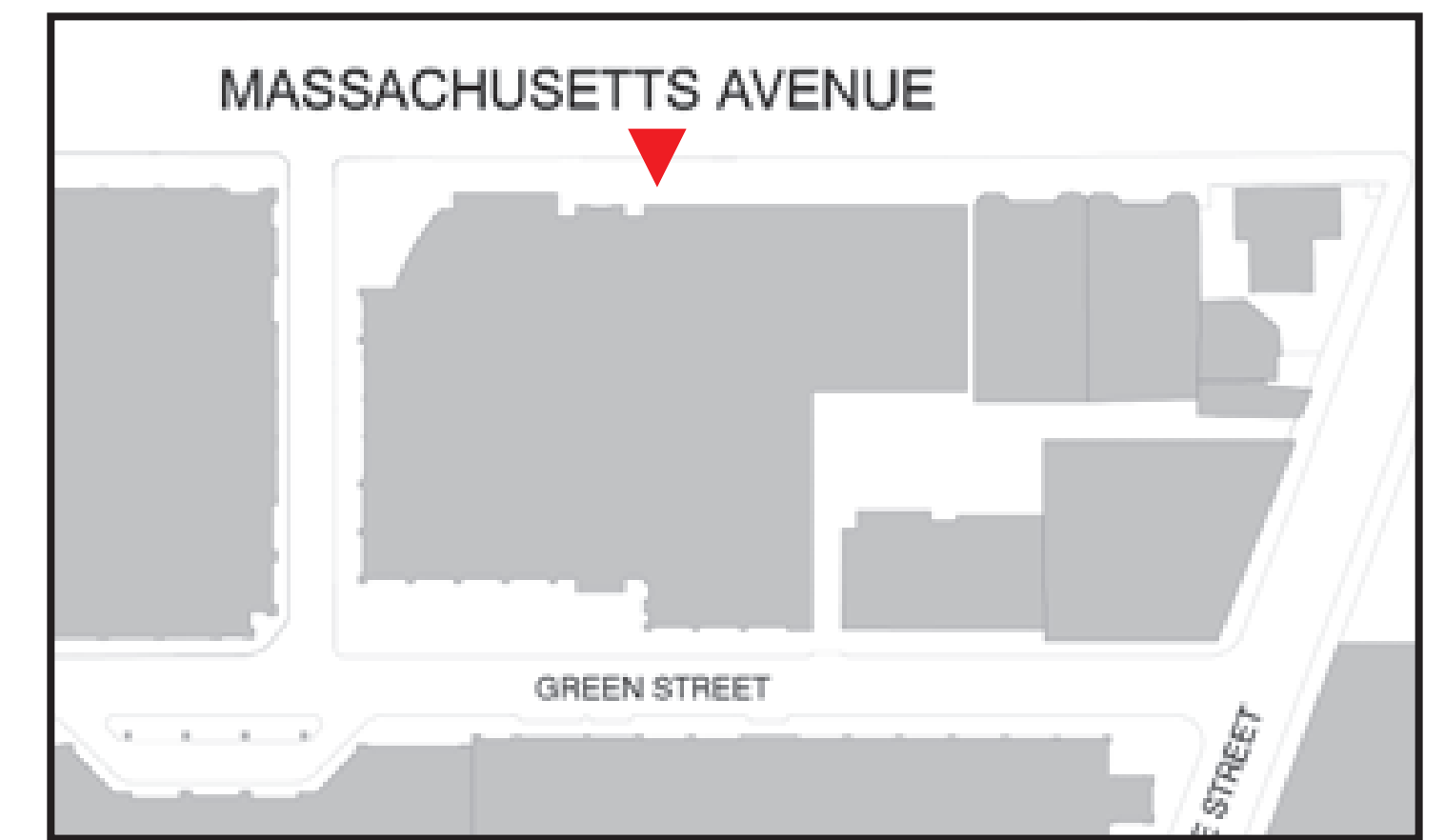
Context View



Context View



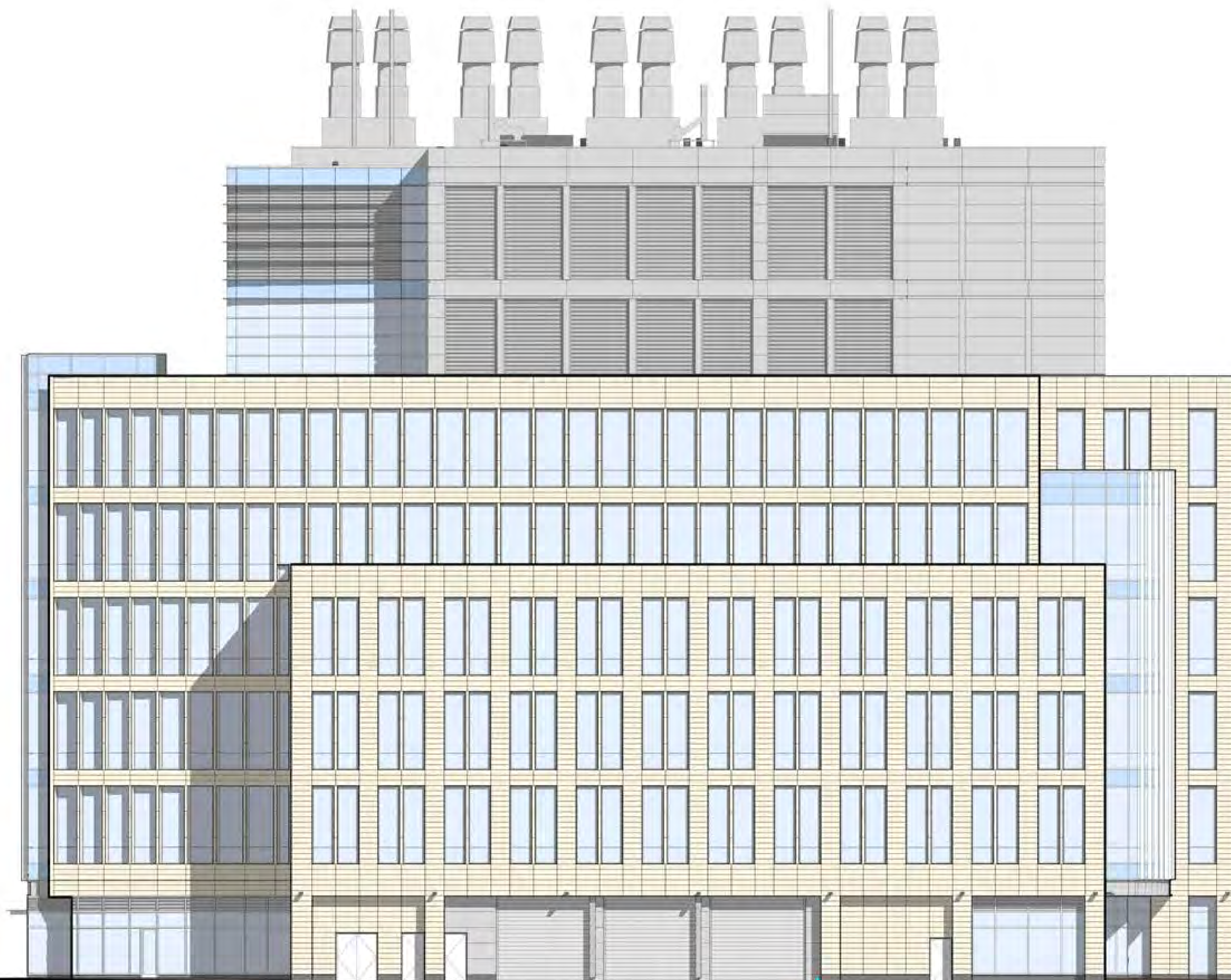
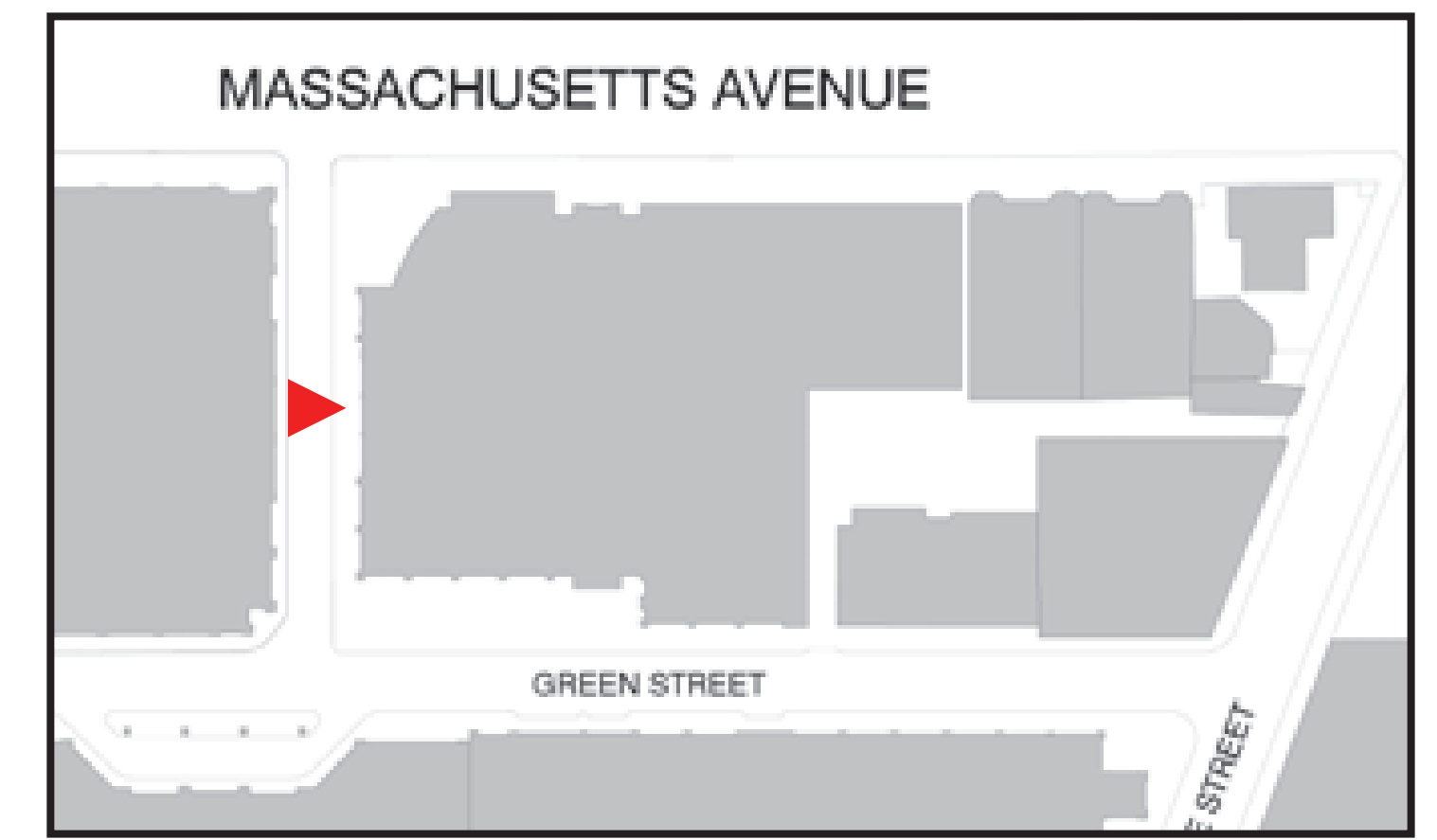
Context View



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BLANCHE STREET

September 3, 2013 Submission



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MASSACHUSETTES AVENUE

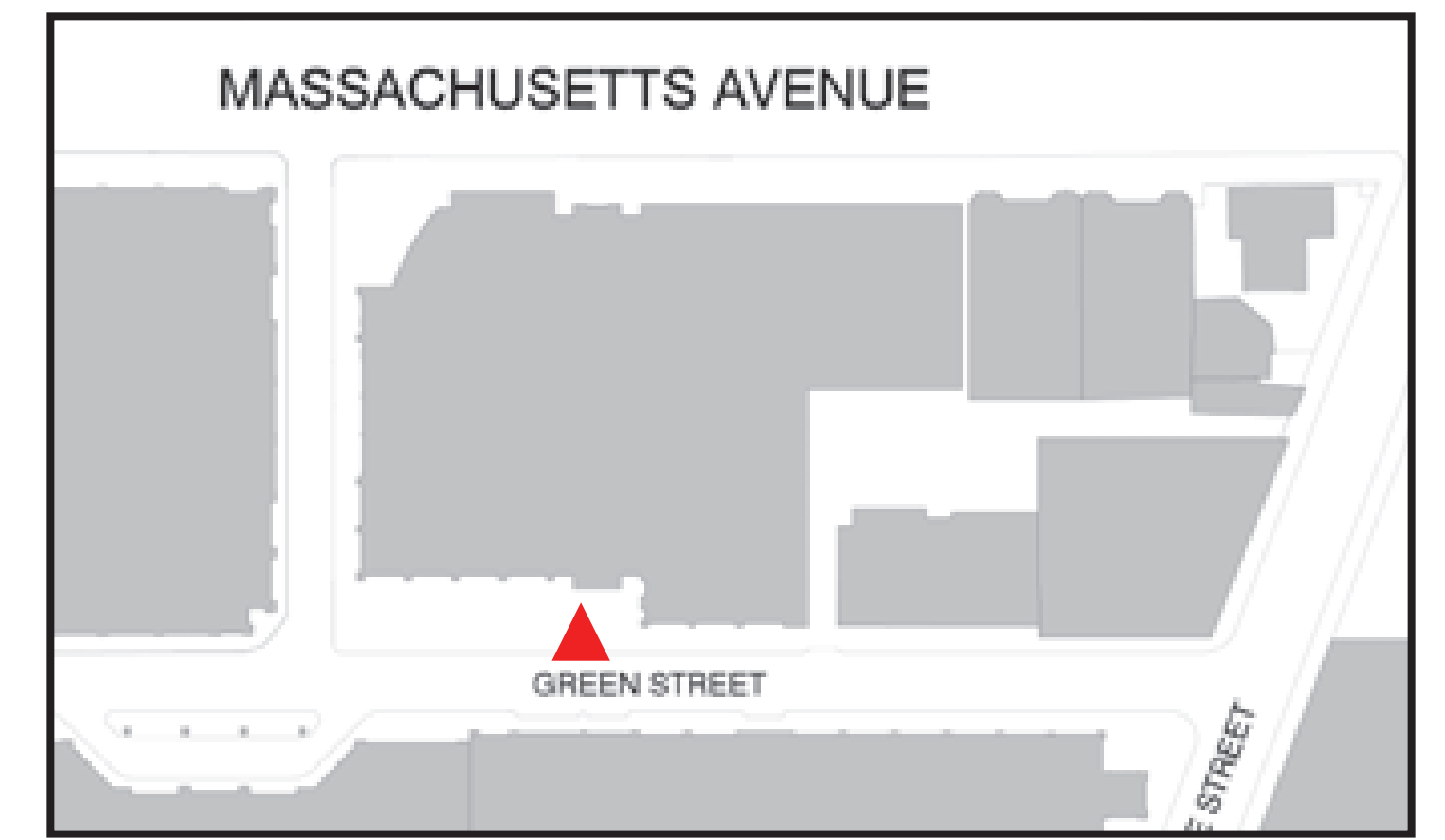
GREEN STREET

September 3, 2013 Submission



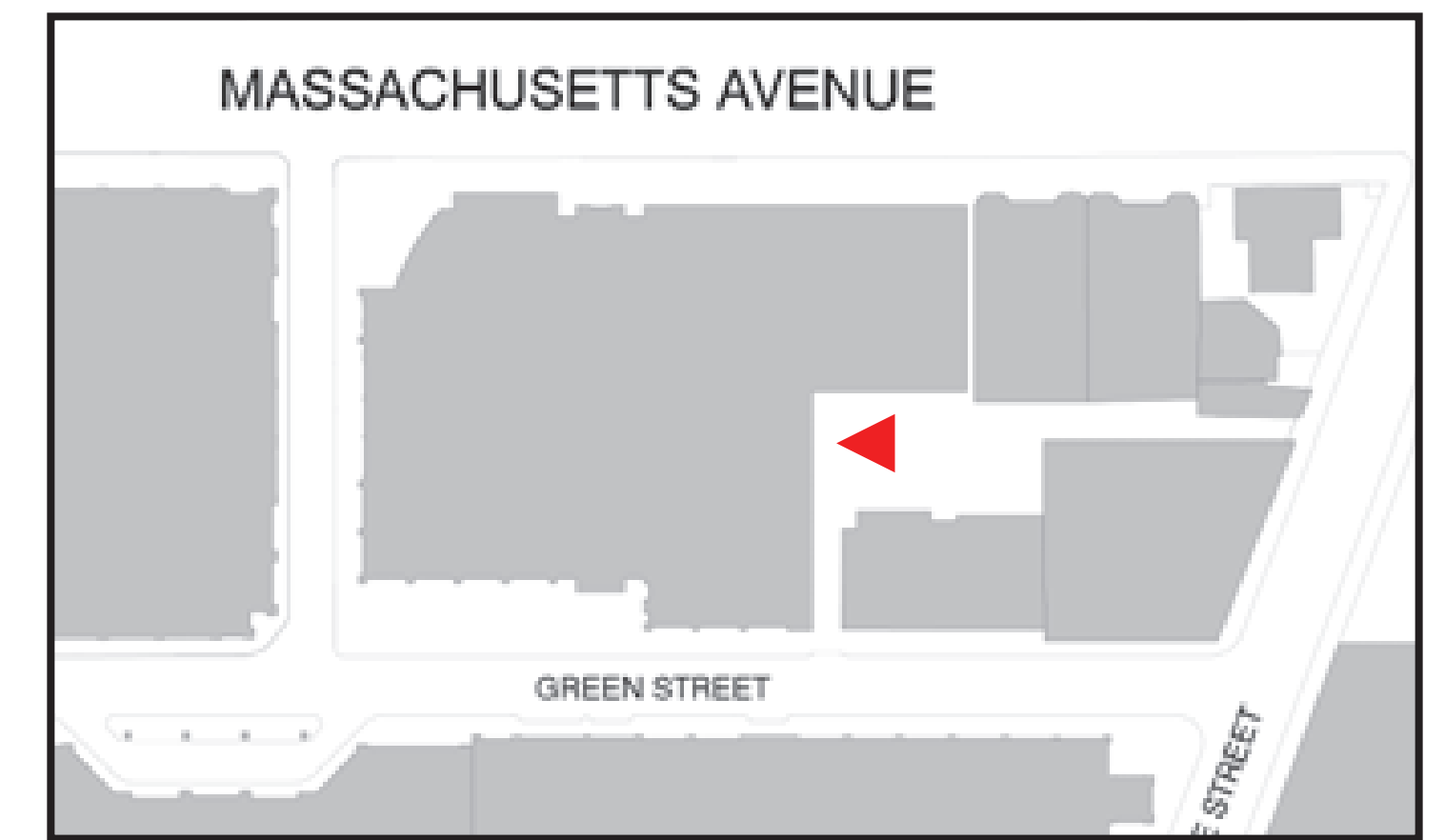
300 Massachusetts Avenue
Cambridge, MA

Blanche Street Elevation
September 3, 2013
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BLANCHE
STREET

September 3, 2013 Submission



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