

## 5. 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:

- a. Align new facades with existing ones if doing so helps give a sense of spatial cohesiveness to the sidewalks.
- b. Allow breaks in the streetwall if needed to help define entryways to buildings.
- c. 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:

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

### 3.1.2 Objective

The site’s open spaces should be legible, beautiful, and memorable places, visually and programmatically rich, and usable and occupiable by the public. In effect, they should be public rooms at the scale of the city.

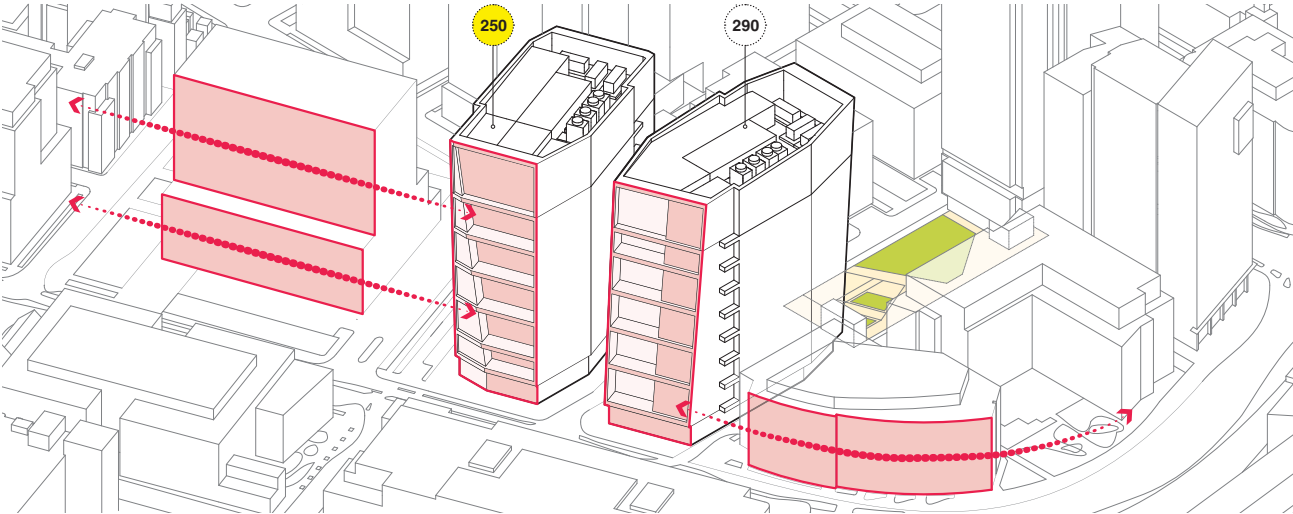
#### Guidelines

- i. The massing and facades of buildings that address streets, parks, and squares should frame them as legible spaces.
- ii. The massing and facades of buildings should reinforce a sense of entry and arrival by emphasizing the contrast in scale between the spaces and the streets that approach them.
- iii. Establish Build-To Lines to delineate the borders of city blocks and create continuity in the alignment of building facades.
  - a. Build-to lines should generally be located at parcel boundaries adjoining streets, squares, or parks, and/or at the inner edge of the public sidewalks.
  - b. Build-to lines should govern the location and alignment of the lower portions of buildings - their streetwalls and pedestrian frontages.
  - c. At residential buildings, build-to lines may be set back from the inner edge of sidewalks to allow for entrances, compact stoops, porches, and gardens.
  - d. At commercial buildings, building streetwalls may be recessed away from the build to line to allow for building entrances, small plazas, forecourts, outdoor dining, etc.
  - e. On Broadway, Third Street, and Binney Street, building streetwalls should be aligned on build-to lines for much of their length.

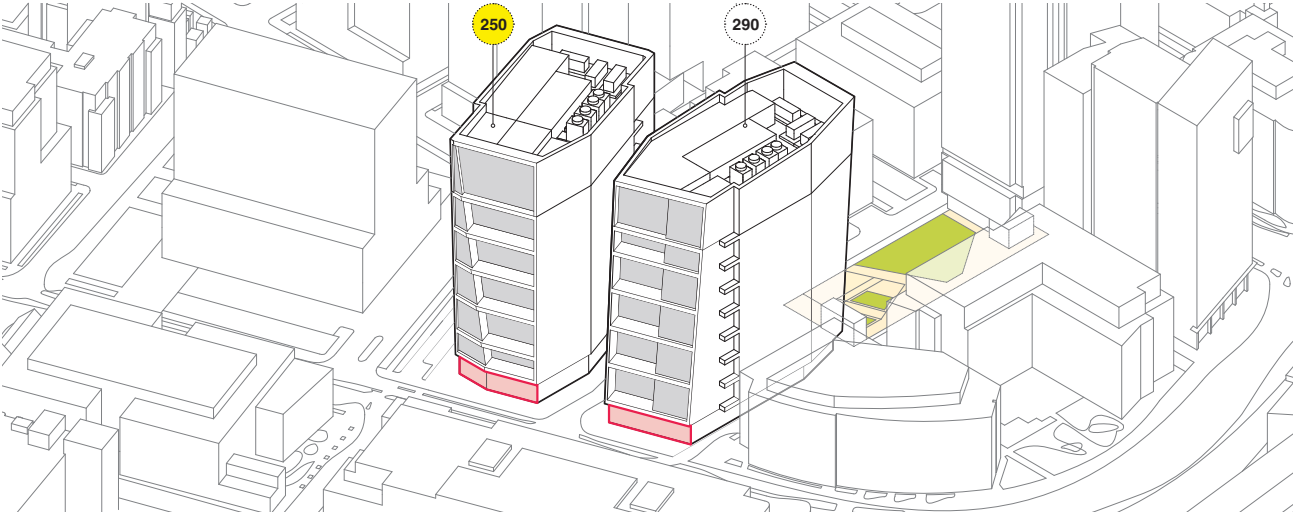
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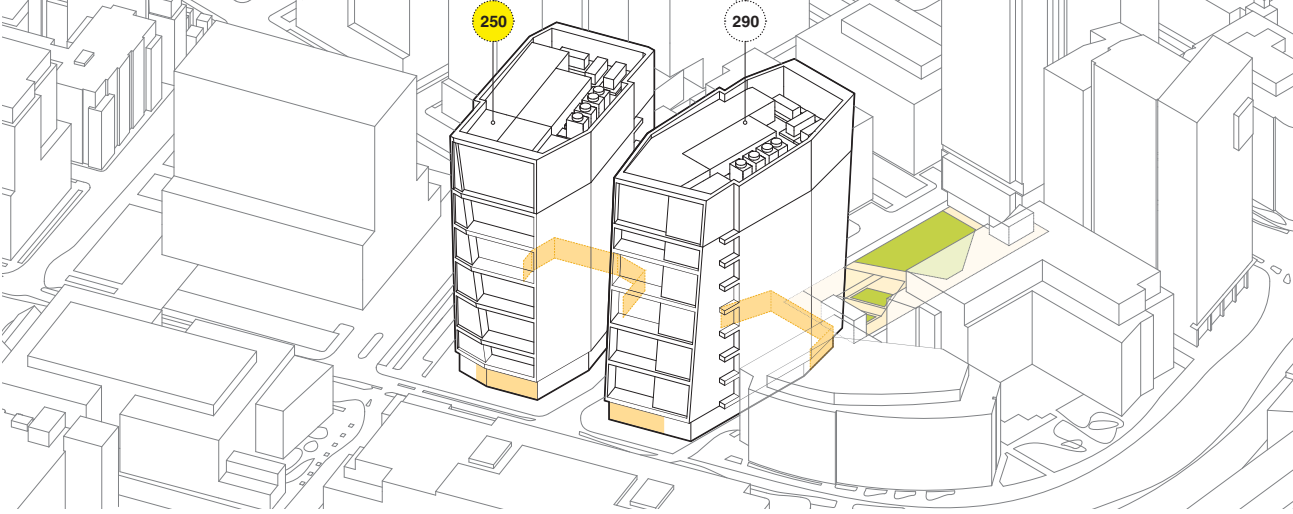
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a. Building facades align with existing buildings, giving a sense of spatial cohesiveness to pedestrians while still emphasizing a distinct identity for both 290 Binney Street and 250 Binney Street.



b. Streetwall is broken in plan, through geometry changes, and section, through an undercut in the building massing, to reinforce building entrances while maintaining overall streetwall along Binney.



c. Streetwall design allows for active ground use on Binney Street from building lobbies with active program as well as adjacent to the new Central Plaza with bike parking and retail uses.

# 5.1.2 BUILT FORM

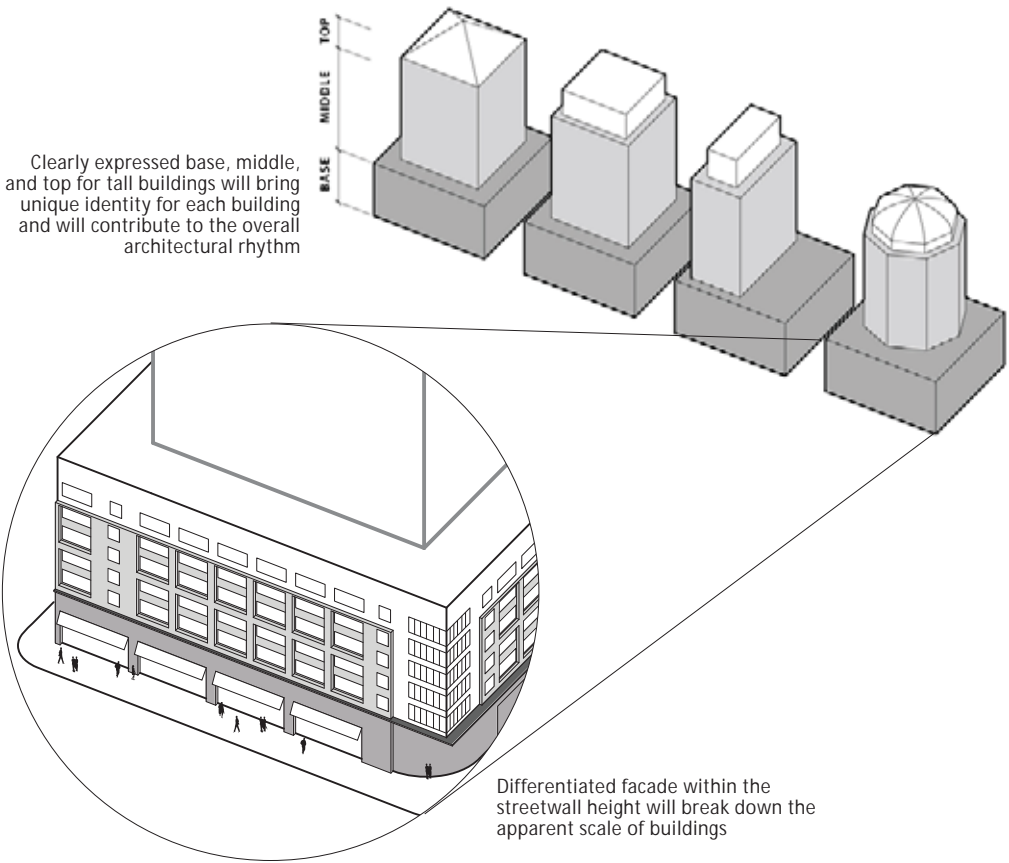
## SCALE AND MASSING

### 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.



#### 4.1.1 Objective

Architectural form should define urban space. It should enhance the quality and amenity of the public realm and sense of place, create legible and meaningful public places, and reinforce Kendall Square's existing and proposed street and open space patterns.

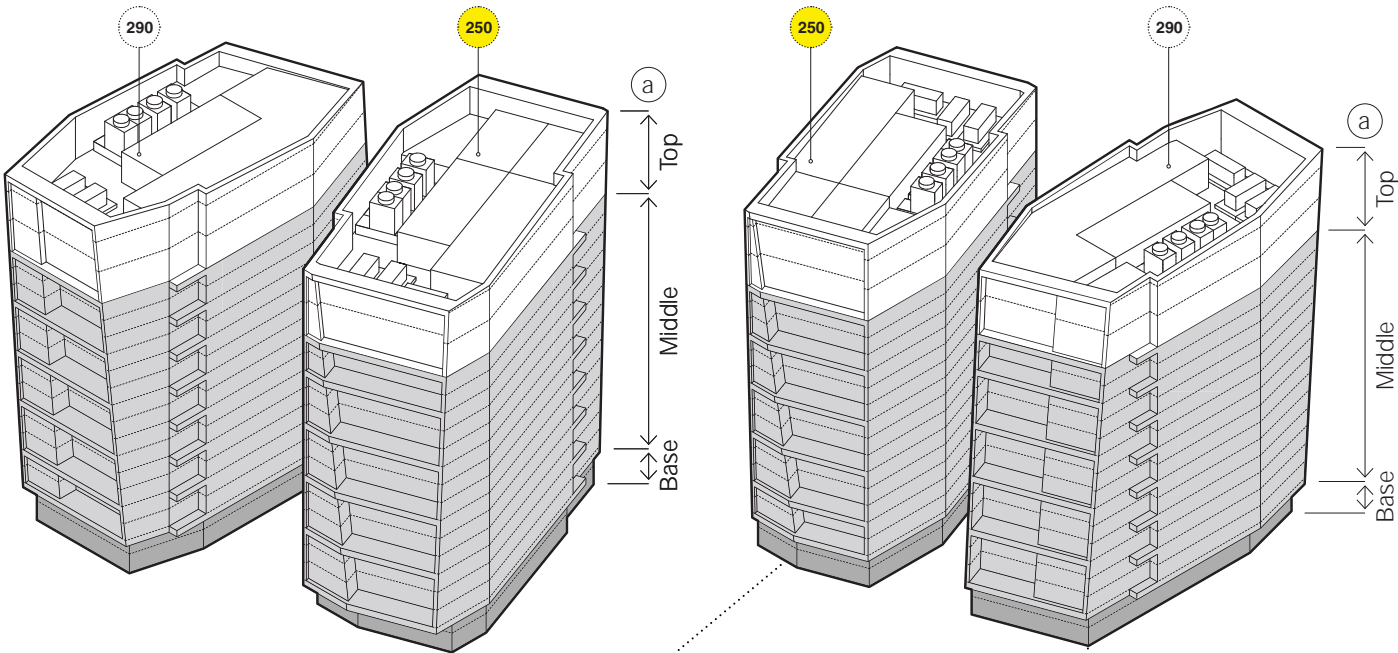
**Guidelines**

- i. Create a rich and varied, humanly scaled building with a continuous ground level pedestrian realm.
- ii. Create strong streetwalls to frame streets, parks, squares, and plazas.
- iii. Mitigate building bulk to minimize adverse impacts on the microclimate, including shadows, wind, and urban heat island effects.
- iv. Make positive contributions to the Cambridge skyline and important views.
- v. Establish sufficient consistency in façade design and massing to create a strong urban pattern.
- vi. Look for opportunities to enrich that pattern by breaking or modulating it: respond to elements of adjoining buildings, spatial axes, views, significant corners, etc., or to elements of the building's own structure or program.

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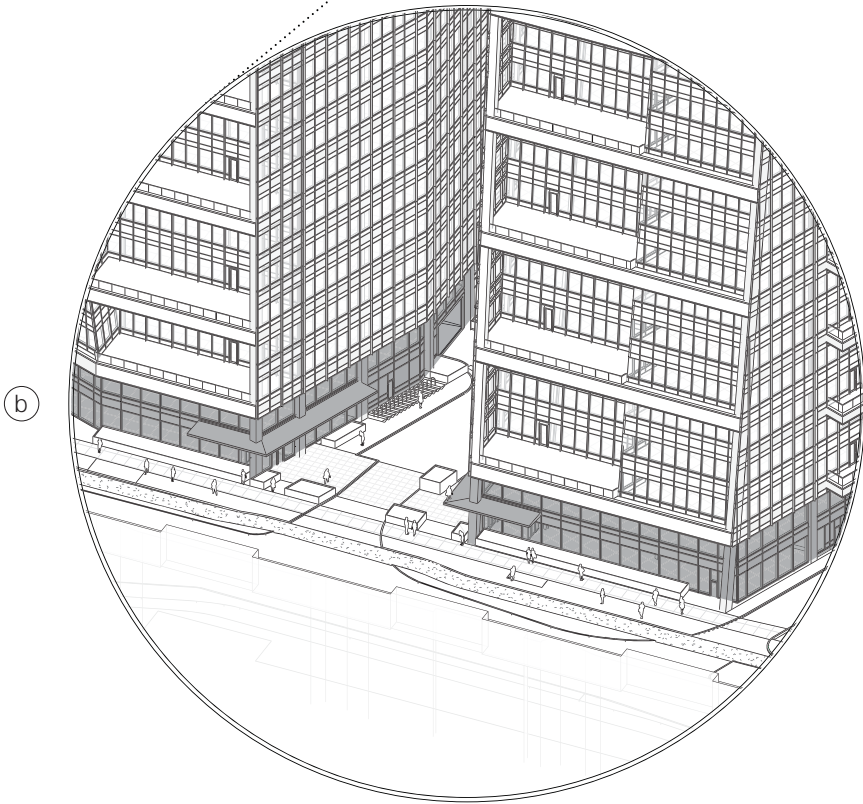
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SOUTHWEST VIEW

NORTHEAST VIEW



- a. Massing is organized to clearly express a well defined base, middle, and top.
- b. Differentiated facade within the streetwall height (bottom 20 feet)



# 5.1.2 BUILT FORM

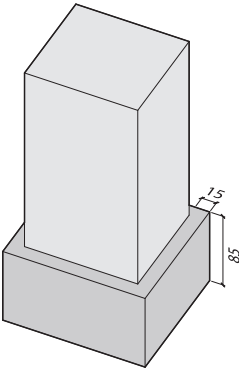
## SCALE AND MASSING

### – 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; flexibility will be considered when **street/ground floor setback is provided.**
- 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.)**

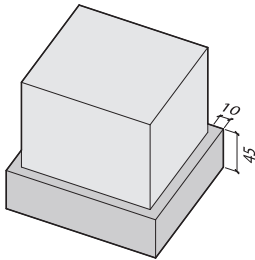


### – Secondary Streets

**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.

**Measures:**

- 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.).**



### 4.1.2 Objective

The site's buildings should reinforce the site's varied urban conditions.

**Guidelines**

- i. Differentiate **massing and materials, color, fenestration, bay patterns, etc. on the different facades of buildings** in response to the varied types and character of streets and other open spaces adjoining the different sides of the buildings.

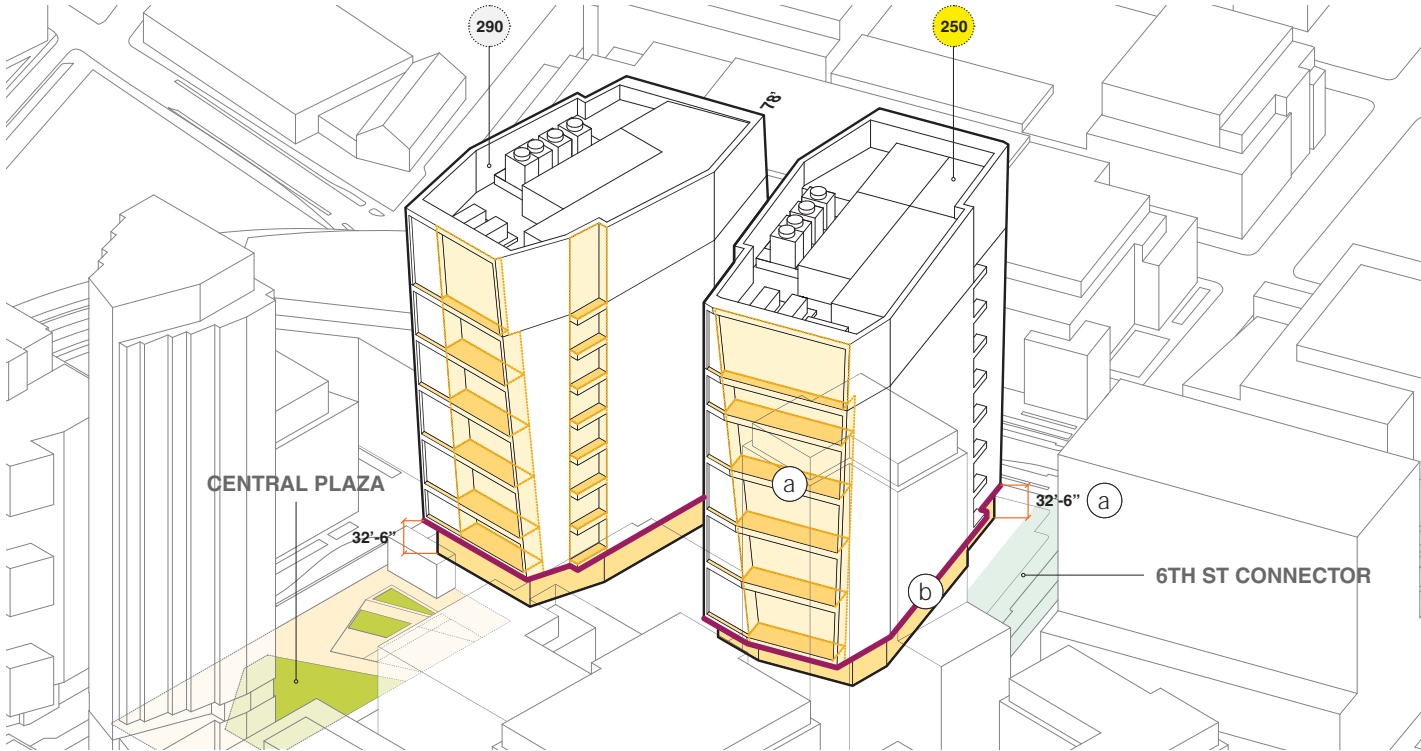
### 4.1.3 Objective

The site's buildings should **respond to a wide range of scales:** intimate pedestrian, intermediate streetscape, and long-distance skyline views, and to the scale and use of existing neighboring buildings.

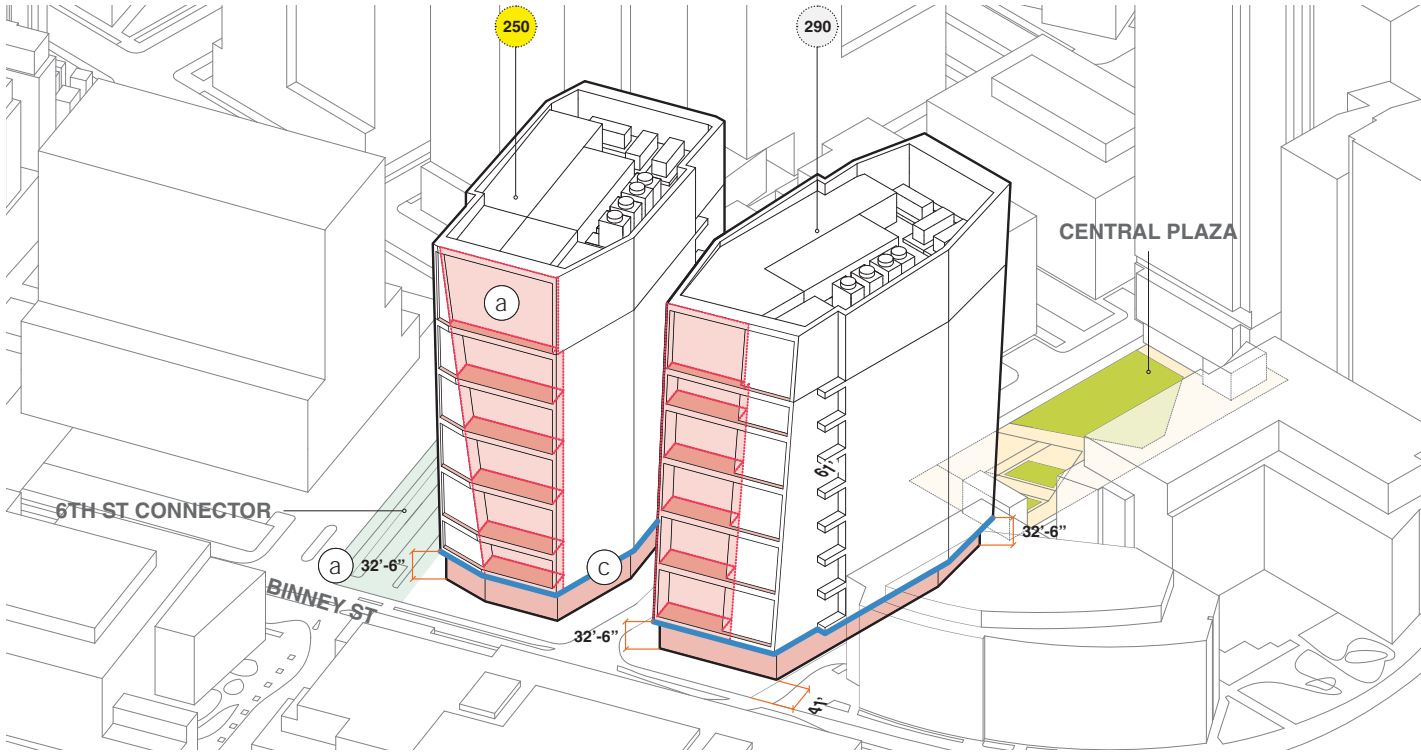
**Guidelines**

- i. Incorporate elements such as **upper floor step-backs**, or sensitively incorporate similar materials, and the **architectural rhythm**, bay size and scale of nearby structures into the new structures.
- ii. **Break down building massing to prevent a monolithic appearance.**

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SOUTHWEST VIEW



NORTHEAST VIEW

- a. Street/ground level setbacks provided at all sides of the building.
- a. Setback areas include balconies and terraces.
- b. Strong horizontal definition line on the façade with a change in façade articulation.
- c. Distinct horizontal datum that relates to adjacent buildings.

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# 5.1.3 BUILT FORM

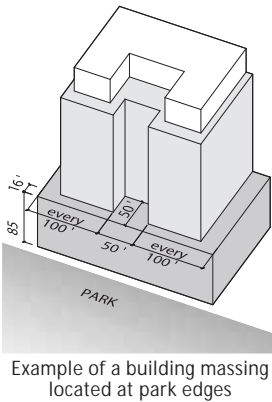
## PARK EDGES

### Park Edges

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

### Measures :

- a. Pay special attention to **scale and shadows of buildings along park edges.**
- b. 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.**



### 4.6 Building Massing

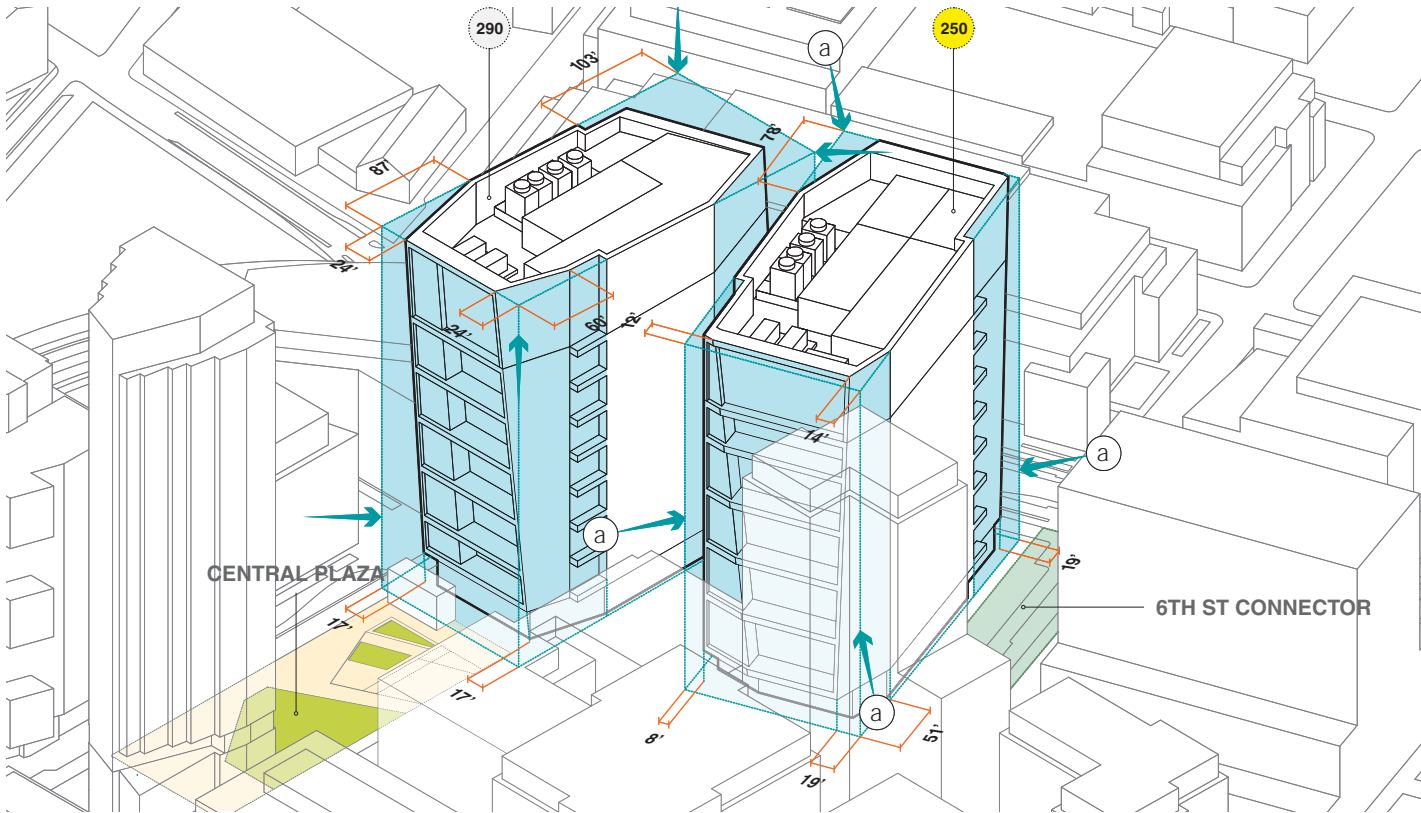
The three-dimensional form of the site's buildings should contribute to the definition of the site's open spaces, with particular emphasis on harmonious, architecturally integrated building forms that create a varied yet coherent pedestrian realm, and on **minimizing the amount of shading and loss of sky view in open spaces.**

- ii. On towers greater than 100' in horizontal length, create vertical zones, differentiated by changes in plane of at least 8', to divide the building mass into major distinct building elements. In addition, change materials, fenestration pattern, or plane, etc. to mitigate the sense of bulk.
- iii. In some cases, **the direct extension of the tower's verticality through the streetwall to the ground plane may enhance the sense of place by creating a point of strong vertical emphasis.**

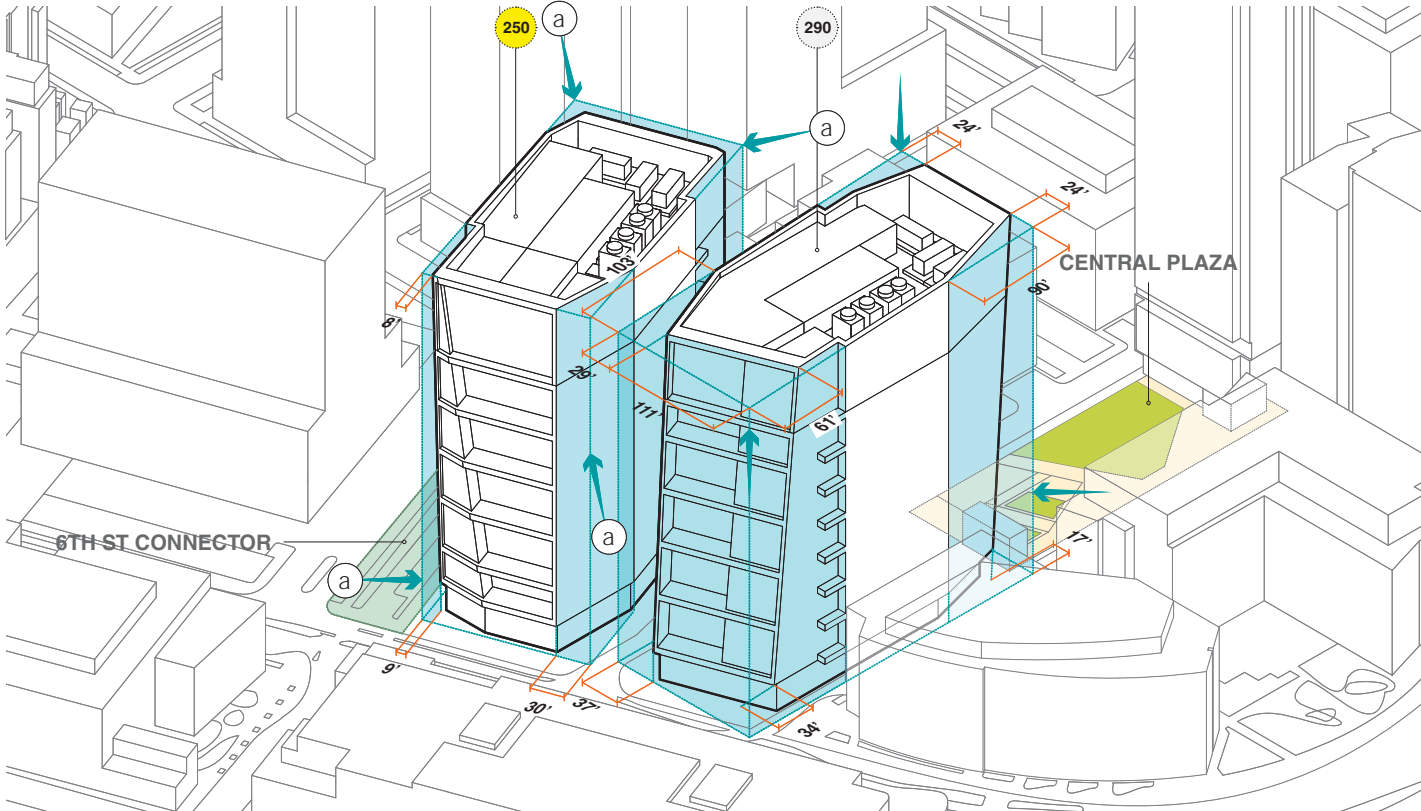
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SOUTHWEST VIEW



NORTHEAST VIEW

a. Massing carvings to allow light and air circulation through site.

## 5.1.4 BUILT FORM

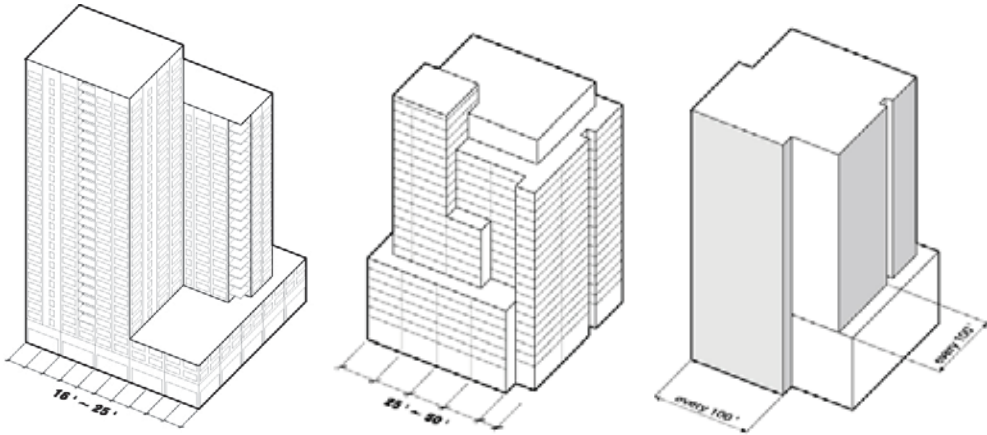
### VISUAL INTEREST

### c. *Visual Interest*

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

**Measures:**

- 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 approximately 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

## 4.6 Building Massing

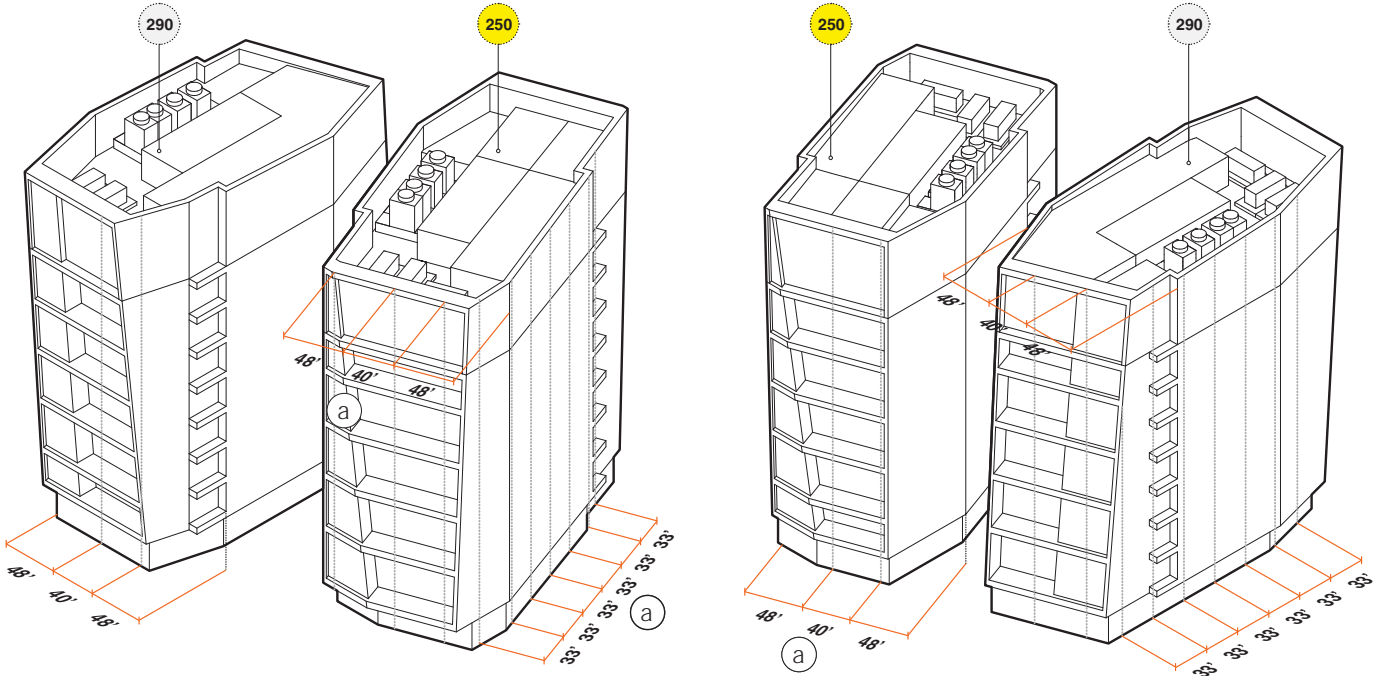
The three-dimensional form of the site's buildings should contribute to the definition of the site's open spaces, with particular emphasis on harmonious, architecturally integrated building forms that create a varied yet coherent pedestrian realm, and on minimizing the amount of shading and loss of sky view in open spaces.

- ii. On towers **greater than 100'** in horizontal length, **create vertical zones**, differentiated by changes in plane of at least 8', to divide the building mass into major distinct building elements. In addition, **change materials, fenestration pattern, or plane, etc. to mitigate the sense of bulk.**
- iii. In some cases, **the direct extension of the tower's verticality through the streetwall to the ground plane may enhance the sense of place by creating a point of strong vertical emphasis.**

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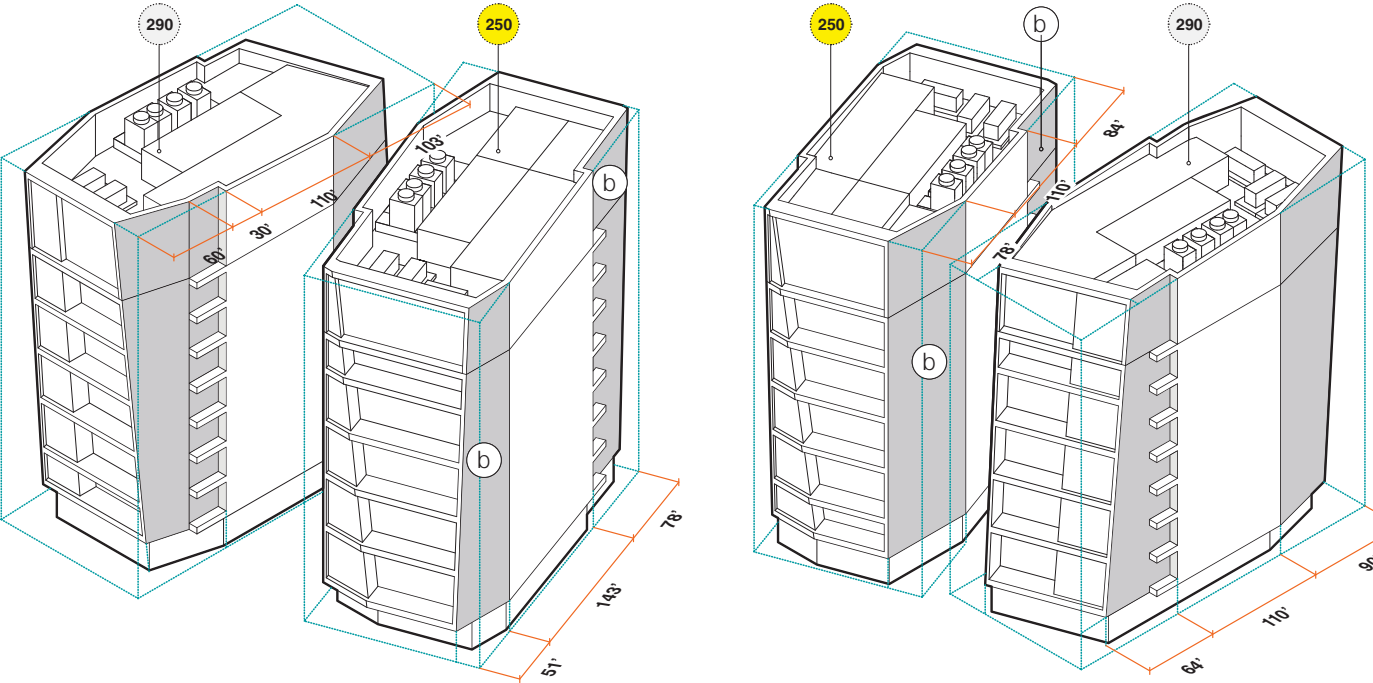
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## SOUTHWEST VIEW

## NORTHEAST VIEW

- a. Massing reflects a rhythm and variation that is appropriate to the urban context. Typical bay widths on the long facades are organized on a nominal 33' module and short facades on a 48'-40'-48' module.



## SOUTHWEST VIEW

## NORTHEAST VIEW

- b. Vertical breaks help to define the massing and break it up into distinct massing elements.



# 5.1.4 BUILT FORM

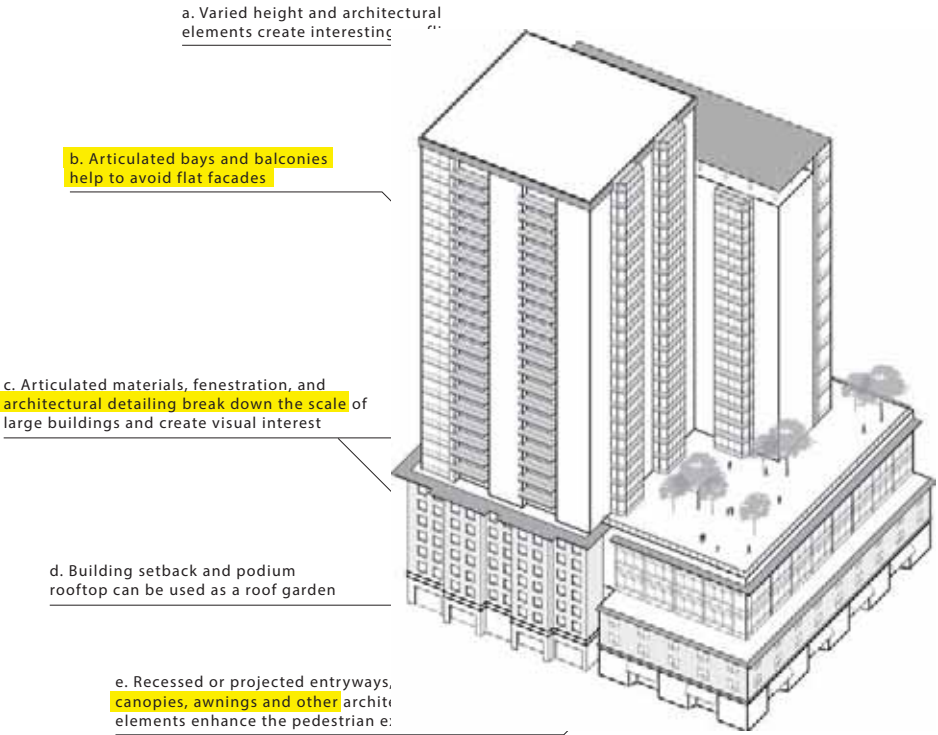
## VISUAL INTEREST

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.



4.1.2 Objective

The site's buildings should reinforce the site's varied urban conditions.

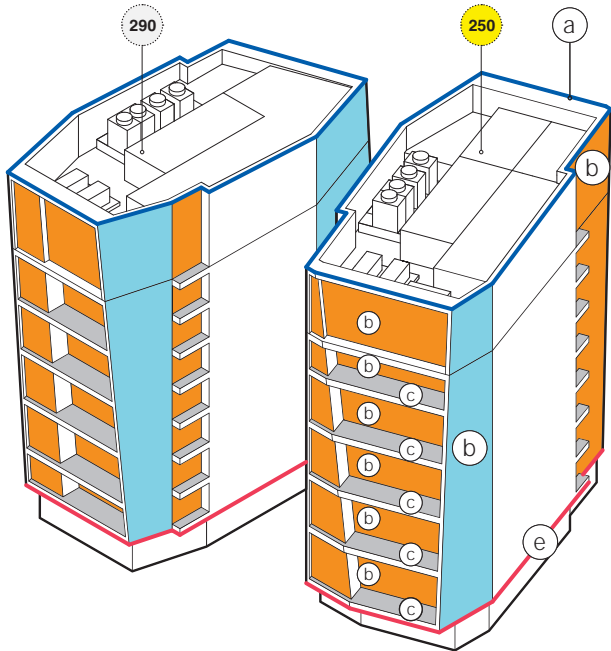
**Guidelines**

- i. Differentiate massing and materials, color, fenestration, bay patterns, etc. on the different facades of buildings in response to the varied types and character of streets and other open spaces adjoining the different sides of the buildings.

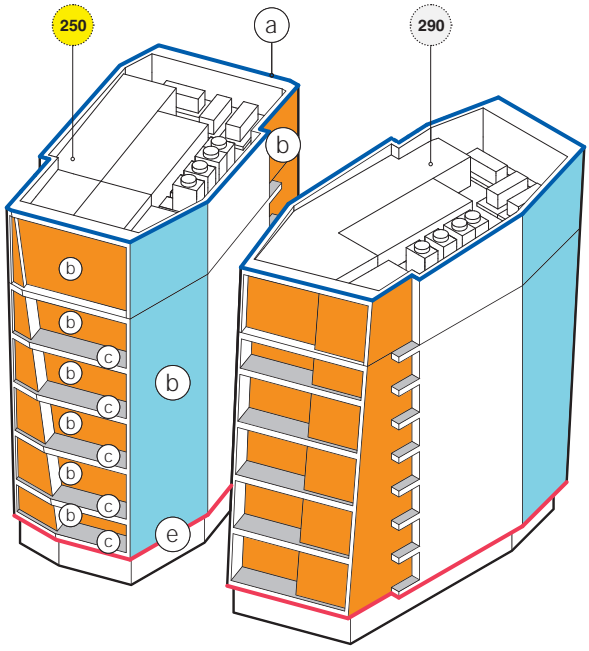
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SOUTHWEST VIEW



NORTHEAST VIEW

- a. Varied height and architectural elements create interesting and varied roof lines.
- b. Articulated bays help avoid flat facades.
- b. Articulated fenestration, and architectural detailing help avoid flat facades.
- c. Any potential green roofs, balconies, terraces, or gardens, are tenant improvement work at tenant's option.
- e. Recessed architectural elements that enhance the pedestrian experience.



# 5.1.5 BUILT FORM

## TALL BUILDINGS

### 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.

**Measures:**

- 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 neighborhoods.
- b. Tall buildings should be articulated to **avoid a monolithic appearance**, and should **emphasize slender, vertically-oriented proportions**.
  - b.1 • Emphasize corners using taller elements such as towers, turrets, and bays.
  - b.2 • Consider the use of at least **two distinct finish materials and colors** on each building.
  - b.3 • 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.

#### 4.4.1 Objective

Building towers should enhance the quality and amenity of the public realm and sense of a cohesive place by their form and external appearance. They should be designed to minimize their sense of bulk, and to maintain vertical emphasis and continuity.

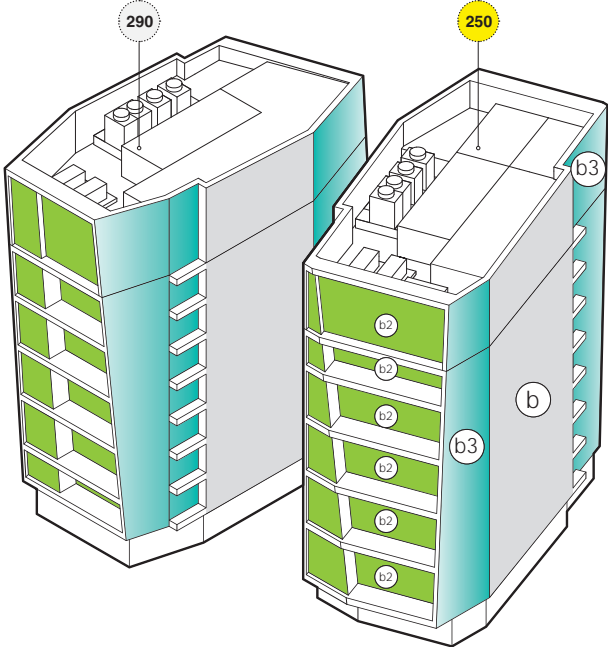
**Guidelines**

- i. **Articulate tall buildings to avoid a monolithic appearance, and emphasize slender, vertically-oriented proportions. Changes in plane, material, fenestration pattern, color, etc. may be used to break up the bulk of building towers.** Consider:
  - a. Emphasizing corners using taller elements such as towers, turrets, and bays.
  - b. **Using at least two distinct finish materials and colors on each building.**
  - c. **Variation in forms to present different profiles to different vantage points**, if appropriate.
- ii. Orient slab towers to minimize their sense of bulk on the site, or design tall buildings as point towers

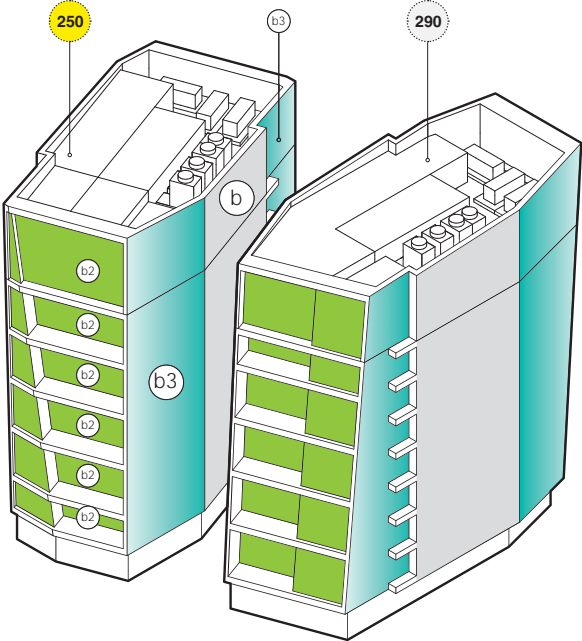
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SOUTHWEST VIEW



NORTHEAST VIEW

- b. Slender, vertically-oriented proportions.
- b.2 Use of at least two distinct finish materials and colors.
- b.3 Variation in forms present different profiles to different vantage points.
- d. Lighting elements increase legibility of the building by day and night.

# 5.1.6 BUILT FORM CONNECTORS

## e. Connectors

**Goal:** In general, connectors over public ways are not encouraged in the heart of Kendall Square to avoid internalizing activity that is needed to achieve the essential goal of a more animated square. In Kendall Square, upper-floor connections **should be considered only in circumstances where tenants need large floorplates that might otherwise 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. Connectors may be more **acceptable over minor streets** internal to the quieter parts of the MIT campus, such as Carlton or Hayward.

### Measures:

- 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 **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.

## 4.7 Connectors

### 4.7.1 Objective

Upper-floor connections should be considered only in circumstances where tenants need large floorplates that would otherwise result in excessive apparent building mass. Such connectors should be designed to maintain permeability of large floorplate buildings and allow light and views of the sky.

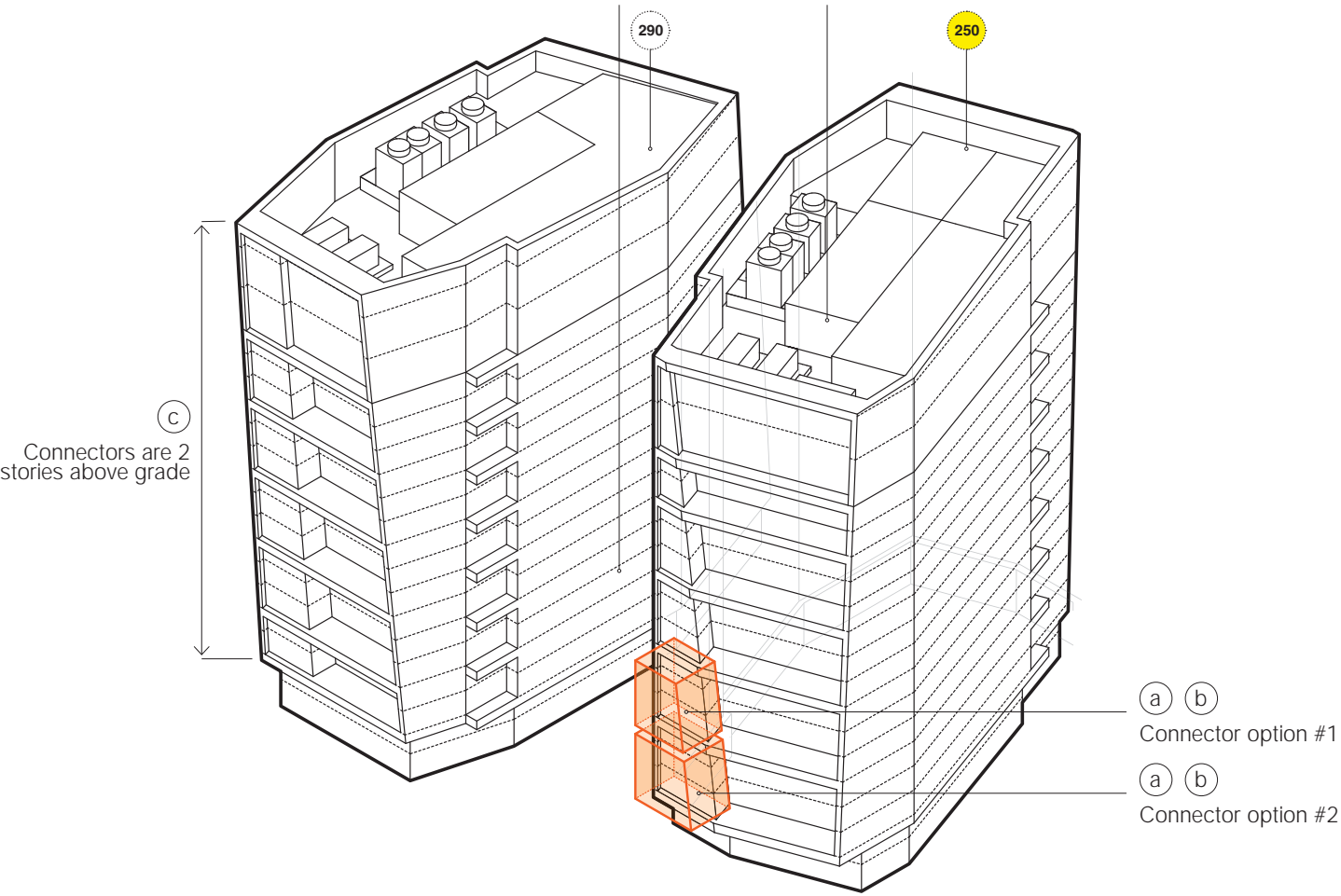
### Guidelines

- i. **All connectors should be recessed from public spaces and made highly transparent.**
- ii. Within blocks:
  - a. Set back connectors at least **35' from public street façade**
  - b. **Provide ground level public passage at selected locations**
- iii. Over promenades or pedestrian walkways:
  - a. Set back connectors at least 35' from public street façade
  - b. **Provide approximately two stories or more clearance above ground**
  - c. Connectors should be **no more than 35' wide**
- iv. Connectors between multiple tenants/uses in different buildings are not encouraged.
- v. Connectors over public ways are discouraged and are not allowed across Binney Street, Broadway, or Third Street.

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- a. Higher potential building connectors provide architectural interest and allow for large floor plate for dedicated uses.
- b. Lower potential building connectors create visual intrigue and add to rich pedestrian experience.
- c. All potential connectors are at least 2 stories above grade.

# 5.1.7 BUILT FORM

## ROOFTOPS

### 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:**

- a. 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.
- b. 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.
- c. It may be possible to use both techniques listed above.
- d. 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.

**4.5 Building Tops:** the building's expressive contribution to the skyline, screening and accommodating building mechanical systems and potentially other programmatic elements.

#### 4.5.1 Objective

Building tops should contribute to the district's profile on the skyline and should be designed as expressive architectural elements that appropriately celebrate the building's union with the sky.

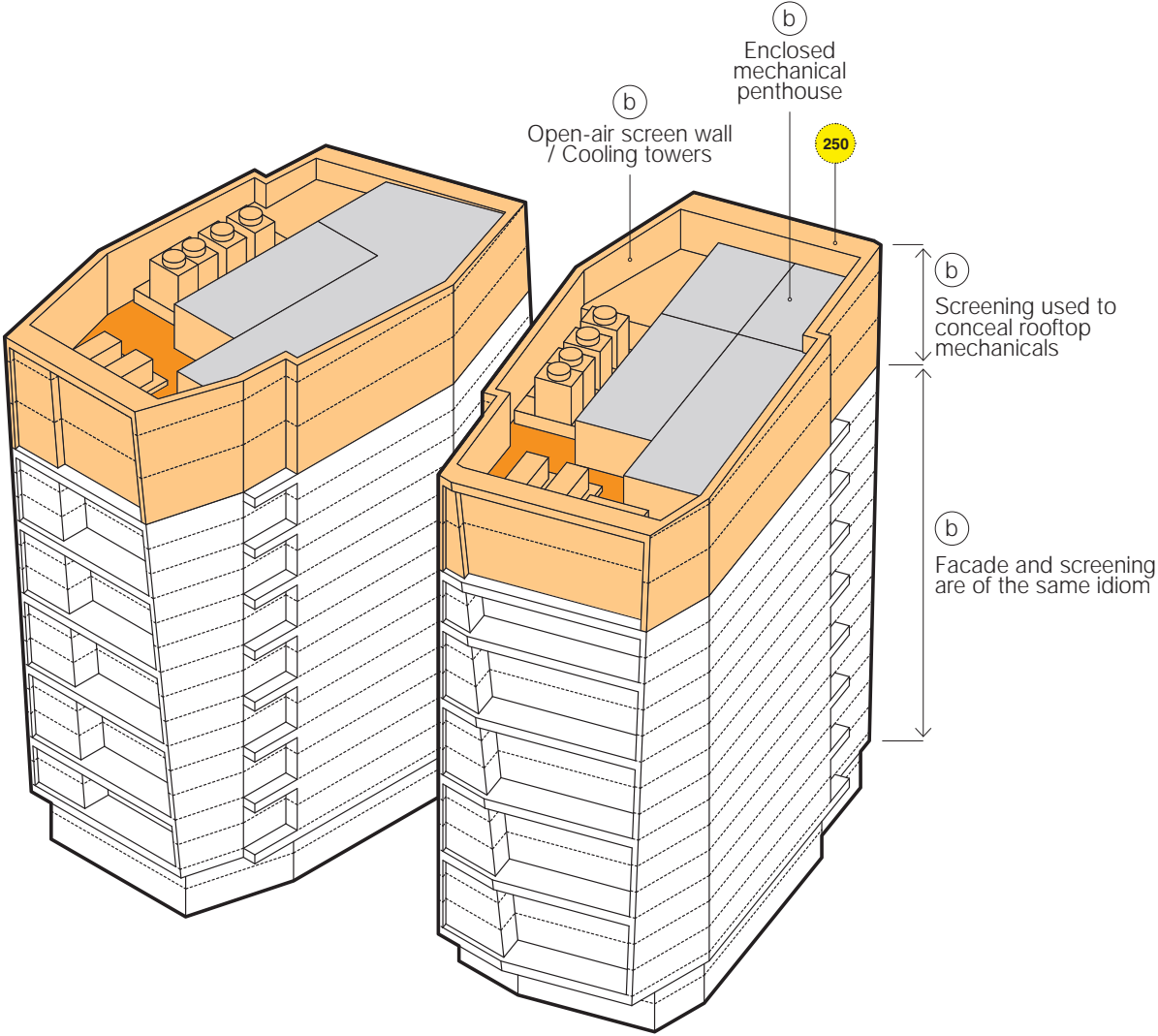
#### Guidelines

- i. In general, chimneys, water towers, mechanical equipment, elevator bulkheads, skylights, and other necessary features appurtenant to structures, which are usually carried over roofs, should be designed in a coordinated, distinctive manner in concert with the upper floors of the building and properly screened.
- ii. The penthouse design and materials should be of equivalent quality to the rest of the building and enhance the overall building design.
- iii. All mechanical penthouses and other projections should be architecturally integrated within the overall form and individual elevations of the building. The penthouse should enhance, not detract from, the overall building appearance and balance.
- iv. Rooftop mechanical vents and exhaust shafts may be designed to stand out as machinery, in which case they should be carefully arranged to create a pleasing visual image.

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SOUTHWEST VIEW

- b. Screening used to conceal rooftop mechanicals is of the same idiom as the rest of the architecture. No rooftop mechanical will be visible from the ground level and will be screened from view.



# 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:** 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.

#### 4.2.1 Objective

Create a welcoming pedestrian environment by maximizing retail and community functions to directly engage pedestrians, and by minimizing detrimental impacts on the pedestrian experience.

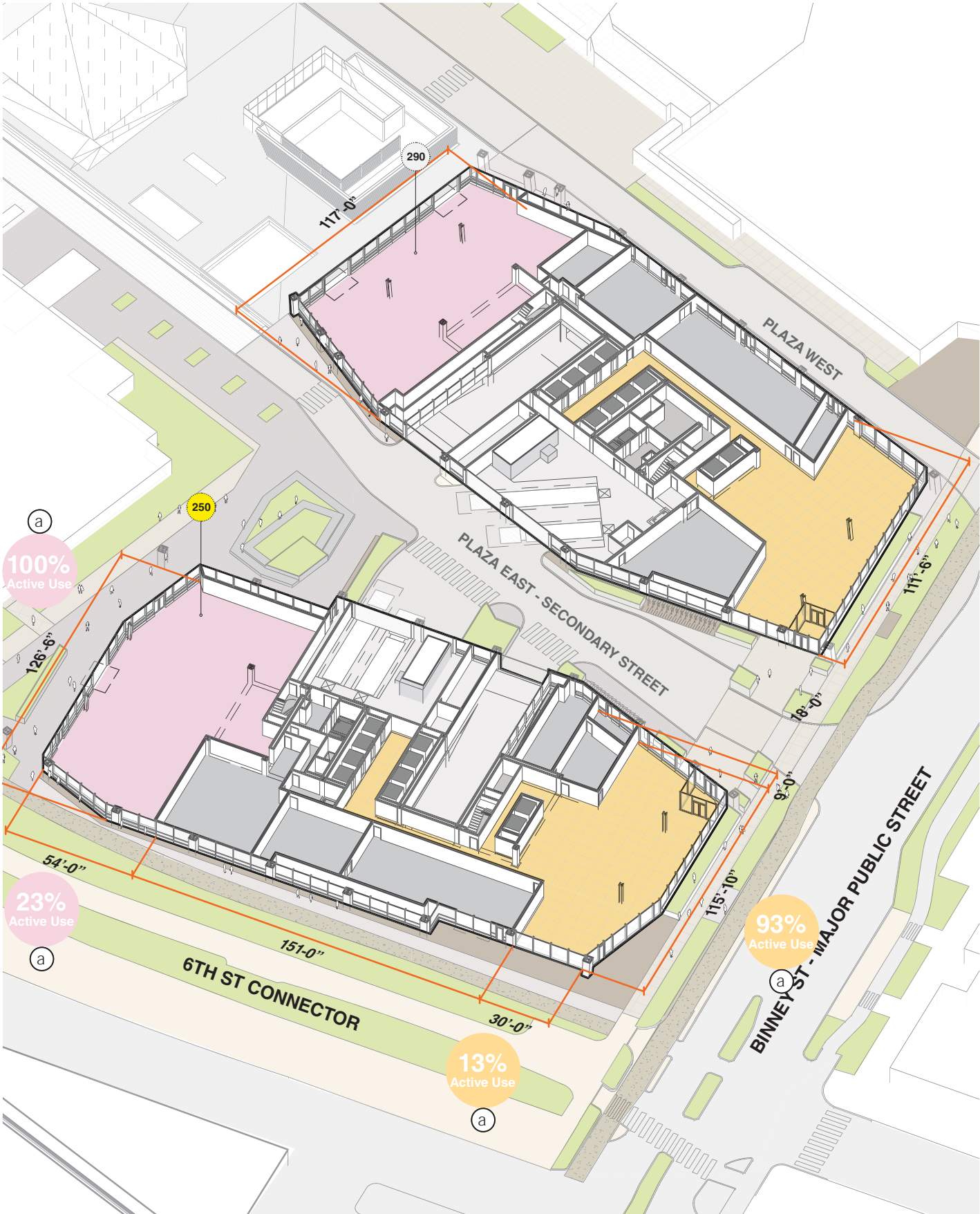
#### Guidelines

- i. Building frontages devoted to banks, trust companies or similar financial institutions should be limited to approximately 25 feet. Larger floor areas can be devoted to bank uses when fronted with other active retail uses.
- ii. Commercial and residential lobbies are expected to consist of no more than 25 feet of frontage.
- iii. Accommodate the access needs of all users, and incorporate 'visitability' measures where possible.
- iv. Where retail is not provided as part of original construction, ground floor spaces on major public streets should be designed to accommodate retail in the future with:
  - a. Adequate floor-to-floor height (e.g. 15-20 feet) to allow food-oriented uses, with ducted ventilation, etc.
  - b. Leasable ground floor depth from façade averaging 40 feet where possible.
  - c. Ground floor level flush with or easily accessible from sidewalks.
  - d. Ground floor façade readily convertible to retail storefronts.
  - e. Venting and exhaust needs of food service uses accommodated.
  - f. Services such as interior power and HVAC zoned or easily convertible to enable convenient division and sublease of interior spaces to retail tenants.

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# 5.2.2 GROUND FLOOR SETBACKS

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

4.2.3 Objective

Reduce the distinction between exterior and interior space at the ground level to extend the effective public realm indoors and to reveal indoor activity to the street.

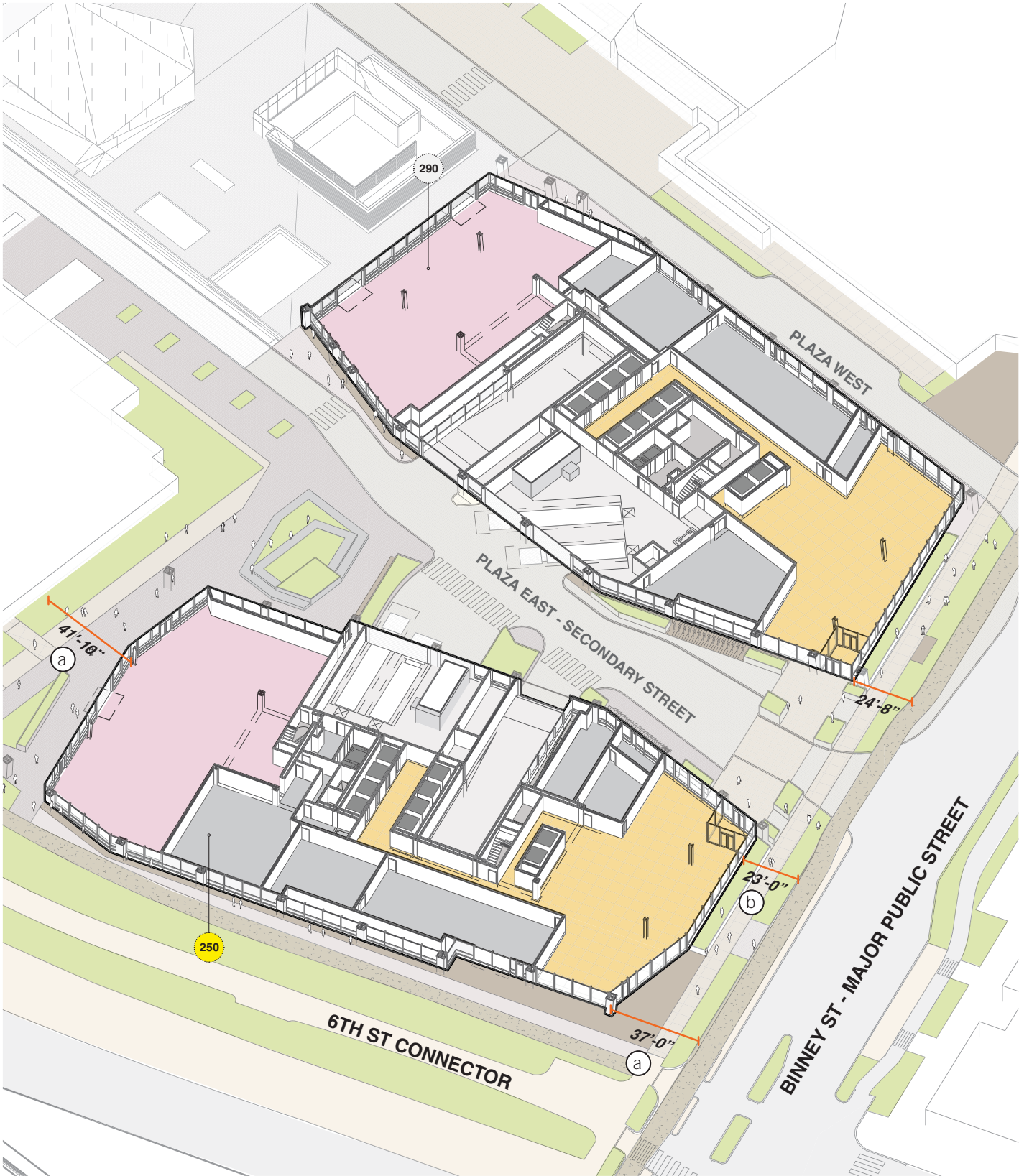
Guidelines

- i. All retail/restaurant/first floor tenant spaces should preferably be at the same level as the adjoining sidewalk or publicly accessible open space.
- ii. Building facades should maximize the visibility of ground floors containing retail, restaurant, and limited office space. Transparency is most important in the portion of the facade between about 2 feet to about 10 feet above the sidewalk level. Incorporate 60 to 75 percent transparent glazing in ground level façades along Broadway, Binney Street and Third Street and major public streets within the site, and as much transparent glazing as possible in ground level façades along secondary streets within the site.
- iii. Future additions of storage rooms, toilets, restaurant kitchens, and other back-of-house facilities could limit transparency. Locate these areas to maximize visibility and transparency where it is desirable.
- iv. Window and door glazing should have a high degree of light transmittance and should be low reflective. Low iron glass is preferred to maximize visibility between interior and exterior spaces.
- v. Incorporate large operable doors/windows in street-side restaurant dining rooms.
- vi. Where appropriate, retail awnings should be provided to offer an active, vital marketplace image, while at the same time protect pedestrians during inclement weather.
- vii. Avoid creating blank walls exceeding 20 feet in length.

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- a. Sidewalk includes ample space and is designed to accommodate a high level of access for all users, including those in wheelchairs or pushing strollers.
- b. Architecture provides a small setback from the right-of-way for cafe seating, benches and small open spaces.



# 5.2.3 GROUND FLOOR FACADES

## - 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.**

## Measures:

- a. **Transparent materials** and interior lighting should be used to maximize visibility of street level uses. Transparency is most important in the portion of the facade between about 2 feet to about 10 feet above the sidewalk level, i.e. where people are likely to look in. **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**.

## 4.2.2 Objective

Provide shelter and visual interest at the pedestrian scale, and emphasize the horizontal continuity of the public realm.

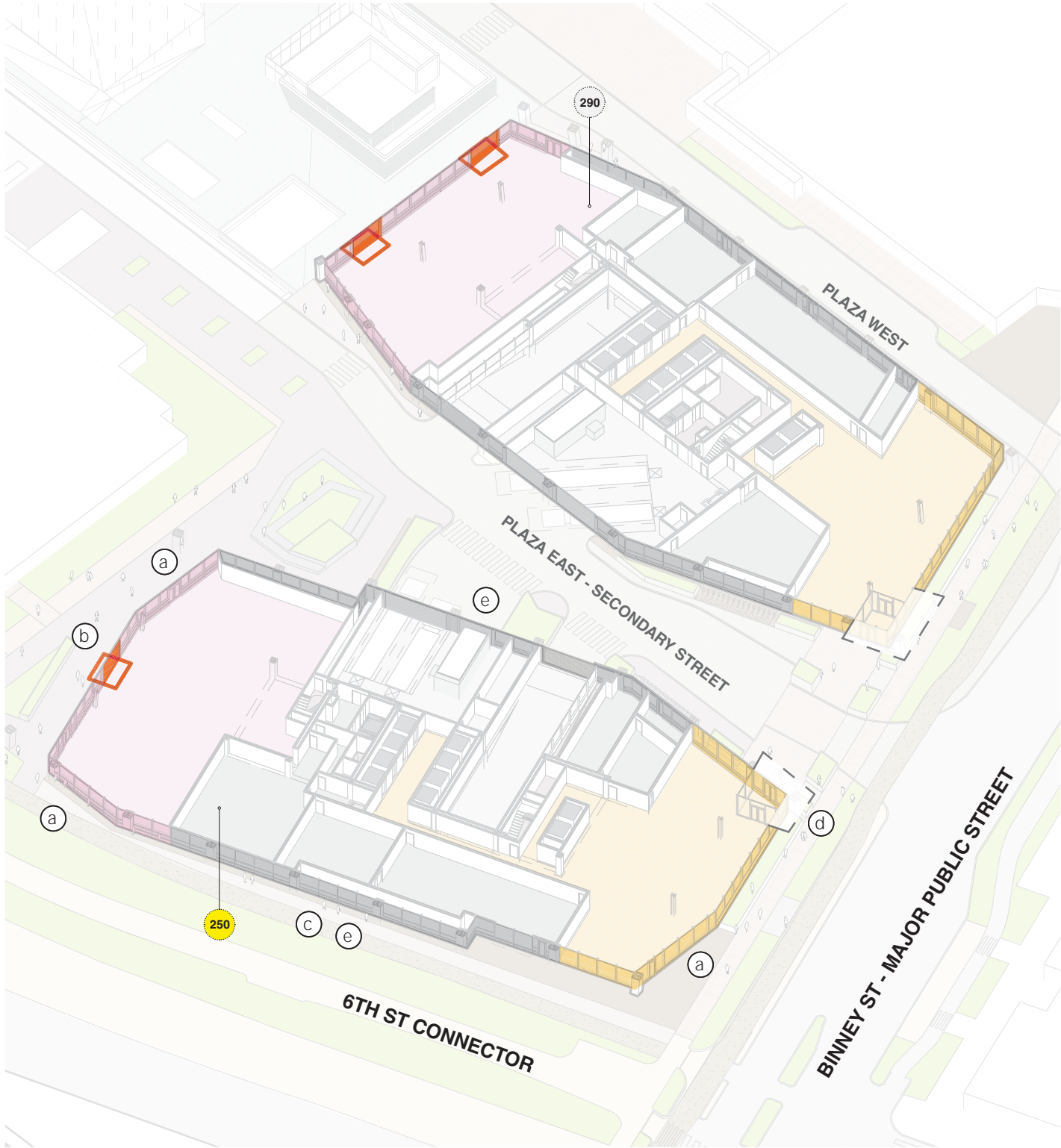
## Guidelines

- i. **Break up the scale of the pedestrian frontage zone.** Create **variation in façade treatment** at an intimate scale, variations such as angled display windows, recessed entrances, awnings, changes in mullion patterns, incorporation of operable windows, use of varied materials for solid walls, etc.
- ii. Distinguish the pedestrian frontage zone from the streetwall and tower zones above.
  - a. Provide a **high percentage of glazing**, different materials or colors, and **more detailed development of solid wall surface.**
  - b. Ground floors should have **ample floor-to-floor height**, greater than that of the building's typical floors.
- iii. Ground floor facades should **allow flexibility** to accommodate changing uses.
- iv. Where the façade expression of the pedestrian frontage zone includes the building's second floor, the **second-floor façade should be visually connected with the ground floor façade**, differentiated from the Streetwall Zone above by its design, or serve as a mediating element linking the ground floor and the streetwall zone.

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- a. Transparent materials used to maximize visibility of street level uses.
- b. Large operable doors and windows or associated outdoor seating.
- c. Blank walls exceeding 20 feet are targeted in low-activity zones.
- d. Awnings and canopies provide shelter and enliven ground floor facade.
- e. No mechanical/utility rooms or service/loading areas located along major street or major public spaces.



# 5.2.4 GROUND FLOOR ENTRANCES

– 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.



### 3.6 Building Service, Vehicular Access, and Parking

#### 3.6.1 Objective

Design and locate loading/servicing areas and parking to support the quality of the pedestrian experience.

#### Guidelines

- i. Entrances to parking facilities and service areas should be coordinated with and **not negatively impact adjacent development.** Vehicle entries should be appropriately screened from public open space corridors, and **integrated into the building forms to minimize visual impacts.**
- ii. Avoid creating loading servicing areas exceeding two bays or 30 feet wide.
- iii. Loading bays should be provided with architectural doors designed to complement the overall façade composition.
- iv. Where possible, **consolidate and coordinate off-street loading areas and service roads serving multiple buildings.**
- v. Occupied ground level spaces with windows should occur between loading/ servicing areas wherever possible to help diminish their impact.
- vi. **Locate parking primarily below grade.**
- vii. Consider linking service to multiple buildings with shared underground routes so as to minimize at-grade delivery traffic.

Kendall Square Design Guideline

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