

An architectural rendering of a modern commercial building with a glass facade and cantilevered upper floors. The building is situated on a city street with a bus, cars, and pedestrians. A semi-transparent red overlay covers the entire image.

325 MAIN STREET COMMERCIAL BUILDING B

CDD Board Design Update
August 06, 2019

PICKARD CHILTON

325 MAIN STREET BOARD UPDATE AGENDA

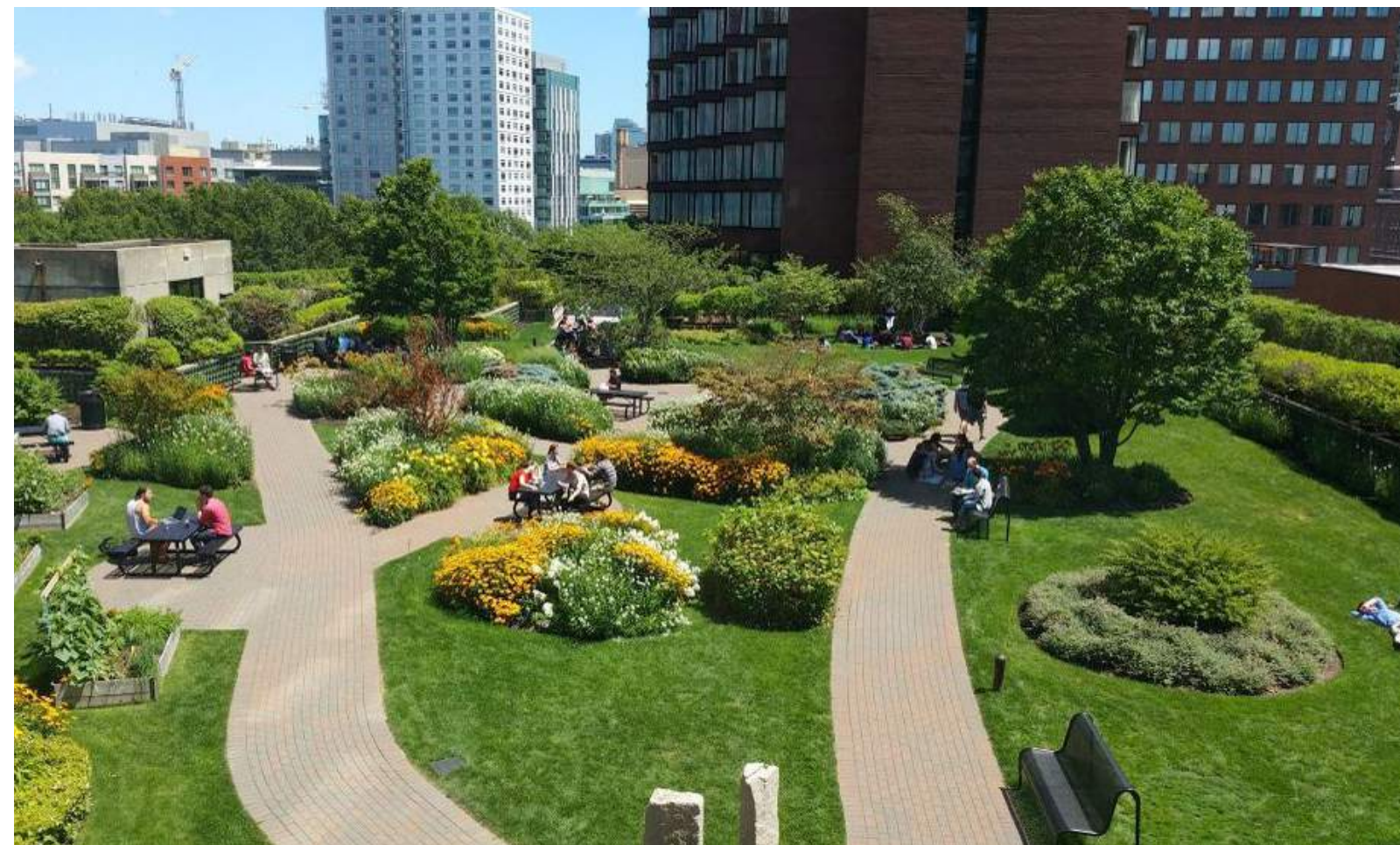
- KENDALL SQUARE ROOFTOP GARDEN**
- FACADE COLOR**
- ELEVATOR TRANSPARENCY**
- TERRACE STAIR FASCIA**
- SOCIAL STAIR**
- THROUGH BLOCK CONNECTIONS + AMENITIES**
- PUBLIC LOBBY**
- PUBLIC LOBBY ENTRANCE**
- TOWER TOP APERTURE/LOUVERS**
- BUILDING ELEVATIONS**

KENDALL SQUARE ROOFTOP GARDEN

- THE UPDATED ROOFTOP GARDEN PLAN IS BASED ON USER, NEIGHBORHOOD, AND KENDALL SQUARE ASSOCIATION INPUT TO INCREASE VARIETY OF USE FOR A MORE DIVERSE POPULATION. THE NEW DESIGN MORE EFFICIENTLY ORGANIZES CIRCULATION WHICH PROVIDES LARGER PROGRAMMABLE SPACES SUCH AS A GAMES LAWN, OUTDOOR KITCHEN, STAGE, AND A “GREAT ROOM” COMPLETE WITH FIRE TABLES WHILE STILL MAINTAINING THE ORIGINAL BELOVED SENSE OF GARDEN. TO PROMOTE THE ROOFTOP, ELEMENTS VISIBLE FROM THE STREET HAVE BEEN REDESIGNED WITH EDGES THAT ARE MORE TRANSPARENT WITH METAL RAILINGS AND OVERHEAD STRUCTURES WHICH CARRY LIGHTING AND OPERABLE LOUVERS.

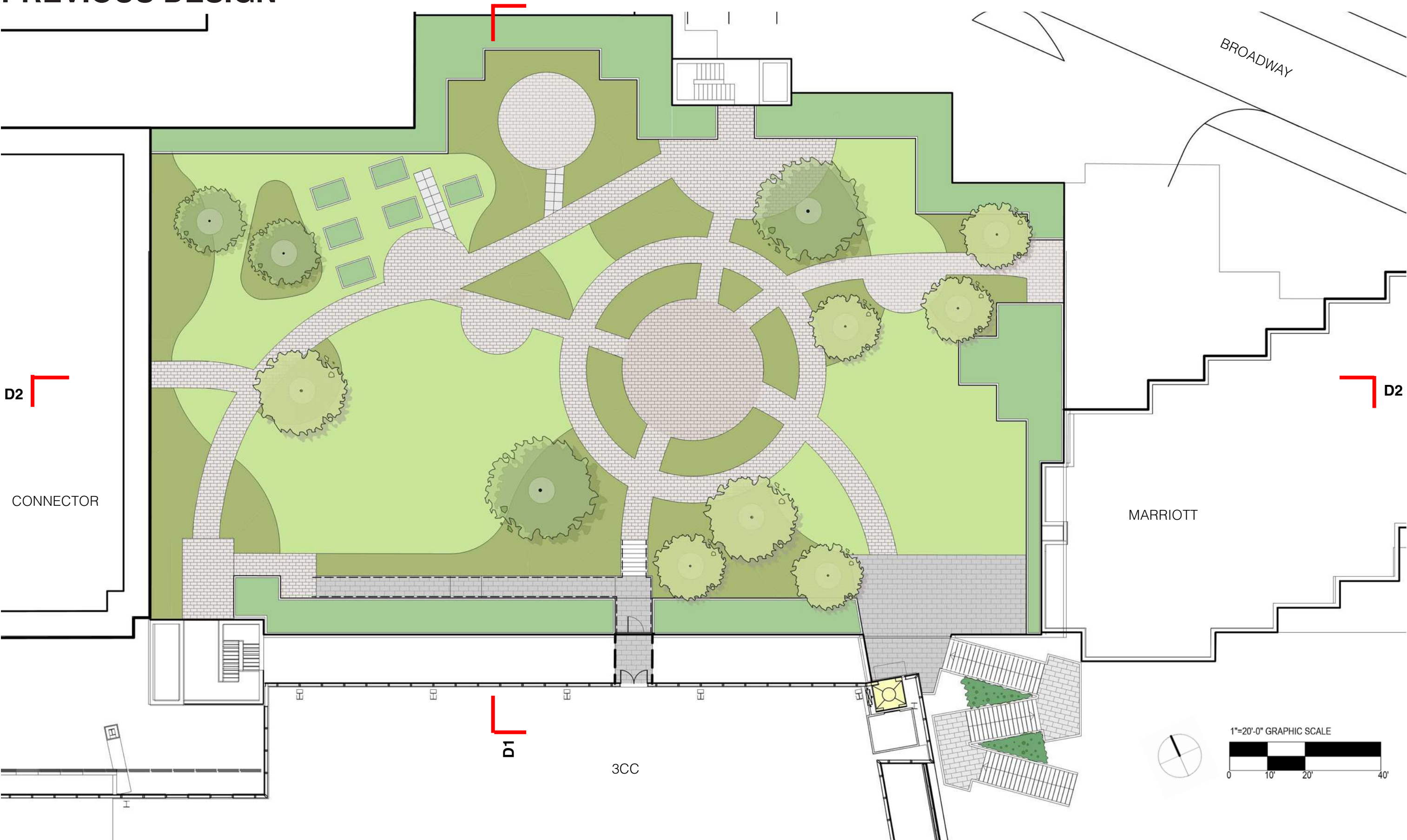


CCA. 1981



CCA. 2018

PREVIOUS DESIGN



KENDALL SQUARE ROOF GARDEN
325 MAIN

PROPOSED ROOF GARDEN PLAN
LEMON BROOKE PICKARD CHILTON

REVISED DESIGN



LEGEND

- 1 Type I paving - hardwood decking framed on pedestal system with 6" concrete curb under paving
- 2 Type II paving - resin paving over asphalt base with metal edge
- 3 Synthetic lawn over compacted graded base
- 4 Sodded turf - areas built up over 12" soil and structural foam
- 5 Garden beds 1 and 5 gallon material 24" o.c.
- 6 Raised wood planter beds
- 7 A: Existing 42" concrete wall
B: Type I rail 42" high ornamental guard rail on new 6" P.I.P. concrete curb tied to slab - match connector stair railing
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- 24 Swing bench

KENDALL SQUARE ROOF GARDEN
325 MAIN

PROPOSED ROOF GARDEN PLAN
LEMON BROOKE PICKARD CHILTON



INNOVATORS FOR PURPOSE



KSA: IMAGINE THE FUTURE OF THE ROOFTOP GARDEN



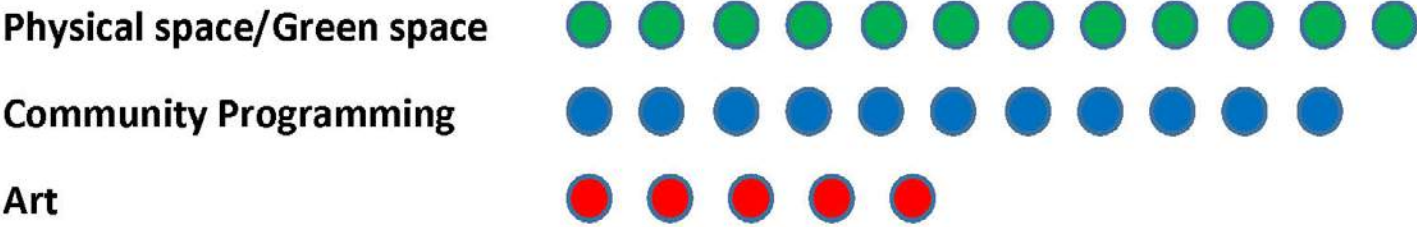
FARMER'S MARKET @ KENDALL SQUARE

KENDALL SQUARE ROOF GARDEN 325 MAIN

CDD BOARD DESIGN UPDATE

AUGUST 06, 2019

ROOF GARDEN USER ENGAGEMENT LEMON BROOKE PICKARD CHILTON



Rooftop bar/beer garden ● ●

Space for local residents as well as employees after work. Such a feature could also encourage interaction between residents and employees.

Movie or artistic events ● ● ●

Respondents were in favor of space and technological capability for movie offerings or other artistic events (like spontaneous musical performances).

Meandering walks ●

"Interesting" walks that meander and truly utilize the space (rather than direct or straight-forward walkways) open up the possibility for exploration and give the Garden an element of being interactive.

Lighting ●

People expressed enthusiasm for lighting throughout the Garden to facilitate evening and night-time use. Additionally, light was felt to add some interesting elements to the space and ambiance of the Garden.

Sculpture ● ●

Respondents expressed support for sculptures throughout the Garden, both as art elements but also as means to mitigate wind blowing through the space. Sculptures or art pieces could also serve as structures for children's play, too.

Create clear path to Roof Garden ● ● ●

Currently, some people are unaware that the Garden is accessible to the public. To convey access and guide people there from the street, respondents suggested utilizing art, vegetation, or lighting.

Speakers and presentations ●

The space can be utilized for educational as well as inspirational purposes. Suggestions ranged from current-event discussions to TED-style talks to presentations from MIT students and Google employees showcasing their work and inventions.

Elements that permit usage of the space across seasons ●

People would like the Garden to have elements that extend usage throughout most of the year. Trellises to provide shade in the summer and portable heaters during the fall and spring were mentioned as desirable features.

Pop-up events ●

Respondents would like to see the Green Garage be a center for "pop-up" events like a farmers market, art or music festivals, and vender showcases. Community members also suggested lunch-specific events for local workers such as bands or food vendors.

Seating/work areas ● ●

Respondents desired seating elements and work areas that are "fun," unique and moveable to help facilitate collaboration and community. When possible, they suggested it would be nice to have furniture that swings or is creative and non-standard in some other way.

Interactive or thematic gardens ● ● ●

There was enthusiasm for gardens that are not just typical plant collections. Rather, respondents desired gardens that are interactive (instructional planting, educational labeling, etc.) or thematic (ethnic herb collections, plants organized around an idea or color). Some highlighted the need for garden beds being at wheelchair heights.

Painted murals ● ● ●

Murals and decorative paintings on the headhouses and other building elements provide an opportunity to make these elements more attractive and possibly to showcase work by local artists.

Social games ● ●

Games or activities that are active and social in nature were appealing. Suggestions included pickleball, yoga, dance parties, four square, connect four, and scavenger hunts.

Interactive opportunities with Google ● ●

Respondents were in favor of creating opportunities to interact with the Google office and technology. Suggestions included interactive video games or exhibits that linked the Garden with the Google lobby.

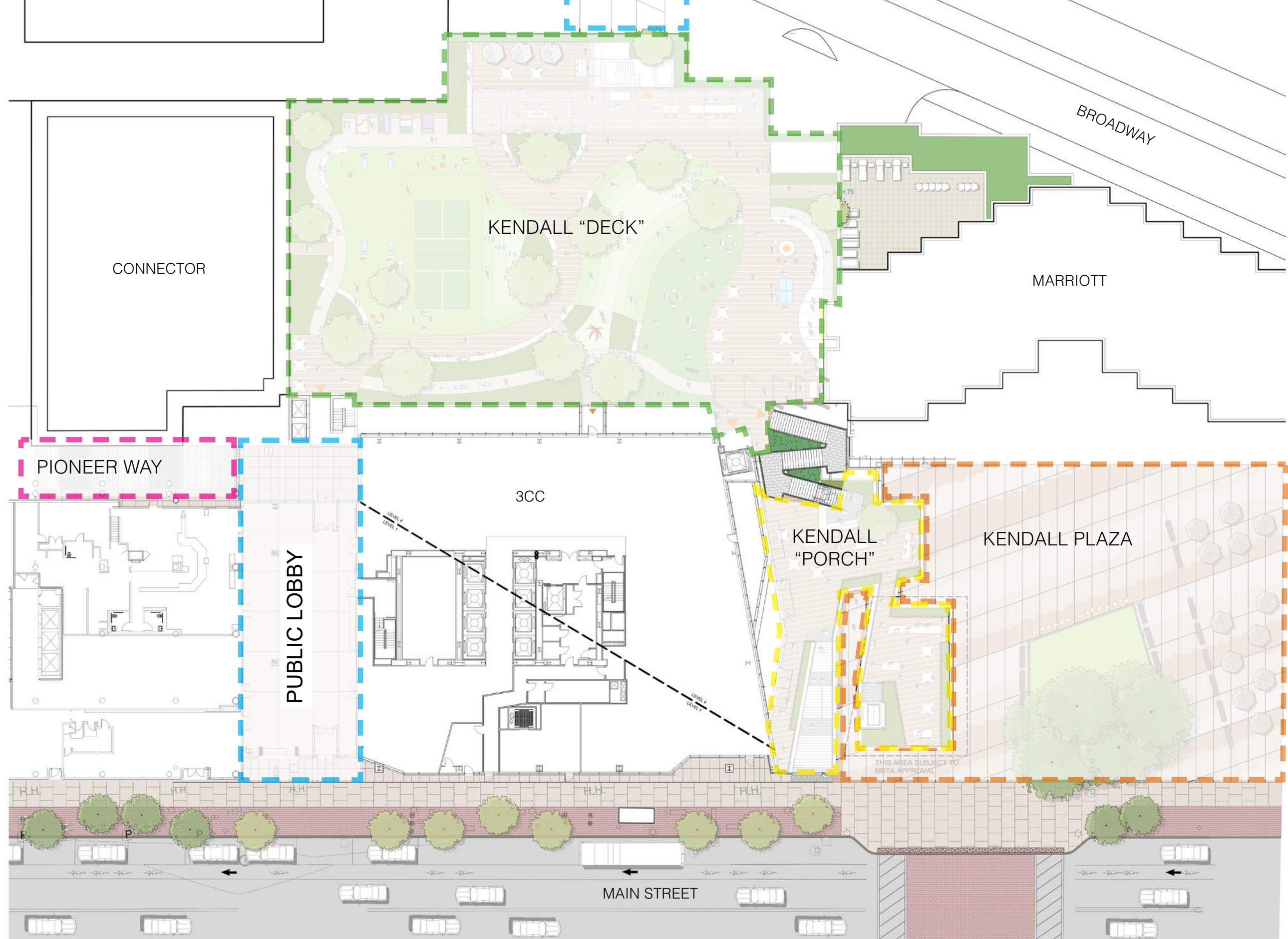
Children-specific programming ●

The space should be age-inclusive, with events for children such as story-telling nights and spelling bees. Other suggestions included game nights and game tables for younger children.

5. What people would like to see in the future

The table below aggregates the open-ended responses from Question 5. "What would you like to see from KSQ Parks in the future?", into categories. The top suggestions were to implement more programming, create greener open spaces, and to add more seating options and other park amenities.

Programming (outdoor fitness classes, beer garden, bike tune ups, more food trucks (8), music (8), farmers markets (3))	26
Better Seating & Tables	25
More trees/mature trees, plants and/or flowers, grass	23
Shade	16
Park amenities (climbing wall, trash receptacles, public restrooms, interactive kiosks, public chargers, pianos, public grills, configurable table meeting space, exercise equipment, chess tables, water features (4))	15
Transportation Features (bike racks, more blue bikes, protected bike lanes (6), better pedestrian/bike/auto coordination	12
More Open Spaces	11
Better park connectivity	10
Seclusion from congestion and noise	8
Resident oriented open spaces / kids friendly	6
Larger park / field space for athletics	5
Better maintenance/cleanliness	5
More art / space individuality	5
Ground floor activation through retail and restaurants	4
Better lighting / safer	4
Dog friendly	3
Better design	3
Sun	3



KENDALL SQUARE ROOF GARDEN
325 MAIN

PUBLIC REALM DIAGRAM
LEMON BROOKE PICKARD CHILTON



KENDALL SQUARE ROOF GARDEN 325 MAIN

CDD BOARD DESIGN UPDATE

AUGUST 06, 2019

PROPOSED PUBLIC REALM PLAN
LEMON BROOKE **PICKARD CHILTON**



KENDALL SQUARE ROOF GARDEN 325 MAIN

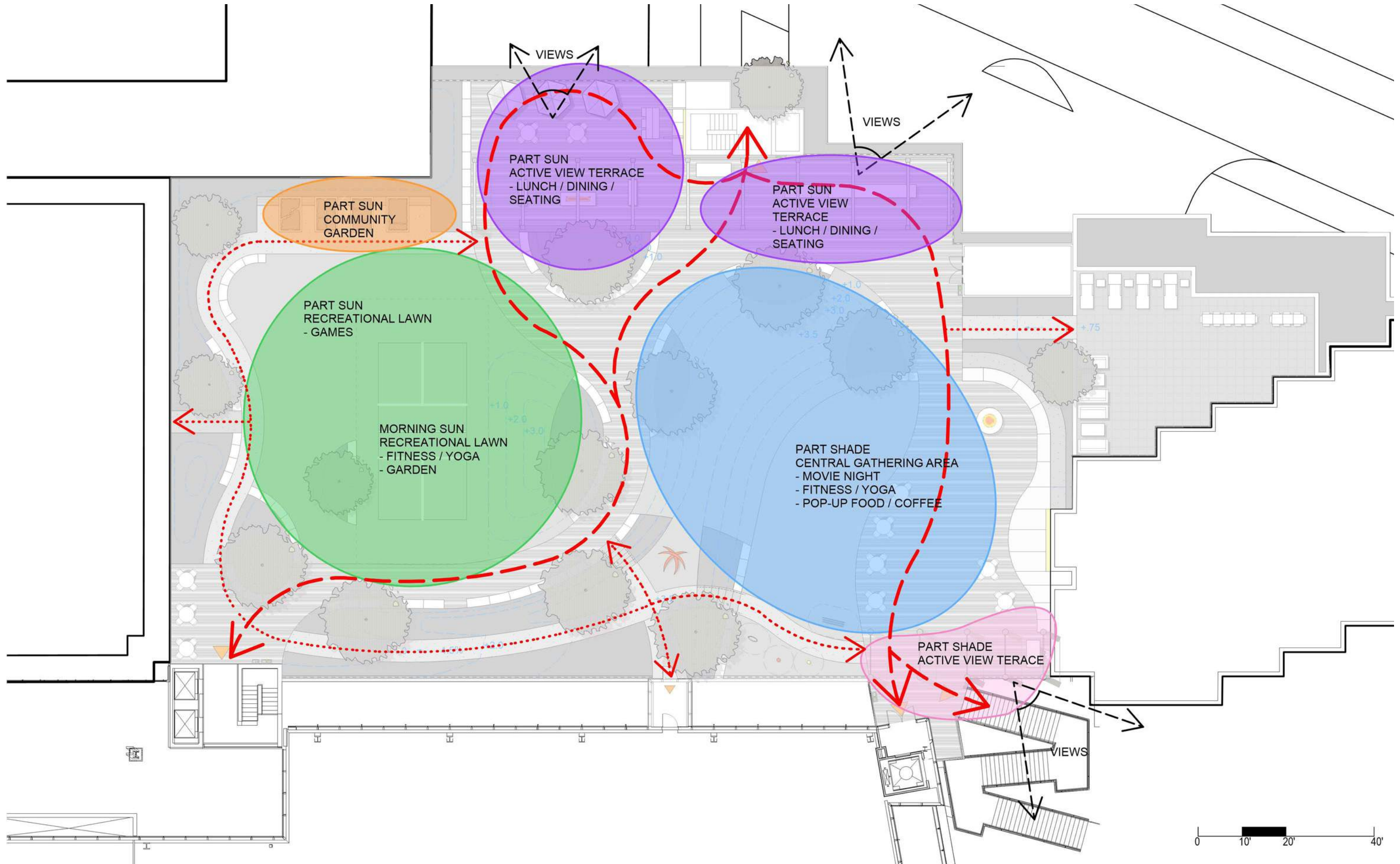
CDD BOARD DESIGN UPDATE

AUGUST 06, 2019

SUN SHADE DIAGRAM

LEMON BROOKE

PICKARD CHILTON



KENDALL SQUARE ROOF GARDEN 325 MAIN

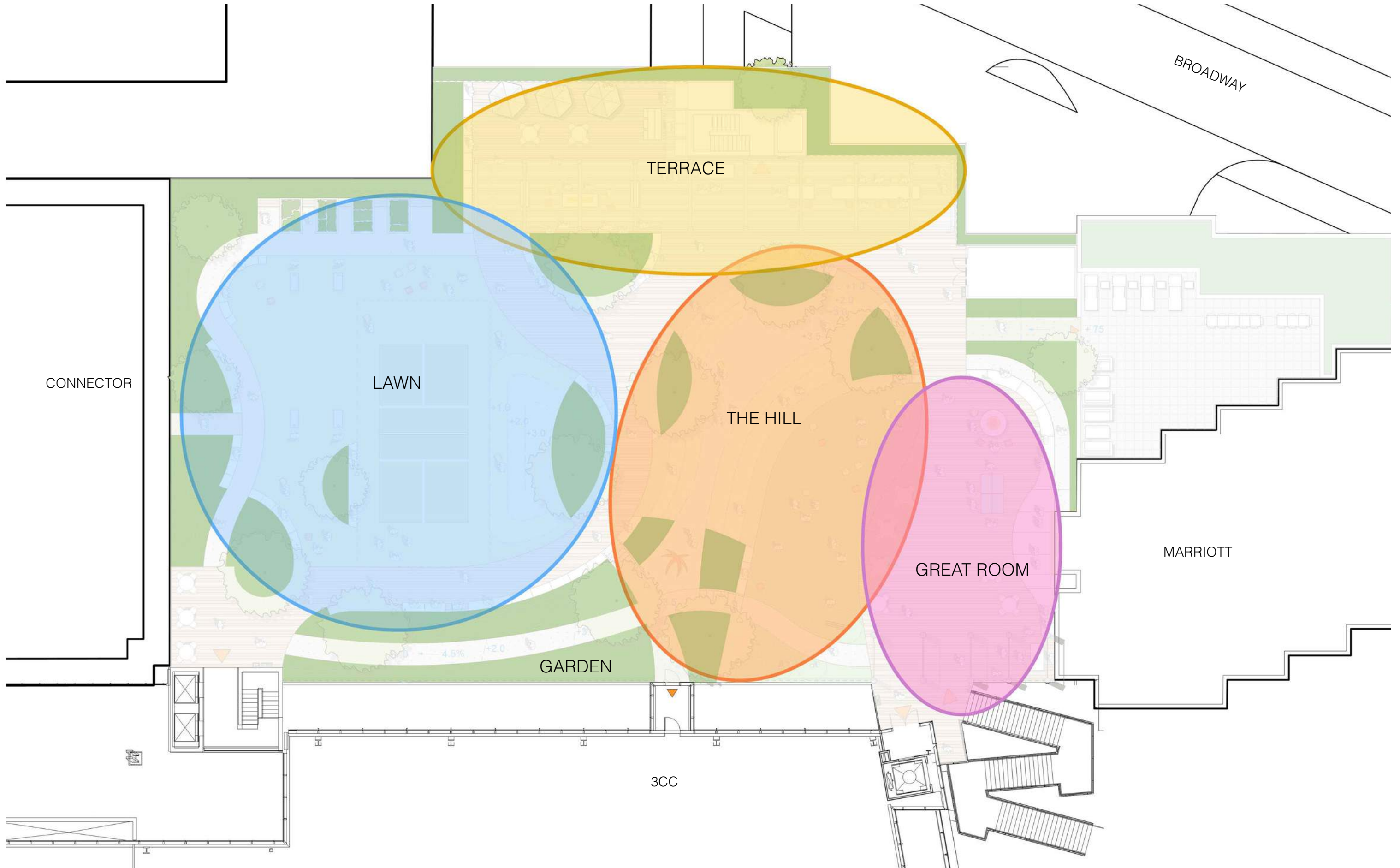
CDD BOARD DESIGN UPDATE

AUGUST 06, 2019

PROGRAM & CIRCULATION DIAGRAM

LEMON BROOKE

PICKARD CHILTON



KENDALL SQUARE ROOF GARDEN
325 MAIN

PROPOSED ROOF GARDEN
 LEMON BROOKE **PICKARD CHILTON**



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KENDALL SQUARE ROOF GARDEN 325 MAIN

PROPOSED ROOF GARDEN PLAN LEMON BROOKE PICKARD CHILTON



KENDALL SQUARE ROOF GARDEN
325 MAIN

BIRD'S EYE VIEW FROM BROADWAY
LEMON BROOKE PICKARD CHILTON



KENDALL SQUARE ROOF GARDEN 325 MAIN

CDD BOARD DESIGN UPDATE

AUGUST 06, 2019

STROLL THROUGH THE GARDEN
LEMON BROOKE **PICKARD CHILTON**



KENDALL SQUARE ROOF GARDEN 325 MAIN

CDD BOARD DESIGN UPDATE

AUGUST 06, 2019

STROLL THROUGH THE GARDEN
LEMON BROOKE **PICKARD CHILTON**



KENDALL SQUARE ROOF GARDEN 325 MAIN

CDD BOARD DESIGN UPDATE

AUGUST 06, 2019

STROLL THROUGH THE GARDEN
LEMON BROOKE **PICKARD CHILTON**



KENDALL SQUARE ROOF GARDEN 325 MAIN

STROLL THROUGH THE GARDEN
LEMON BROOKE PICKARD CHILTON



KENDALL SQUARE ROOF GARDEN 325 MAIN

CDD BOARD DESIGN UPDATE

AUGUST 06, 2019

STROLL THROUGH THE GARDEN
LEMON BROOKE **PICKARD CHILTON**



KENDALL SQUARE ROOF GARDEN 325 MAIN

CDD BOARD DESIGN UPDATE

AUGUST 06, 2019

VIEW FROM 3CC LOOKING DOWN
LEMON BROOKE **PICKARD CHILTON**



OPERABLE TRELLIS



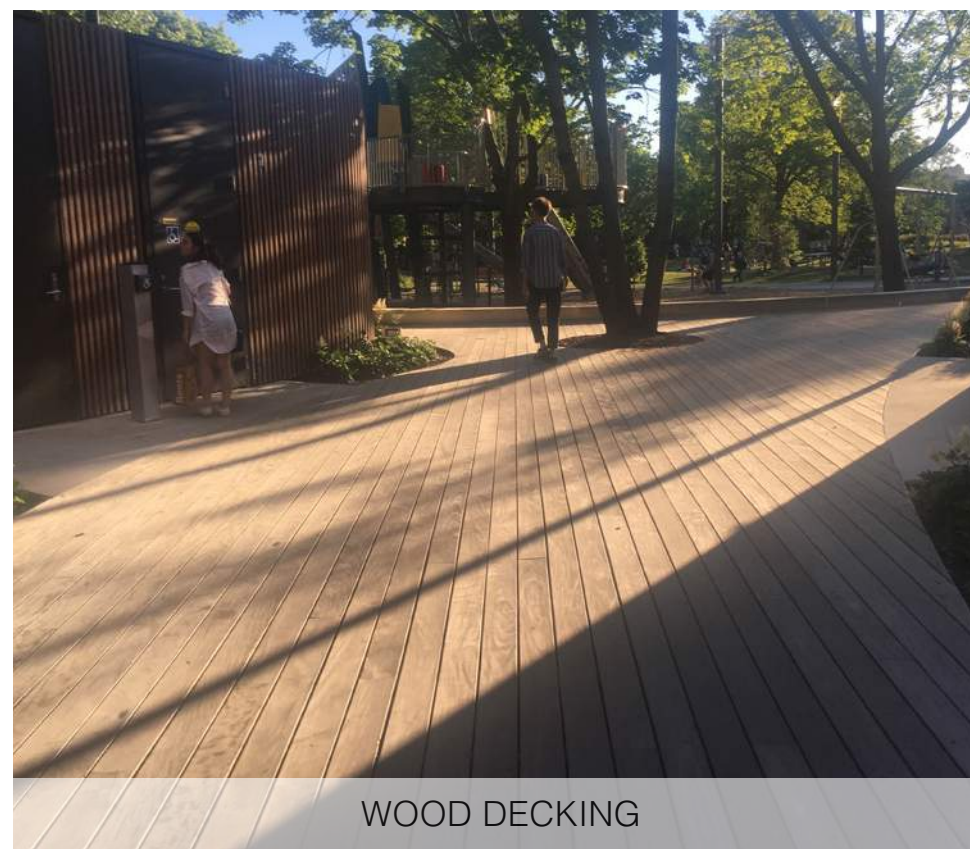
TRELLIS



FABRIC TRELLIS



WOOD DECKING



WOOD DECKING



WOOD DECKING

KENDALL SQUARE ROOF GARDEN 325 MAIN

CDD BOARD DESIGN UPDATE

AUGUST 06, 2019

MATERIAL PRECEDENTS
LEMON BROOKE **PICKARD CHILTON**



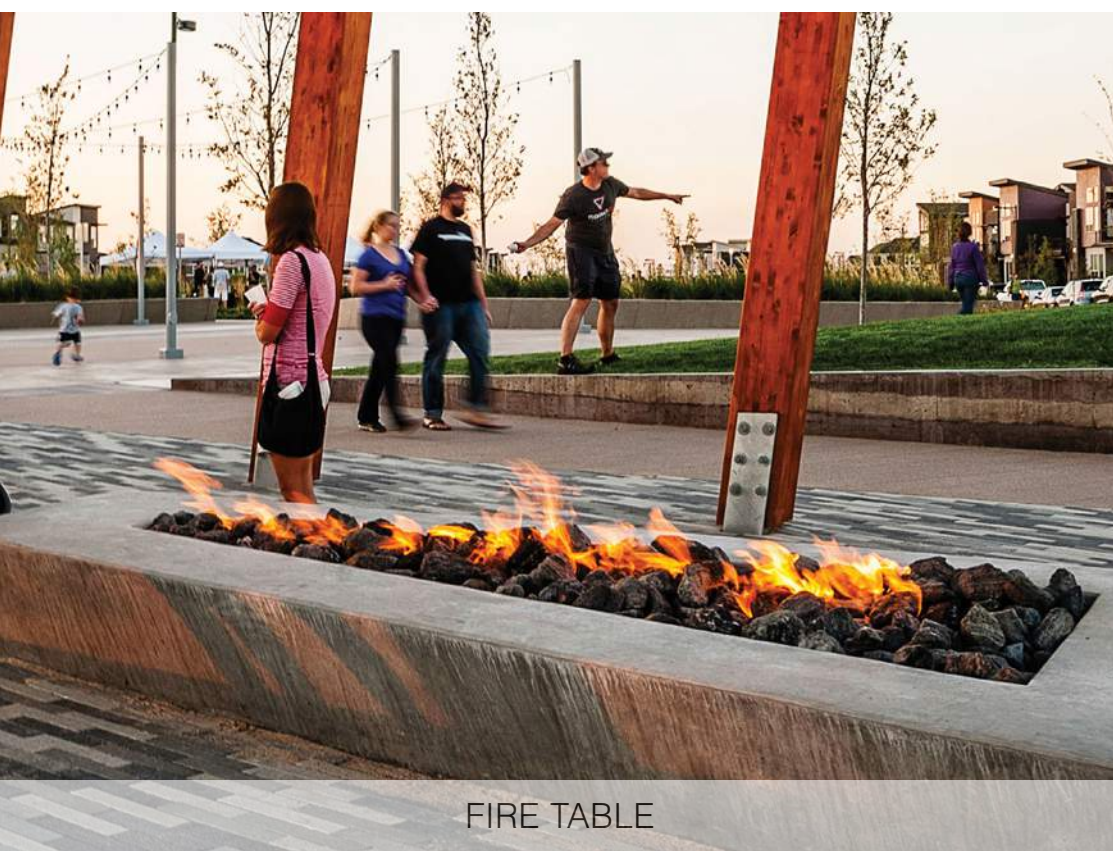
CONCRETE SEAT WALL



COMMUNITY GARDEN



CONNECTOR HANDRAILS



FIRE TABLE



MOVIE SCREEN



COMMUNITY KITCHEN

KENDALL SQUARE ROOF GARDEN 325 MAIN

CDD BOARD DESIGN UPDATE

AUGUST 06, 2019

MATERIAL PRECEDENTS
LEMON BROOKE **PICKARD CHILTON**



MOVEABLE LAWN CHAIRS



MOVEABLE TABLES & CHAIRS



HAMMOCKS



MOVEABLE LAWN CHAIRS



MOVEABLE TABLES & CHAIRS



SWING BENCHES

KENDALL SQUARE ROOF GARDEN 325 MAIN

CDD BOARD DESIGN UPDATE

AUGUST 06, 2019

MATERIAL PRECEDENTS
LEMON BROOKE **PICKARD CHILTON**

FACADE COLOR

- DURING THE VMU REVIEW ON JUNE 26TH, 2019 WITH CRA AND CDD STAFF, TWO COLORS WERE COMPARED. THE GRAPHITE GREY AND VENETIAN RED SCHEMES WERE DEVELOPED TO COMPARE A SUBTLE CHANGE IN THE OVERALL HUE OR CHROMA OF THE BUILDING, WITHIN THE SAME VALUE. THE GRAPHITE GREY COLOR SCHEME WAS DETERMINED TO BE A MORE TIMELESS COLOR COMPOSITION THAT WILL UNIFY THE COMPLEX COLOR PALETTES OF THE SURROUNDING KENDALL SQUARE BUILDINGS.

VISUAL MOCKUP REVIEW



VISUAL MOCKUP REVIEW



VISUAL MOCKUP REVIEW



VISUAL MOCKUP REVIEW



VENETIAN RED SCHEME



GRAPHITE GREY SCHEME



325 MAIN

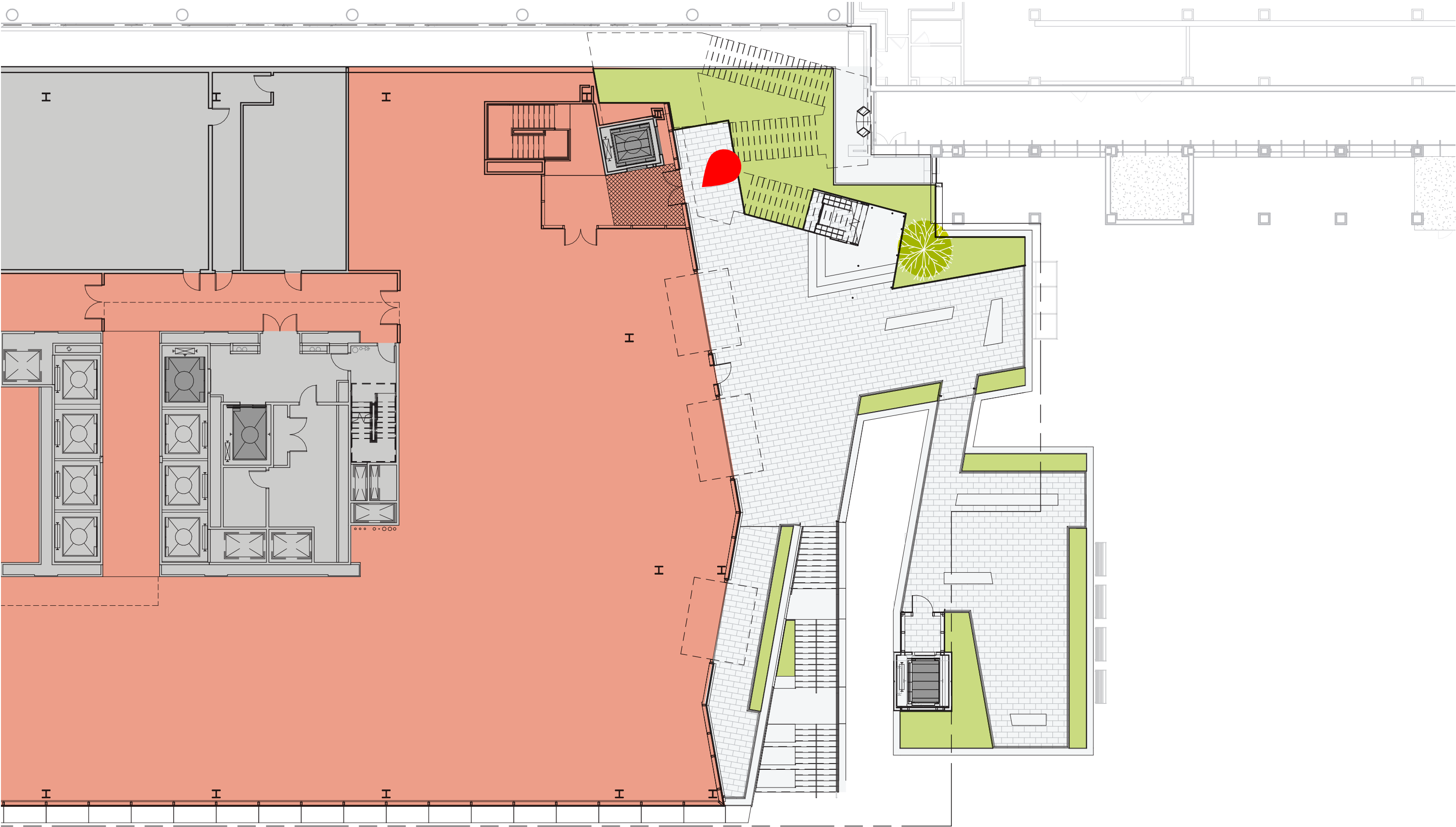
GRAPHITE GREY SCHEME - ENLARGED



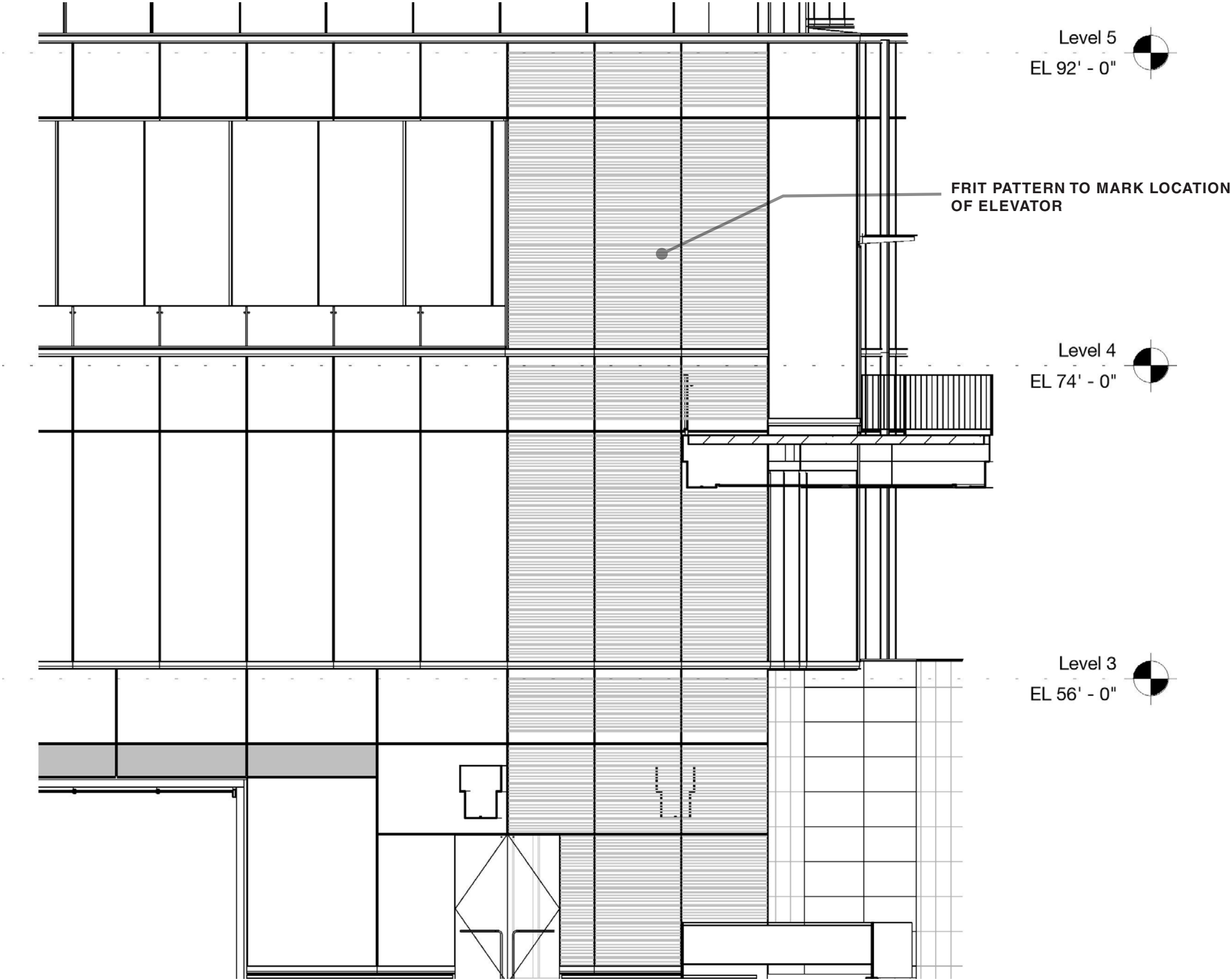
ELEVATOR TRANSPARENCY

- THE PUBLIC ELEVATOR CONNECTING THE GROUND LEVEL, LEVEL 2, AND THE KENDALL SQUARE ROOFTOP GARDEN HAS BEEN REVISED TO ACCOMMODATE AN ELEVATOR CAB THAT IS GLASS ON THE EAST SIDE TO ENHANCE THE VISUAL CONNECTIVITY TO AND FROM THE PUBLIC REALM. THE DESIGN PREVIOUSLY FEATURED A SOLID ENCLOSURE SURROUNDING THE ELEVATOR SHAFT AND A FRIT APPLIED TO THE GLASS TO ILLUSTRATE THE LOCATION OF THE ELEVATOR.

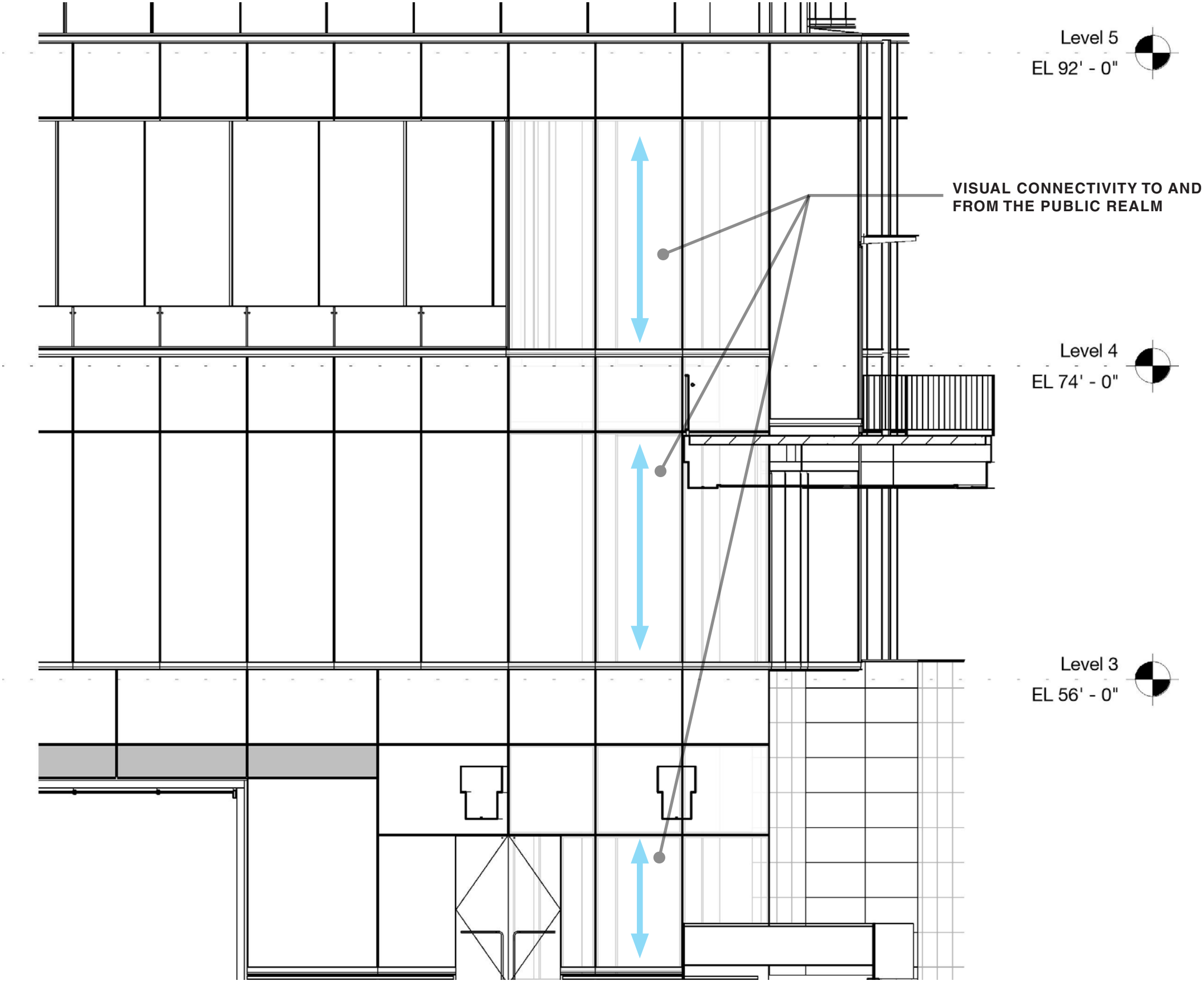
PUBLIC TERRACE/ROOF GARDEN ELEVATOR



PUBLIC TERRACE/ROOF GARDEN ELEVATOR - PREVIOUS FRIT DESIGN



PUBLIC TERRACE/ROOF GARDEN ELEVATOR - REVISED TRANSPARENT ELEVATOR DESIGN



PUBLIC TERRACE/ROOF GARDEN ELEVATOR - PREVIOUS FRIT DESIGN



PUBLIC TERRACE/ROOFTOP GARDEN ELEVATOR - REVISED TRANSPARENT ELEVATOR DESIGN



TERRACE STAIR FASCIA

- THE TERRACE STAIR FASCIA WAS A BENT SHAPE TO RELATE TO THE BUILDING FORM, BUT RESULTED IN A LARGE/BROAD FACE WITH LIMITED ARTICULATION. THE FASCIA HAS BEEN REVISED TO STEP INWARD TO CREATE A SHADOW LINE AND A SENSE OF SCALE TO THE STAIR GEOMETRY.

TERRACE STAIR FASCIA - PREVIOUS DESIGN



TERRACE STAIR FASCIA - REVISED DESIGN



SOCIAL STAIR

- THE SOCIAL STAIR HAS BEEN WIDENED TO ACCOMODATE FOR TWO AISLES OF TRAFFIC ADJACENT TO A SEATING ZONE. SHIFTING THE HANDRAIL TO THE CENTER OF THE STAIR WILL ALLOW FOR BETTER ACCESS TO THE SEATING ZONES. THE BOTTOM OF THE STAIR FEATURES A LARGE BENCH AND CHANGES TO PLANTING WHERE THE BENCHES WOULD BECOME TOO SMALL TO OCCUPY. THE LARGE MONOLITHIC APPEARANCE OF THE TERRACOTTA WALL HAS BEEN REVISED BY THE DESIGN OF A FEATURE WINDOW THAT GIVES THE WALL A SENSE OF SCALE AND PROVIDES A VISUAL CONNECTION TO THE RETAIL BEYOND.

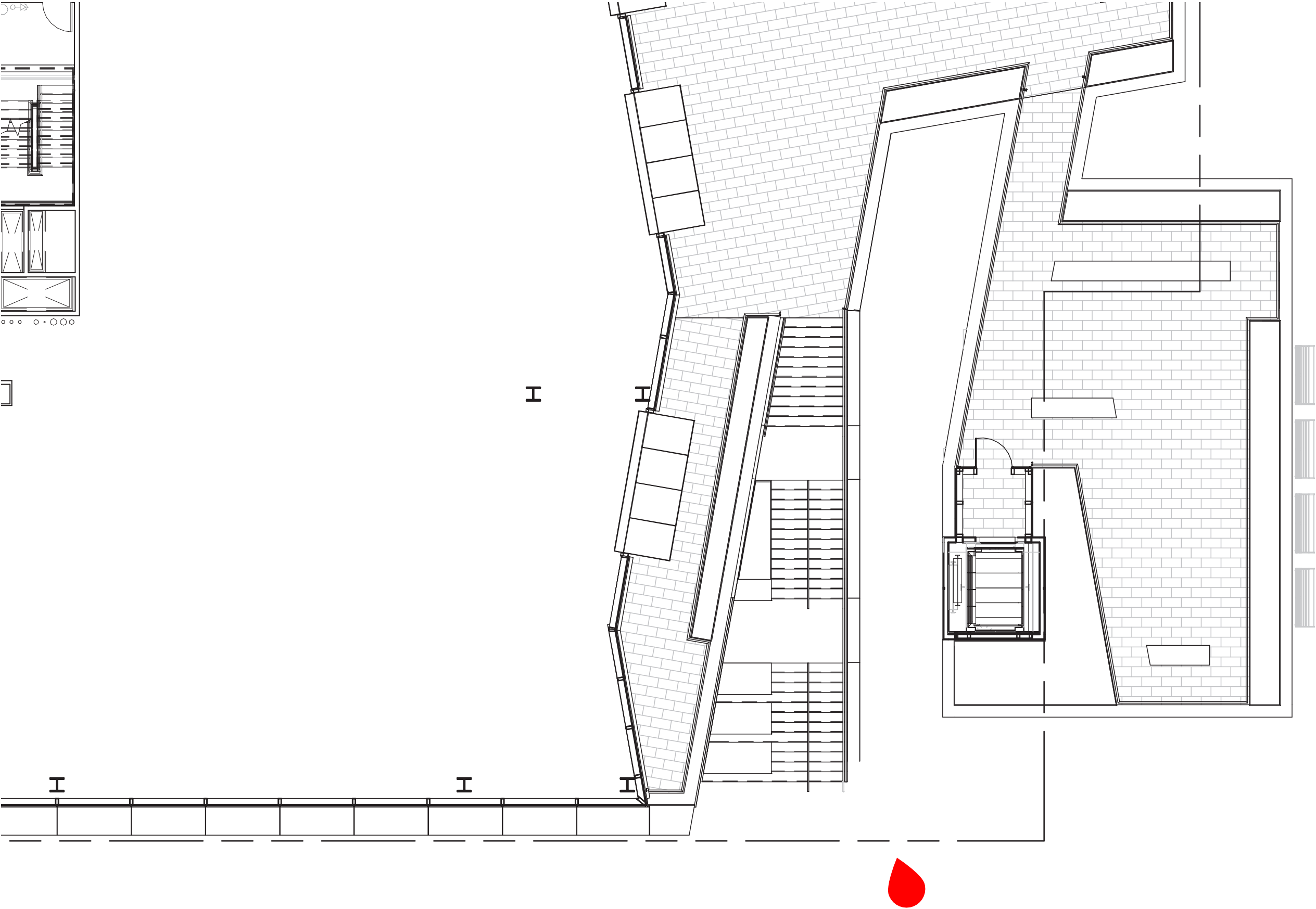
SOCIAL STAIR - PREVIOUS DESIGN



SOCIAL STAIR - REVISED DESIGN



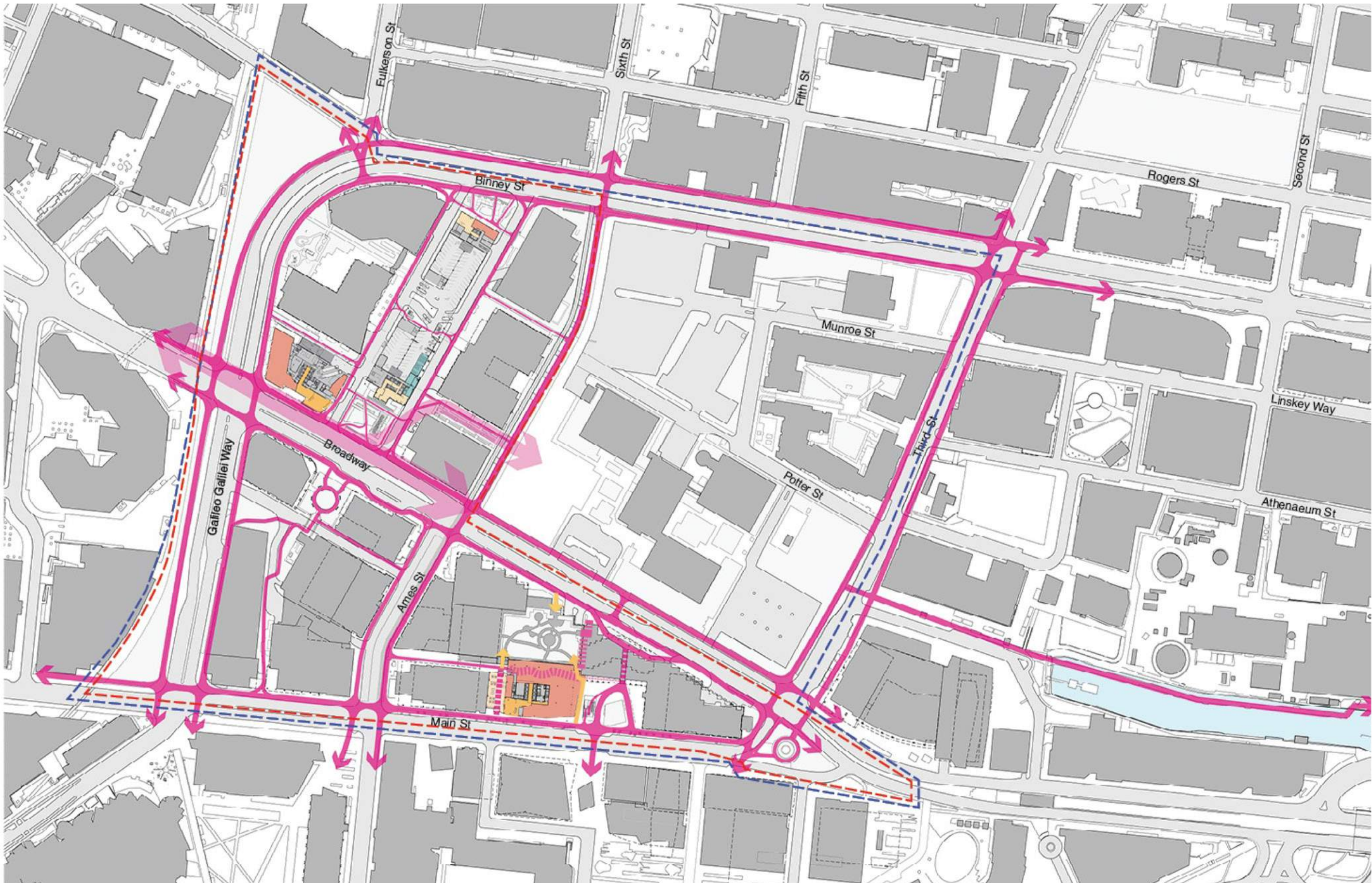
SOCIAL STAIR - REVISED DESIGN PLAN



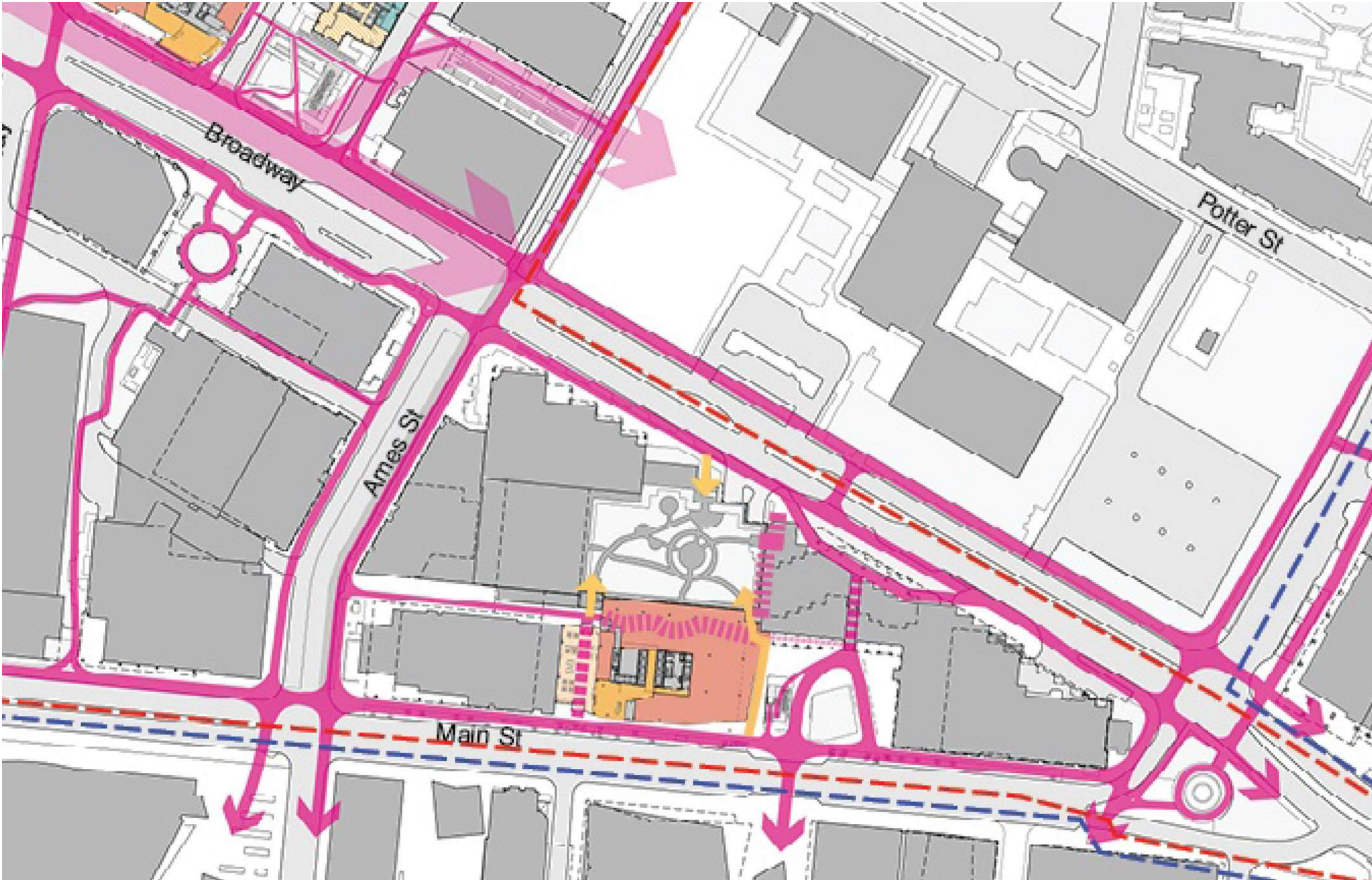
THROUGH BLOCK CONNECTIONS + AMENITIES

- ENHANCEMENTS TO THE THROUGH BLOCK CONNECTIONS ARE A PRIMARY FOCUS OF THE GROUND LEVEL DESIGN OF 325 MAIN STREET. THE PIONEER WAY TO MAIN STREET CONNECTION WILL BE ENHANCED BY THE NEW PUBLIC LOBBY DESIGN. THE GREEN GARAGE PEDESTRIAN THROUGH BLOCK CONNECTION ILLUSTRATES A CONCEPTUAL PLAN TO IMPROVE THE CONNECTIVITY OF THE SITE WITH ADDITIONAL AMENITIES AT THE GROUND LEVEL.

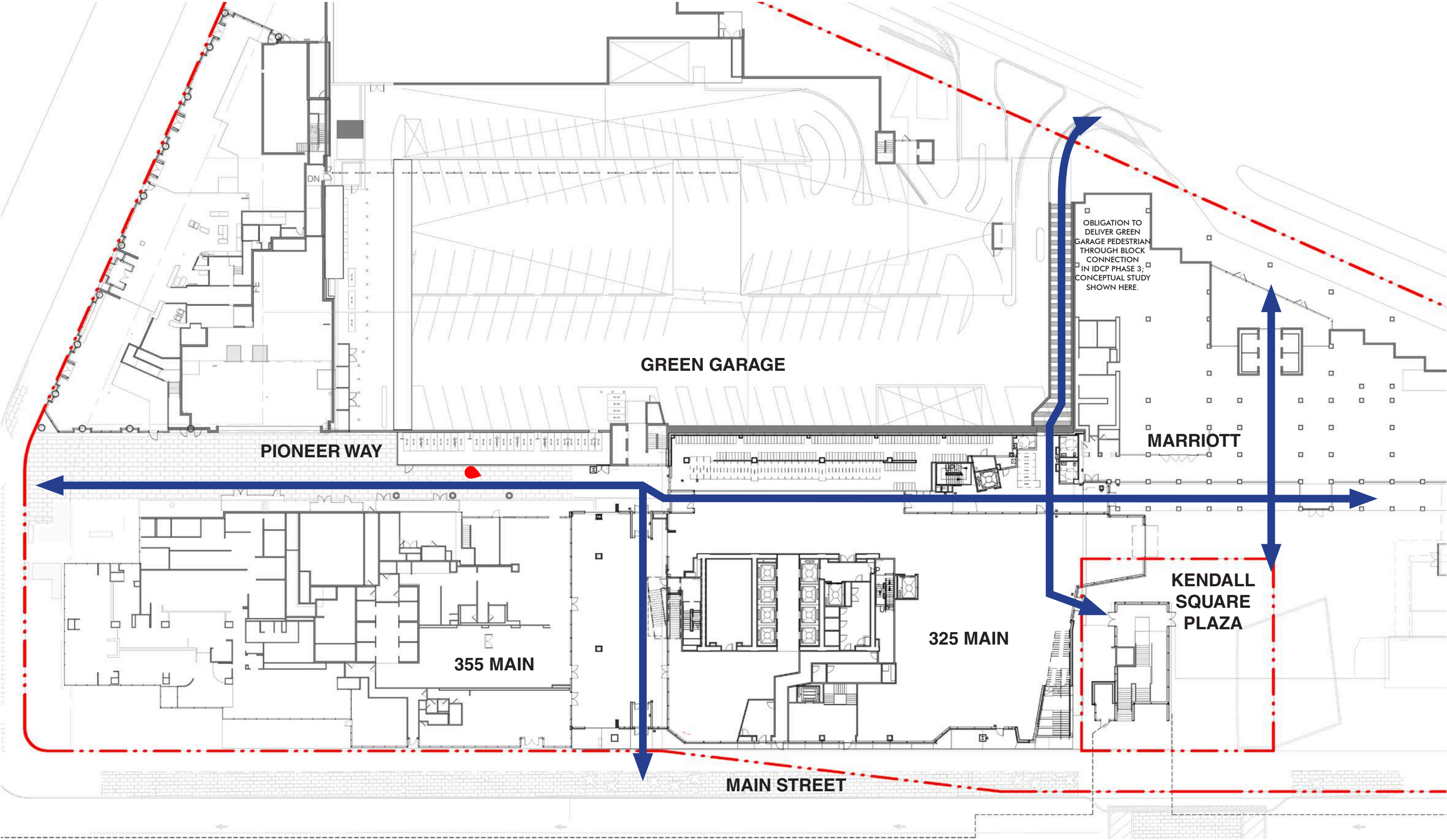
THROUGH BLOCK CONNECTIONS



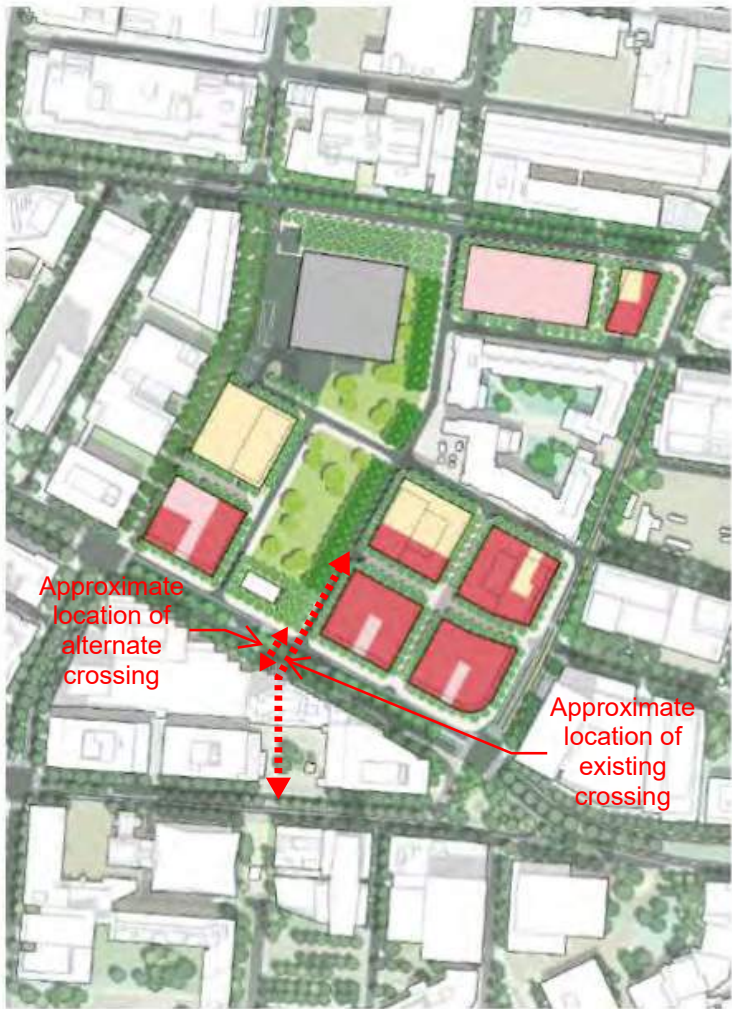
THROUGH BLOCK CONNECTIONS



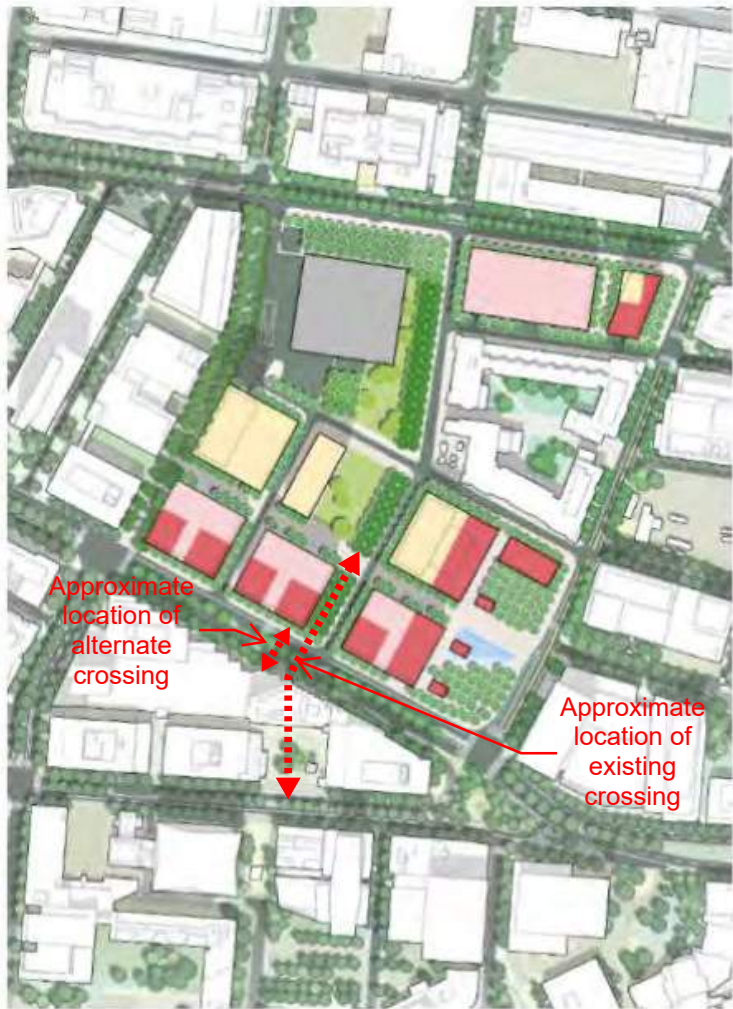
THROUGH BLOCK CONNECTIONS



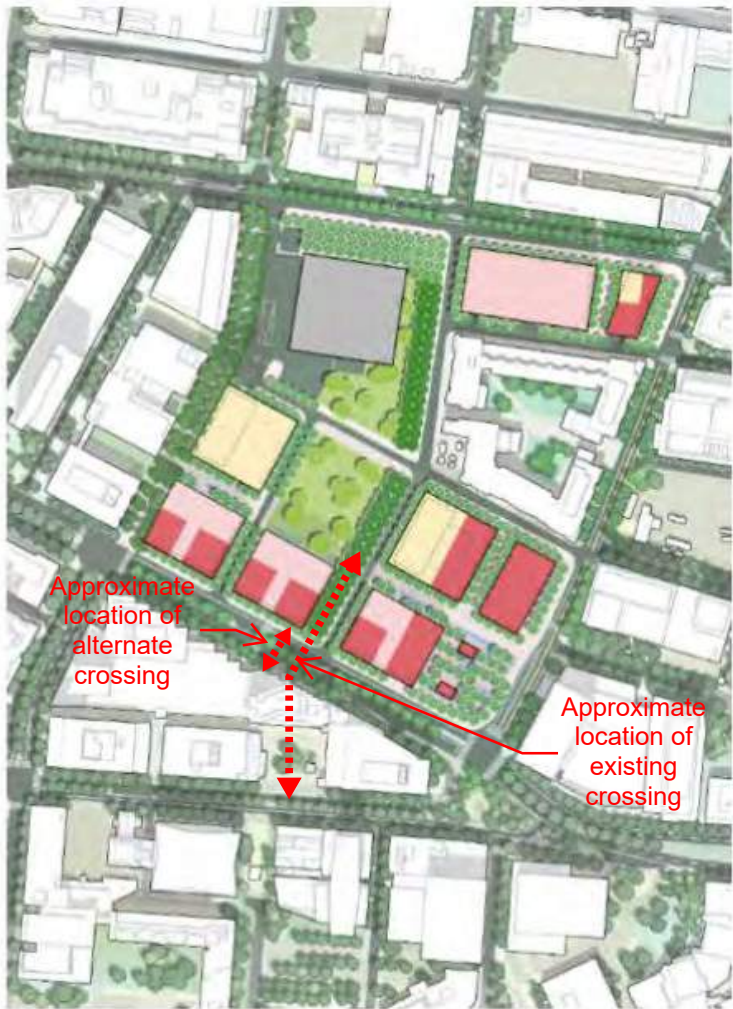
THROUGH BLOCK CONNECTIONS



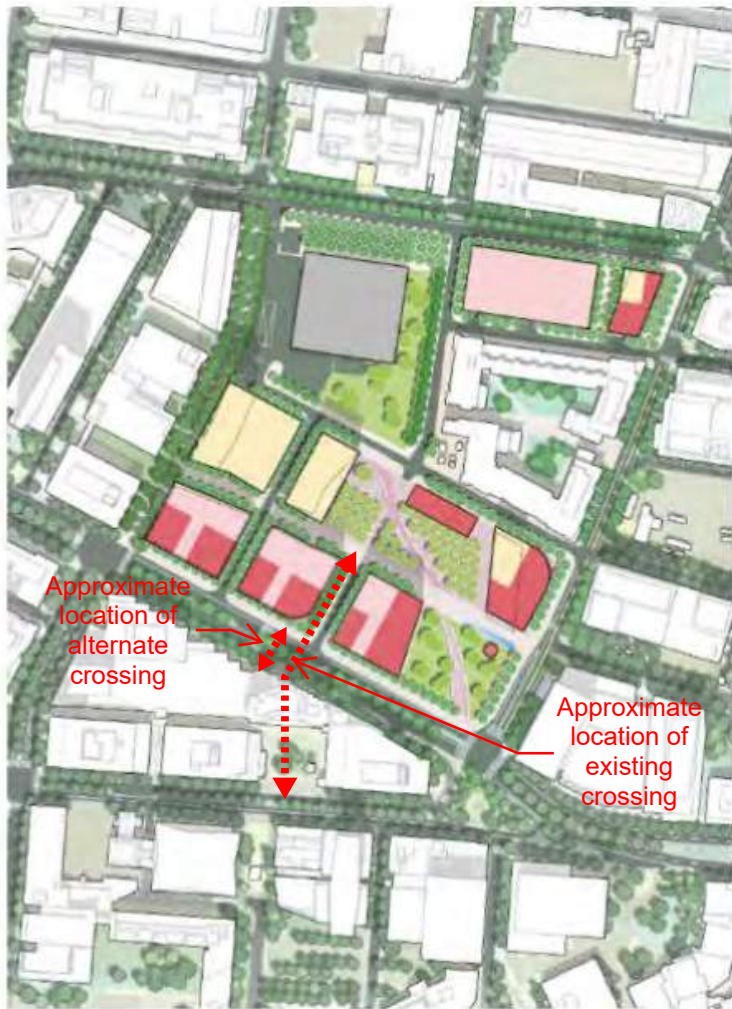
EXAMPLE 1



EXAMPLE 2

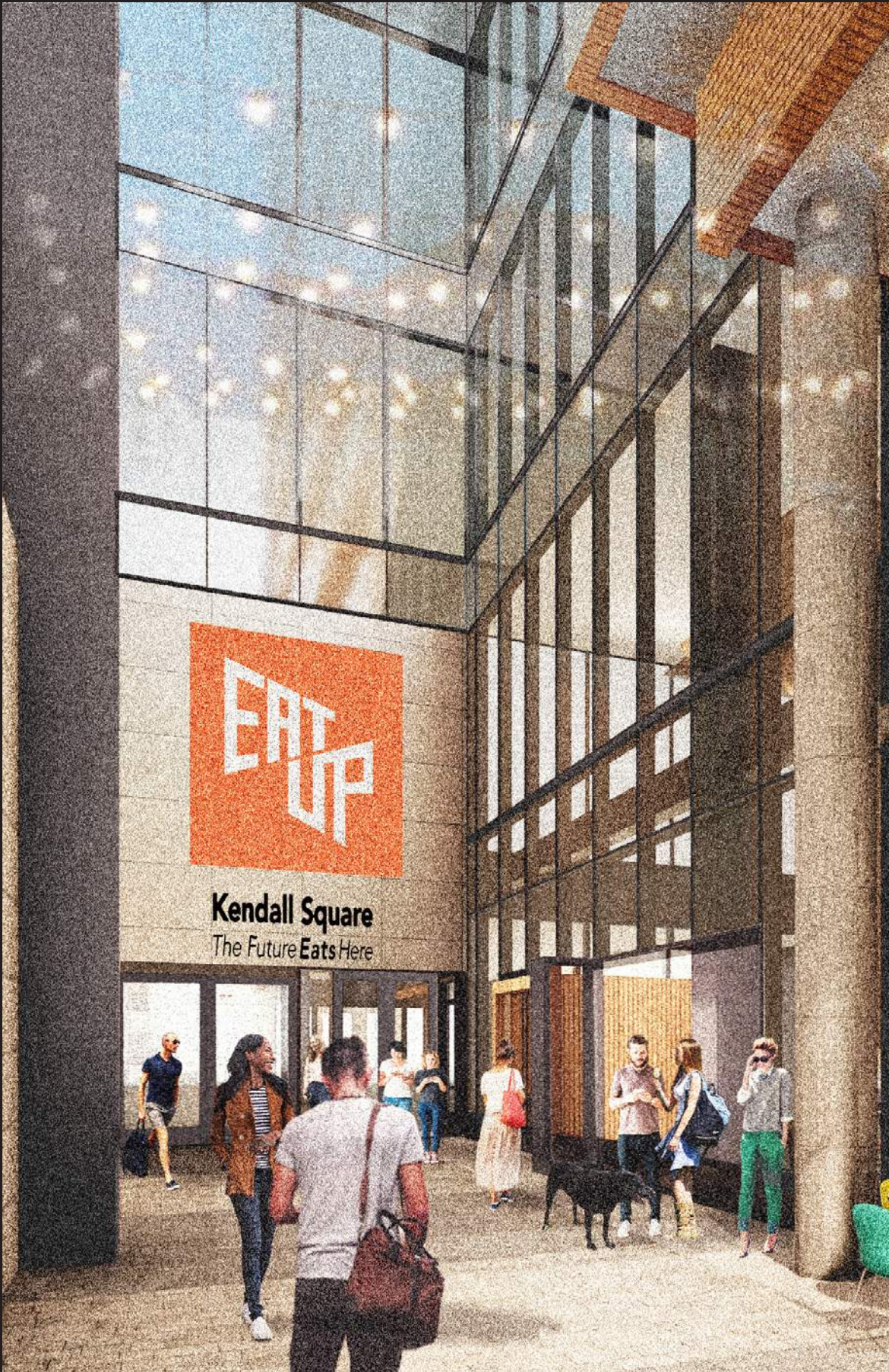


EXAMPLE 3

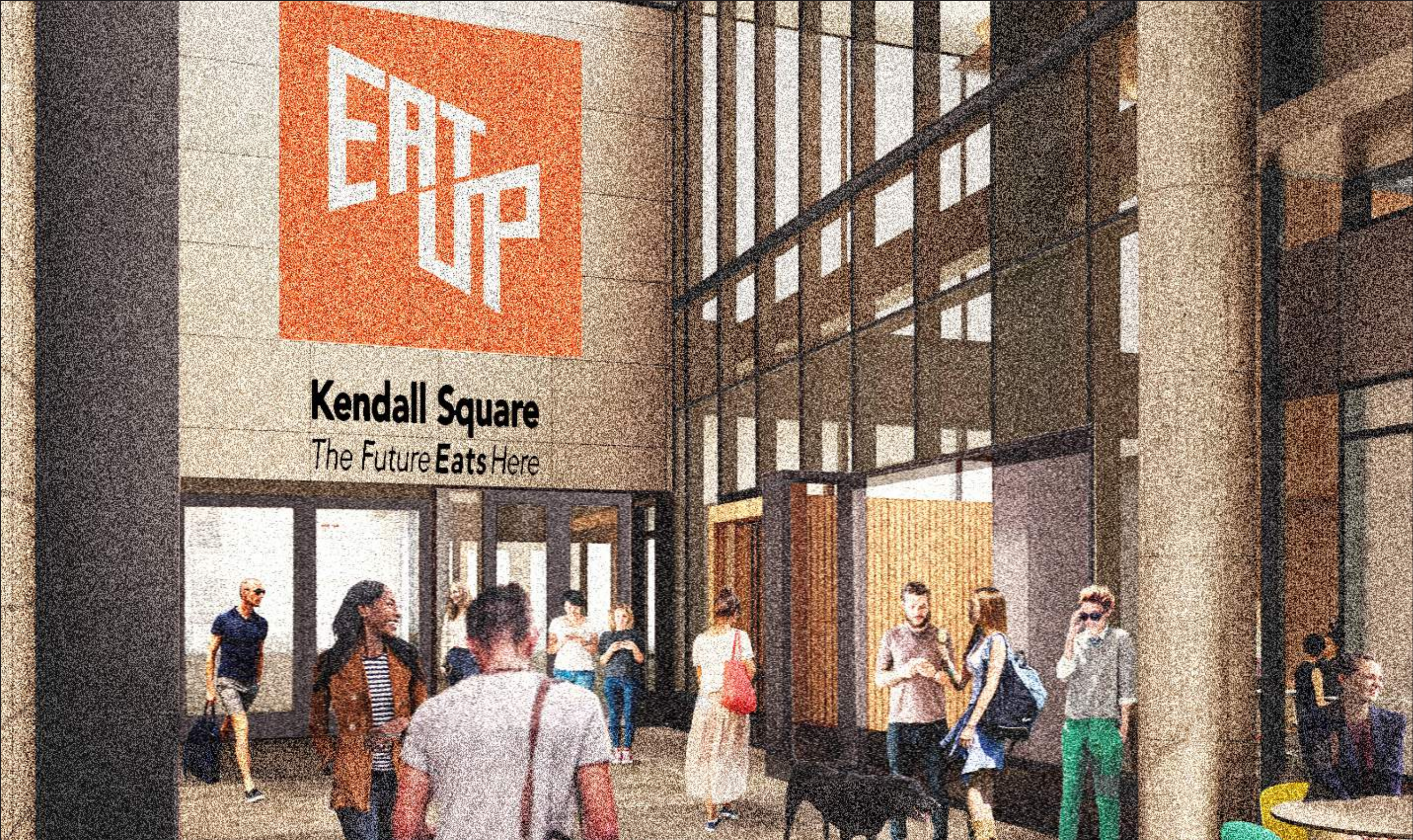


EXAMPLE 4

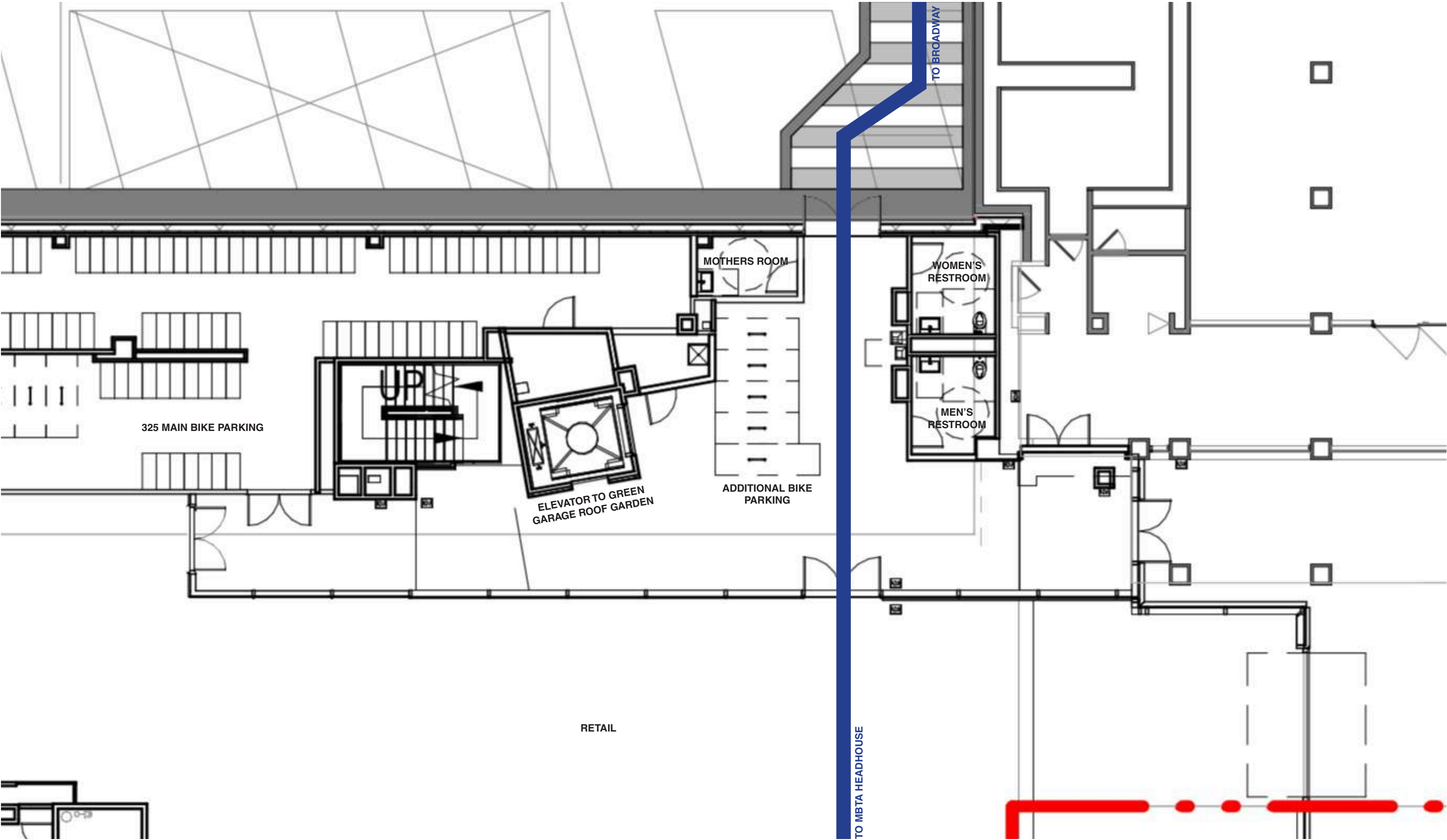
THROUGH BLOCK CONNECTIONS - PIONEER WAY



THROUGH BLOCK CONNECTIONS - PIONEER WAY



THROUGH BLOCK CONNECTIONS - NE CORNER PUBLIC LOBBY



PUBLIC LOBBY

- THE PUBLIC LOBBY DESIGN WILL FEATURE A NEW DOUBLE HEIGHT SPACE THAT IS OPEN AND INVITING. THE DESIGN WILL FEATURE NATURAL MATERIALS AND LIGHTING THAT COMPLIMENTS THE GEOMETRY OF THE SPACE. ENHANCED CONNECTIVITY WILL BE PROVIDED TO MAIN STREET, PIONEER WAY, AND RETAIL SPACES THROUGH ADDITIONAL NANAWALL OPENINGS.

PUBLIC LOBBY - EXISTING CONDITION

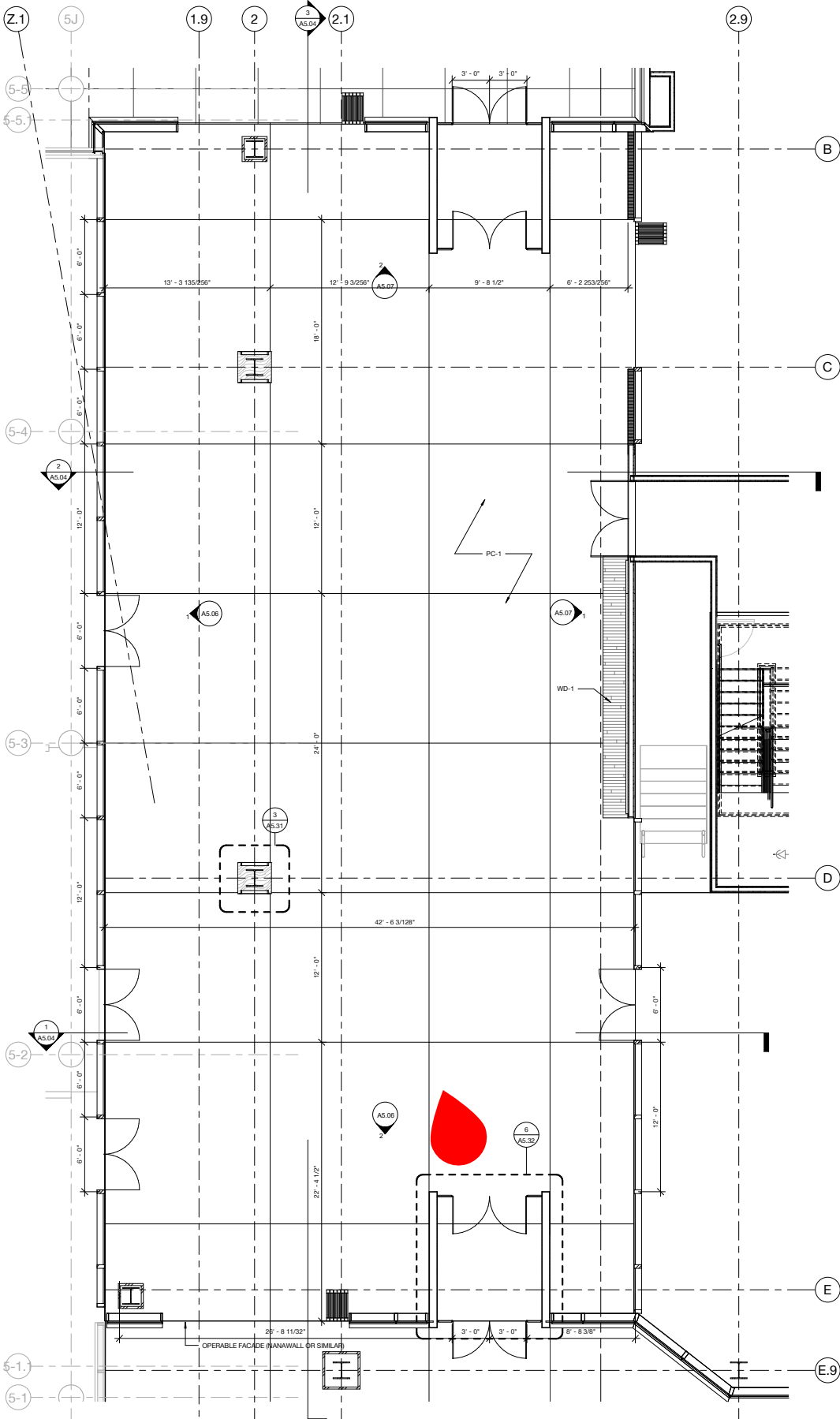


325 MAIN

PUBLIC LOBBY - REVISED DESIGN



PUBLIC LOBBY - REVISED DESIGN PLAN

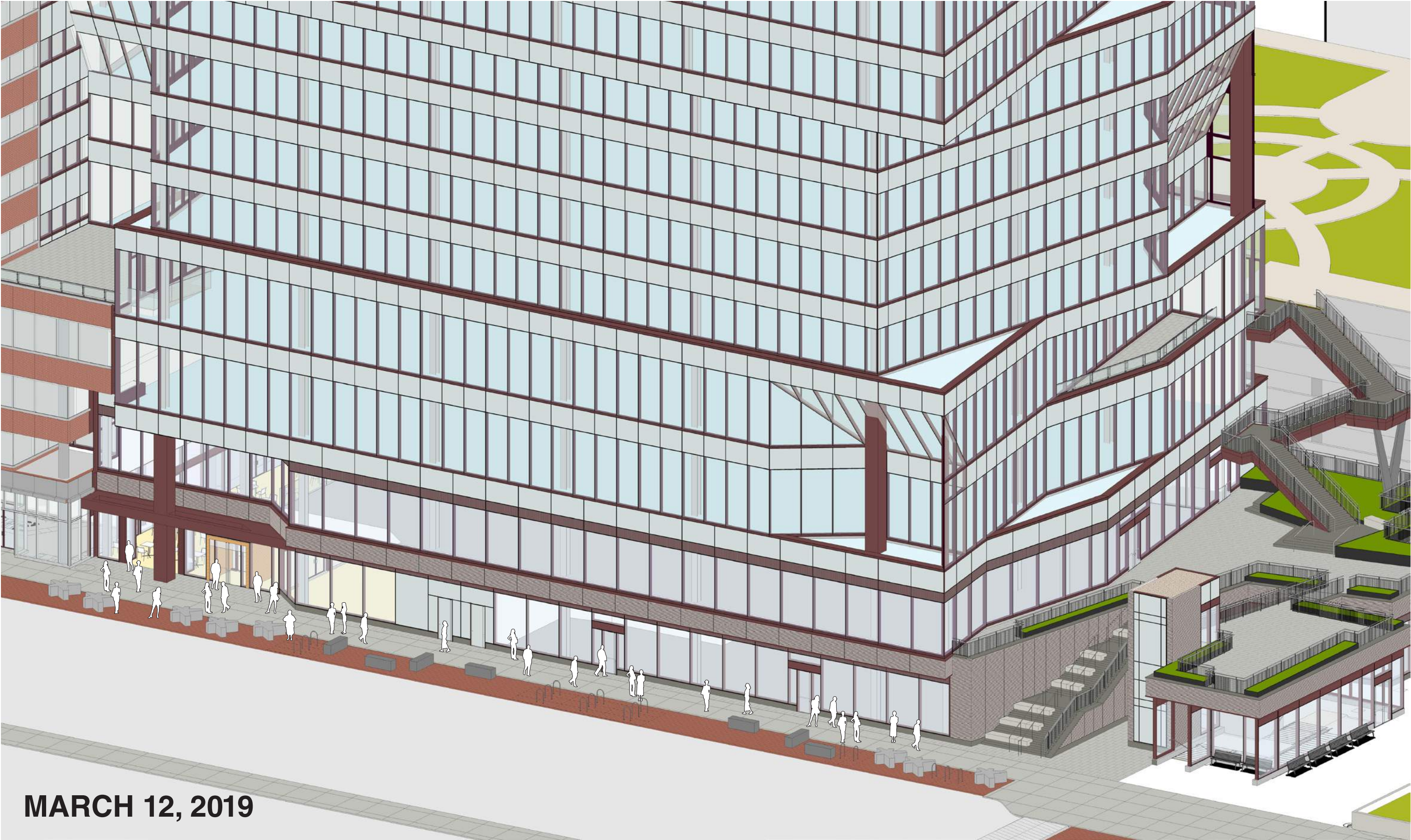


1 Public Lobby Ground Level Plan
1/4" = 1'-0"

PUBLIC LOBBY ENTRANCE

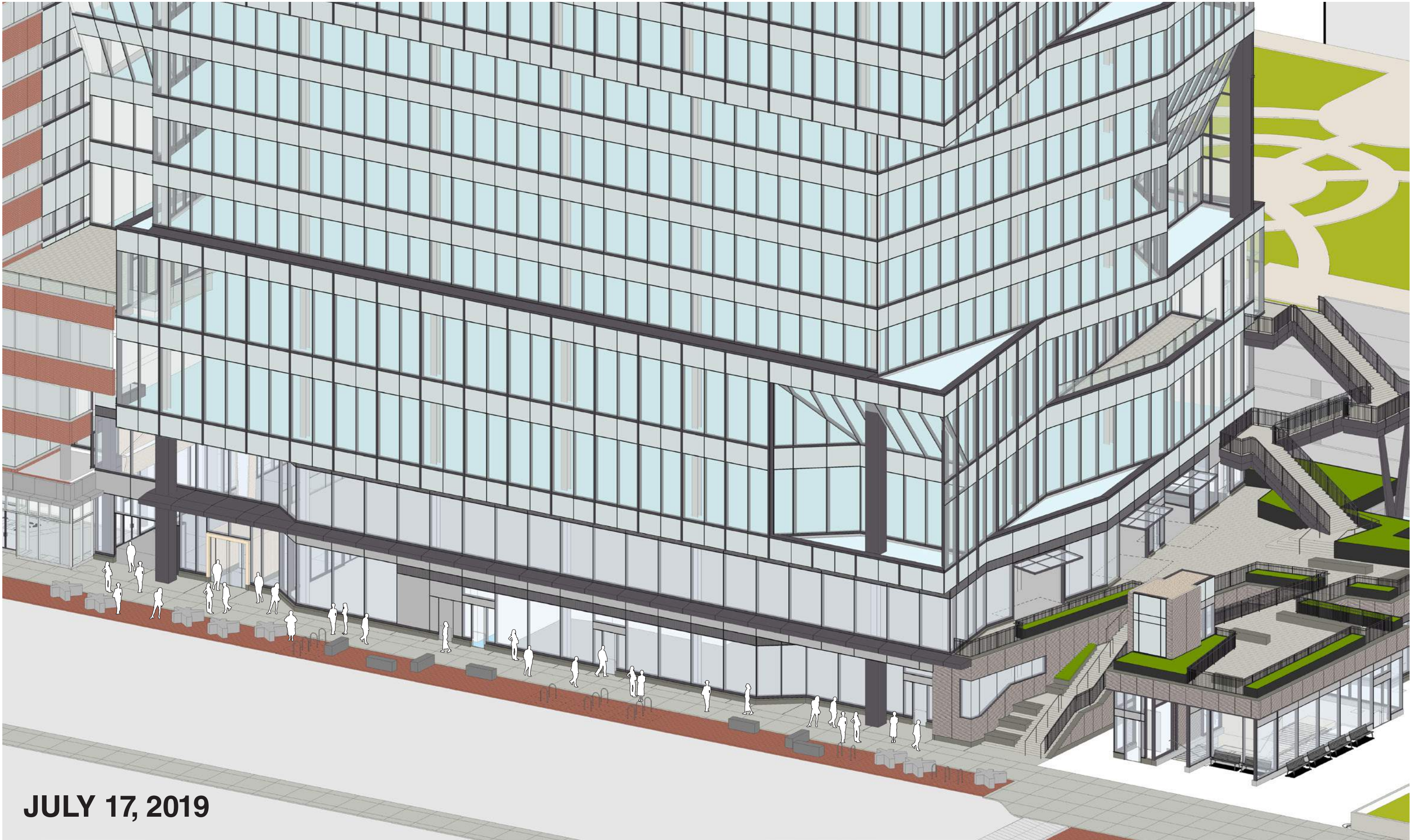
- THE PUBLIC LOBBY ENTRANCE REFINEMENT ILLUSTRATES A CO-PLANAR LEVEL 1 AND LEVEL 2 RETAIL THAT CONTAINS HIGHLY TRANSPARENT GLAZING. THIS SETBACK AND HIGHLY TRANSPARENT GLAZING HELPS SEPARATE THE RETAIL/PUBLIC LEVELS FROM THE OFFICE LEVELS ABOVE. THE CANOPY ABOVE THE STREET HAS BEEN RAISED TO ALLOW FOR MORE SPACE AT THE GROUND LEVEL AND HAS BEEN PULLED AWAY FROM THE 5CC FACADE TO ALLOW FOR A MORE ELEGANT SEAM BETWEEN THE TWO BUILDINGS.

PUBLIC LOBBY ENTRANCE - PREVIOUS DESIGN



MARCH 12, 2019

PUBLIC LOBBY ENTRANCE - REVISED DESIGN



JULY 17, 2019

PUBLIC LOBBY ENTRANCE - PREVIOUS DESIGN



PUBLIC LOBBY ENTRANCE - REVISED DESIGN



325 MAIN

CDD BOARD DESIGN UPDATE

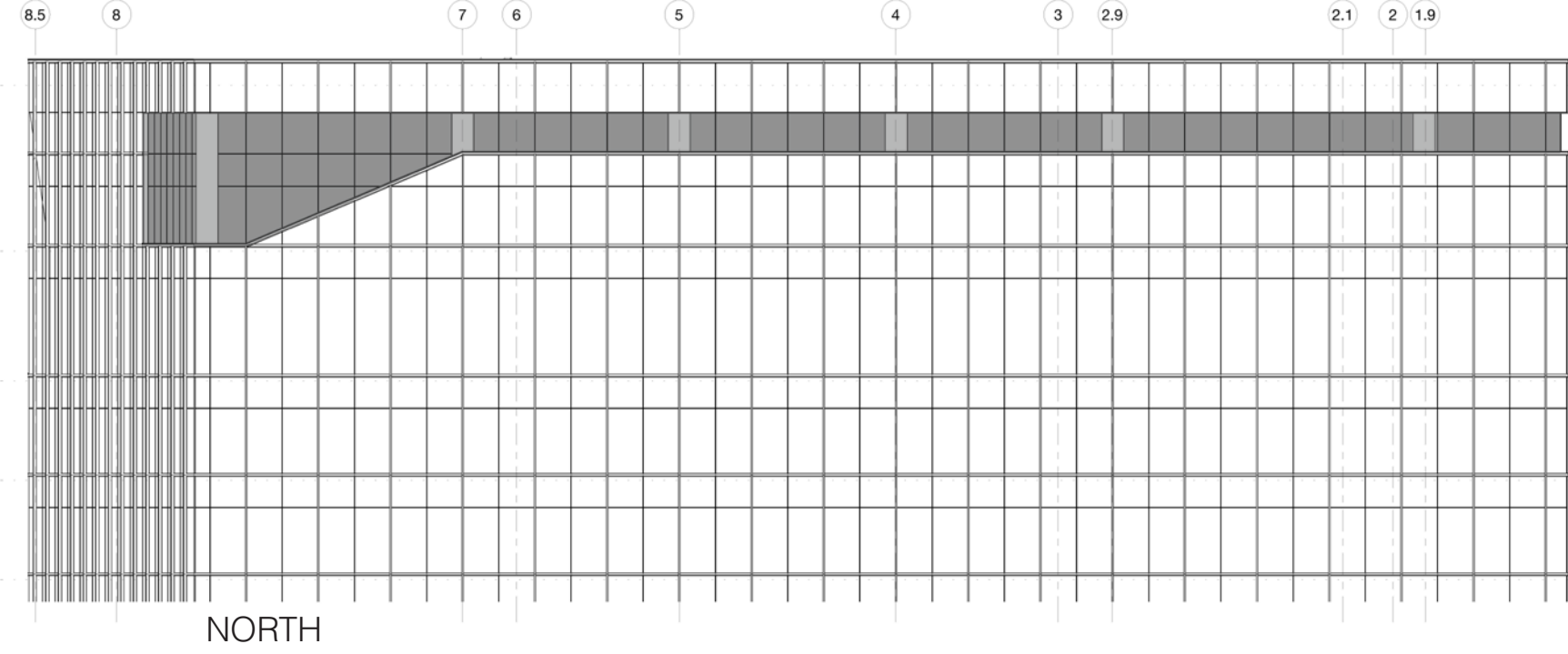
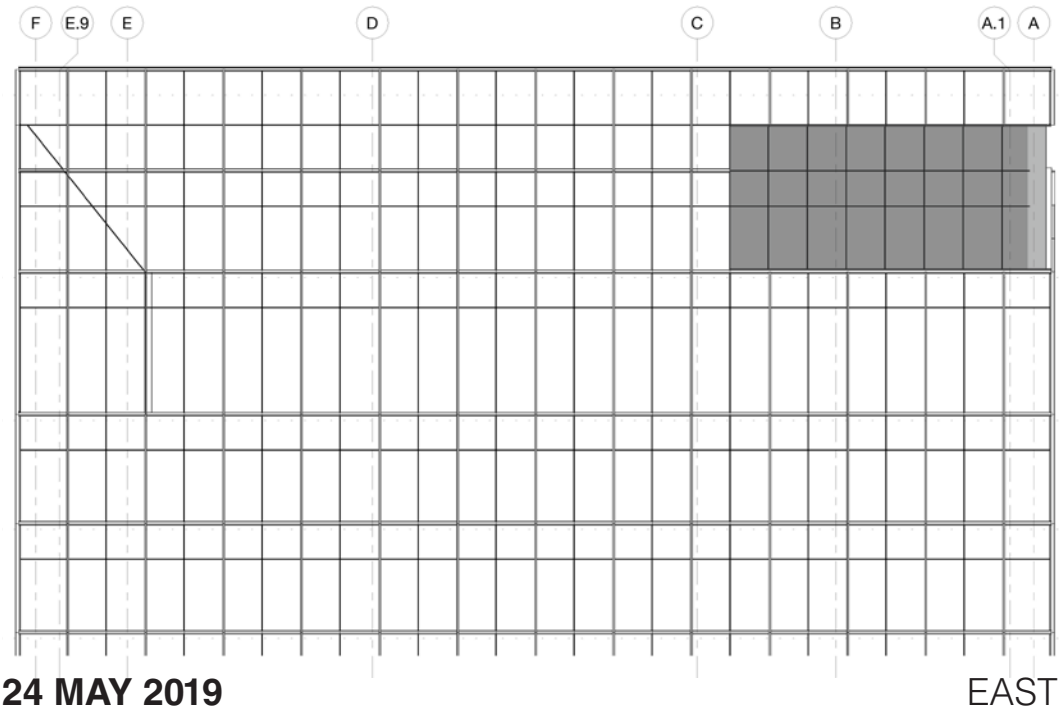
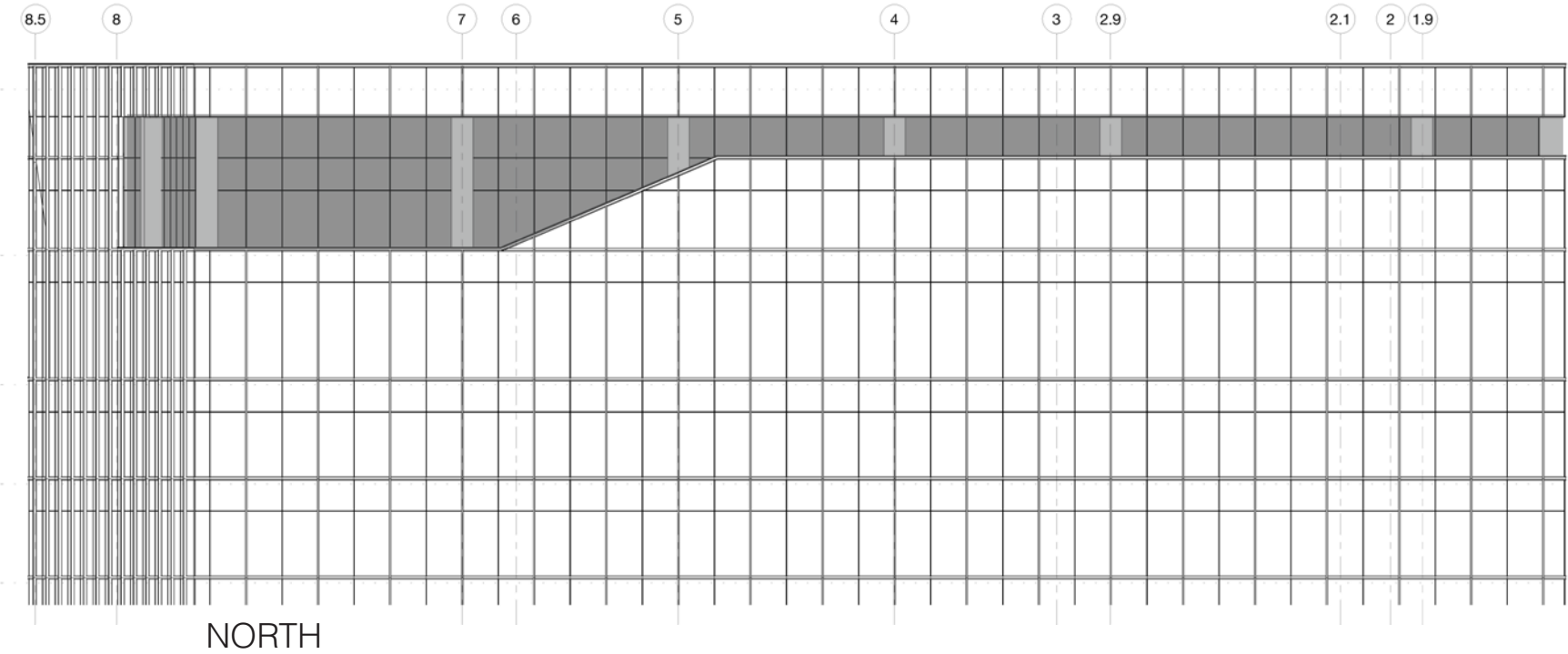
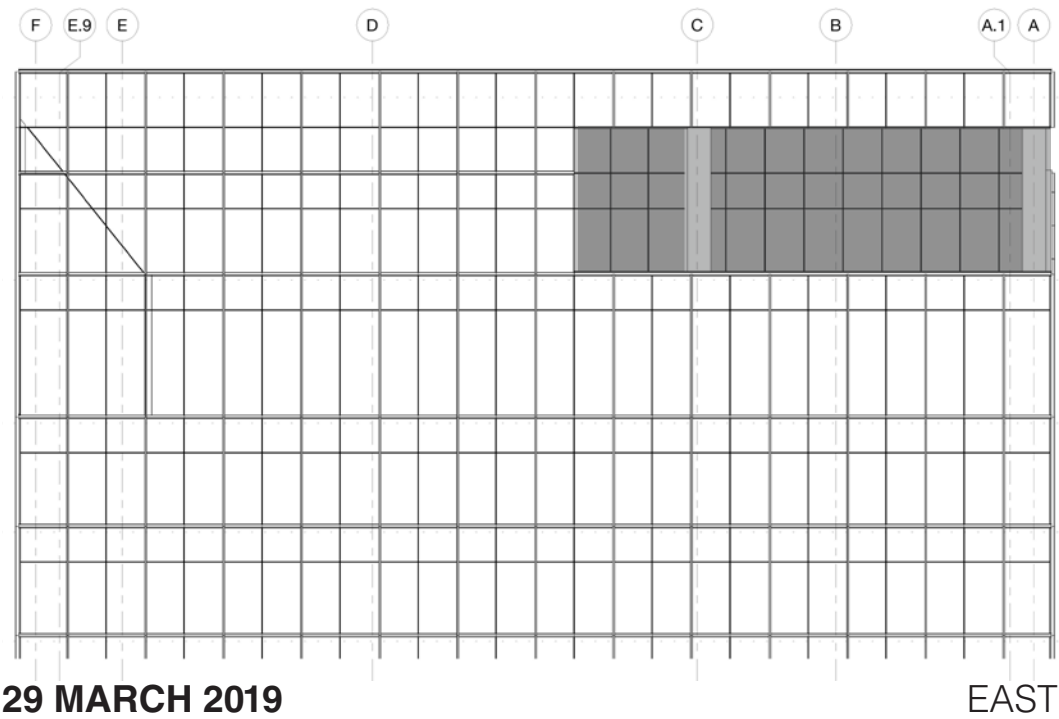
AUGUST 06, 2019

PICKARD CHILTON

TOWER TOP APERTURE/LOUVERS

- THE TOWER TOP APERTURE/LOUVER GEOMETRY WAS ADDED TO INCREASE ARTICULATION TO THE NORTH SIDE OF THE BUILDING AS SEEN FROM BROADWAY. THIS BREAKS DOWN THE FACADE AND ADDS A FEATURE AT THE TOP OF THE BUILDING. THE ILLUSTRATIONS COMPARING THE SIZE OF THE LOUVER APERTURE SHOW A REFINED DESIGN TO COMPLIMENT THE PROPORTIONS OF THE MASSING AND ADDITIONAL APERTURES.

TOWER TOP APERTURE/LOUVERS - PROPORTION/SCALE REVISION



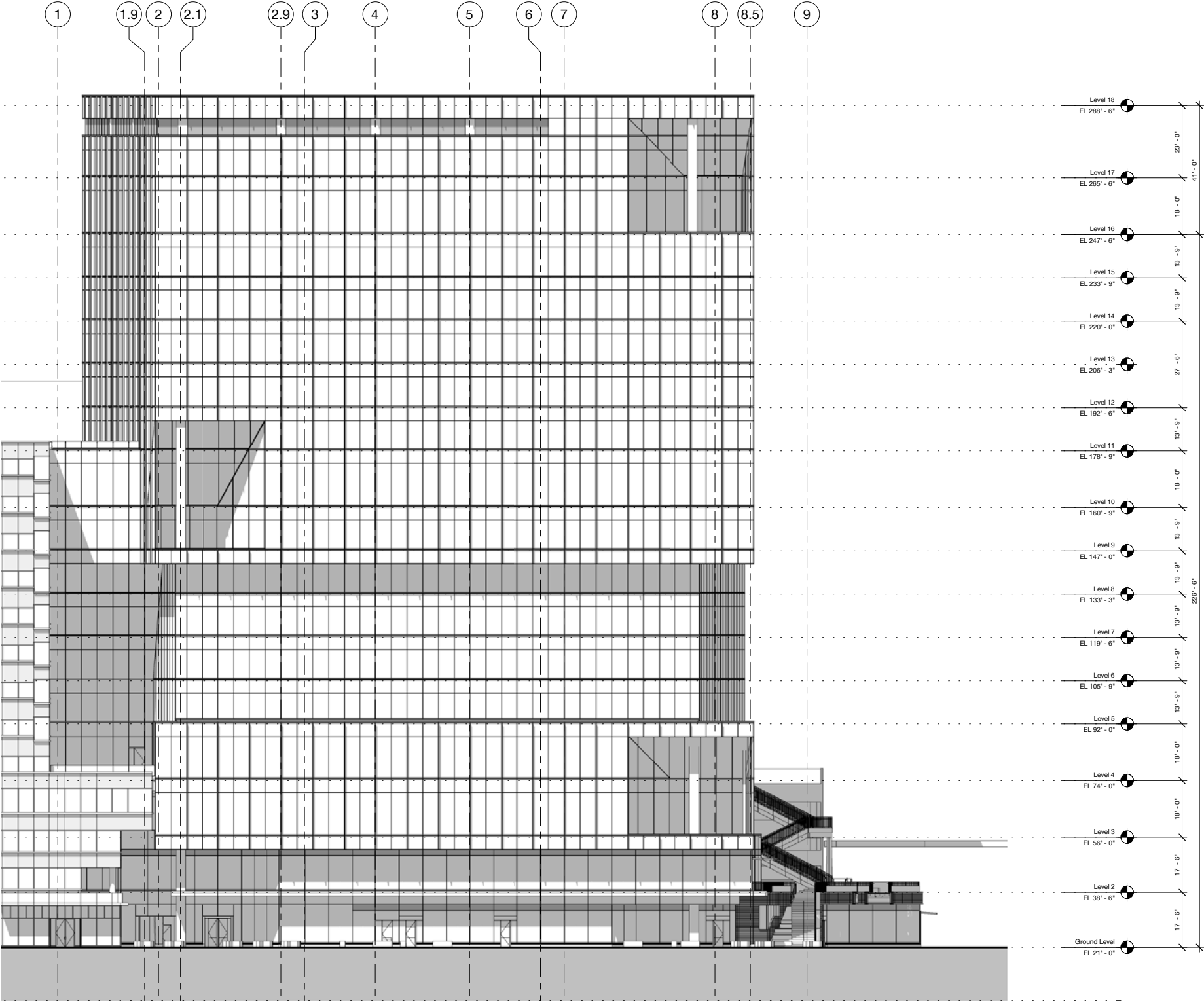
TOWER TOP APERTURE/LOUVERS - REVISED DESIGN



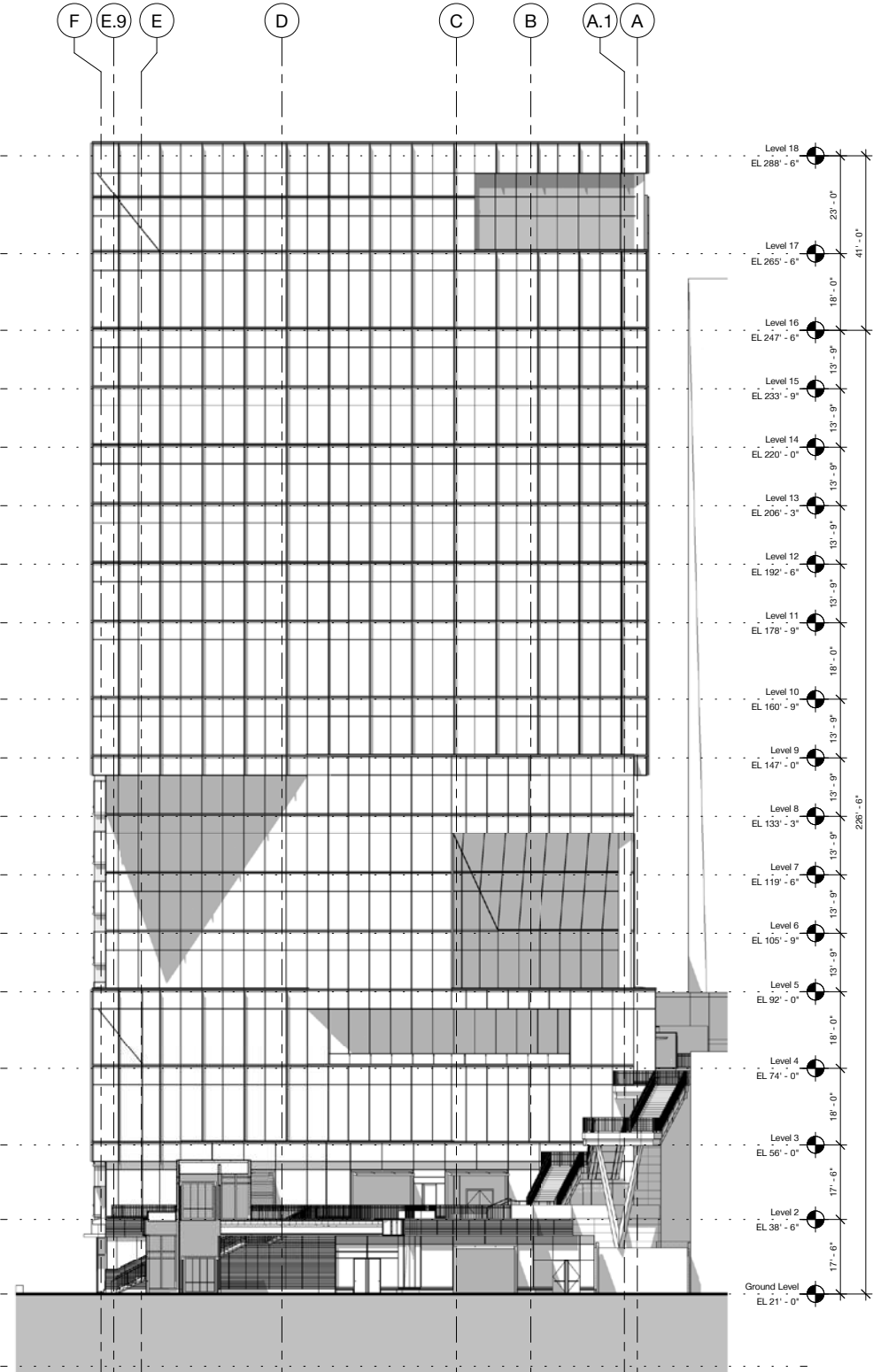
BUILDING ELEVATIONS

- UPDATED BUILDING ELEVATIONS ARE PROVIDED TO CAPTURE DESIGN CHANGES OF 325 MAIN STREET

BUILDING ELEVATIONS

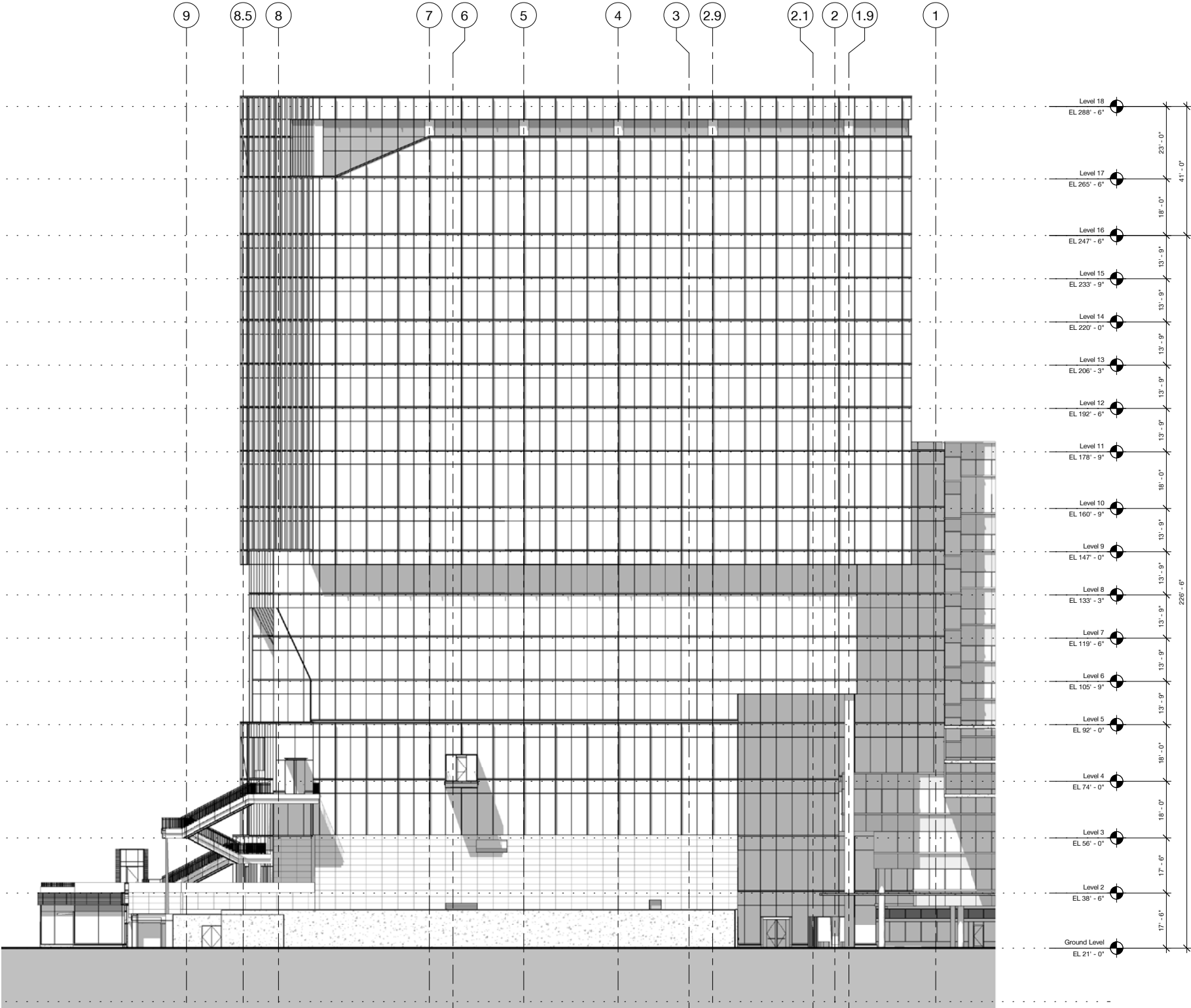


SOUTH ELEVATION

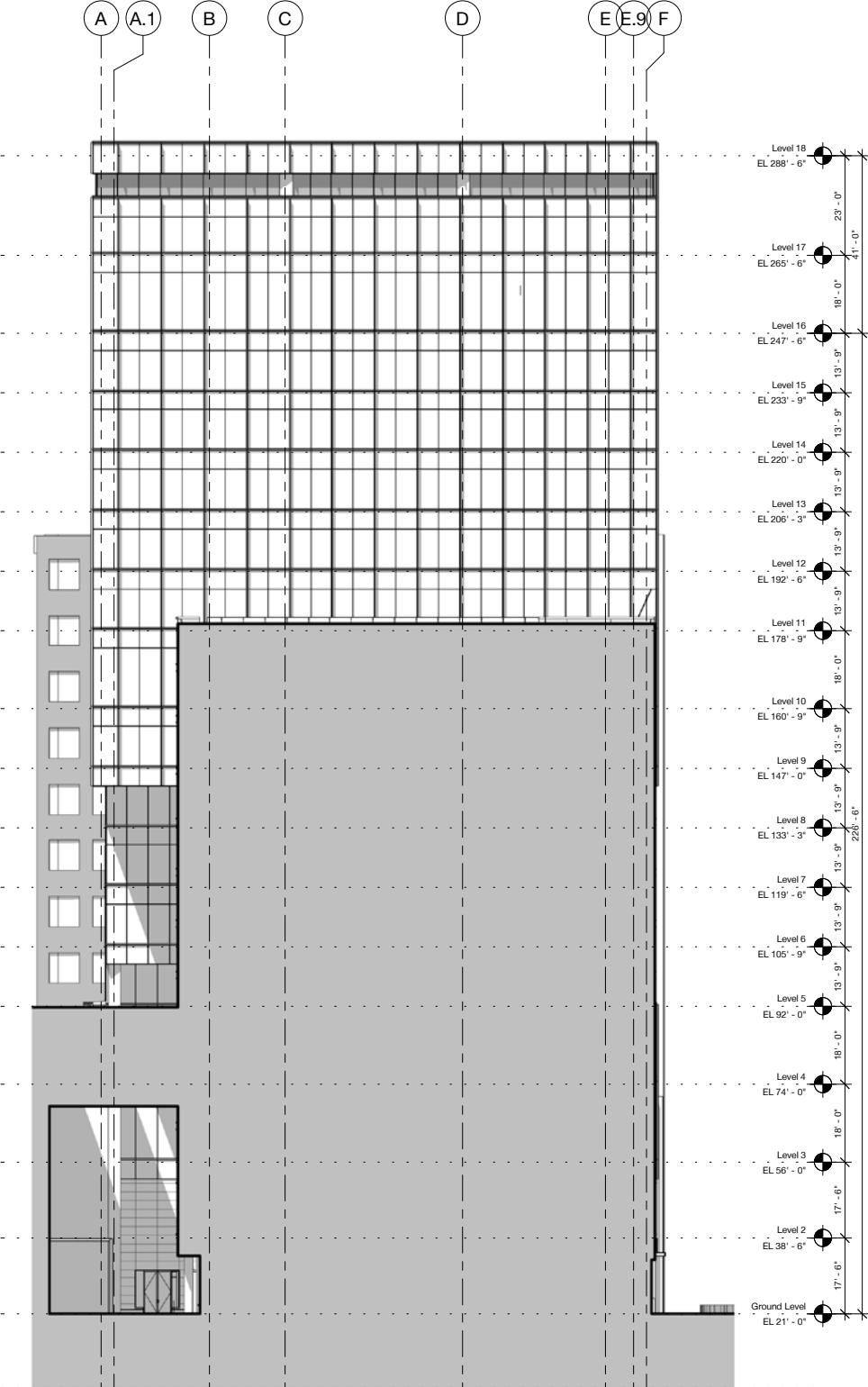


EAST ELEVATION

BUILDING ELEVATIONS



NORTH ELEVATION



WEST ELEVATION

Q & A