



AssemblyRow™  
at Assembly Square

# DESIGN GUIDELINES





## 1.0 OVERALL GOALS & PRINCIPLES

- 1.1 Overall Goals & Principles
- 1.2 Overall Goals & Principles
- 1.3 Hierarchy of Streets and Site Access
- 1.4 Roof Level Plan
- 1.5 Grade Level Plan
- 1.6 Second Level Plan
- 1.7 Typical Upper Level Plan
- 1.8 3D Perspective Views

## 2.0 PUBLIC SPACES: PARKS & PLAZAS

- 2.1 Primary Open Space
- 2.2 Assembly Square Plaza
- 2.3 Main Street Mall

## 3.0 KEY URBAN ELEMENTS

- 3.1 Key Urban Elements: Massing
- 3.2 Secondary Urban Elements: Corners, Gateways & View Corridors
- 3.3 Key Urban Elements: Building Facade Hierarchy
- 3.4 Building Design Principles
- 3.5 Building Design Principles: Rhythm
- 3.6 Building Design Principles: Organization
- 3.7 Building Design Principles: Exterior Priorities
- 3.8 Significant Corner: Illustrative Concept
- 3.9 Primary Elevation: Illustrative Concept
- 3.10 Secondary Elevation: Illustrative Concept
- 3.11 Tertiary Elevation: Illustrative Concept
- 3.12 Key Urban Elements: Block by Block
- 3.13 Block 6
- 3.14 Blocks 5, 7, & 8

## 4.0 PARKING

- 4.1 Parking Facade Principles
- 4.2 Parking Facade Treatment: Block 6

## 5.0 STOREFRONTS

- 5.1 Storefront Character
- 5.2 Storefronts/Building Base Principles
- 5.3 Pop-out Recessed Zones

## 6.0 SIDEWALKS & STREETSCAPE

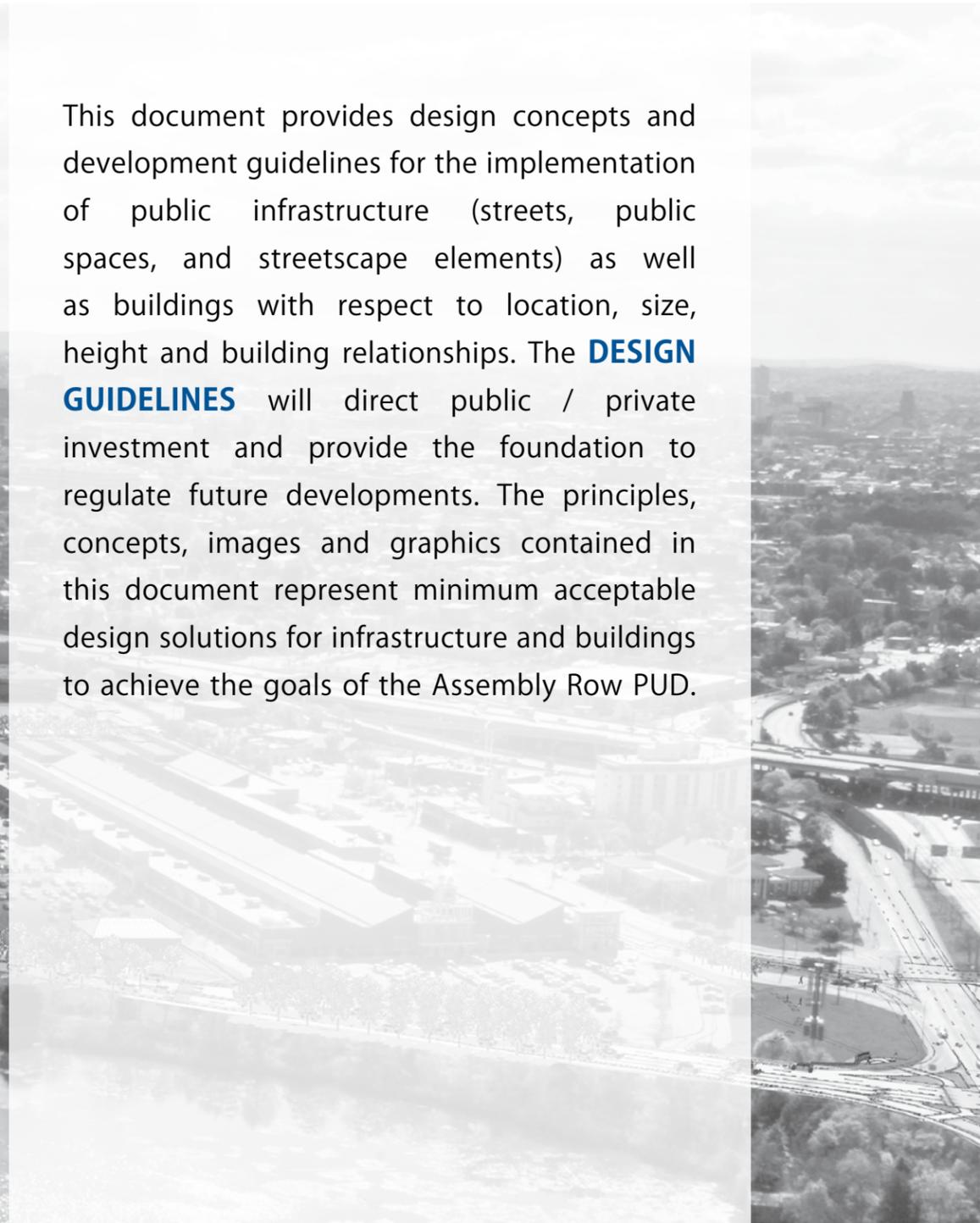
- 6.1 Streetscape Elements: The Anatomy of Assembly Square Sidewalks
- 6.2 Streetscape Elements: Typical Sidewalk Treatments
- 6.3 Streetscape Elements: Optional Sidewalk Treatments
- 6.4 Streetscape Elements: Typical Furnishings
- 6.5 Streetscape Elements: Typical Furnishings
- 6.6 Streetscape Elements: Typical Furnishings
- 6.7 Streetscape Elements: Typical Furnishings
- 6.8 Streetscape Elements: Secondary Public Spaces



# 1. INTRODUCTION



This document provides design concepts and development guidelines for the implementation of public infrastructure (streets, public spaces, and streetscape elements) as well as buildings with respect to location, size, height and building relationships. The **DESIGN GUIDELINES** will direct public / private investment and provide the foundation to regulate future developments. The principles, concepts, images and graphics contained in this document represent minimum acceptable design solutions for infrastructure and buildings to achieve the goals of the Assembly Row PUD.





## Purpose

The purpose of the Assembly Row Design Guidelines is to:

- Establish the standards upon which the DRC will base its recommendations for the implementation of the Assembly Row PUD. These guidelines are generally consistent with all other guideline documents pertaining to the Assembly Row PUD Area and are meant to be the relevant document for the proposed project.
- Provide viable building solutions for massing, vertical mixing of uses, fenestration and materials, pedestrian lobby locations, parking structure location and entrances as well as building service locations. These characteristics have been carefully considered for each of the Assembly Row PUD building blocks, and if adopted will provide acceptable building solutions. Where design solutions deviate significantly from these guidelines, the Somerville DRC and Planning Board must determine if the solution is within the spirit of the document.
- Establish the guide upon which the DRC and Planning Board will base recommendations for the implementation of the Assembly Square PUD. Where this document differs from other previously approved guidelines this document will have precedence.
- Provide architects, designers and developers with a document to guide their work as the Assembly Row Project is implemented. While the plans and images contained within this document represent a minimum acceptable standard of quality in material and design that will achieve the goal of creating a diverse and vibrant mixed-use neighborhood they in no way represent the only viable or acceptable solution.





The key goals of the plan are to create:

- A diverse mixed-use neighborhood
- A unique sense of place
- A reflection of regional character
- Great streets and public environments
- Balanced transportation options
- An organic urban environment

The plan also establishes the principles that give Assembly Row shape and character through the following urban elements:

- Streets & Public Spaces
- Building Design
- Streetscape
- Storefronts





Blocks within the Assembly Row PUD are defined by the use of five street types: Boulevard, Main Street, Primary Street, Secondary / Local Streets, and Service Alleys. The width, landscaping, street furniture and other amenities express the hierarchy of each street type.

**BOULEVARD** (Grand Union Boulevard)  
District's main north-south thoroughfare. Its north and south ends are also the district's principle points of connection to the rest of the City of Somerville. Nearly one mile in length, it encompasses different lane configurations and several disparate edge conditions, and as a result, is designed as a unifying element tying these conditions together

**MAIN STREET**  
Parallel to Grand Union Boulevard, it provides a vehicular and pedestrian main artery through the core of the mixed-use area, connecting mixed-use functions and the Point Park and Assembly Square public space along its length. It is the major destination street for the district, anchored at the north by the Mystic River Reservation Park.

**PRIMARY STREET** (Foley Street)  
Connects to the new Orange Line Station. It's primary function is to deliver pedestrians and cars to and from the T station. Even though this street is transit oriented it remains pedestrian friendly.

**SECONDARY / LOCAL STREETS**  
Revolution Dr  
Great River Rd  
Canal St  
Artisan Way  
Should meet the streetscape standard while handling a lesser volume of traffic through Assembly Row.

**SERVICE ALLEYS**  
Alleys function as a place for delivery, garbage removal, and other service related tasks and access to parking with minimum disruption.



LEGEND	
	Boulevard (Grand Union Blvd)
	Main Street
	Primary Street
	Secondary/Local Streets
	Service Alleys
	Potential off-street Service locations
	Off-street Bike Path



LEGEND

- Retail
- Commercial
- Residential
- Hotel
- Cinema
- Parking



**ASSEMBLY ROW  
MIXED-USE PROGRAM**

Commercial:	1,750,000 sf
Retail:	500,000 sf
Residential:	2,100 du
Hotel:	200 keys



ROOF PLAN



LEGEND

- Retail
- Commercial
- Residential
- Hotel
- Cinema
- Parking



STREET LEVEL PLAN



LEGEND

- Retail
- Commercial
- Residential
- Hotel
- Cinema
- Parking



SECOND LEVEL PLAN



LEGEND

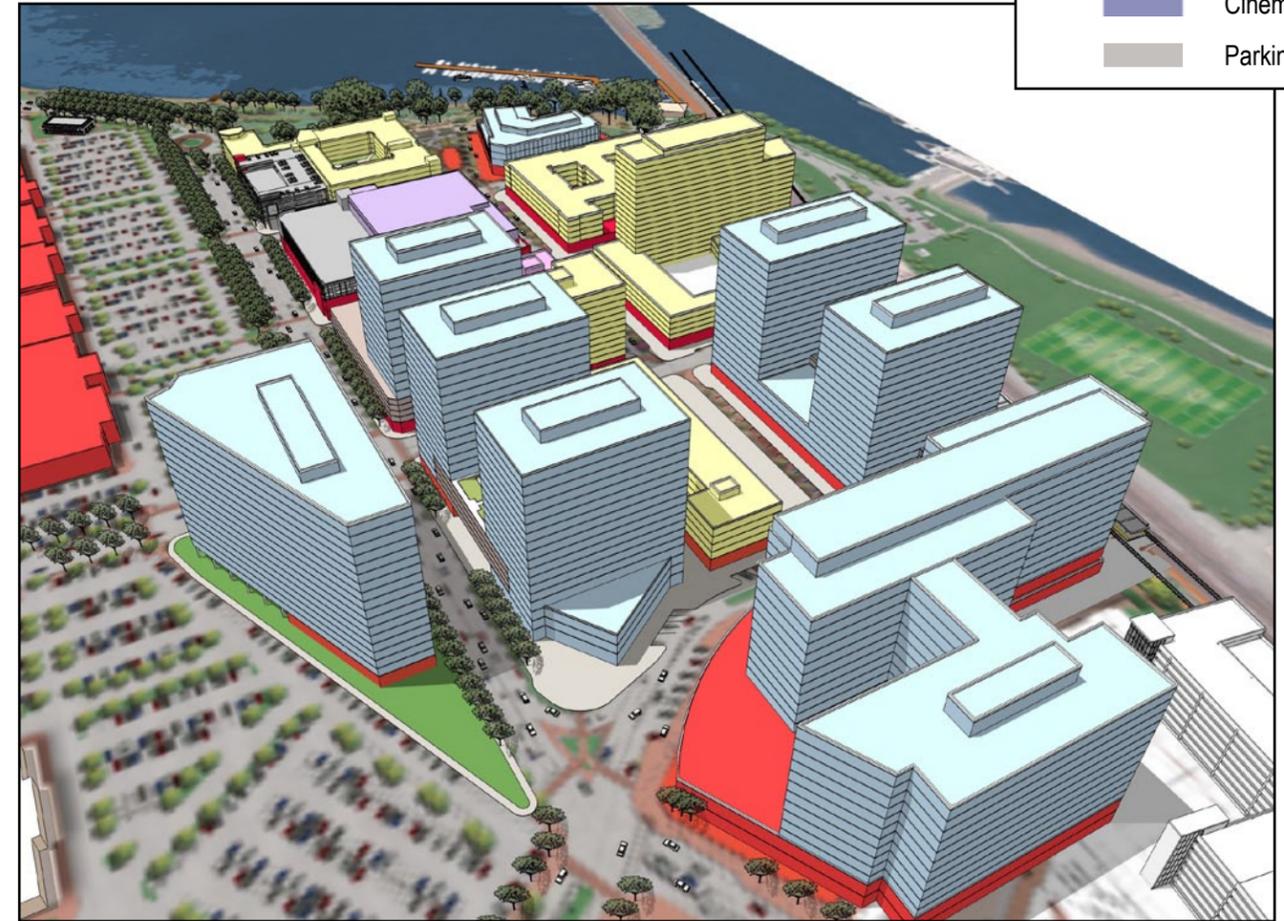
- Retail
- Commercial
- Residential
- Hotel
- Cinema
- Parking



TYPICAL UPPER LEVEL PLAN



LEGEND	
<span style="color: red;">■</span>	Retail
<span style="color: lightblue;">■</span>	Commercial
<span style="color: yellow;">■</span>	Residential
<span style="color: pink;">■</span>	Hotel
<span style="color: purple;">■</span>	Cinema
<span style="color: gray;">■</span>	Parking



VIEW LOOKING SOUTH

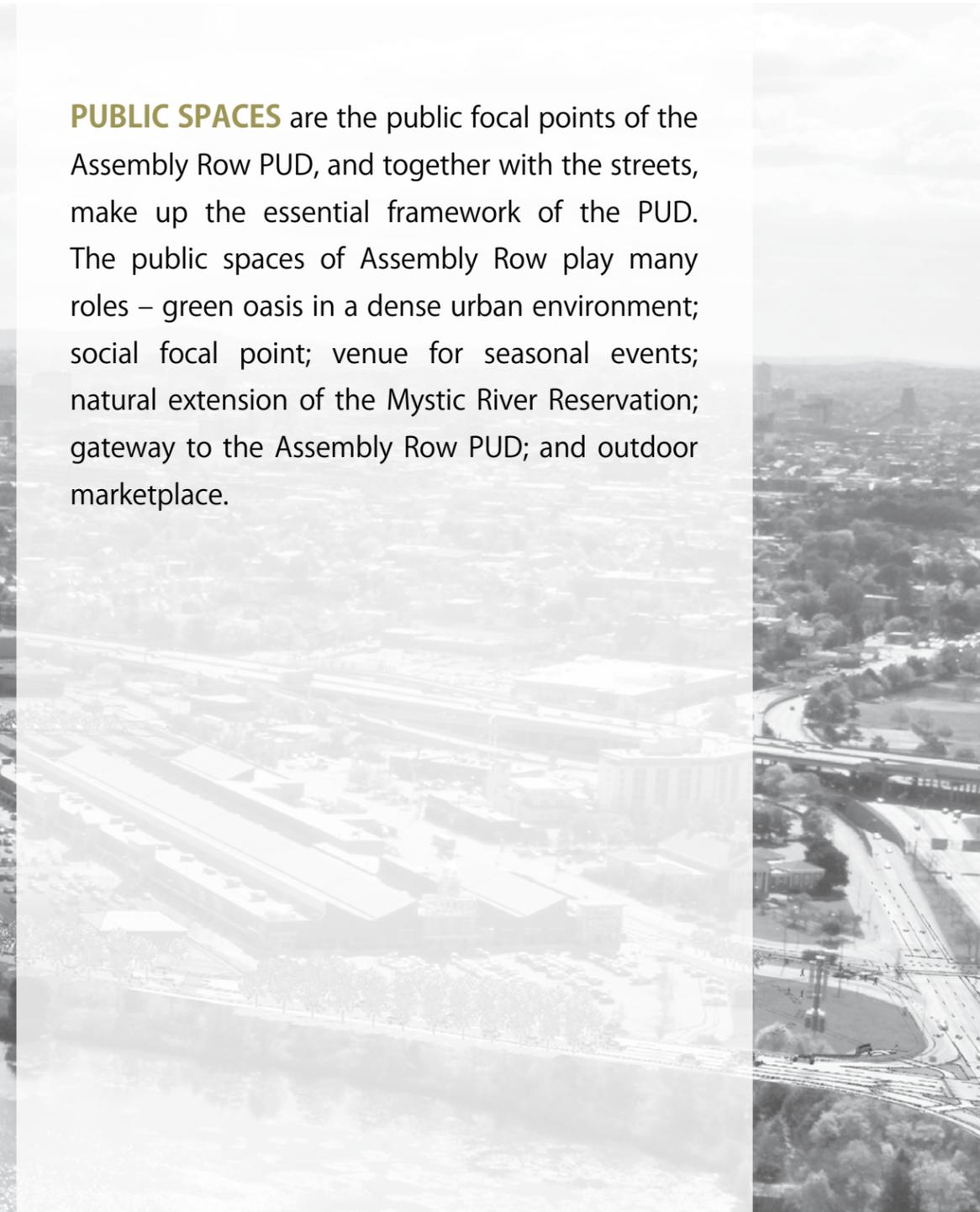
VIEW LOOKING NORTH



## 2. PRIMARY PUBLIC SPACES: *Parks & Plazas*



**PUBLIC SPACES** are the public focal points of the Assembly Row PUD, and together with the streets, make up the essential framework of the PUD. The public spaces of Assembly Row play many roles – green oasis in a dense urban environment; social focal point; venue for seasonal events; natural extension of the Mystic River Reservation; gateway to the Assembly Row PUD; and outdoor marketplace.





# PRIMARY PUBLIC OPEN SPACES

Each **open space** should connect to others via the **streetscape & public sidewalks**, and should be designed with a strong relationship to the streetscape elements - either continuing them, or creating strong distinctions through thresholds and boundaries, while still maintaining a common theme.

As per the Assembly Square Unifying Design Guidelines (March 2002), two primary public spaces are planned:

- A. Assembly Square**  
Public space on Assembly Row, with secondary connection to the future Orange Line transit station
- B. Point Park**  
Entrance plaza to the Mystic River where the north end of Main Street meets waterfront park

In addition, smaller open spaces adjacent or within development blocks are encouraged. Building entrances may be set back to create a space, and employ material to enhance the entrance:

**C. Secondary Public Spaces**

Each of these publicly accessible spaces should employ palettes of high-quality materials and furnishings, equal to or better than the standard described in these guidelines and Assembly Square Design Guideline for the Public Realm (March 2002).





# ASSEMBLY SQUARE PLAZA

**Assembly Square** is the signature public place of the Assembly Row PUD. Assembly Square occurs at the the south end of Assembly Row .

Assembly Square is a short block away from the future Orange Line transit station on its east end, and will function as a place of arrival, a gateway to the district, and offer a visual connection towards Point Park and the Mystic River. To reinforce these goals, Assembly Square should:

- Use paving materials and landscaping, trees, and street lights to delineate the uses and reinforce circulation through the open space.
- Maintain flexibility to accommodate outdoor cafes, small events and temporary pedestrian access of adjacent roadways.

## Key Connections

- Buildings are “connected” to Assembly Square by marking their entrances with extra pedestrian space and unique building elements such as canopies, projecting building elements or projecting storefronts.
- Prominent focal elements at the north and south ends serve as gateway markers to the Assembly Square public space. These may be artwork, pavilion building or landscape features.

## Circulation

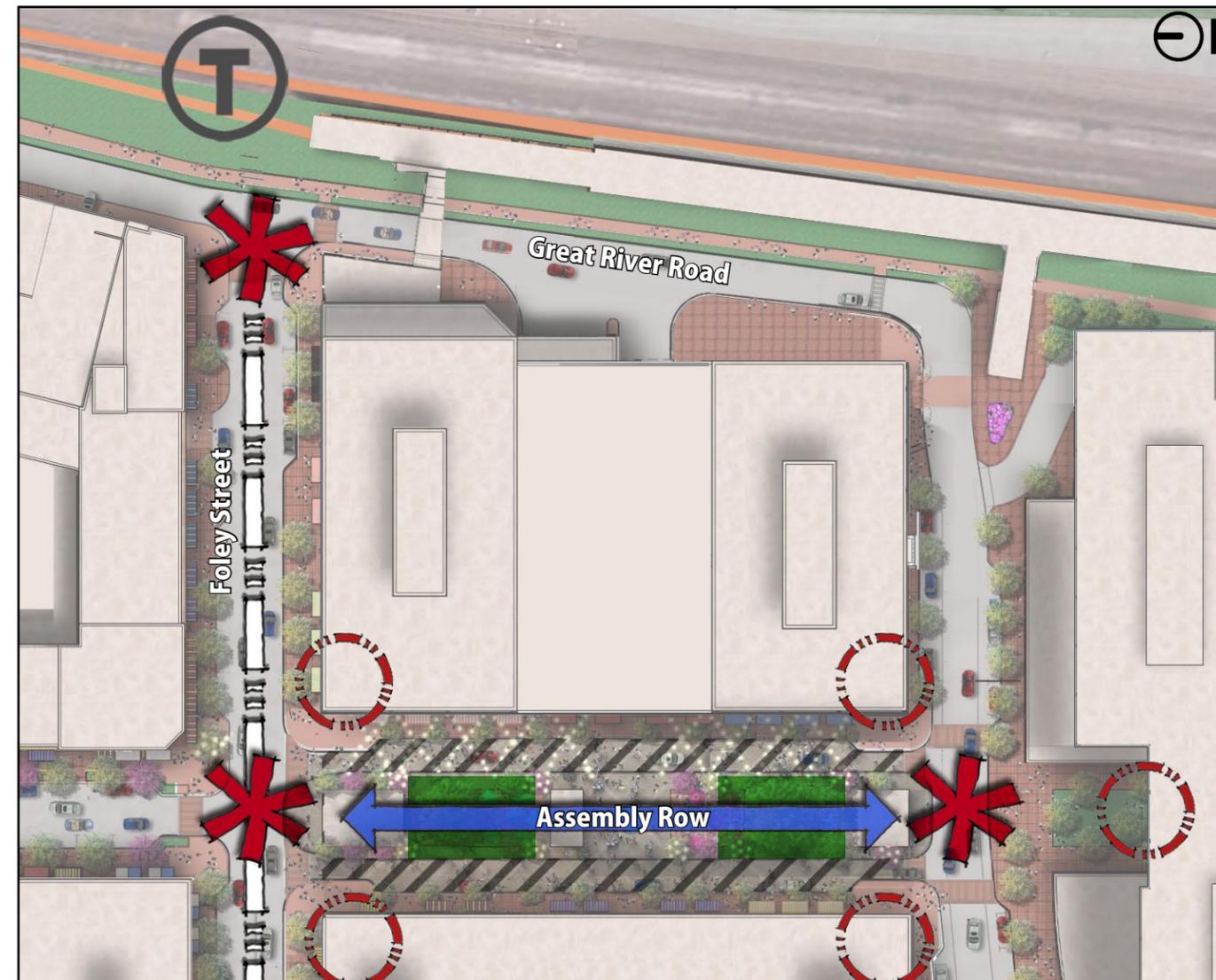
- The East-West sidewalk connecting the new transit station with the park should reinforce the character of the park.
- One way streets north & south through the open space have the potential to close for special events.

## Character

A cohesive identity for the entire space is achieved by using a unique set of streetscape elements specific to open space around Assembly Square Park (benches, trash receptacles, bollards, planters and special pedestrian paving). And use special streetscape paving or ground treatment to strengthen the “boundary” around the edge of Assembly Square plaza.

The Assembly Square park will emphasize a mix of retail kiosks, cafes and informal greenspace and landscaping. Building facades which abut Assembly Square should feature elements such as awnings, trellises, entrance canopies, overhangs, and arcades, which enrich the pedestrian scale and create intimacy with in the Assembly Square public space.

Legend	
	Primary building access to open space
	View/Access
	Primary pedestrian circulation
	Focal point/artwork/gateway





**Main Street Mall** is the urban open space connection of Main Street to the Mystic River Waterfront Park. The fan shape of the park maximizes views and is designed to broaden the mouth of Main Street to improve the connection to the river and extend the presence of the Mystic River preservation into the neighborhood. It is intended to provide an outdoor market place for the community. Integral to this open space is a permanent market pavilion on the north end of the Mall and areas on Main Street between A and C Streets where temporary tents and structures can be placed for public events such as seasonal outdoor market, exhibitions, and festivals that can benefit from the connection to Riverfront Park. The pavilion may also act as a performance space that can relate to the waterfront park for major events and to the mall for smaller events.

### Key Connections

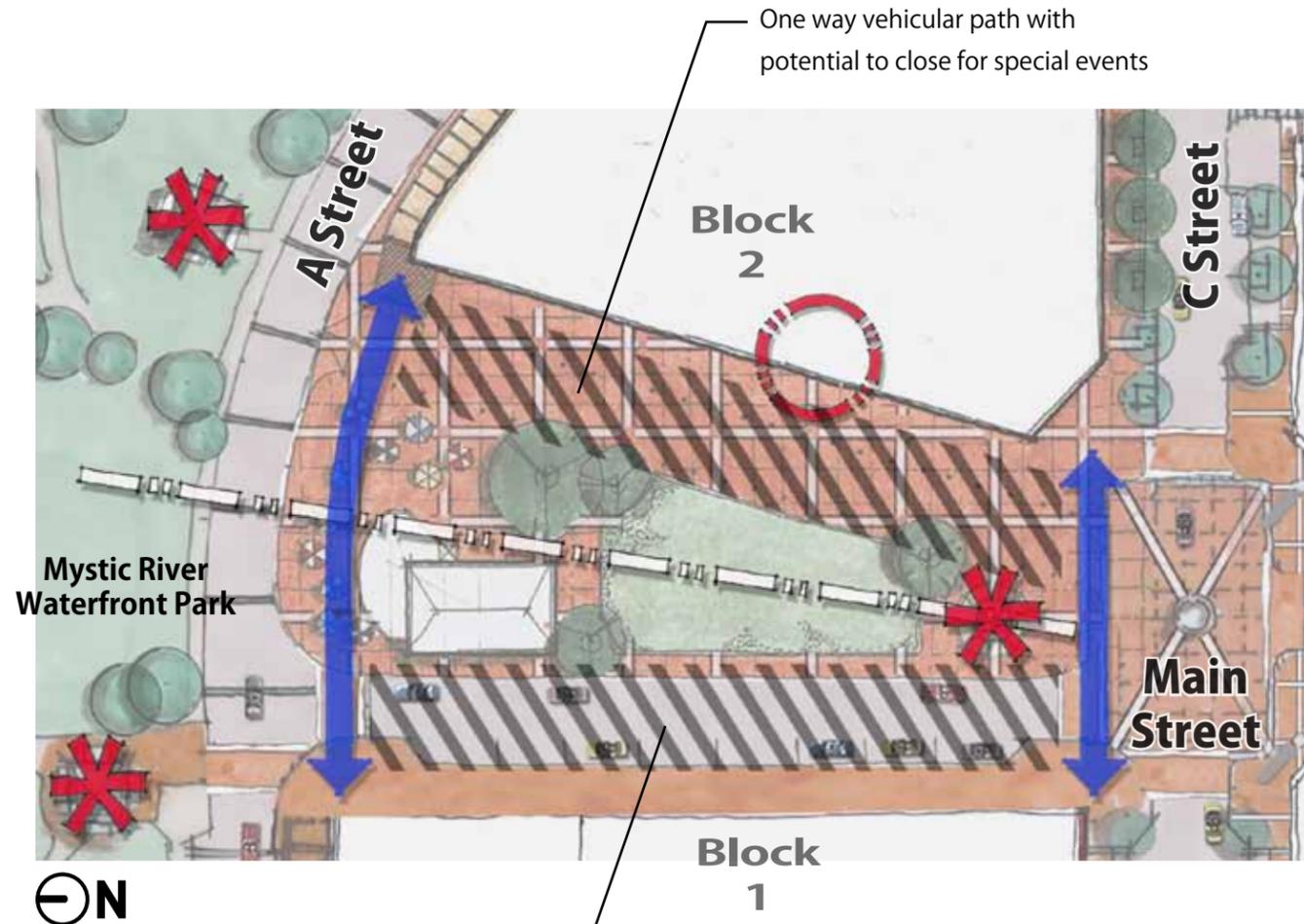
- A focal point, e.g. fountain, at the southern end of the Mall marks the beginning of this extended open space
- Main Street Mall is on axis with gathering space / potential pavilion like features connecting across A Street to the north (Waterfront Park)

### Circulation

- One way streets North and South through the open space have the potential to close for special events.
- Adequate circulation space around the building is needed and pedestrians should be protected from traffic with a landscape and/or streetscape elements such as bollards, street lamps, or change in ground materials

### Character

Main Street Mall is an open space that can use 'curbless' condition (sidewalks & roadways all constructed at the same level, utilizing paving treatments, bollards, trees, and street lights to delineate the uses) to further extend activity and presence into Main Street.



Legend	
	Primary building access to open space
	View/Access
	Primary pedestrian circulation
	Focal point/artwork/gateway





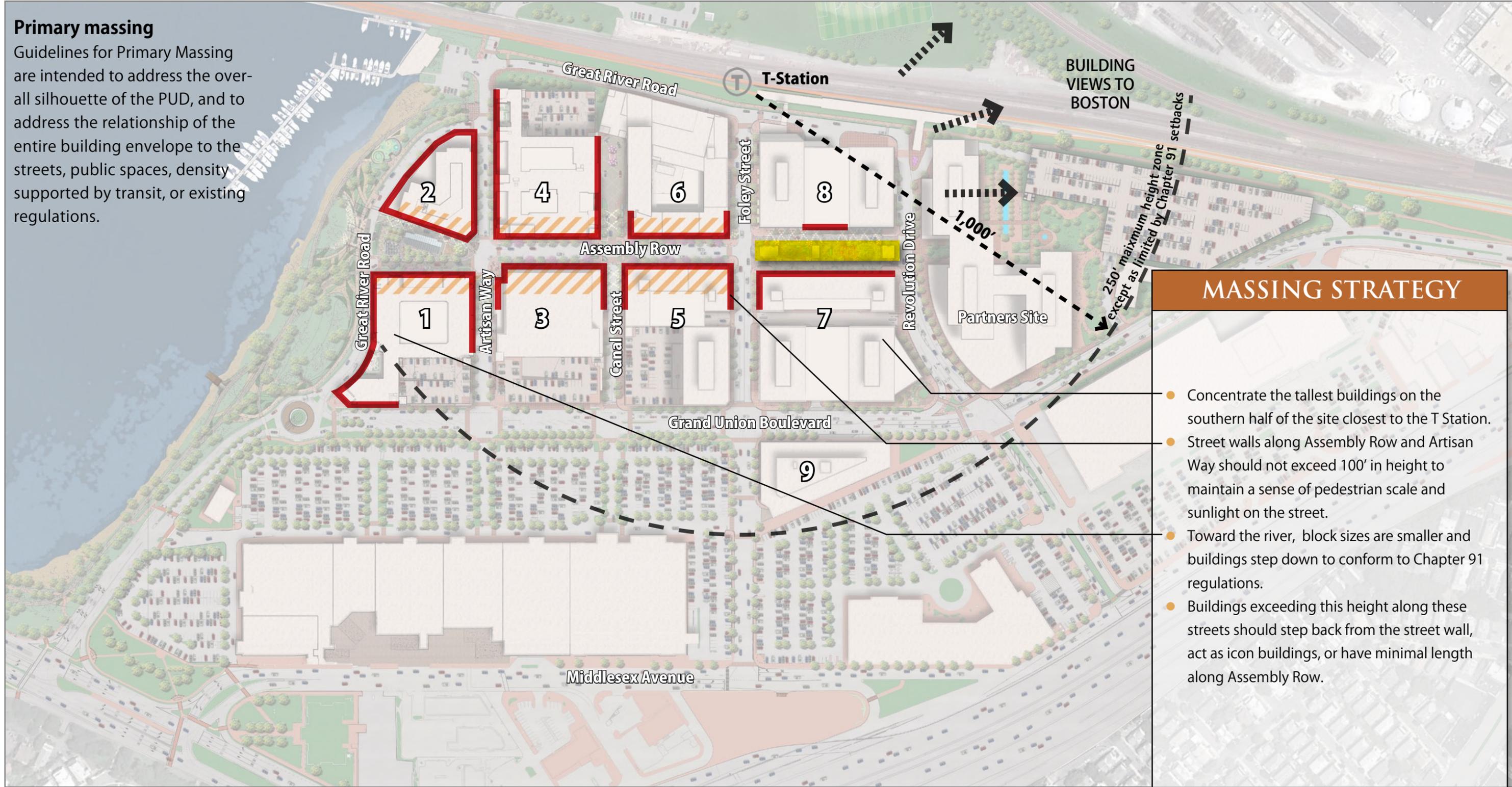
This section defines key places within the overall master plan that individual buildings will need to respond to become part of a greater urban design. The **KEY URBAN ELEMENTS** are building pieces or facades that are used to terminate view corridors, mark significant edges, streets, open spaces or to serve as building level gateways into the Assembly Row mixed-use district. As architects design individual buildings, this plan will define where the building has a role in the overall master plan.

The **DESIGN PRINCIPLES** in the following pages are meant to illustrate a conceptual approach to the architectural expression of the Assembly Square development, and are intended as a minimum design quality for developers, architects, and designers involved in the project. All participants will be required to meet this threshold, and will be encouraged to exceed it as designs develop.



**Primary massing**

Guidelines for Primary Massing are intended to address the overall silhouette of the PUD, and to address the relationship of the entire building envelope to the streets, public spaces, density supported by transit, or existing regulations.



**MASSING STRATEGY**

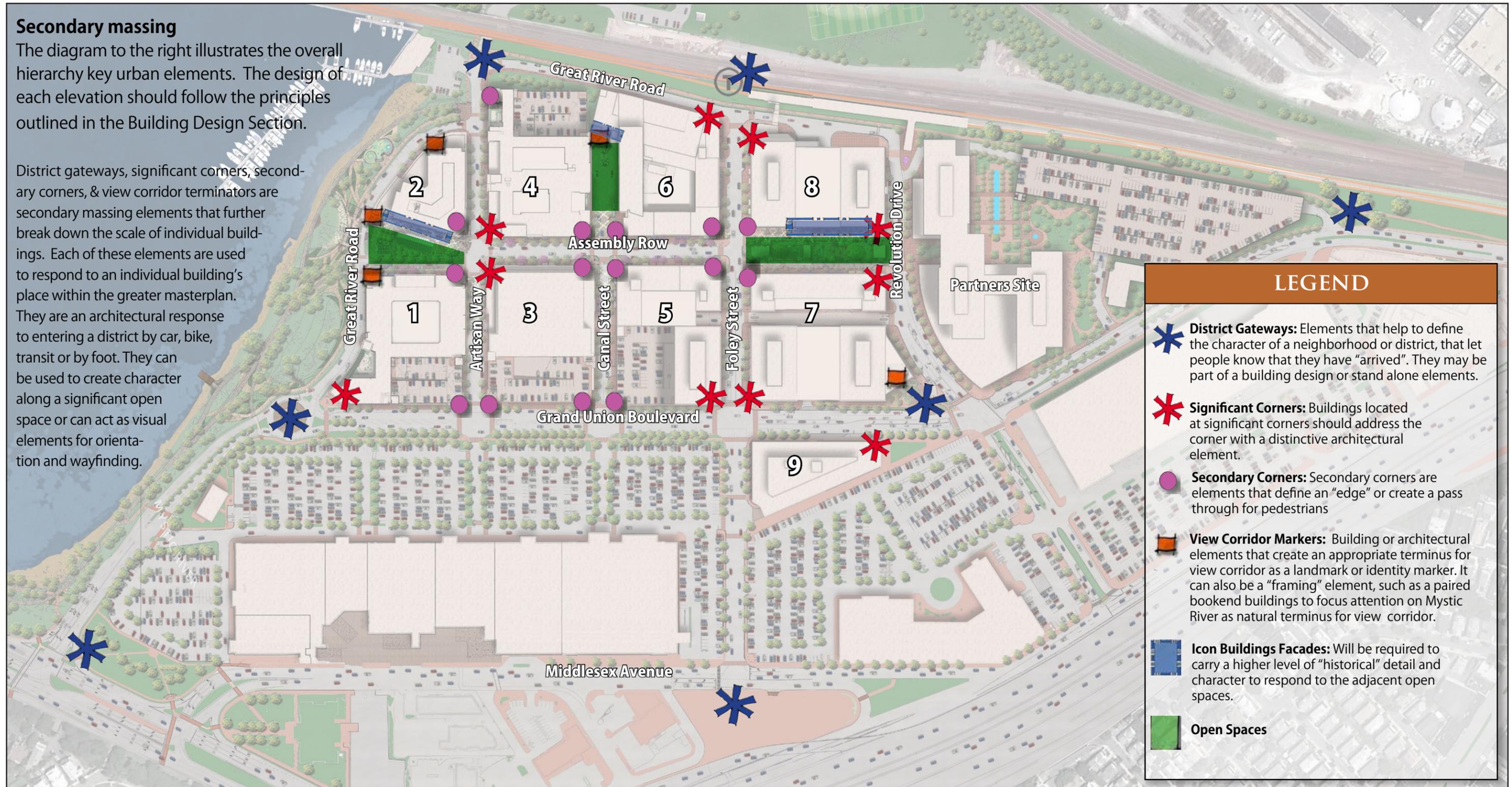
- Concentrate the tallest buildings on the southern half of the site closest to the T Station.
- Street walls along Assembly Row and Artisan Way should not exceed 100' in height to maintain a sense of pedestrian scale and sunlight on the street.
- Toward the river, block sizes are smaller and buildings step down to conform to Chapter 91 regulations.
- Buildings exceeding this height along these streets should step back from the street wall, act as icon buildings, or have minimal length along Assembly Row.



## Secondary massing

The diagram to the right illustrates the overall hierarchy key urban elements. The design of each elevation should follow the principles outlined in the Building Design Section.

District gateways, significant corners, secondary corners, & view corridor terminators are secondary massing elements that further break down the scale of individual buildings. Each of these elements are used to respond to an individual building's place within the greater masterplan. They are an architectural response to entering a district by car, bike, transit or by foot. They can be used to create character along a significant open space or can act as visual elements for orientation and wayfinding.



### LEGEND

-  **District Gateways:** Elements that help to define the character of a neighborhood or district, that let people know that they have "arrived". They may be part of a building design or stand alone elements.
-  **Significant Corners:** Buildings located at significant corners should address the corner with a distinctive architectural element.
-  **Secondary Corners:** Secondary corners are elements that define an "edge" or create a pass through for pedestrians
-  **View Corridor Markers:** Building or architectural elements that create an appropriate terminus for view corridor as a landmark or identity marker. It can also be a "framing" element, such as a paired bookend buildings to focus attention on Mystic River as natural terminus for view corridor.
-  **Icon Buildings Facades:** Will be required to carry a higher level of "historical" detail and character to respond to the adjacent open spaces.
-  **Open Spaces**



The Building Skins create a finer grain in the character of the inner walls, edges of open space as well as less visible and utilitarian faces of buildings. In order to achieve extraordinary character in appropriate places, other places must act as background.

This section of the guideline illustrates areas of the building faces where investment in detail or higher quality of materials should be concentrated, as well as where less detail and more common materials are appropriate.

Each face has areas defined by a **star rating**. More stars mean greater detail and better materials. These areas will often equate to significant corners or gateways and places that are directly related to pedestrians. A location with **4 stars** (VVVV) is also a place where public art, or placemaking elements would be appropriate. **3 stars** (VVV) designate significant elevations with good detail and materials that are appropriate as the edge of a significant public space. **2 stars** (VV) are solid background elevations. **1 star** (V) represents areas that are utilitarian or are low visibility.

## Concept Elevations



WW

Significant Corners,  
Lobbies, Gateways & Entrances



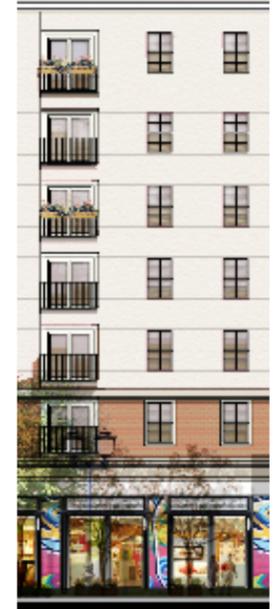
WW

Primary Elevations / area  
of architectural emphasis



W

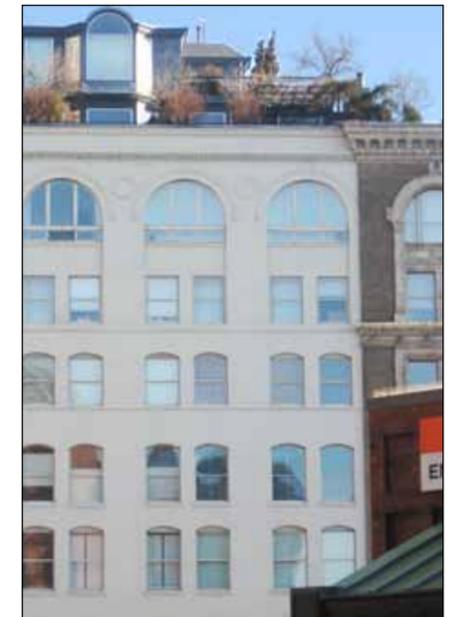
Secondary Elevations



V

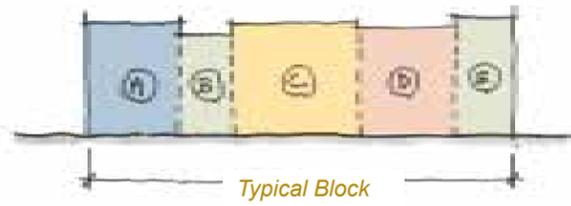
Tertiary Elevations

VALUE LEGEND	
	Significant Corners Lobbies / Gateways / Entrances
	Primary Elevations / area of architectural emphasis
	Secondary Elevations
	Tertiary Elevations

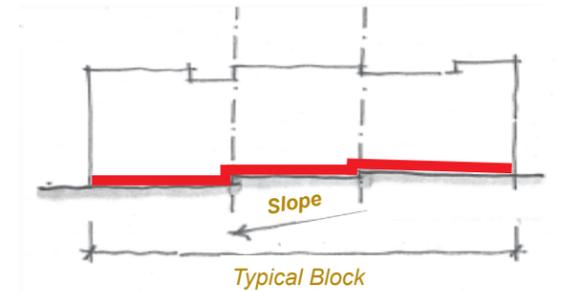




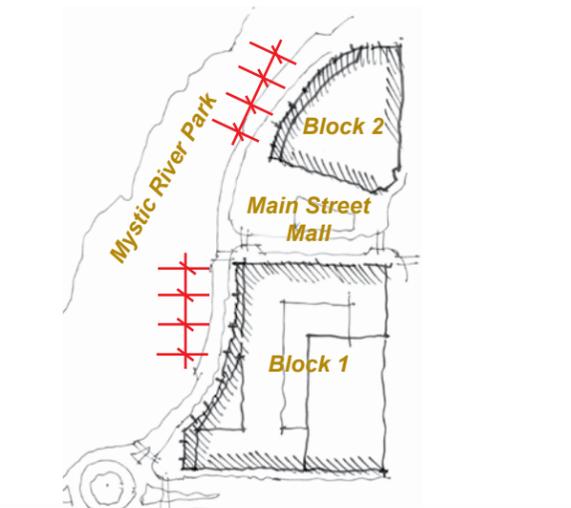
## 1. RHYTHM



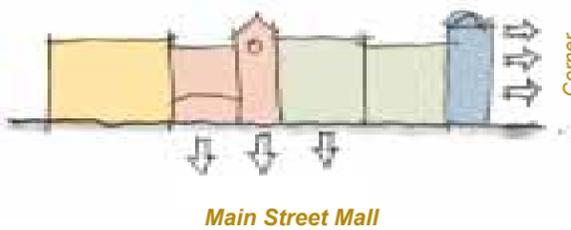
Encourage appearance of multiple buildings through varied massing and design across a typical block elevation.



Create slab breaks along building lines on the ground (retail) level to accommodate the varying slope. Limit breaks to lobbies, vias, or other non-retail divisions.



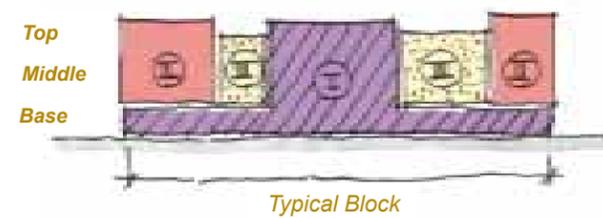
Create a series of base columns at regular intervals along A-Street to define the character of the Mystic River Park "edge"; this will not define the storefront layout.



## 2. ORGANIZATION

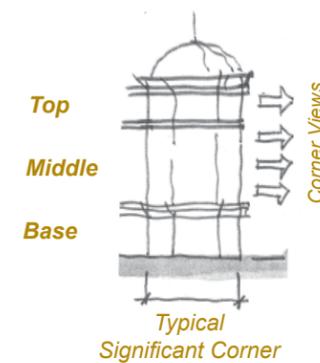
Arrange building facades according to view (i.e.; Main Street Mall), location (i.e.; corner units or upper level units).

## 3. EXTERIOR PRIORITIES

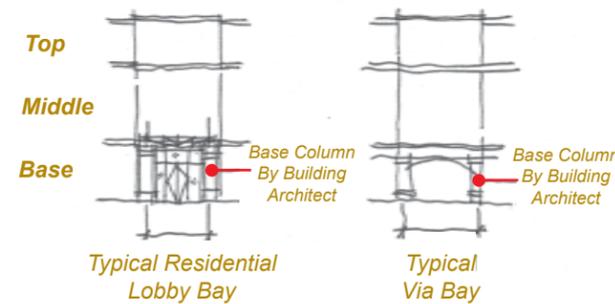


Determine design priorities across the length of a typical block elevation as it relates to various experiences such as the pedestrian experience (Primary), the vehicular experience (Secondary), and the "behind the scenes" experience (Tertiary).

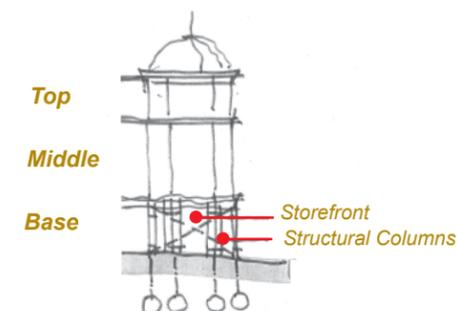
## 4. BUILDING DETAILS



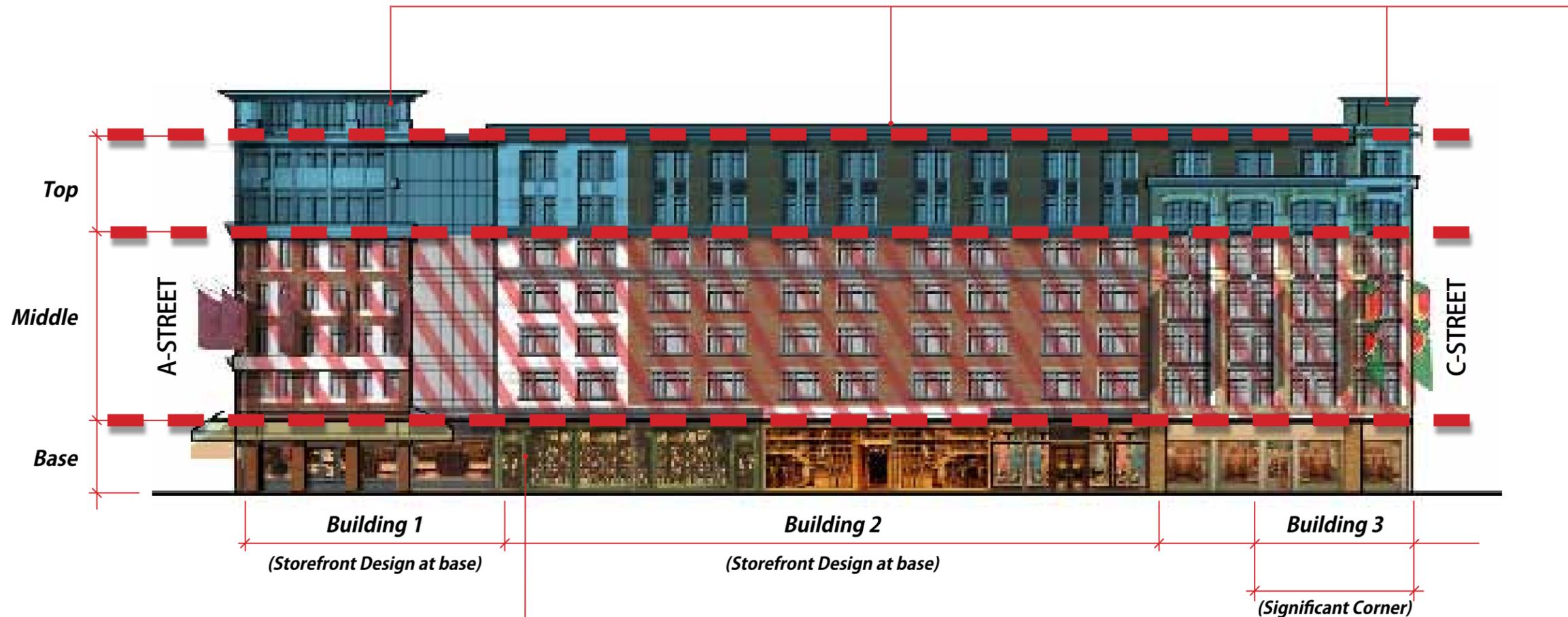
Incorporate a higher level of detail, materials and glazing at significant bays and corners.



At the base, express residential lobby bays and via bays as part of the building design, not a part of the storefront design.



At the base, when not associated with residential lobbies, commercial lobbies, or vias, express structural columns as part of the storefront design, not part of the base building design.



### Main Street East - Block 1 Concept Elevation

The base is reserved for the retail tenant's expression except at commercial, residential or hotel lobbies.

- Encourage the appearance of multiple buildings through varied massing and design across a typical block long elevation.



- All buildings are to include a base, middle and top through the use of cornices, exterior architectural moldings, trim, roofs and materials.



- Vary the cornice line at the top of the building and encourage different types of cornices to create a varied roof line.





Building amenity or element unique to the corner unit may have increased window sizes, balconies etc.

Allow the distribution of types (in this case, residential unit types) behind the facade influence the fenestration



**Main Street East - Block 1 Concept Elevation**

- The organization of the interior of the building should follow exterior conditions i.e. larger residential units will tend to be on corners or oriented toward views.
- The organization of unit types as well as unique exterior influences [i.e. views] should be expressed on the building elevations. For example: corner units with a view might have increased window sizes, balconies or rooftop amenities to take advantage of the view.
- The repetition of smaller units between corners may be expressed as a field of punched openings.
- Unique units responding to unique master plan idiosyncrasies [end of a view corridor, units that bridge over pedestrian or vehicular ways] or the location of amenities like a residential community room should have a unique expression on the exterior.





**Significant Elevations**  
Unique building top

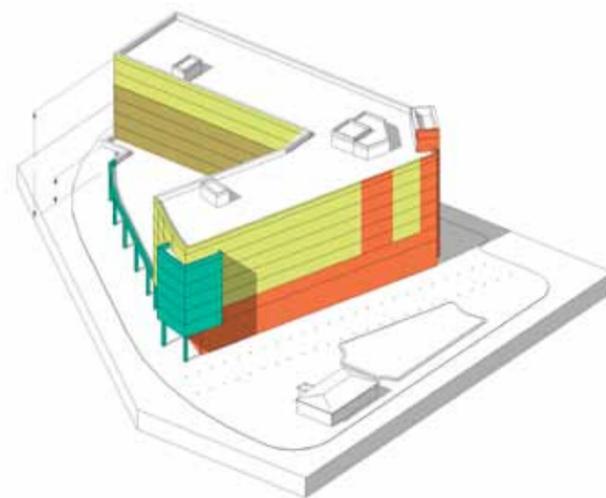
**Primary Elevations**  
Vertical expression - defining  
corner of C-Street and Main Street

A-STREET

C-STREET

**Significant Elevations**  
Area of pedestrian experience,  
materials at the base need to  
be durable and appealing

**Main Street East - Block 1 Concept Elevation**



• In order for certain parts of a building to be **“significant”** or to be perceived as a **Gateway**, to help reinforce the importance of a public open space, or to help breakdown the scale of an elevation, not all pieces can be designed to the same level. Only if some parts of the facade are allowed to be background can others be foreground. The following pages illustrate how the facades were broken into detail and material priorities, and how a designer might respond.

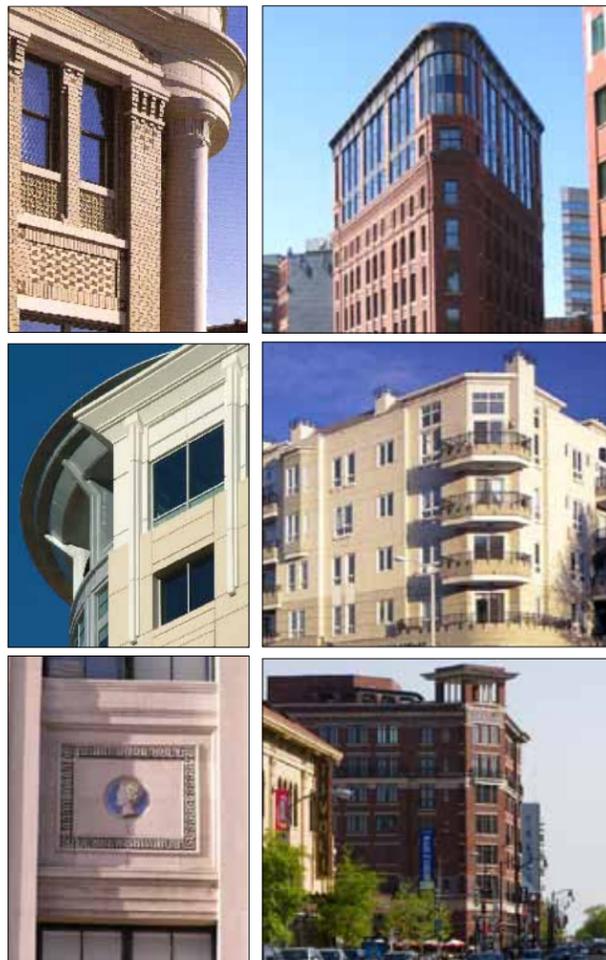


### Overall Hierarchy

- WW Significant Elevations**  
(Street level, base building, key corner elements, building top treatment.)
- W Primary Elevations**  
(Storefront level, base building treatment)
- W Secondary Elevations**  
(Typical wall and opening treatment)



VALUE LEGEND	
WW	Significant Corners Lobbies / Gateways / Entrances
Ww	Primary Elevations / Area of architectural emphasis
W	Secondary Elevations
V	Tertiary Elevations



## Possible Building Materials & Design Features

### TYPICAL CORNICE AND ROOF TREATMENT

**May consist of:**

- Dimensional concrete roof tiles (Slate tile look)
- Metal standing seam roof
- Pre-cast or GFRC cornice
- Brick chimney w/ precast caps
- Decorative stone coating at higher elevations

### TYPICAL WALL AND OPENING FRAME TREATMENT

**May consist of:**

- Brickface
- Stone cladding
- Metal cladding
- Bay or bow windows
- Bolt-on or offset decorative frieze or medallion or grille panels (precast or custom)
- Decorative stone coating trims and details
- GFRC details at first 30' of facade treatment

### TYPICAL OPENING AND BALCONY TREATMENT

**May consist of:**

- Aluminum casement windows and french doors with interior grilles
- Window wall or unitized curtain wall
- Occupiable balconies
- Decorative metal railings
- Precast or brick or metal lintel at windows
- Precast or brick window sills

Note:  
Storefront design, awnings, tenant graphics by retail tenant



VALUE LEGEND	
WW	Significant Corners Lobbies / Gateways / Entrances
W	Primary Elevations / area of architectural emphasis
W	Secondary Elevations
V	Tertiary Elevations



## Possible Building Materials & Design Features

### TYPICAL CORNICE AND ROOF TREATMENT

**May consist of:**

- Pre-cast or GFRC cornice
- Brick chimney w/ precast caps
- Decorative stone coating at higher elevations

### TYPICAL WALL AND OPENING FRAME TREATMENT

**May consist of:**

- Brickface
- Metal cladding
- Bay or bow windows
- Precast (brick or stone) decorative spandrel panels
- Decorative stone coating trims and details
- GFRC details at first 30' of facade treatment

### TYPICAL OPENING AND BALCONY TREATMENT

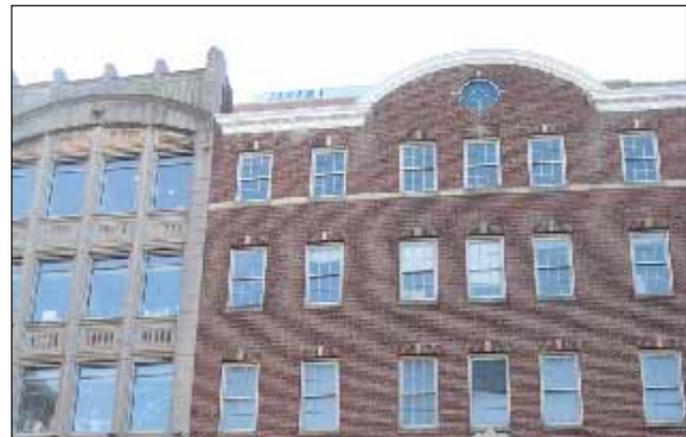
**May consist of:**

- Aluminum casement windows and sliding doors with interior grilles
- French balconies with simple railings
- Decorative metal railings
- Precast lintels at windows
- Precast window sills

Note:  
Storefront design, awnings, tenant graphics  
by retail tenant



VALUE LEGEND	
WW	Significant Corners Lobbies / Gateways / Entrances
W	Primary Elevations / area of architectural emphasis
W	Secondary Elevations
V	Tertiary Elevations



## Possible Building Materials & Design Features

### TYPICAL CORNICE AND ROOF TREATMENT

**May consist of:**

- GFRC cornice
- Decorative stone coating at higher elevations

### TYPICAL WALL AND OPENING FRAME TREATMENT

**May consist of:**

- Brickface
- Decorative stone coating
- Decorative stone coating trims and details
- GFRC details at first 30' of facade treatment

### TYPICAL OPENING AND BALCONY TREATMENT

**May consist of:**

- Aluminum casement windows and sliding doors
- Occupiable balconies with simple railings at the upper levels
- French balconies with simple railings
- Limited precast lintels at windows
- Limited precast window sills

Note:  
Storefront design, awnings, tenant graphics by retail tenant



VALUE LEGEND	
WW	Significant Corners Lobbies / Gateways / Entrances
W	Primary Elevations / area of architectural emphasis
W	Secondary Elevations
V	Tertiary Elevations



### Possible Building Materials & Design Features

#### TYPICAL CORNICE AND ROOF TREATMENT

**May consist of:**

- Metal cap parapet
- Decorative stone coated cornice at higher elevations

#### TYPICAL WALL AND OPENING FRAME TREATMENT

**May consist of:**

- Limited brickface
- Decorative stone coating at higher elevations
- Clapboard or vinyl siding at higher elevations
- Decorative stone coating trims and details
- GFRC details at first 30' of facade treatment

#### TYPICAL OPENING AND BALCONY TREATMENT

**May consist of:**

- Vinyl clad hung windows & sliding doors
- French balconies with simple metal railings

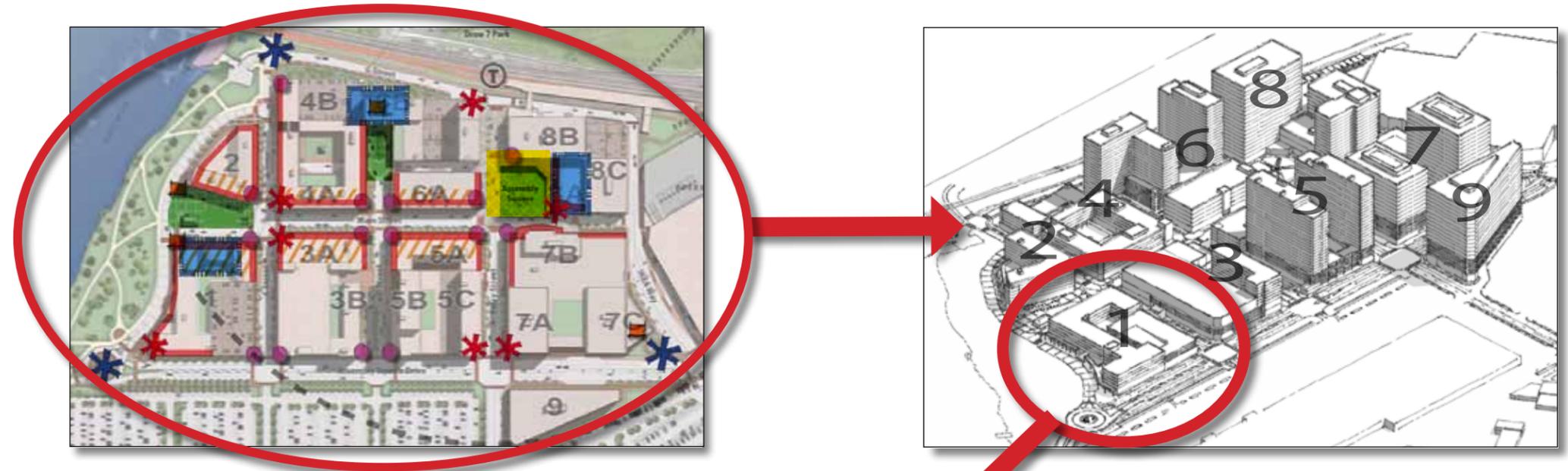
Note:  
Storefront design, awnings, tenant graphics  
by retail tenant



This section overlays each of the building's elevation hierarchy block by block. As Assembly Row is implemented over several years and by several parties focused on individual blocks, following this section will insure that each building responds to its obligation to the principles of the overall masterplan.

Within this document, elevations have been assigned a "value" that is illustrated through the use of VVV symbols (see sample key below right).

From a design standpoint, this translates into focusing attention on specific elements of the buildings' skin within the overall design that have been deemed "valuable" to the project. That focus will involve decisions regarding the articulation of forms, the selection of materials, and the application and level of detail.



**AssemblyRow**  
at Assembly Square

### BLOCK 1

**Key Considerations**

- East side should create street wall to reinforce Main Street
- North side should help articulate and create a strong edge for the development park
- Block should conform to Chapter 11 height restrictions
- North side provides parking access and South side provides loading access
- Residential address is on the Main Street and multifamily lobby on A-Street
- Significant corner at southeast corner to reinforce gateway function from Assembly Square Drive

**PLAN LEGEND**

- Significant Corner
- Secondary Corner
- Active Street Level Frontage
- Residential Lobby Entrance
- Vehicular Access
- Loading/Service Area

**1. View of N-W corner**

**2. View of S-E corner**

**VALUE LEGEND**

- Significant Corners
- Primary Elevations / area of architectural emphasis
- Secondary Elevations
- Tertiary Elevations

Federal Realty

page 4  
APRIL 2010

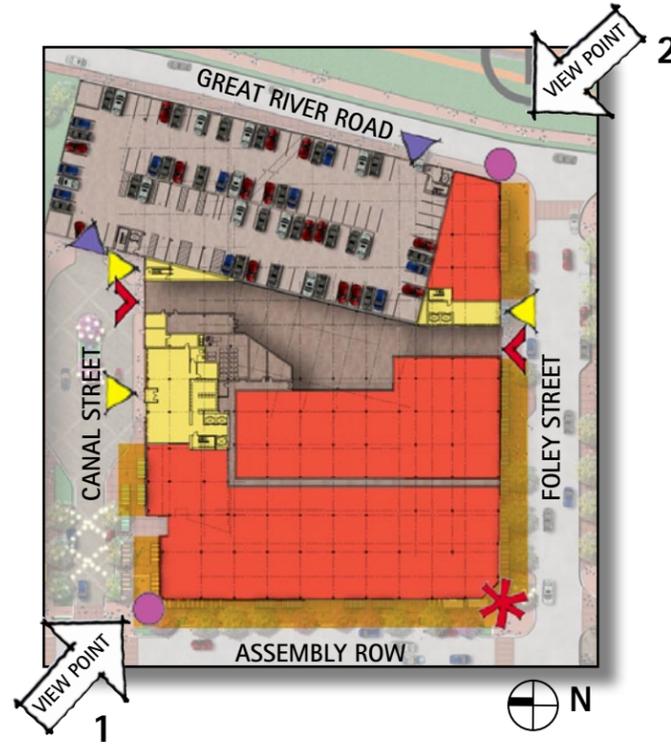
VALUE LEGEND	
WW	Significant Corners Lobbies / Gateways / Entrances
W	Primary Elevations / area of architectural emphasis
W	Secondary Elevations
V	Tertiary Elevations



Key Plan

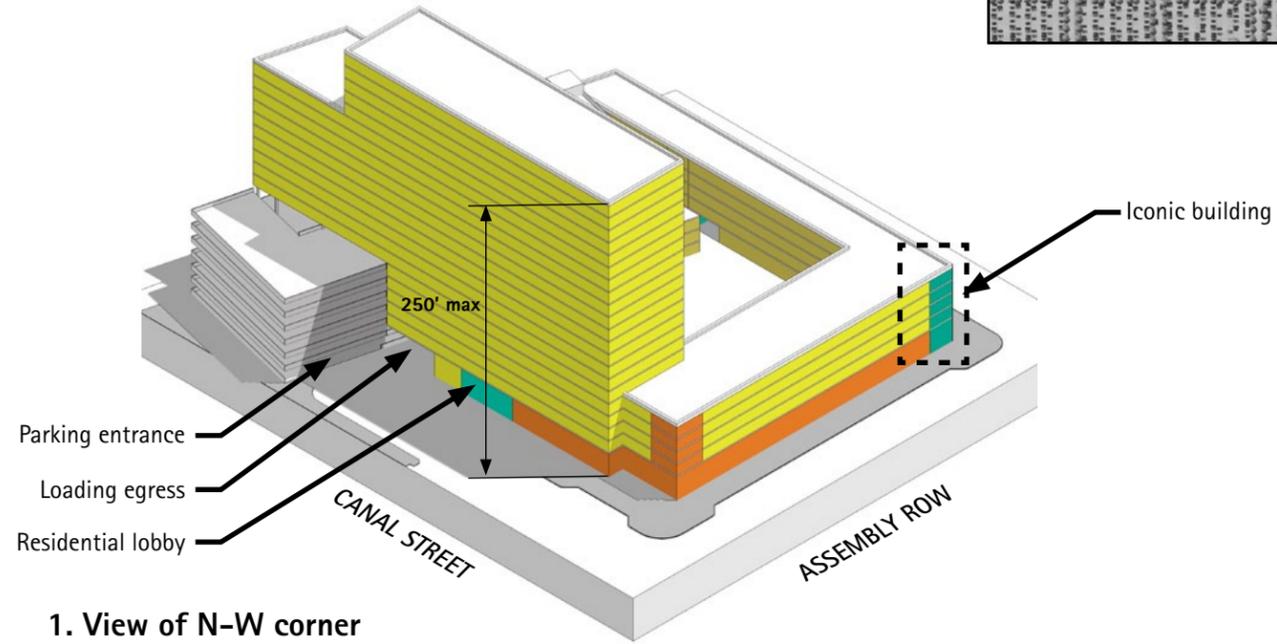
Key Connections:

- West side defines Assembly Row and expresses street level retail
- South side is highlighted by a significant corner that addresses the linear park and provides a point of orientation to visitors entering via Foley Street
- North side defines Canal Street as a residential court with primary residential parking access
- East side has primary residential/parking access
- East end of Canal Street court has primary residential parking
- Building mass should setback from Main Street
- Designated Iconic Building (see section 3.2) is required to carry a higher level of "historic" detail and character to respond to the adjacent open space.

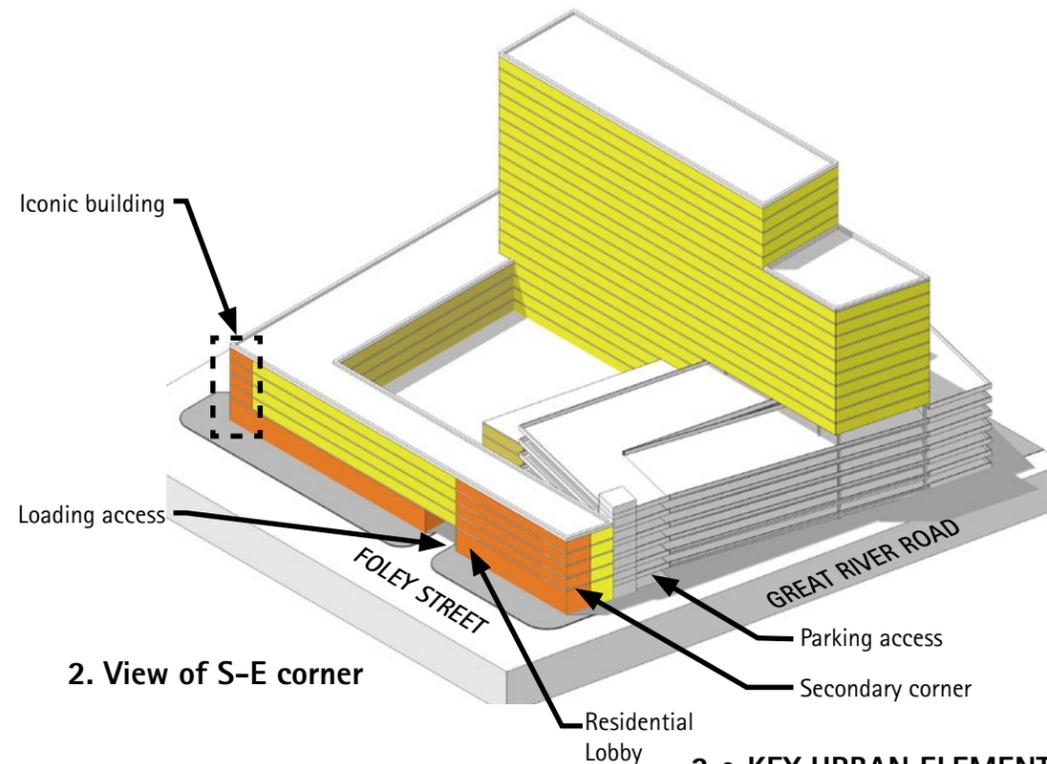


PLAN LEGEND	
	Significant Corner
	Secondary Corner
	Active Street Level Frontage
	Hotel/Office/Residential Lobby/ Entrance
	Vehicular Access
	Loading/Service Area

NOTE: Exact location is subject to change based on further building design



1. View of N-W corner



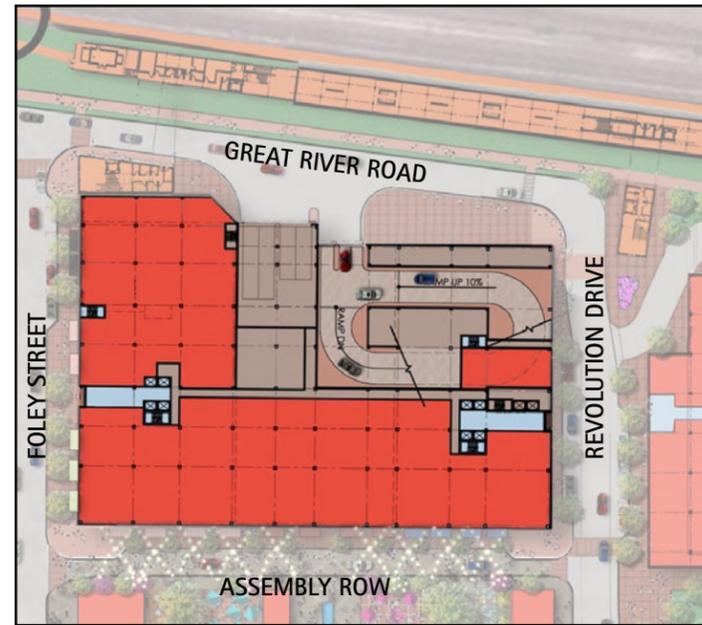
2. View of S-E corner

VALUE LEGEND	
	Significant Corners Lobbies / Gateways / Entrances
	Primary Elevations / area of architectural emphasis
	Secondary Elevations
	Tertiary Elevations

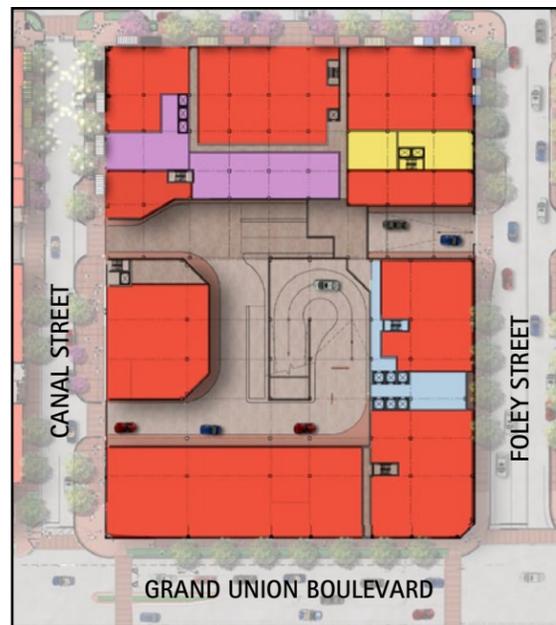


Key Plan

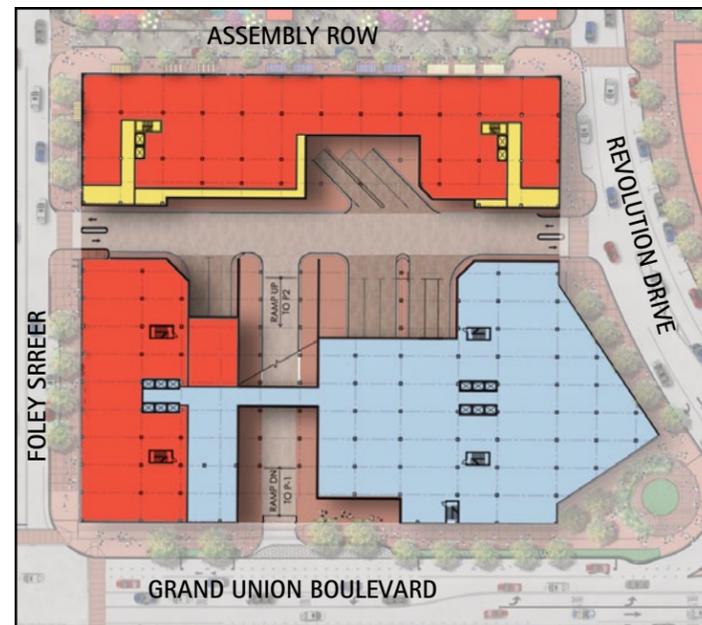
\*Design Guidelines for blocks 5, 7 and 8 will be submitted when program and massing have been determined.



Block 8



Block 5



Block 7



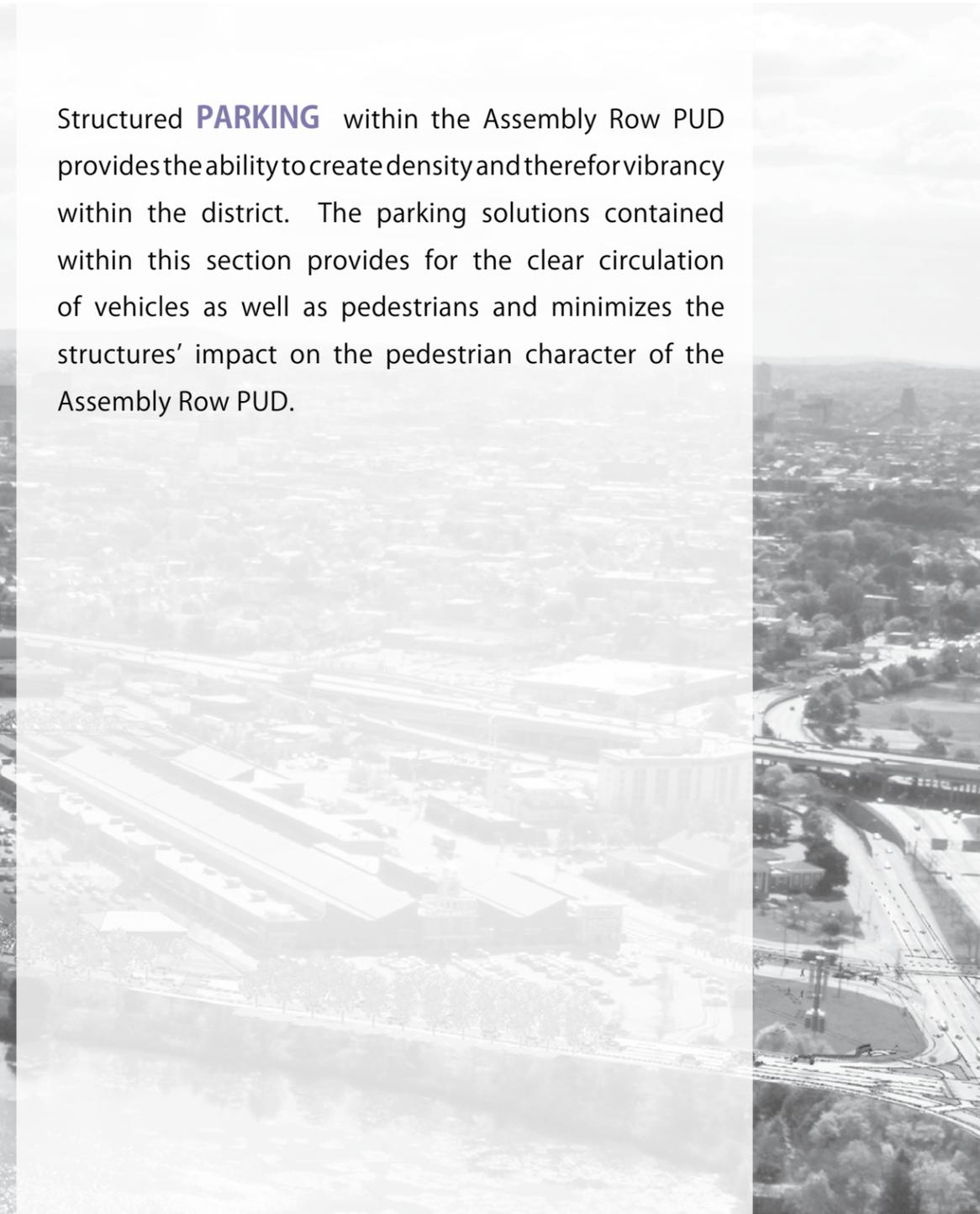
VALUE LEGEND	
	Significant Corners Lobbies / Gateways / Entrances
	Primary Elevations / area of architectural emphasis
	Secondary Elevations
	Tertiary Elevations



## 4. PARKING



Structured **PARKING** within the Assembly Row PUD provides the ability to create density and therefore vibrancy within the district. The parking solutions contained within this section provides for the clear circulation of vehicles as well as pedestrians and minimizes the structures' impact on the pedestrian character of the Assembly Row PUD.





## Concept Parking Garage Elevations

### FACADE TREATMENT LEGEND

Facades of parking structures which are exposed to major streets or open spaces will be designed with the following minimum requirements:



#### Above grade parking

Location of exposed above grade parking decks



#### Type 1

The parking deck facade should be treated with high quality materials as a part of the column and spandrel design and given vertical articulation to break up continuous horizontal strip openings. Where the parking deck is stacked above or below other uses, it should incorporate a similar color or material palette.



#### Type 2

A typical parking structure of either steel or concrete columns and spandrel that incorporates a "screen" on the exposed facade. The screen material may incorporate color, iconic images or vegetation.



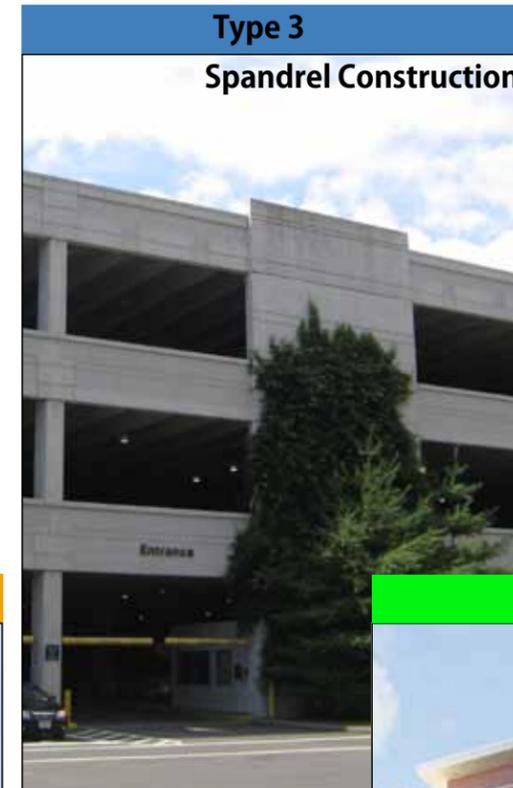
#### Type 3

A typical parking structure of either steel or concrete columns and spandrel.



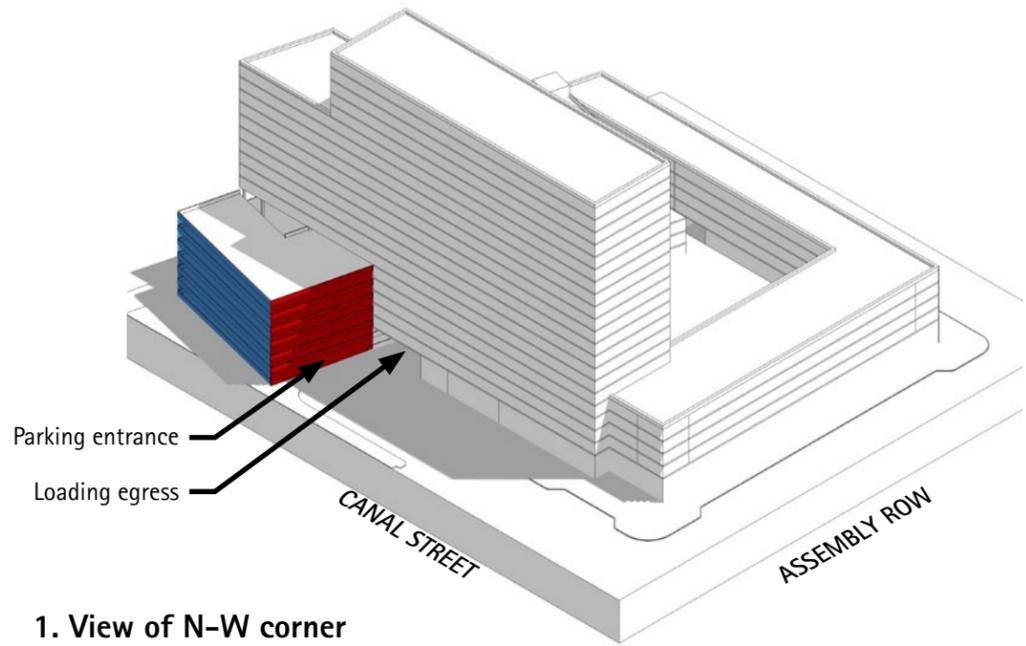
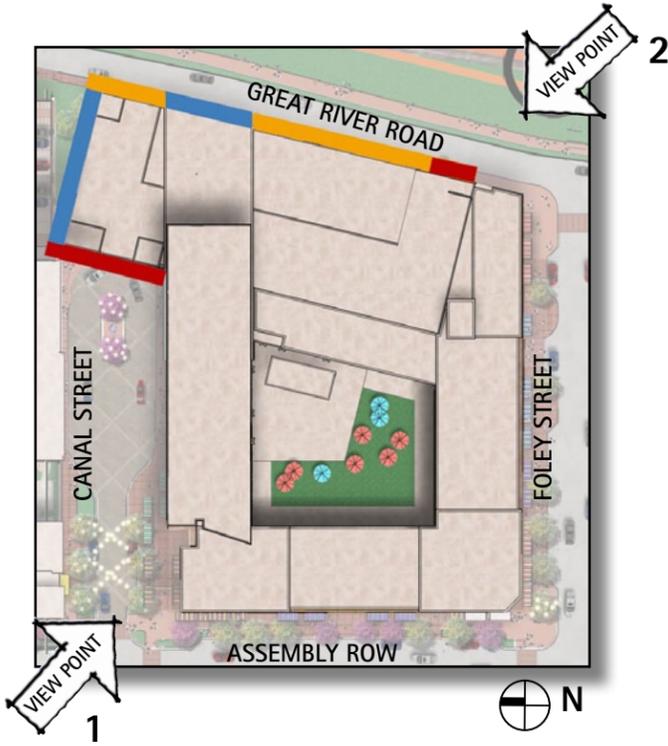
#### Type 4

Parking structure lobbies should be clearly visible and be unique in its articulations. Expression of the vertical pedestrian circulation (stairs and elevators) is strongly encouraged.





Key Plan

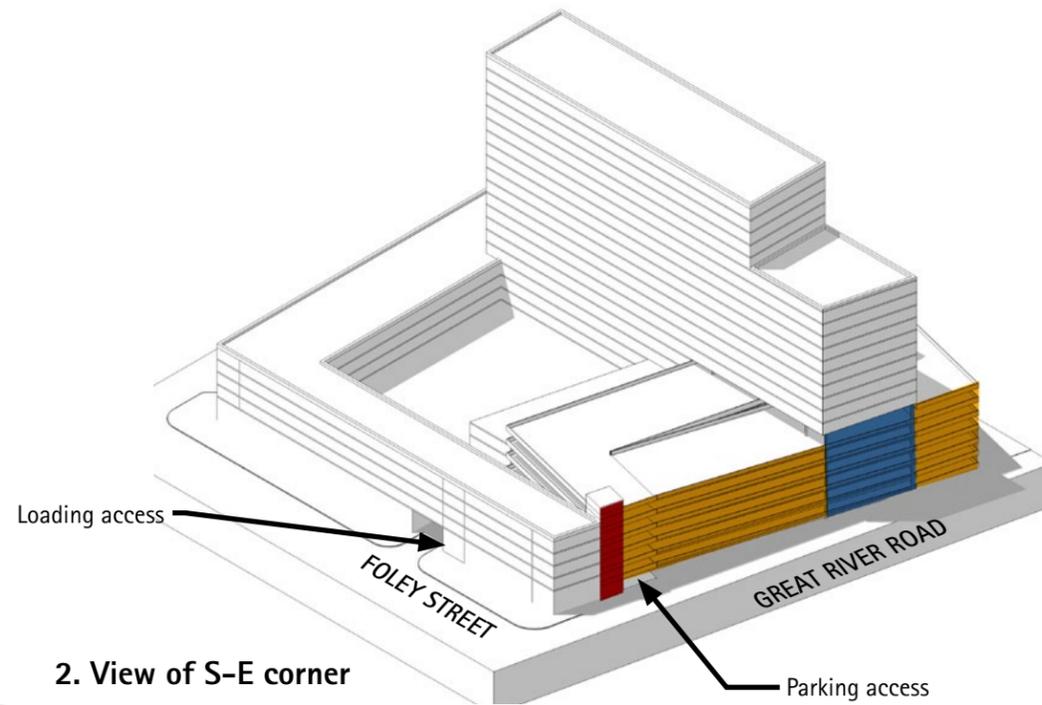


1. View of N-W corner



Type 2 Screened facade example

VALUE LEGEND	
	Type 1
	Type 2
	Type 3
	Type 4



2. View of S-E corner



## 5. STOREFRONTS



**STOREFRONTS** are one of the key components of creating the character of the pedestrian oriented streets of Assembly Row. Retail is the primary use at the ground level of the buildings, the storefronts form the base of the architecture and will provide a fine grain to the buildings massing. To ensure a varied texture to the street wall, storefronts will reflect the individual character of the retail tenant vs. the character of the architecture above. Each storefront will be different and wherever possible driven by the brand of the retailer but should not rely on typical corporate prototype designs. To ensure a continuous and varied character along the pedestrian streets, wherever possible, the retail character should envelop the base of the building architecture. This approach means these guidelines cannot prescribe a particular style of storefront design, and therefore speak only to their quality and general character.





All retail tenants will have the opportunity to design and install their own storefronts as a way to express their individual identity provided they observe the minimum guidelines noted below:

- Support and enhance a good pedestrian experience on the primary sidewalks.
- Storefronts should be “individual” expressions of a tenant’s identity and may not rely exclusively on typical corporate prototype designs.
- Maintain a design and material quality to meet or exceed the quality of the tenants other “best” stores.
- Maintain design and material quality to meet or exceed the quality of the base building architecture.
- When used, integrate the design elements of the “merchandising zone” and the “cafe zone” to the tenant’s identity.
- Exterior merchandising may include elements that enhance a tenants brand such as planters, furniture, sidewalk signage and merchandise display.
- Tenants should create a unique and identifiable entryway that distinguishes their brand identity.
- Integrate the design of the storefront, interior, signage and lighting.

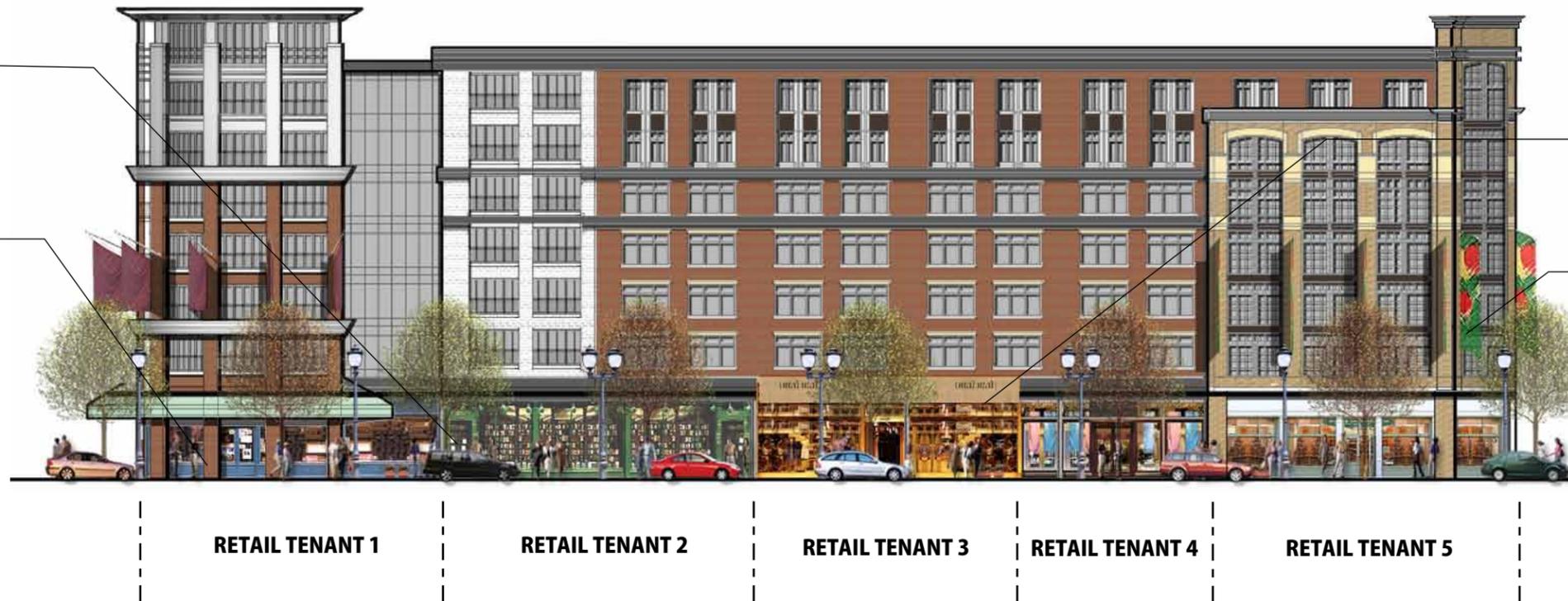




## Concept Elevation

Where exposed, storefront design will wrap the base building columns. Tenant has control, at minimum, of storefront from structural column to structural column creating a collection of storefronts.

Base building architecture extends to the ground in order to create a special gateway/ entrance.



Typically, base building architecture does not extend into the storefront zone, which is +/-18' from the finished floor elevation.

Tenant identity expressed above the storefront zone when approved by city and landlord or as part of a two story tenant.

- The storefront design is by the retail tenant, and will reflect the tenant's individual brand identity.
- Storefronts shall NOT be designed by the base building architect to make the storefront "fit in" with the design of the base building.
- Typically the structural columns of the base building's facade that are within the retail level of the building, will be "wrapped" by the retail tenant's storefront and signage.
- In a few cases, such as residential lobbies, Significant or Secondary Corners or at the change of one building to another, the base building architecture may be extended to the ground.
- In some cases, when approved by the landlord and the city, the tenant's identity may be expressed above the retail level of a building.
- All storefronts must be ADA accessible.

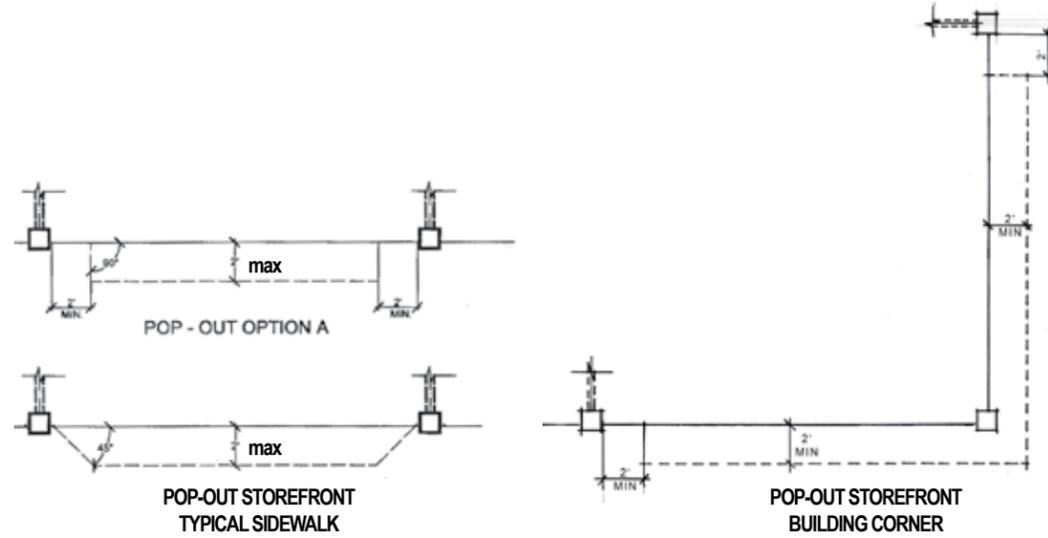




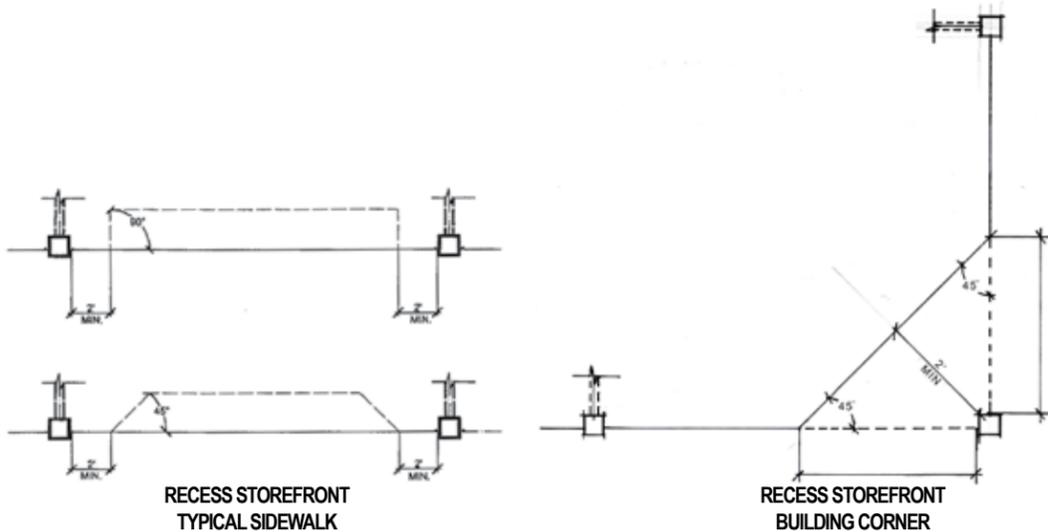
Storefronts may include projections and recessed areas from the face of the base building. Tenants may be allowed to 'push' their storefronts beyond the designated lease line into the storefront expansion zone. Tenants may recess the entry of the store.

- Tenants may use the merchandising zone for projection.
- In some cases, i.e. street corners and wider sidewalks, storefront may project beyond the typical 24" merchandising zone.
- In no case will the storefront inhibit a clear pedestrian path.
- Recessed entry floors should match existing hardscape or be of unique, high quality materials that are consistent with the Tenant's design.

To avoid a line of repetitive pop-out and recessed zones, the Landlord and City reserves the right to make the final determination on the use and location of pop-out zones and recessed areas.

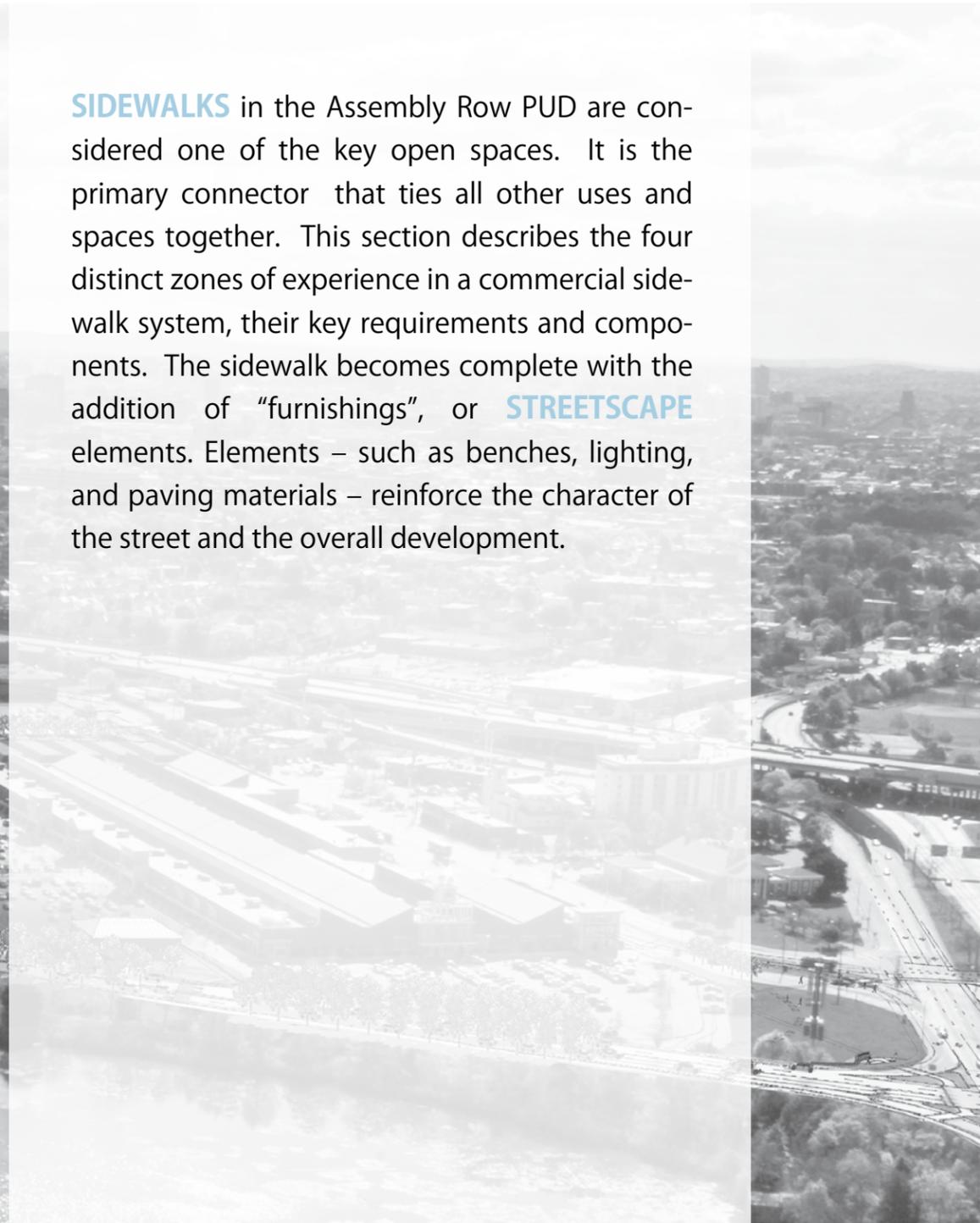


Where a recess is used, the floor material may tie to the tenant identity, but must match, at a minimum, the quality of the adjacent streetscape.





**SIDEWALKS** in the Assembly Row PUD are considered one of the key open spaces. It is the primary connector that ties all other uses and spaces together. This section describes the four distinct zones of experience in a commercial sidewalk system, their key requirements and components. The sidewalk becomes complete with the addition of “furnishings”, or **STREETScape** elements. Elements – such as benches, lighting, and paving materials – reinforce the character of the street and the overall development.

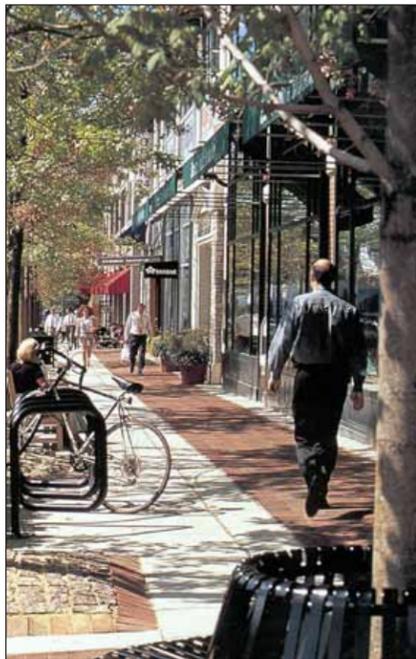




Sidewalks at Assembly Row are considered one of the primary open spaces. They have been organized around 4 key components.

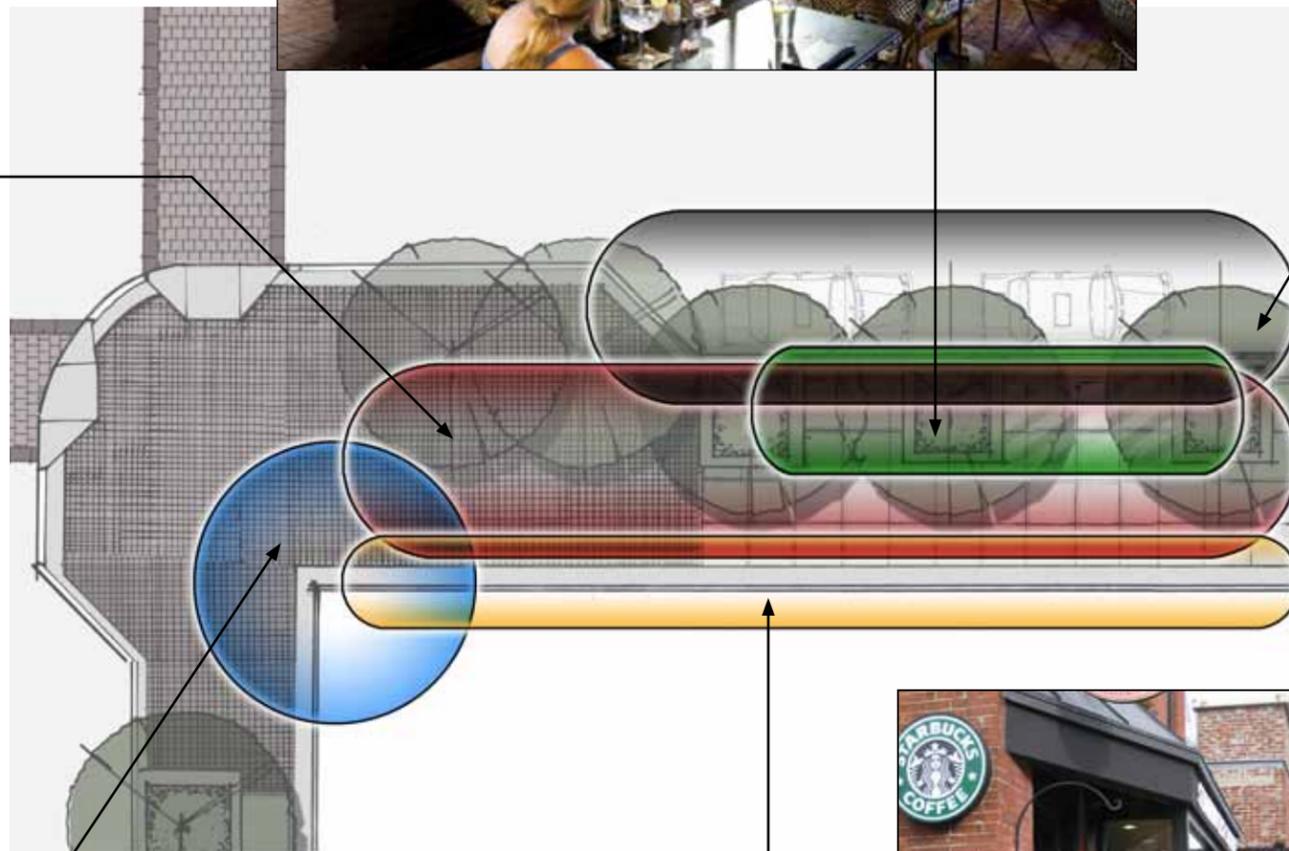
### Walkway Zone

An uninterrupted path that keeps pedestrians next to the retail storefront and lobbies to other uses above.



### Outdoor Room

A zone for the streetscape amenities, fountains, cafe's, benches etc. to occur under a canopy of street trees.



### Parking Zone

Parallel parking created a barrier between moving traffic and cafe's or pedestrians.



### Storefront Zone (At the corner)

Allows the retail storefront to project forward of the base building above break the scale of block and provide added character to the sidewalk.



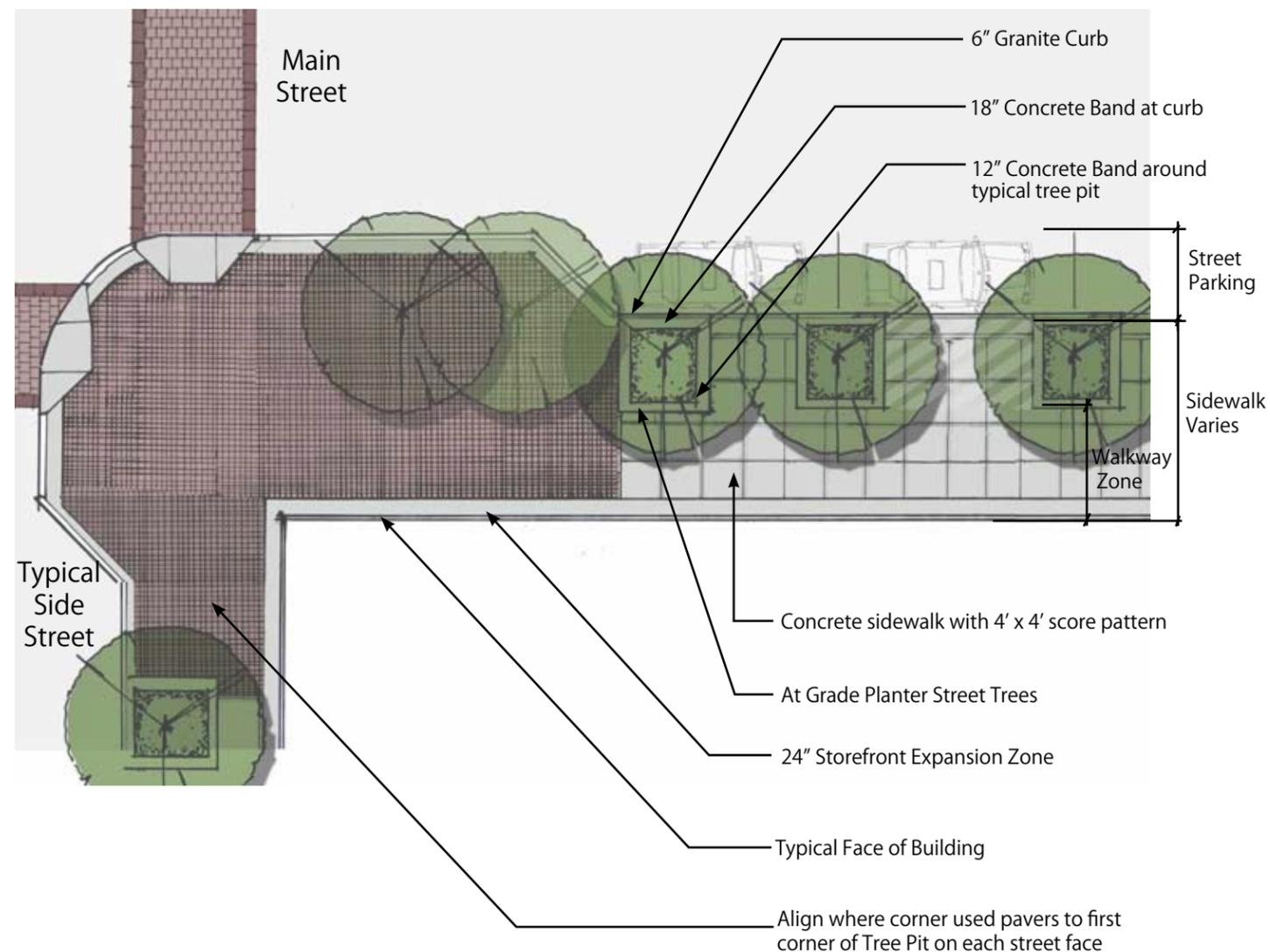
### Storefront Zone (At the sidewalk)

Allows the retail merchant to express their individual identity by merchandising outside of the storefront or to take advantage of storefront pop-outs.



## Sidewalks

- The Assembly Row PUD should have a consistent “standard” paving treatment for all primary sidewalks
- Sidewalks will typically be concrete with a 4'x 4' score pattern and have 6" granite curbs
- Corners at intersections will use concrete or brick pavers
- Banding will occur at the standard tree pits, the curb and along the storefront. Typically this banding will be concrete



## Tree Beds & Grates

Tree placement occurs in 3 formats dependent upon location within the PUD:

- Standard/default street tree configuration is in-ground planting in a typical 6' x 6' minimum bed. The edging should be typically 12" wide concrete and trees typically spaced 22' to 30' on center.
- Tree beds will typically be flush to the sidewalk.
- Along most of Assembly Square Drive and in the western portion of Ikea Way, street trees are planted in continuous landscape strips between the road and sidewalk. Areas between the trees may be filled with grass, groundcover or shrubs planted in continuous landscape strips between the road and sidewalk.
- Trees placed in plazas, high pedestrian traffic areas or on sidewalks with a maximum depth of 12', may be protected with tree grates
- The grate shall support tree growth, made of ductile iron or aluminum, and may be factory painted
- A trench with structural soil should be located underneath and extend beyond the tree grate to aid tree health.



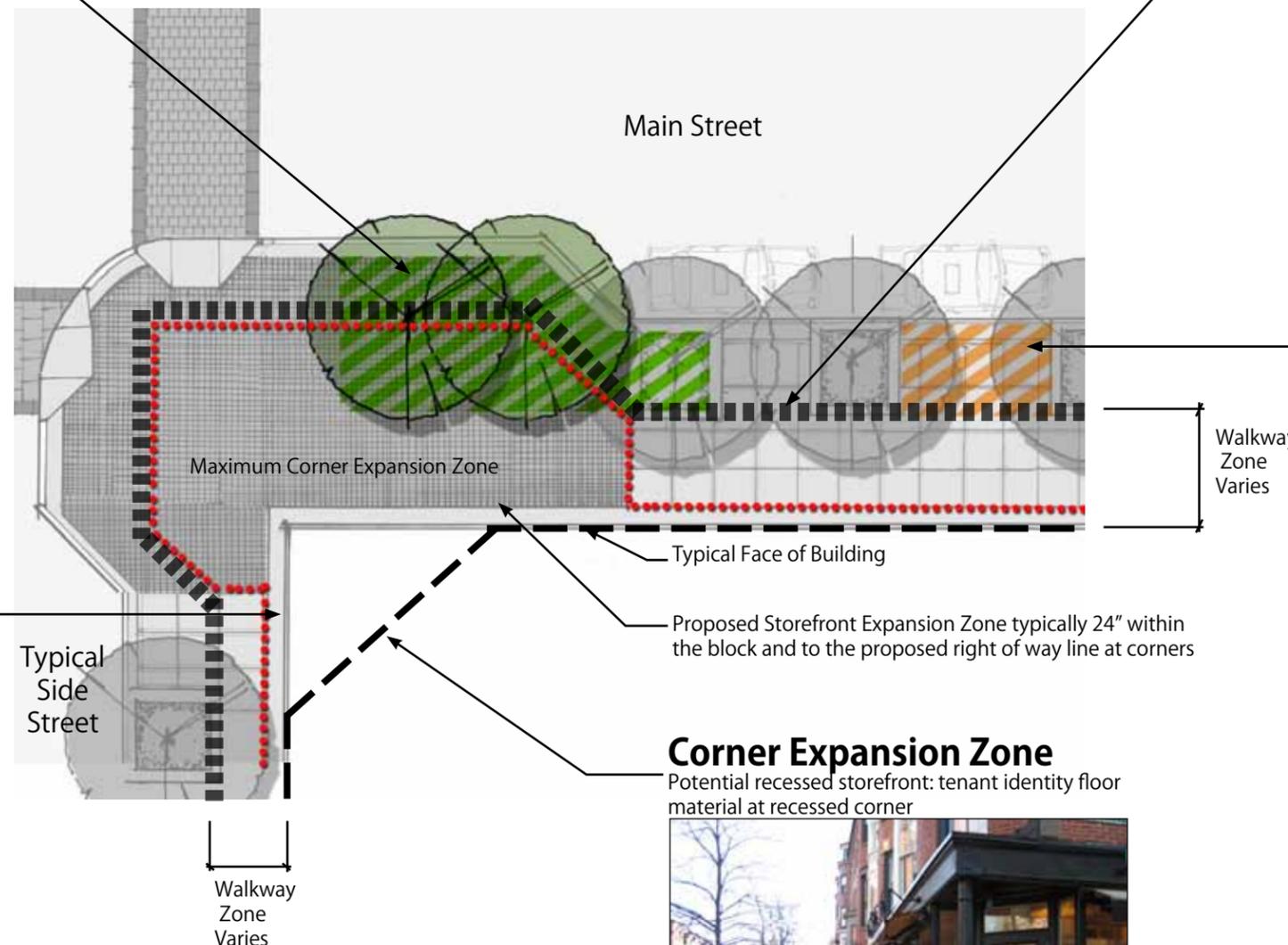


## Landscape Feature

Where the corner storefront expansion zone is not used by the retail tenant an optional tree or landscaping feature at the corner may be used to increase the amount of landscape.



Proposed Right of Way line varies. (see R.O.W. plan within the amended preliminary master plan)



## Storefront Expansion Zone

Storefronts may include projections and recessed areas from the face of the base building and within the storefront expansion zone. Tenants may be allowed to 'push' their storefronts / merchandising beyond the designated lease line into the storefront expansion zone. Base building above may also expand into this zone.



## Pocket Park

Where appropriate, the standard sidewalk area between tree pits may be modified to create "pocket parks" with special paving, landscapes, furnishings or artwork.



## Corner Expansion Zone

Potential recessed storefront: tenant identity floor material at recessed corner





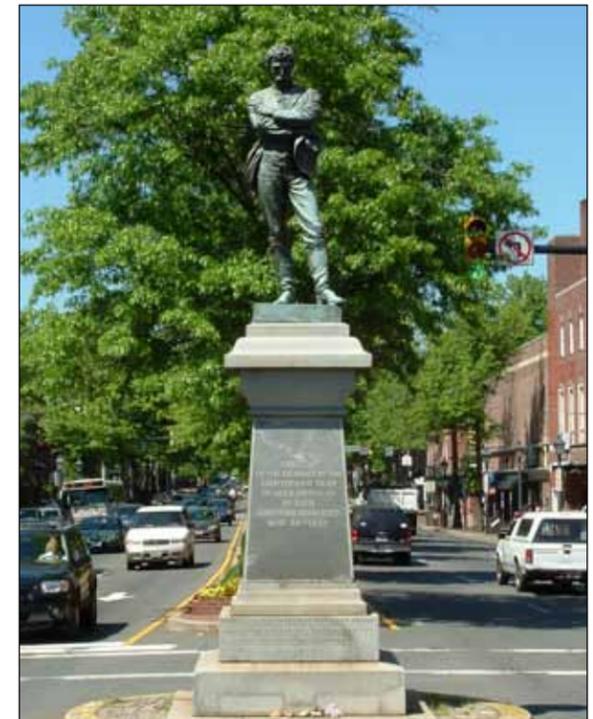
The following set of furnishing occur consistently throughout the district and is meant to establish a minimum standard.

Although the following models and manufacturers are preferred, alternates to provide character are encouraged.

Special or unique site furnishings can occur dependent upon unique site locations on the plan (i.e. Assembly Square Plaza & Main Street Mall) but are subject to approval by DRC.

## Public Art

- Should be visible and accessible, but not obstruct pedestrian or vehicular circulation
- Should be considered part of an Assembly Square collection and not individual, isolated works
- May include water, seating, planting, decorative architectural elements or plaza space
- Must be in scale for its proposed location
- Should be designed without physical hazards and cannot require major maintenance





## Seating & Benches

- Should be grouped together or placed along busier pedestrian routes or gathering places, such as the MBTA transit station
- Should be placed in plazas and near fountains
- May take the form of seat walls (18" in height) in some locations. Seat walls should be clad in brick or stone.
- Should not obstruct building windows or business access



## Street Bench (typical)

Landscape Forms  
Plainwell Full Bench  
Powdercoat "Storm Cloud"  
& wood stained to match red color pavers

## Trash Receptacles

- Should be located conveniently for pedestrian access and particularly in retail areas
- Should be permanently attached to deter vandalism and have sealed bottoms with tops to keep contents dry and out of view
- Restaurants with outdoor seating should provide additional trash receptacles near seating



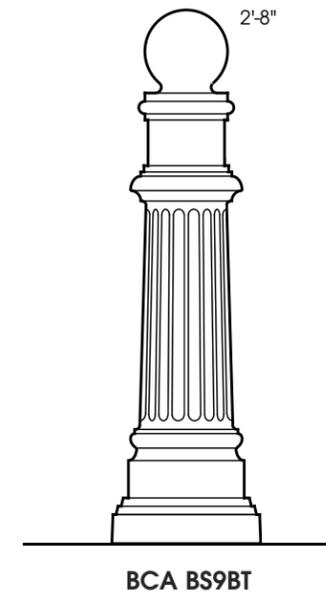
## Typical Trash Receptacle (typical)

Custom Fabrication Inc.  
Model: CFTR-003  
Hinged lockable side door  
welded down bonnet style lid  
32 Gallons  
23 1/4" width x 36" height  
Powdercoat "Storm Cloud" & metal side panel



## Bollards

- Should integrate with the character of the location within the site media
  - ❖ Bollards in Assembly Square public space should be unique to that space and incorporate lighting
  - ❖ Where lighting is issued, use constant wattage full light output with a neutral light LED
  - ❖ be unique to that space and incorporate lighting
  - ❖ If bollards are located adjacent to Riverfront Park, they should be made of wood or rustic stone
  - ❖ The standard bollard in all other locations should be a third type
- Should be setback from curbs to allow unobstructed opening of car doors
- Should be located where lighting will not be obscured by street trees
- All metal bollards should be black in color



## Bollard (typical)

Antique Street Lamps  
Sussex Series with ball top  
Model # BCA BS9BT ANBK  
9" x 36"  
Cast Aluminum Black

## Bicycle Racks

- Should be permanently mounted and placed in convenient locations throughout public spaces to encourage use
- Must be placed in locations that are not hazardous to pedestrians or motorists
- Should employ a simple and easy-to-use design to encourage use



## Bicycle Rack (typical)

Cycle Safe Inc.  
Vintage Cycle Rack, The Beltway  
24" width x 36" height  
Powdercoat "Storm Cloud"

Somerville custom Stamp (Not Shown)  
"Powderhouse" rack plate



## Planters

- Planters are encouraged along the streetscape to soften the hardscape and add color, particularly in areas where street tree placement is challenging (e.g. where underground parking occurs)
- Large pots are preferred to fixed boxes to allow for maintenance and service access
- Planters should not obstruct clear pedestrian walkway zones or building entrances
- Planter material should conform to its location within the site
  - ❖ Planters in the Assembly Square public space should be unique to that space, and be more ornate/decorative than the standard planter used
  - ❖ Planters in all other areas of the PUD should be a separate type (shapes may vary)

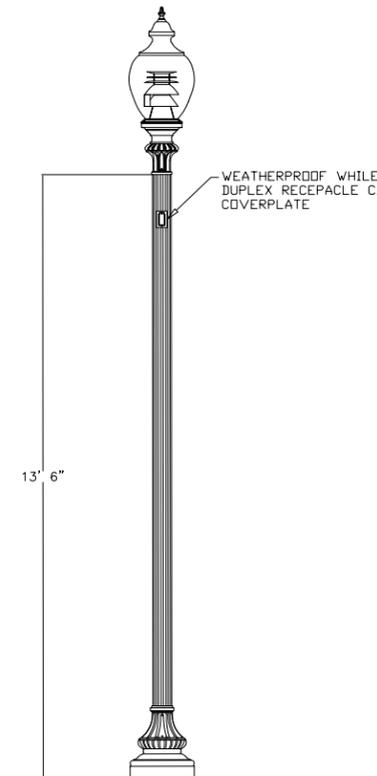
## Pedestrian-scaled Lighting

- Fixtures should be placed at regular intervals, and meet required walkway lighting levels.

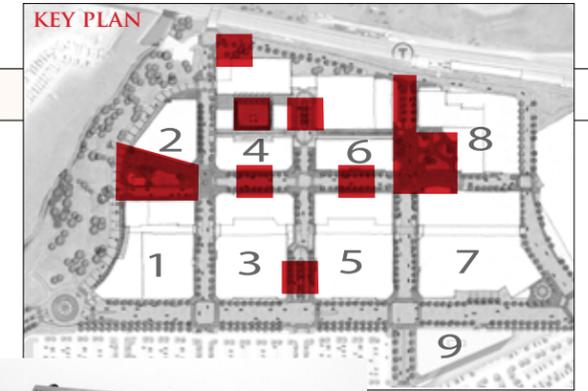


## Planters (typical)

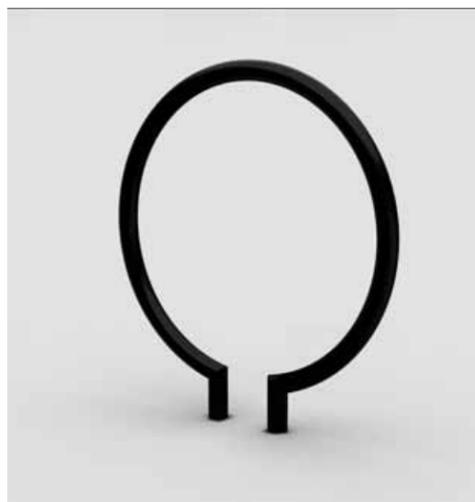
Dura Art Stone  
Capstan Square Planter  
GFRC; 72" x 72" x 42"  
white - light sandblast



## Street Lamps (typical)



Assembly Square, Main Street Mall and general Secondary Public Spaces within Assembly Row PUD should employ unique palettes of high-quality materials and furnishings, equal to or better than the typical standard described in these guidelines. The palette of materials and furnishings should respond to their location within the streetscape and open space.



**NOTE:**  
The following site furnishing images are for illustrative purpose only. Proposed site furnishings and intent should be reviewed and approved based on an individual basis by the City.

# Design Guidelines | Parcel 11A - Office

## MACRO DESIGN:

**Building Orientation:** The building's long axis is oriented East-West to achieve the best solar exposure for the building occupants and to maximize the scale of outdoor spaces.

**Massing:** The overall massing is broken down in scale by shifting the volumes and generating two smaller volumes attached to a common 'central spine'. This composition is further enhanced by the differentiation of colors and materials between the parts.

**Urban response:** the building's massing and façade articulation respond to diverse urban conditions by: recognition of the central axis with the location of internal common amenities that will reflect the internal activities; the building short ends will create iconic elements at key view points along

Grand Union Boulevard and from Assembly Row

**Connectivity:** the Partners campus is conceived as an integral part of the open space network at Assembly Row, with a river park on the north and the Partners Park bookending the southern portion of the main axis. Pedestrian flow through the campus is allowed via a series of open spaces of diverse character: informal park/garden and a formal grove/garden.

**Wayfinding:** vehicular, pedestrian and bicycle access in and out of the site is clearly demarcated and zoned to minimize overlap and conflicts. Access to the garage is via three entry points, distant from one another. The shared use path is extended along the eastern edge facing the T tracks and garage to connect with the existing

pathway. The main green and open spaces are connected with ample walkways to promote an active lifestyle within the campus, while allowing public engagement.

**Scale:** Maximize the activation of edges with program for people on most sides. A 1-2 storey podium will create a human scaled street frontage while minimizing the height perception of the office from the sidewalks.

## OTHER ELEMENTS:

-Portal and forecourt act as terminus to Assembly Row and a gateway to Partners Park and garden

-Major areas of activity are expressed on the facade such as the central connector located on axis with Assembly Row

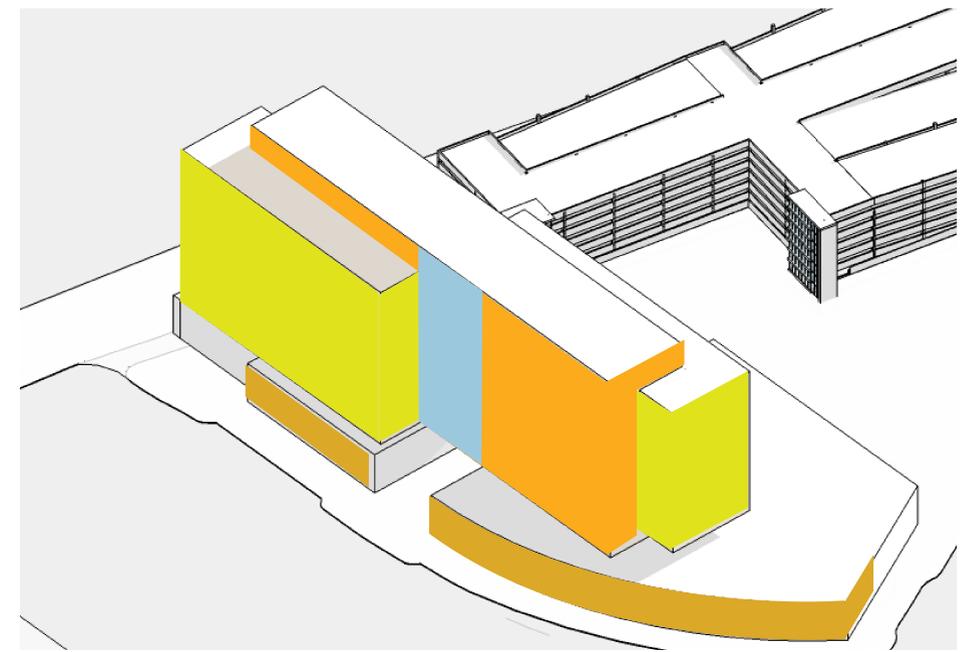
-Primary facade with vertical grouping of floors diminishes scale of building mass

-Service access is obscured from main pedestrian routes and access points

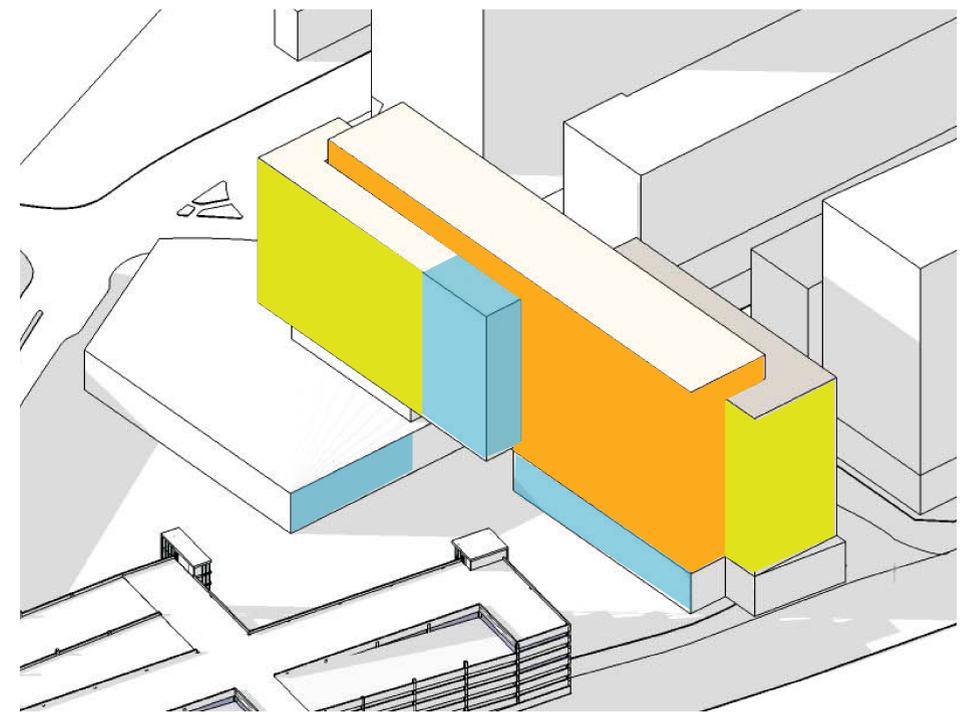


SITE PLAN

- PORTAL/GATEWAY AREA OF ACTIVITY
- PRIMARY FACADES
- RETAIL PODIUM



NORTHWEST PERSPECTIVE



SOUTHEAST PERSPECTIVE

# Design Guidelines | Parcel 11A - Garage

## KEY DESIGN ELEMENTS:

- GARAGE ARCHITECTURE AS BACKDROP TO BUILDING AND LANDSCAPE DESIGN
- MINIMIZE SCALE PERCEPTION AND OVERALL MASSING
- PROVIDE SENSE OF SECURITY AND SAFETY THROUGHOUT
- VERTICAL CIRCULATION ELEMENTS EXPRESSED AS ICONIC ELEMENTS FOR WAYFINDING AND SECURITY
- CAREFUL LANDSCAPE SCREENING TO REDUCE SCALE AND CREATE FOREGROUND FOR GARAGE



ICONIC/LANDMARK COMPONENT



SELECT SCREENING ELEMENTS



LANDSCAPE SCREENING



LANDSCAPE SCREENING



ICONIC/LANDMARK COMPONENT  
STAIRS & IMPORTANT CORNERS. PREDOMINANTLY GLASS



DOMINANT FACADE ARTICULATION  
FULL HEIGHT TREATMENT OF FACADES SEEN FROM ASSEMBLY ROW, PARK, AND OFFICES.  
MIXTURE OF PRECAST AND SCREENING ELEMENTS



BASE ARTICULATION  
LOWER LEVEL TREATMENT FOR SECURITY, AND SCALE PERCEPTION. SELECT AREAS OF SCREENING ELEMENTS AT UPPER LEVELS ADDRESSING VIEWS FROM ORANGE LINE.  
MIXTURE OF PRECAST AND SCREENING ELEMENTS



SITE PLAN