XMBLY Amended PUD-PMP

APPENDIX B: Design Guidelines

XMBLY Amended PUD-PMP

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XMBLY | DESIGN GUIDELINES
5 MIDDLESEX AVENUE | SOMERVILLE, MA
PLANNED UNIT DEVELOPMENT PRELIMINARY MASTER PLAN (PUD-PMP) | 03.19.20



Perkins&Will





NOVAYA

CRESSET

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PROJECT NARRATIVE + DESCRIPTION

DESIGN PRINCIPLES

The following planning concepts are central to the proposed design:

Connectivity | The site is organized into five urban blocks which are consistent with the scale of the adjacent development at Assembly Row. The street layout is organized to accommodate future connections to the adjacent retail parcels (to the north and south of the site) to extend the urban fabric that has been established at Assembly Row. The hierarchy of the proposed streets are intended to re-establish the urban grid while emphasizing walkability and connections to transit.

Open Space | A publicly accessible green space is located at the center of the site and is intended to foster opportunities for active gathering and community events. This open space will serve as a signature component to the XMBLY development and will promote connectivity to the active uses at the ground levels of the proposed buildings. This space will serve as a public amenity and can be programmed to support a variety of uses and events in the district.

Mixed-Use Program | The proposed development offers a mix of uses to foster a vibrant live-work-play environment. A major portion of the site's program is intended to support multi-family residential, commercial office, life sciences and R+D uses. At the ground level, retail and active uses are planned to encourage a vibrant pedestrian environment at the base of the proposed buildings.

The site is located at the key connection between Interstate 93 and the edge of the Assembly Row development to the east. The proposed development's density, scale, massing and layout address an opportunity to extend the fabric of the district to the west and to re-establish the urban grid in this neighborhood. The proposed mix of uses, open space and public realm improvements are organized to promote a distinct "sense of place" which is both unique to this development and responsive to the density of the adjacent Assembly Row neighborhood.

SITE PLANNING

The proposed development is planned to extend the urban fabric which has been established at Assembly Row and to provide future connectivity to the adjacent retail parcels. The proposed street layout is organized to reintroduce this grid and to establish the following hierarchy:

Road K | Road K is the central north/south thoroughfare through the site, connecting Revolution Drive to Foley Street and supporting frontage for Blocks 21, 23, 24 and 26. This street is of critical importance as it interfaces with the active uses at the base of the proposed buildings while also supporting the edge of the central public open space. Along Road K, careful consideration has been given to the public realm allowing it to offer and encourage a vibrant pedestrian experience throughout the development. At its northern portion (between Road L and Foley Street) Road K will be activated by the uses at the base of Block 21 as well as the future development to the east. Between Road L and Revolution Drive, Road K is intended to transition to a curb-less environment which provides a physical connection to the adjacent open space.

Road L I Road L connects Grand Union Boulevard to Middlesex avenue and serves to support access and service for the development. The street section at Road L will support pedestrian movement (through the use of sidewalks, planting zones, etc.) but will be de-emphasized as a major path of travel.

Grand Union Boulevard, Foley Street and Revolution Drive | Treatment at the edges of the site will be consistent with the street sections that has previously been established as part of the Assembly Row development. The proposed materials, corner conditions, planting zones and other design elements will emphasize continuity within the district and will serve to strengthen pedestrian connections to Assembly Row and to the MBTA's Assembly rail station. Uses along these streets respond to the varying edge conditions and are organized to emphasize entry into the proposed development.

Mystic and Middlesex Avenues | The intersection between Mystic and Middlesex Avenues has been reconfigured to address site lines and traffic calming measures while also providing an opportunity to buffer this edge of the site with landscaped elements. Middlesex Avenue supports service access for Block 21, 24 and 26 as well as access to the proposed City of Somerville Fire Station located in Block 21b

ARCHITECTURAL CHARACTER

In accordance with the design guidelines created for this development, the proposed buildings are intended to offer a diverse range of architectural expression. While the design of the buildings located in the northern portion of the Assembly Row offer a vernacular which pays homage to the site's rich industrial past, the proposed office developments to the southern portion of Assembly Row as well as the Partner's Healthcare Headquarters facility have transitioned to a more modern architectural aesthetic. In this context, the site offers the opportunity for the proposed buildings to further reflect a distinct modern vision for Somerville's Assembly Square neighborhood.

These buildings are intended to be designed with a focus on the pedestrian experience, and careful consideration will be given to elements at the ground level (such as canopies, storefronts and building entrances) to define a comfortable pedestrian scale at the street edge. A high level of transparency will be offered at the ground level to encourage activation and to provide opportunities for a "porous" edge condition. While common themes will be emphasized (such as the expression of the structural column grid, scale-appropriate rhythm for openings and a mix of opaque and transparent materials) flexibility is given within the design guidelines for the buildings to have a distinct architectural expression.

At the upper levels, a varied palette of materials is envisioned for this district to encourage each block to have a unique identity. Suggested materials include glazing, masonry and rain-screen cladding with a focus on utilizing color, texture and pattern to provide an architecturally diverse series of buildings.

A critical point of emphasis is for each building (for all use types) to express a distinct base, middle and top, as well as offering a varied expression at the roof line to contribute to the Somerville skyline in this district. Based on facade orientation and relationship to the public realm, the design guidelines further define the hierarchy of street wall conditions and offer areas of special emphasis, including corners which represent "gateway" opportunities and primary façades which respond to the site's public realm goals.

By acknowledging Foley street as a major community connector to Assembly Row station from neighborhoods, a fire station and retail use are located at the ground floor of Block 21b garage that extends the active use characteristics of the overall complex. Upper level garage structure are architecturally screened from most of the public streets, similar to existing assembly row parcel garages.









EXISTING AERIAL CONDITIONS

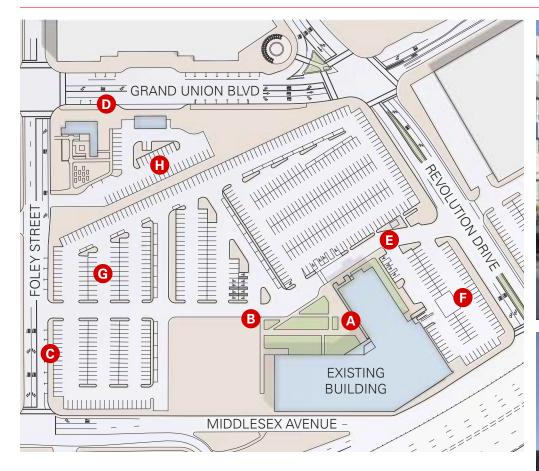


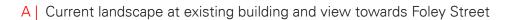






EXISTING SITE CONDITIONS AS OF 06/07/2018

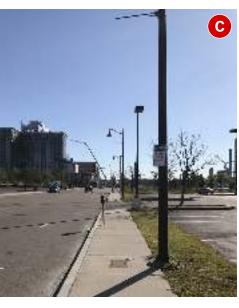


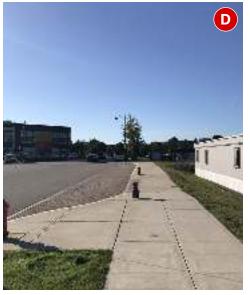


- B | Current landscape at existing building
- C | Sidewalk at Foley Street
- D | Existing bus drop-off at Grand Union Boulevard
- E | View at exsiting parking log
- F | View at existing side parking lot towarss Assembly
- G | View at existing partking towards Storage Building
- H | View at existing parking towards existing building













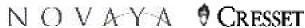




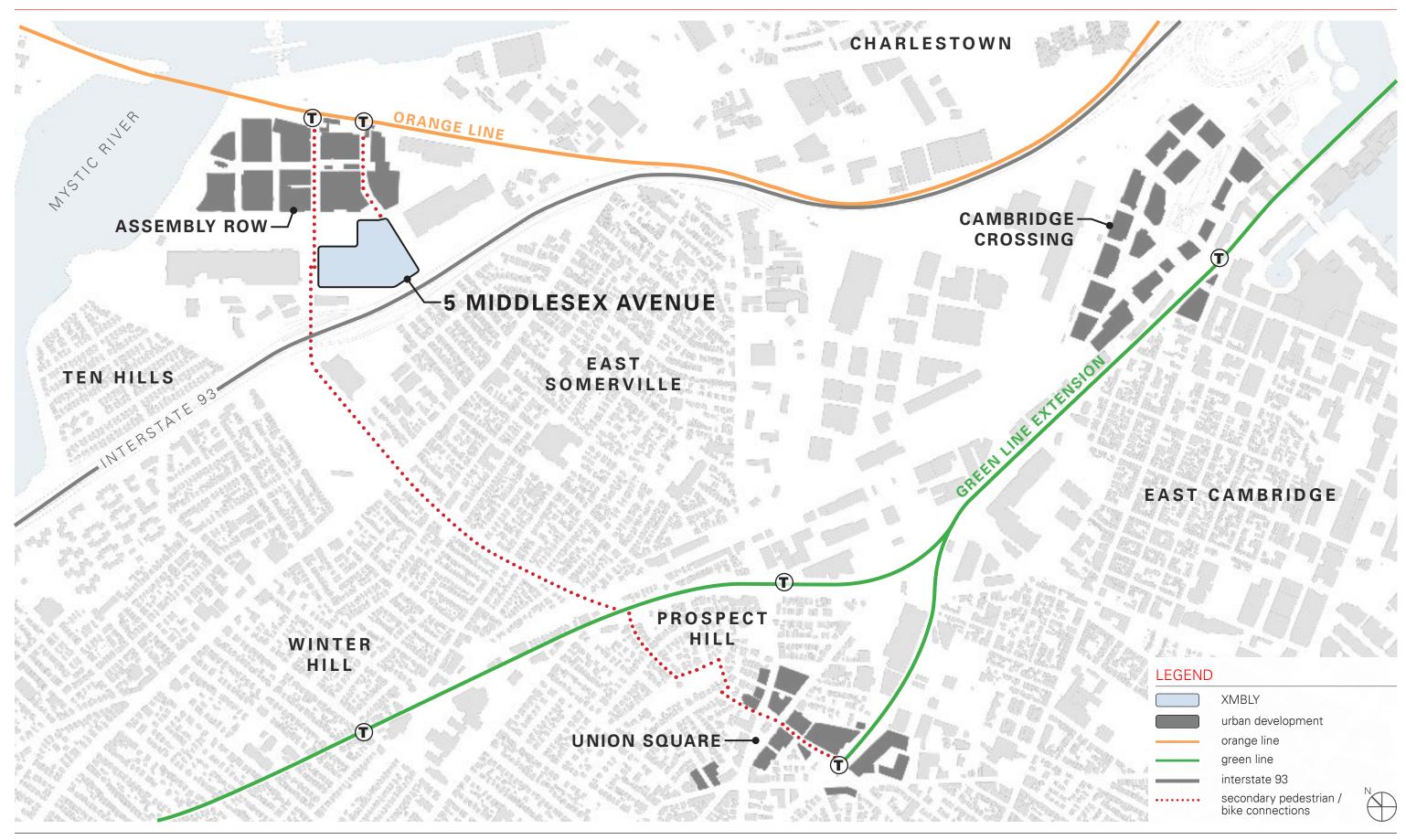


















URBAN DESIGN CONNECTIONS | VEHICULAR SITE ACCESS

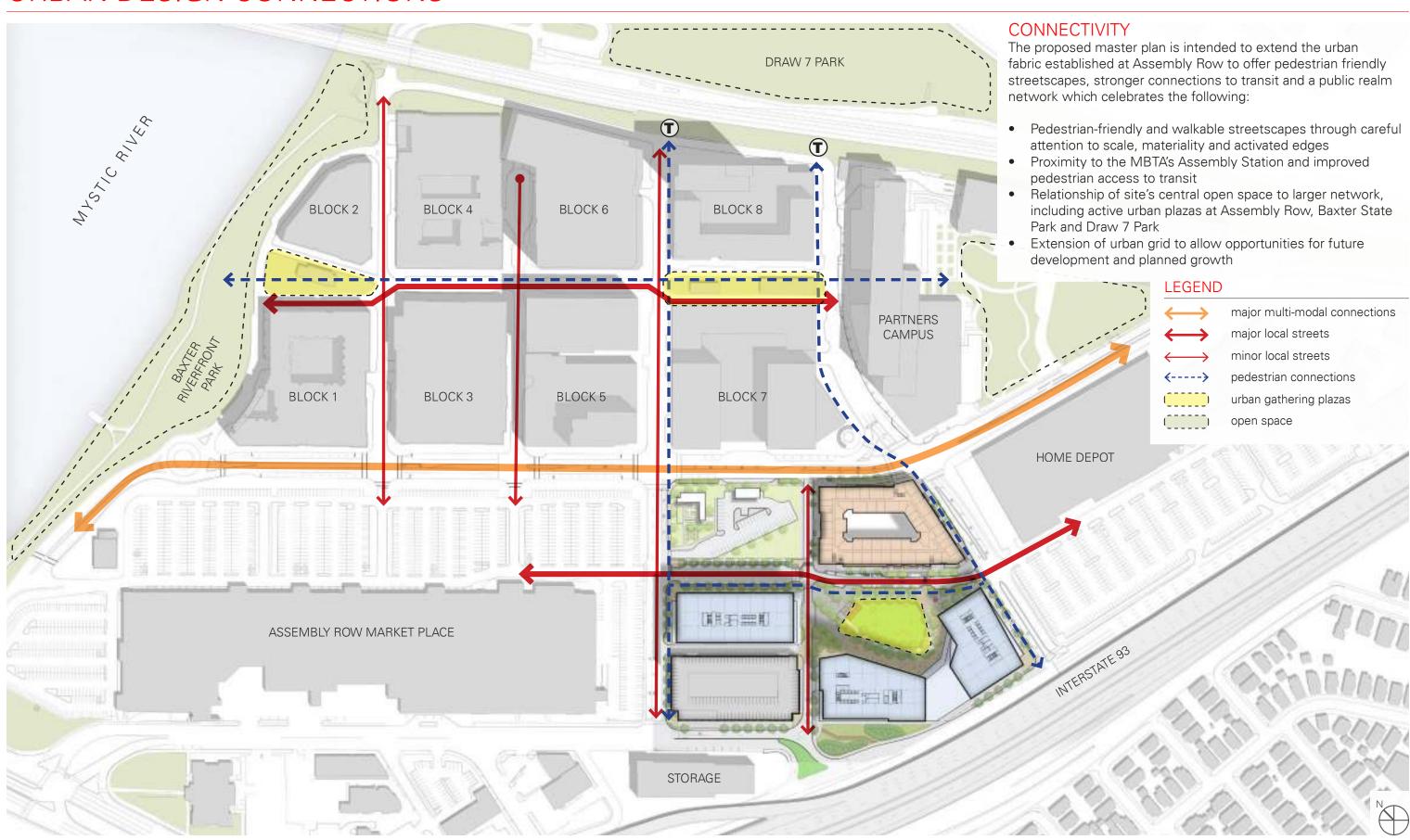








URBAN DESIGN CONNECTIONS









DESIGN PRINCIPLES

OPEN SPACE

A publicly accessible green space is located at the center of the site and is intended to foster opportunities for active gathering and community events. This open space will serve as a signature component to the XMBLY development and will promote connectivity to the active uses at the ground levels of the proposed buildings. This space will serve as a public amenity and can be programmed to support a variety of uses and events in the district.

CONNECTIVITY

The site is organized into three urban blocks which are consistent with the scale of the adjacent development at Assembly Row. The street layout is organized to accommodate future connections to the adjacent retail parcels (to the north and south of the site) to extend the urban fabric that has been established at Assembly Row. The hierarchy of the proposed streets are intended to re-establish the urban grid while emphasizing walkability and connections to transit.

MIXED-USE PROGRAM

The proposed development offers a mix of uses to foster a vibrant livework-play environment. A major portion of the site's program is intended to support multi-family residential, commercial office, life sciences and R+D uses. At the ground level, retail and active uses are planned to encourage a vibrant pedestrian environment at the base of the proposed buildings.











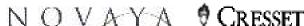




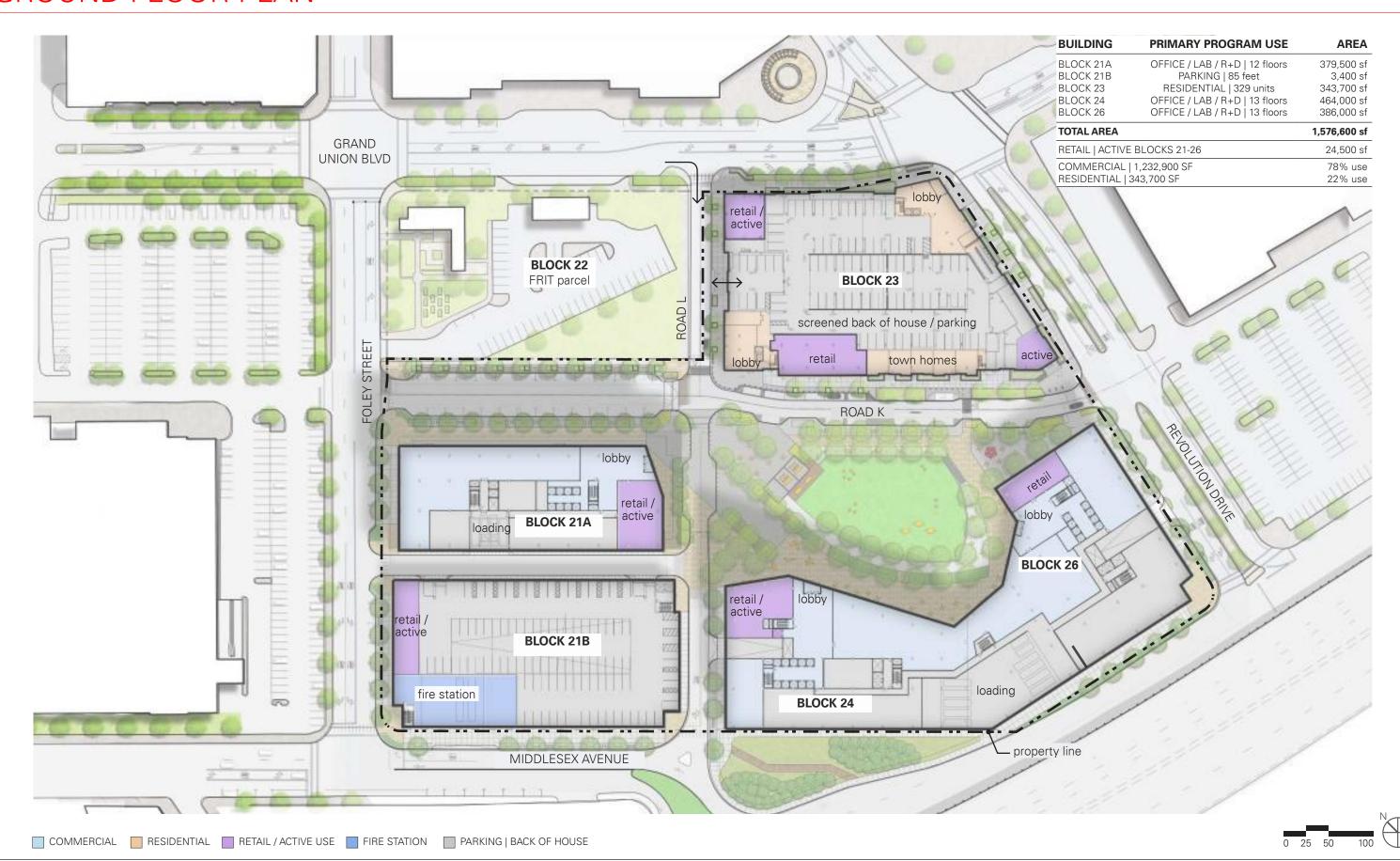








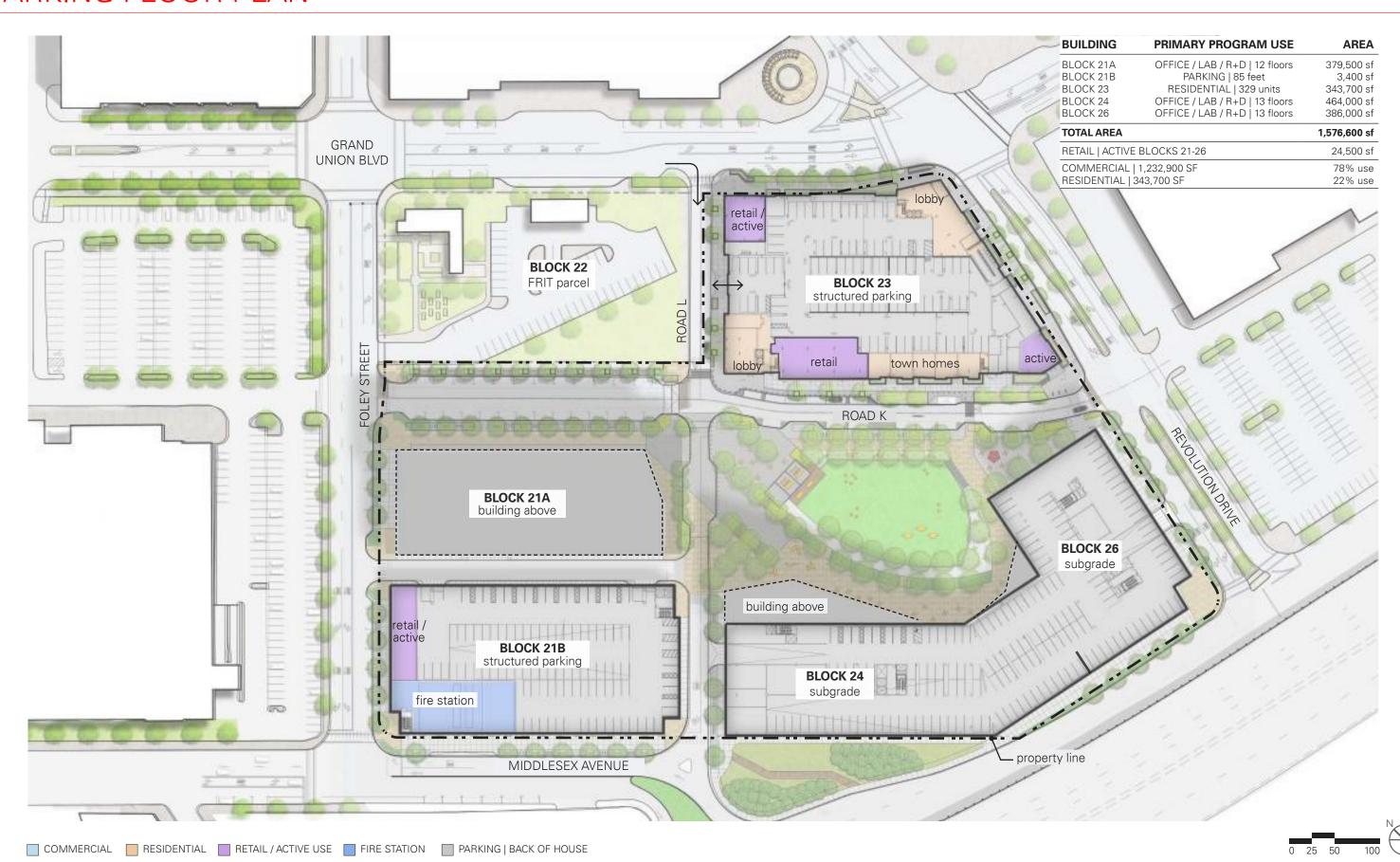
GROUND FLOOR PLAN







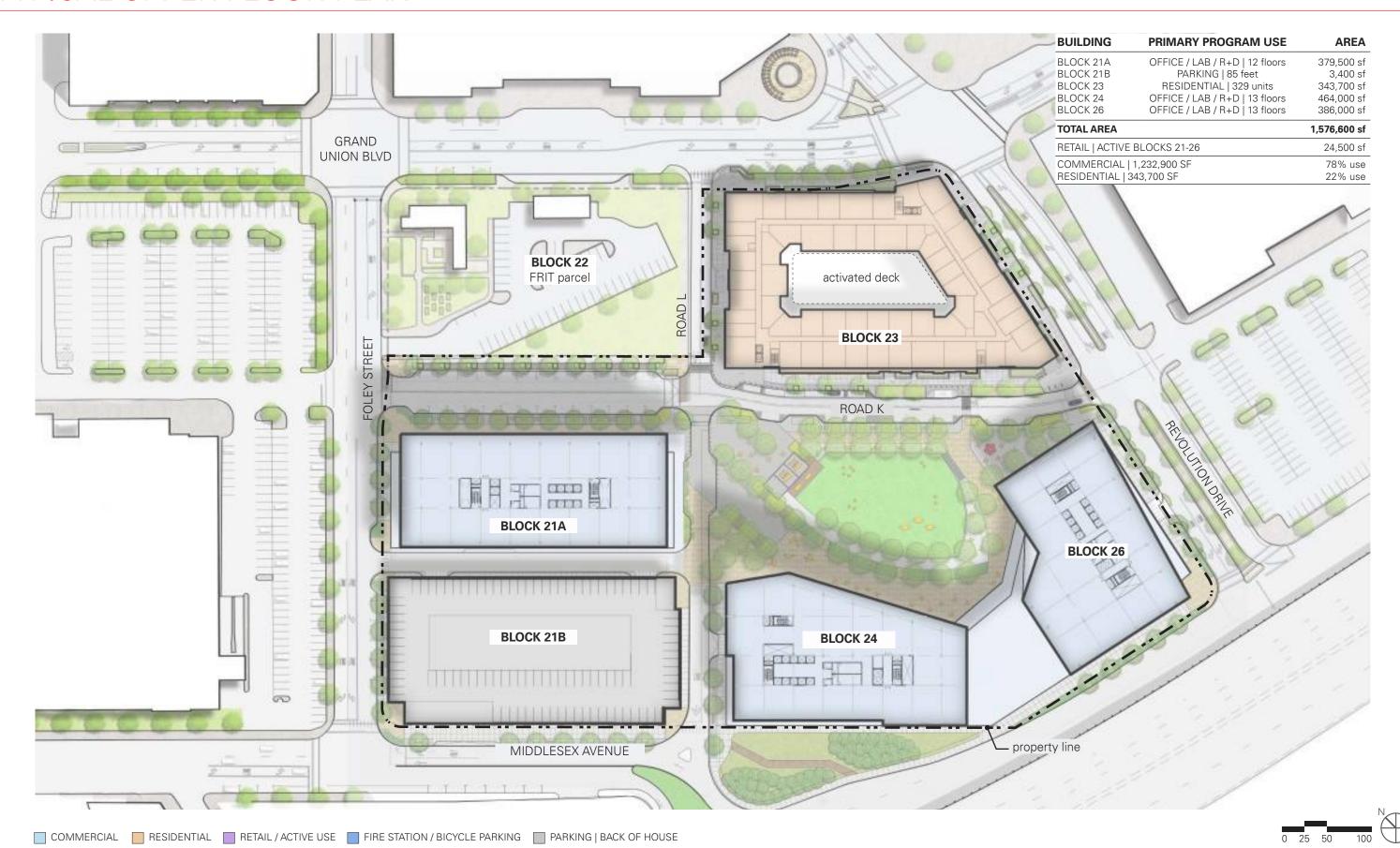








TYPICAL UPPER FLOOR PLAN







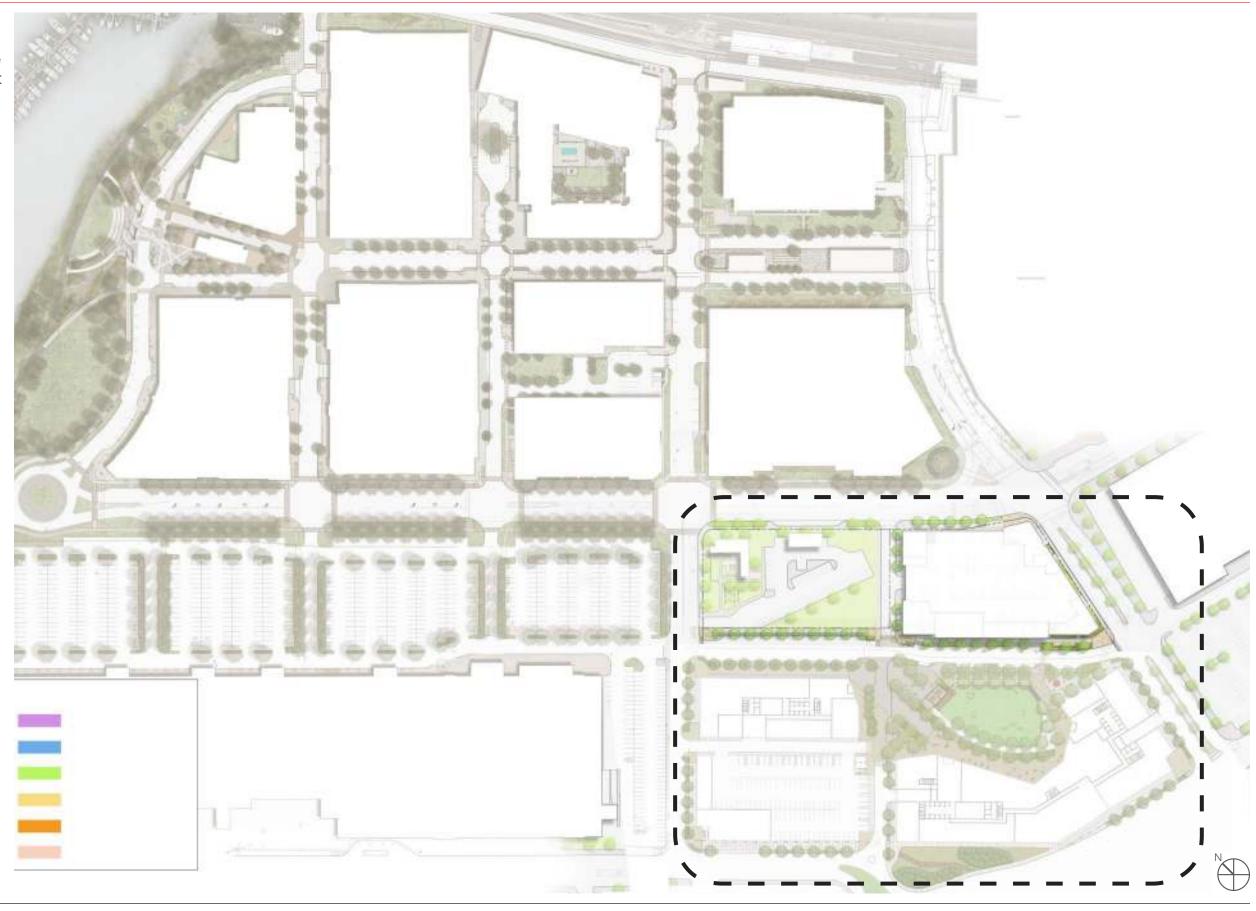




NEIGHBORHOOD CHARACTER

EXTENDING THE PATTERN

XMBLY proposes an extension of the public realm strategies established at Assembly Row, adapted and evolved to create a series of spaces that are identifiably unique yet intimately connected to the neighborhood at large.









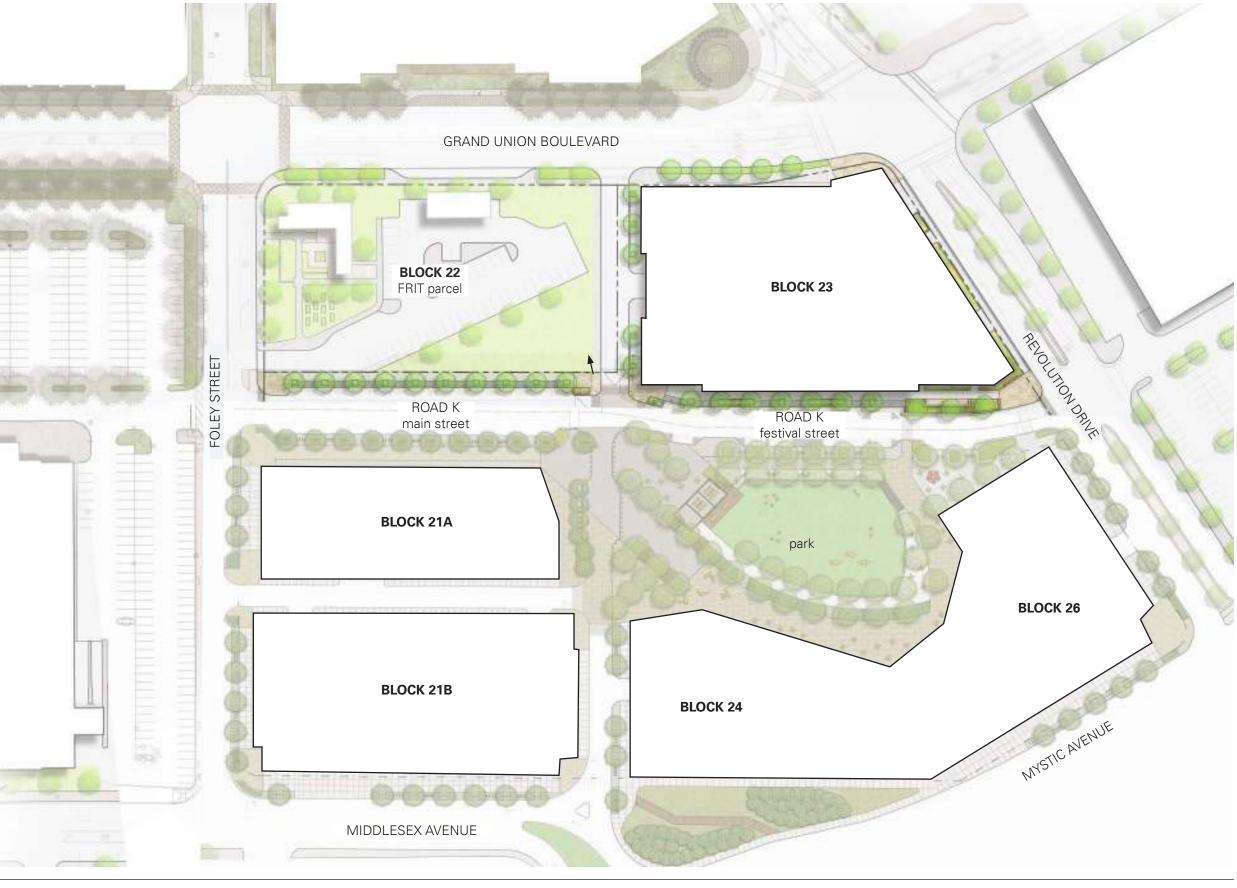


NEIGHBORHOOD COMPOSITION

CREATING A PLACE

The master plan breaks the existing parcel into smaller scale blocks in line with the rest of the neighborhood. A new park at the center of the neighborhood introduces a large publicly-accessible open space bounded by Road K, Road L, Block 23, Block 24 and Block 26. The proposed park forms the core of development. It would be visible from all proposed buildings and from Road K.

The design provides a series of landscape experiences intended to enrich the lives of the residents and workers of Assembly Square. This is achieved through the provision of flexible spaces that can support a broad range of programming. Ranging from development of landscape spaces at multiple scales to support different levels of social interaction, seamless integration of Stormwater Best Management Practices and climate change planning measures, to inclusion of strategies for addressing adjacent highway impacts, the neighborhood plan has adapted to meet a wide range of demands.







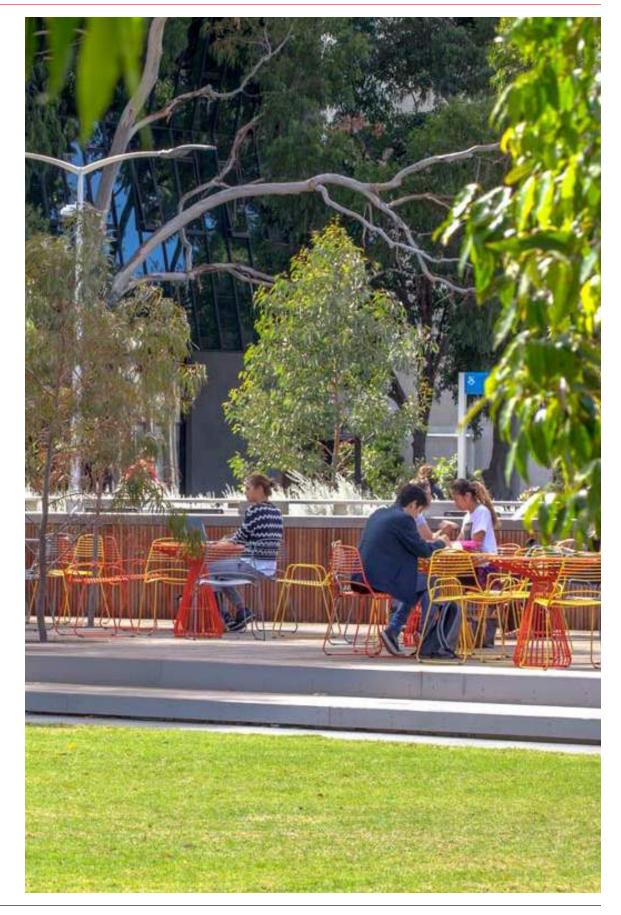




CENTRAL OPEN SPACE

THE PARK AT XMBLY

- The Festival Streetscape I "Road K" from the intersection of "Road L" to the entry of the existing office building parking lot, would be graded level with the adjacent streetscape. The flush-curb condition, a woonerf, allows the street to be used in conjunction with the streetscape for neighborhood celebrations. The Festival Streetscape forms the linear transition zone between the flush street and the core of the open space to the south. This area is intended to provide an active, vibrant, pedestrian corridor featuring a continuation of the street tree planting language, unique furnishing clusters, and decorative paver patterns.
- The Town Square | Like the Festival Streetscape, "Road L" from the intersection of "Road K" to the Block 21 Alley is proposed as a flush-curb woonerf. This portion of the streetscape features a decorative paving condition that extends across the vehicular throughway from the face of Block 21A into the park itself. This seamless transition allows the space to function as a multi-use plaza – able to be closed off for smaller festivals, farmer's markets, and seasonal events.
- The Pergola Plaza | The Pergola Plaza provides a flexible, paved gathering space adjacent to the major pedestrian corridor at Road K. The Plaza would be ancThe Pergola Plaza provides a central gathering space for both members of the Assembly Square neighborhood and XMBLY community. The Plaza would be anchored by a distinctive architectural structure that functions as a gateway to both the Town Square and Central Lawn; creating a strong architectural statement that would be visible throughout the community. This Pergola would function as a major visual beacon and identifier for the neighborhood. Dramatic integrated lighting would reinforce the beacon-like nature of the feature at night and during the darker winter months.
- The Central Lawn |The Central Lawn anchors the core of the open space and is scaled to provide a strong landscape compliment to the adjacent architectural massings. The Lawn is sited to provide a visual bridge from pedestrian energy of Road K into the natural courtyard formed by the proposed buildings. Each edge of the Lawn features pathways and smaller-scale, designated seating areas. This creates a sense of the Lawn as a form of civic theater; a place to see and be seen. Varied grading allows the space to accommodate flexible programming at a number of scales; from casual recreation transitioning into a venue for small performances or festivals.
- The Rain Garden | Rain Gardens wil be introduced to highlight on-site infiltration initiatives. These landscape elements will include native plantings chosen for both beauty and resiliency. An engineered-soil profile will be developed to allow on-site infiltration if possible based on testing of the existing conditions. Pedestrian-scale bridge will provide a direct connections across the raingardens and engage the passersby.
- The Filtration Grove | The adjacency of Interstate 93 presents a set of visual, aural, and environmental realities which must be addressed within the context of any successful open space proposal. The XMBLY master plan through the careful siting of the Block 24 and Block 26 building masses creates a near continuous architectural "wall" between the major open space and the elevated interstate. Between these two buildings and the freeway a dense grove of evergreen and deciduous planting would be sited within a naturalized landscape. The ground plane would be shaped to create depressions for temporary stormwater retentions and raised mounds to elevate plantings selected for their ability to filter air-borne particulate emanating from 1-93.
- The Promenade | Adjacent to the Block 24 and Block 26 building entries, a vibrant linear plaza space is conceived. This pedestrian corridor would provide access to the lobbies and active spaces in the first floors of Blocks 21, 24 and 26. Pavement patterning, changes in materiality and integration of public art will break the length of the Promenade into a series of successive, human-scaled gathering spaces. At the intersection of the Promenade and "Road K", a work of public art will be highlighted by the forced perspective.











CENTRAL OPEN SPACE











PLAYFUL SOPHISTICATION

Assembly Row established a palette of site materials rooted in the site's rich manufacturing heritage. As the neighborhood has developed it's own unique identity, these materials - wood, concrete, stone and steel - have been translated to create a series of spaces that retain the playful spirit of Somerville while reflecting an increasingly more sophisticated streak.

The materials palette will play an important role in defining XMBLY as a unique, but thriving component of a larger urban system. The materials will feel familiar, but will lean towards a more contemporary set of forms, patterns, and colors.

PRECEDENT IMAGES





































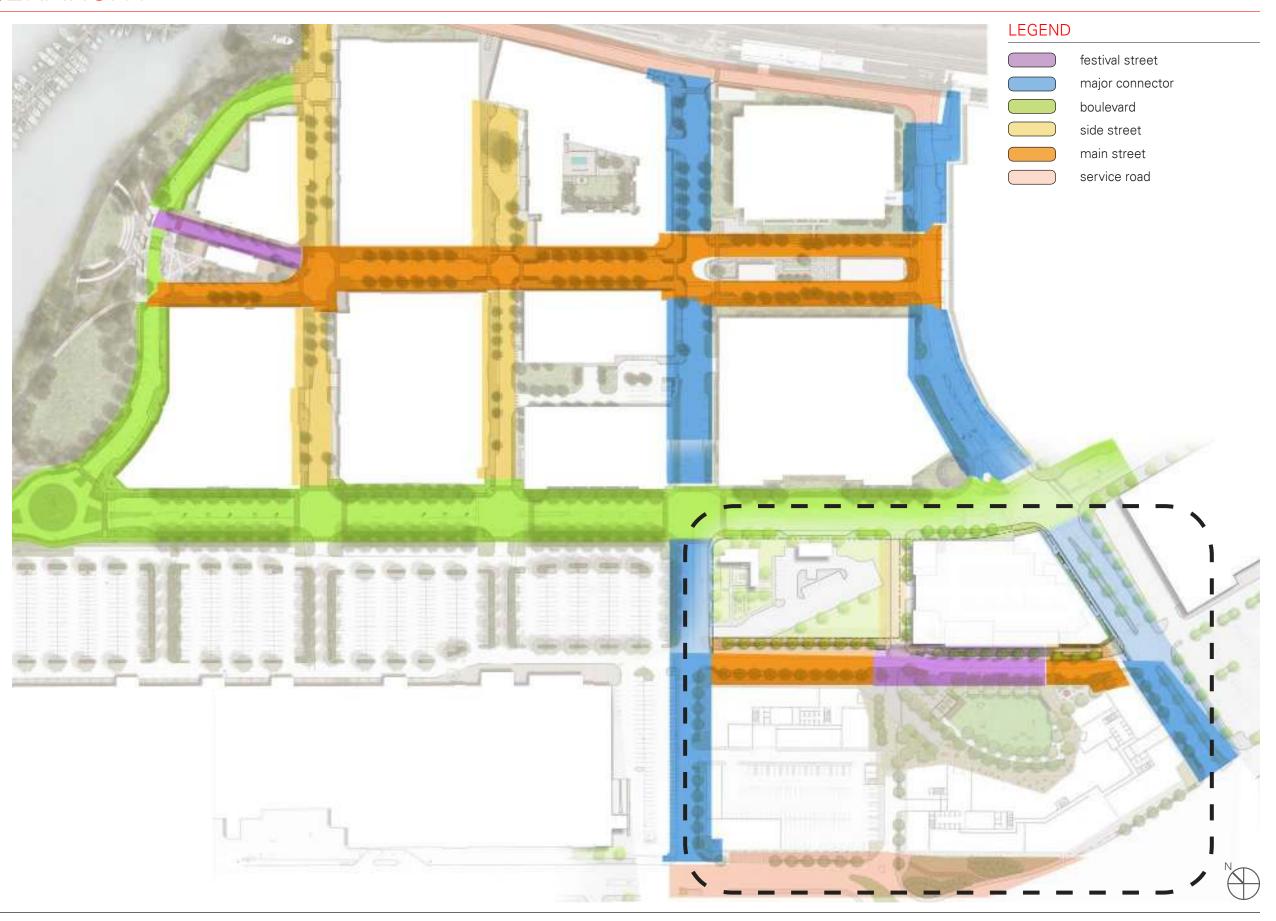


STREETSCAPE HIERARCHY

EXTENDING THE PATTERN

The proposed master plan draws on Assembly Square's established streetscape hierarchy, creating an extension of the neighborhood that feels unique, yet related to the broader urban context.

Like Assembly Row, XMBLY is anchored by a pedestrian-oriented Main/Festival Street that runs parallel to Grand Union Boulevard. Connector streets bracket the neighborhood, creating clear corridors from East Somerville (Foley Street) to the Assembly T Station. An important side street (Road L) continues the rythym of side and connector streets that intersect Grand Union at regular intervals.





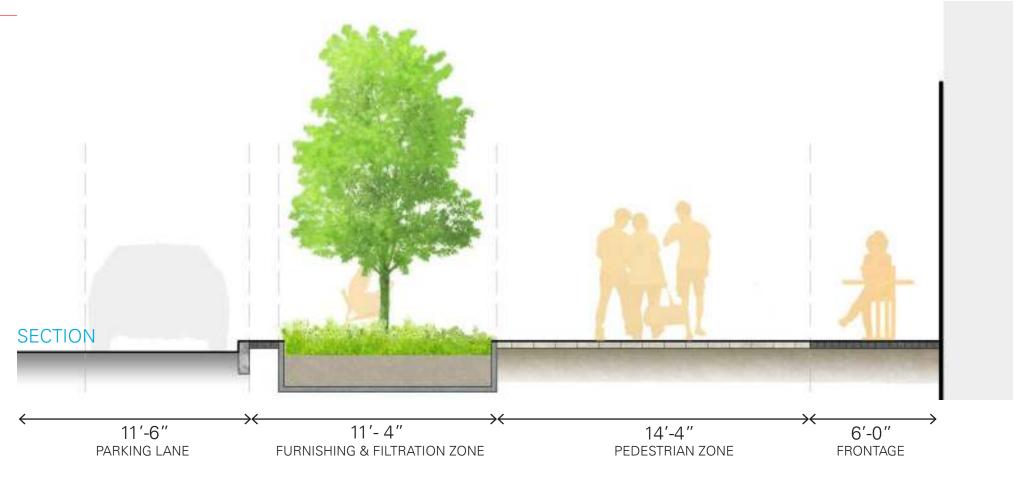


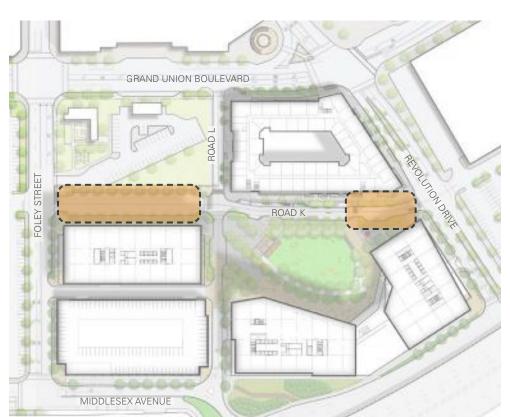


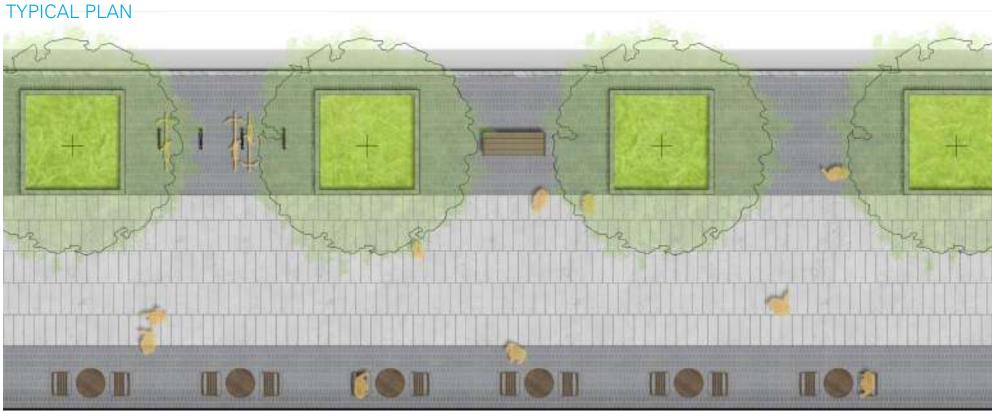


MAIN STREET

Road K, the major lateral street running through the center of the Master Plan, takes on two typological forms - Main Street and Festival Street. In the Main Street segments, a large furnishing zones provide the opportunity to create a buffer from both adjacent street traffic and the flow of pedestrian commuters. The rain gardens also provide stormwater mitigation. The pedestrian zone is kept deliberately wide in acknowledgement of the importance of Road K as an active, walkable street. At the buildings edge, a frontage zone is provide to capture variations in the facade and provide a space for planters and other street furnishings.









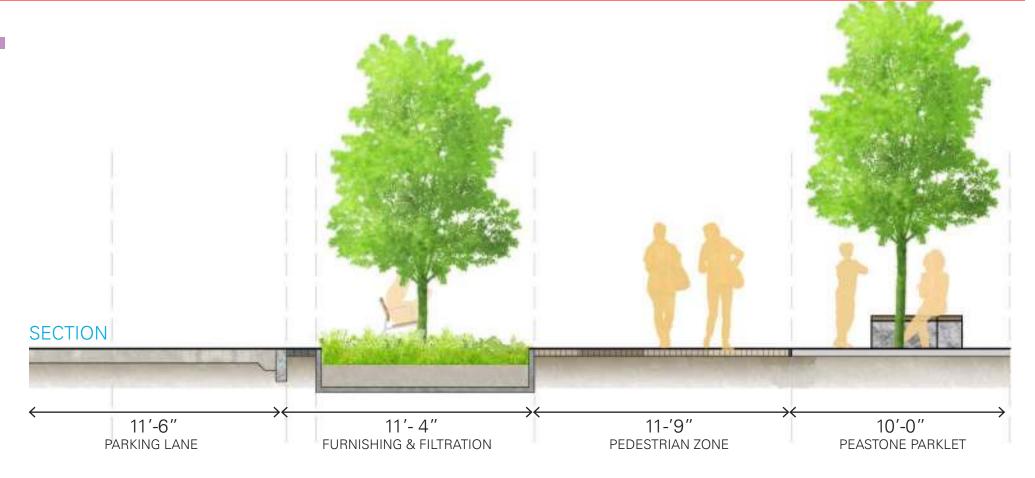


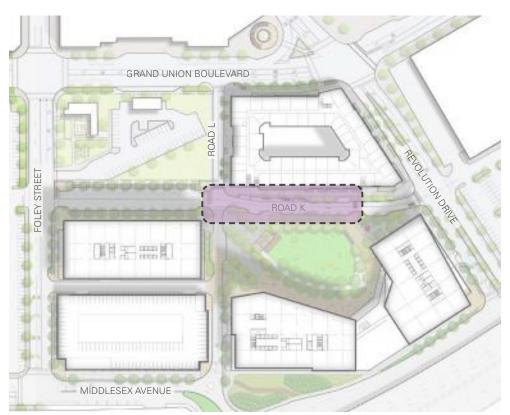


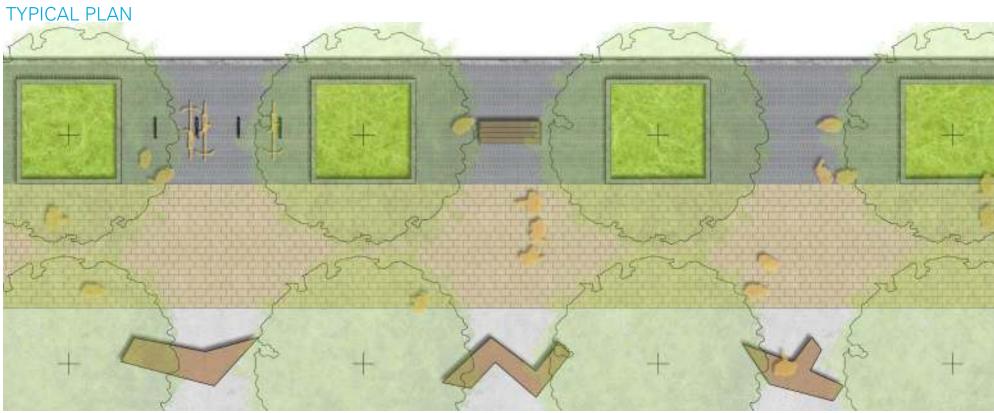


FESTIVAL STREET.

At the center of XMBLY, the Road K transitions to a Festival Street condition. A Festival Street (or woonerf) is a flush street/sidewalk condition that allows the vehicular street area to be easily closed-off and used as an extension of the adjacent streetscape and park. The combined Furnishing, Pedestrian, and Frontage Zones act as a filter between the park and street as well as an attractive space in it's own right.











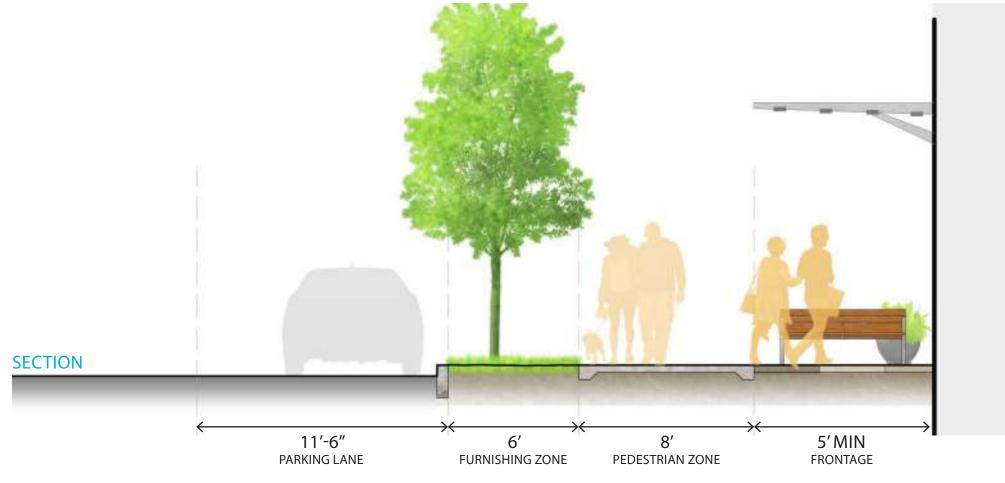


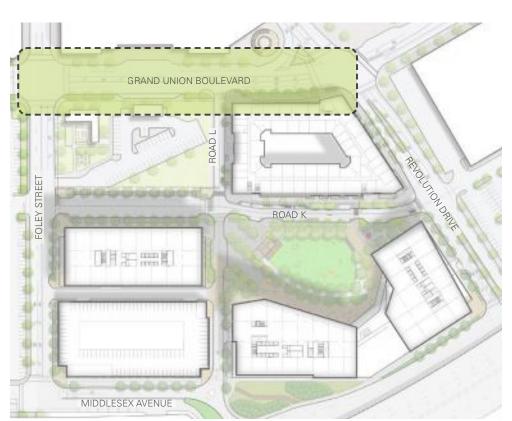


BOULEVARD

The Boulevard typology recognizes nature of Grand Union Boulevard as a major vehicular and pedestrian spine connecting Assembly Square to both McGrath Highway (to the North) and Broadway/East Somerville (to the South). This typology is highly multi-functional; providing spaces for a variety of activities from service/mechanical to retail front entry.

The proposed Boulevard typology is adapted from the linear allee of Sycamore trees at Assembly Square Marketplace. At the street edge, a wide grass strip with street trees would continue the established rhythm of the existing allee to the intersection of Revolution Drive. At the back edge of the sidewalk, a frontage zone would be established creating an opportunity to provide additional space for outdoor dining, building entries or ornamental planting.











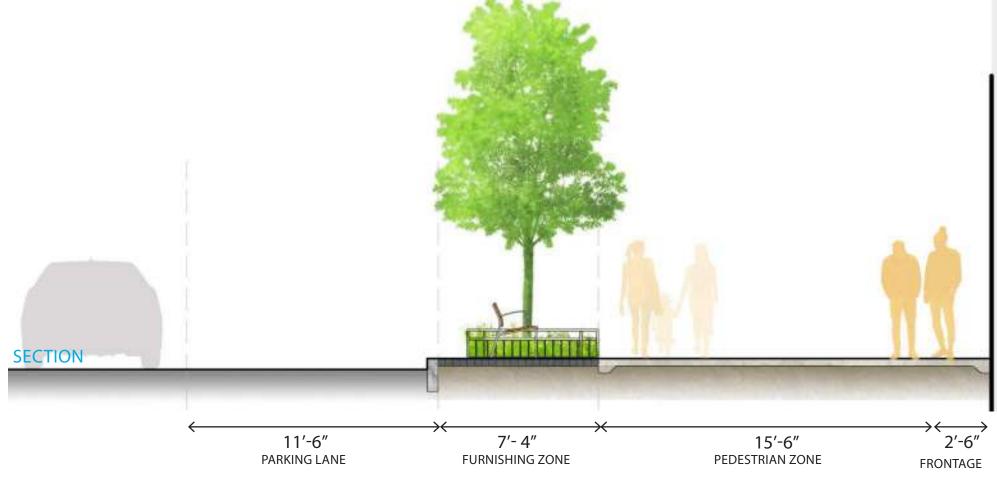


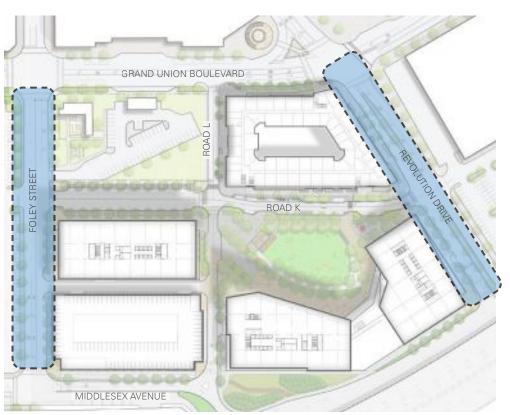


MAJOR CONNECTOR STREET

Similar to a Side Street, Connector Streets create important longitudinal connections between laterally-oriented Boulevards, Main Streets, and major intersections. Connector Streets distiguish themselves from Side Streets through their eventual connection to important public transit nodes; namely the headhouses for the Assmbly T Station.

The Major Connector (Foley Street) has been developed to allow for a generous 25'-4" space between the back of curb and face of building. This dimension reflects Foley Street degree of pedistrian importance as a connection to East Somerville and creates an opportunity to create curbed tree pits, a more generous 15'-6" pedestrian zone, and a variable frontage zone which will respond to the proposed architectural facades.











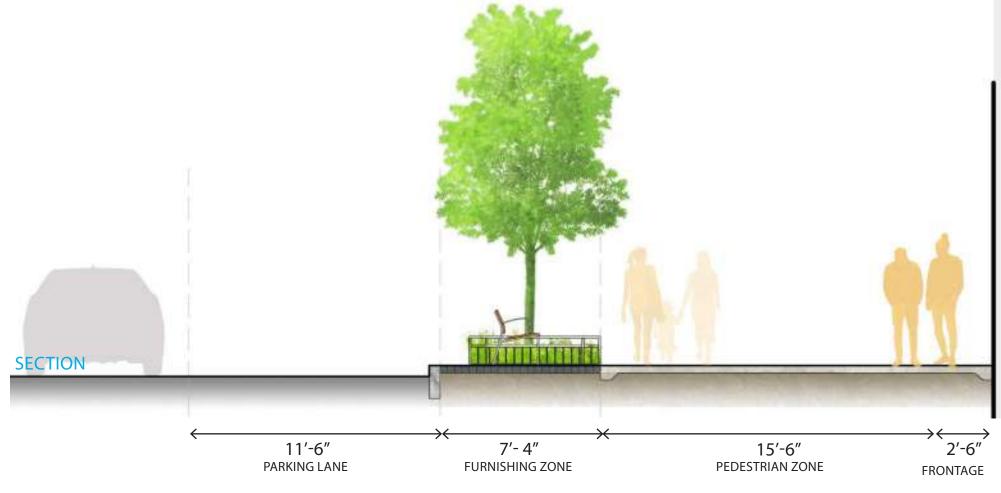


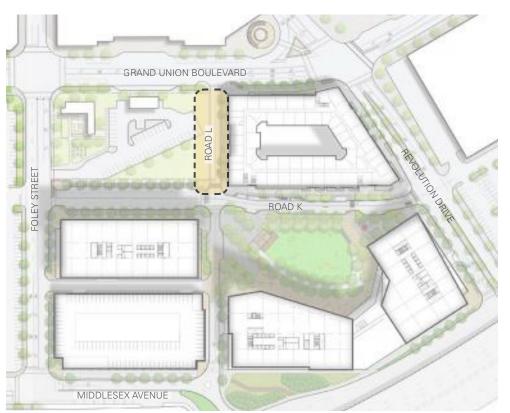


SIDE STREET

Side Streets serve an important purpose within the larger urban narrative. These streets provide an opportunity to cluster necessary service activities (loading, garage entries) in order to reduce the impact of these features on the major pedestrian corridors.

Side streets have been developed to allow for a generous 17'-4" space between the back of curb and face of building. This dimension creates the opportunity to include curbed tree pit consistent with other existing and proposed street typologies in Assembly Square.















BUMPOUTS | MAIN STREET AT SIDE STREET

At major intersections, bump-outs are provided as a measure of pedestrian safety. As at Assembly Row, these bump-outs would feature decorative pavers, planters, and seating, identifying them as important nodes within the pedestrian experience in the neighborhood.

TYPICAL PLAN













STREETSCAPE PALETTE

EXTENDING THE PATTERN

The proposed master plan draws on Assembly Square's established streetscape hierarchy, creating an extension of the neighborhood that feels unique, yet related to the broader urban context.

Like Assembly Row, XMBLY is anchored by a pedestrian-oriented Main/Festival Street that runs parallel to Grand Union Boulevard. Connector streets bracket the neighborhood, creating clear cooridors from East Somerville (Foley Street) to the Assembly T Station. An important side street (Road L) continues the rythym of side and connector streets that intersect Grand Union at regular intervals.































STREETSCAPE TREES

INVESTING IN ECOLOGICAL DIVERSITY

The proposed tree list has been developed from the recommendations provided by the City of Somerville's Draft Urban Forestry Management Plan developed by the Davey Resource Group. A variety of tree species would be selected based on size and solar requirements.

LARGETREES

GR	EATER	THAN 50'	IN HEIGHT	WHEN MATURE
_				1 4 /1 1

Fraxinus americana	White Ash
Ginkgo biloba (male)	<u>Ginkgo</u>
Gleditsia triacanthos inermis	Thornless Honeylocust
Gymnocladus dioicus	Kentucky Coffeetree
Metasequoia glyptostroboides	Dawn Redwood
Nyssa sylvatica	Black Tupelo
Quercus bicolor	Swamp White Oak
Quercus rubra	Northern Red Oak

MEDIUM TREES

26' - 40' IN HEIGHT WHEN MATURE

Acer campestre	<u>Hedge Maple</u>
Aesculus x carnea 'Briotti'	Red Horsechestnut
Carpinus caroliniana	<u>American Hornbeam</u>
Cercidiphyllum japonicum	<u>Katsuratree</u>
Cladrastis kentukea	American Yellowwood
Halesia tetraptera	Carolina Silverbell
Koelreuteria paniculata	<u>Goldenraintree</u>
Ostrya virginiana	American Hophornbeam
Parrotia persica 'Vanessa'	Persian Ironwood
<u>Ulmus parvifolia</u>	<u>Lacebark Elm</u>

SMALL TREES

10' - 25' IN HEIGHT WHEN MATURE

Acer ginnala 'Red Rhapsody'	<u>Amur Maple</u>
Amelanchier spp.	Serviceberry
Cercis canadensis	Eastern Redbud
Cornus kousa	Kousa Dogwood
Crataegus spp.	<u>Hawthorn</u>
Malus spp.	Flowering Crabapple
Syringa reticulata 'Ivory Silk'	Japanese Tree Lilac





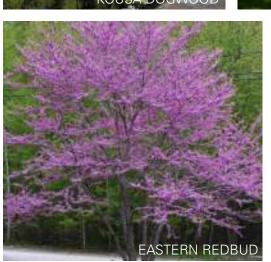






















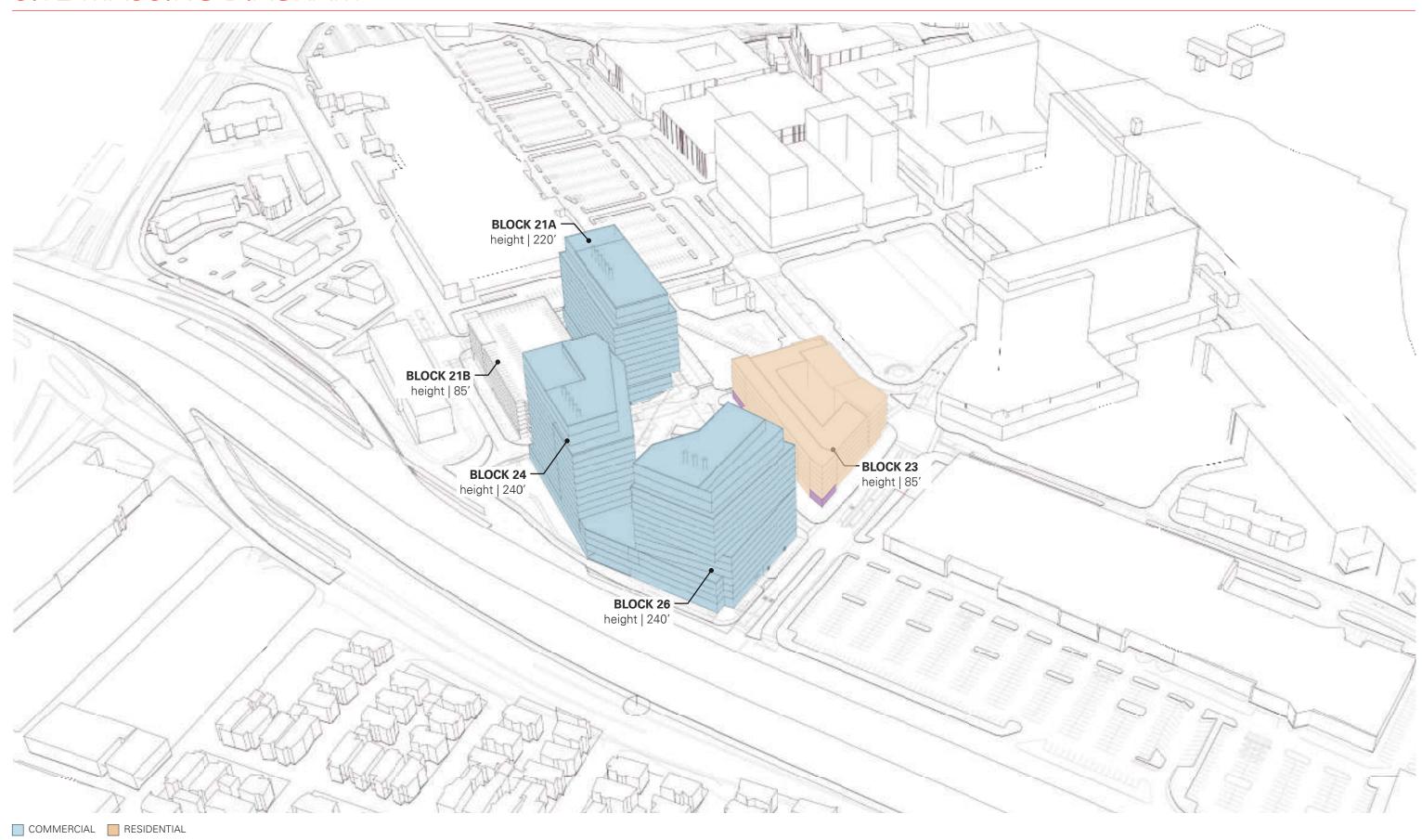








SITE MASSING DIAGRAM

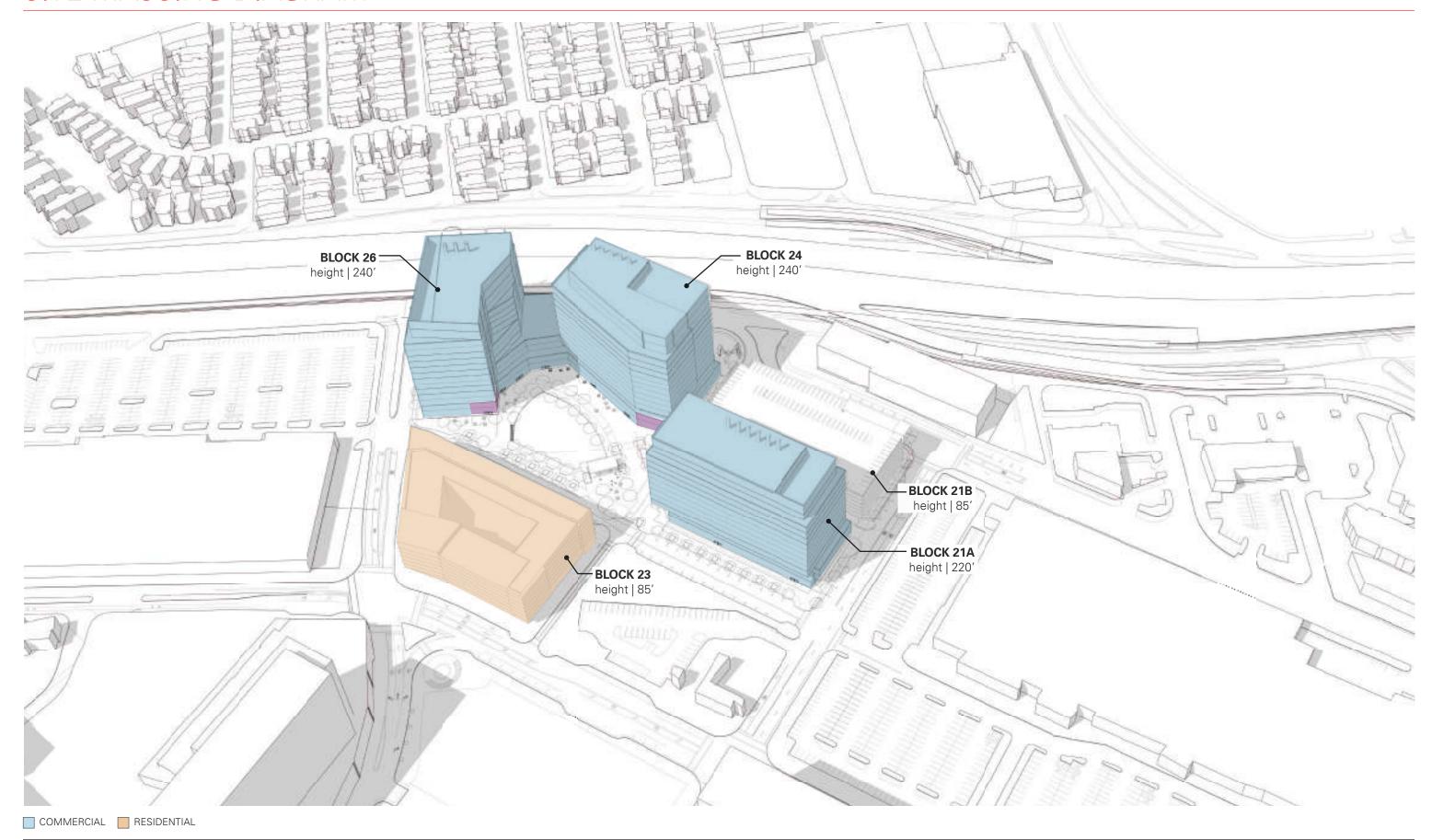








SITE MASSING DIAGRAM











SIGNIFICANT BUILDING CORNERS

To encourage a responsive and architecturally diverse district, significant urban conditions have been identified within the master plan to be acknowledged through design. Among the most important of these urban moments are the site's "corner" conditions, which offer opportunities for gateway elements, visual emphasis and ground level activation.

GATEWAY CORNER (CORNER)

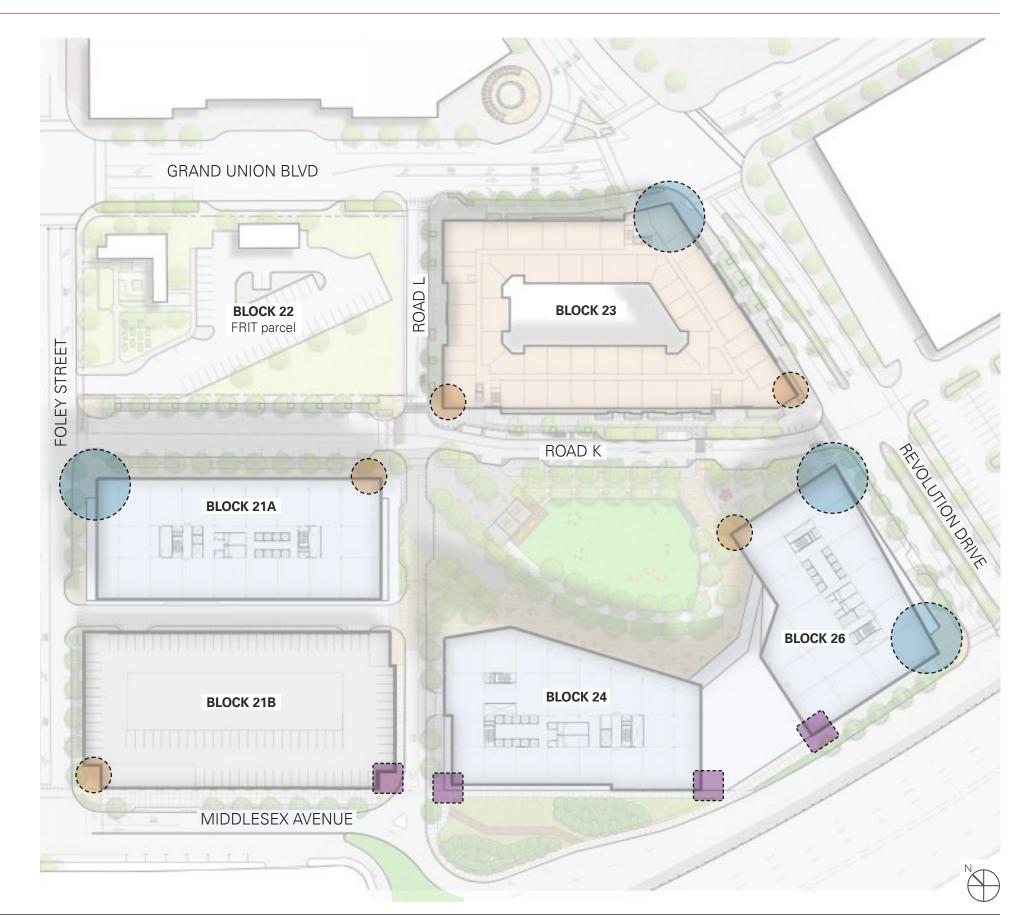
The site's key entry points have been identified as "gateway corners" and are oriented towards major points of pedestrian access and vehicular access. These include the corner of Grand Union Boulevard and Revolution Drive, which welcomes pedestrians to the site from the nearby MBTA Assembly Station, and the corner of Foley Street and Road K, which invites pedestrians into the heart of the proposed master plan. Building massing, façade articulation and distinct architectural treatment are encouraged for these gateway moments to celebrate entry into the site

SECONDARY CORNER (CCCC)

Secondary corners also represent critical moments within the proposed master plan. These corner conditions celebrate the relationships at important intersections and are defined in the following locations; the corner of Road K and Revolution Drive, which frames an important entrance into the site; the corner of Road L and Road K, which establishes an important relationship between Blocks 21 and 23; and at the corner of Foley Street and Middlesex Avenue, which serves as an important pedestrian threshold to the residential neighborhood form the west.. Increased architectural treatment and responsive building massing are recommended for these conditions.

VISUAL FOCAL POINT

Visual focal points are oriented toward corners which offer the opportunity to provide visual markers to those experiencing the site from beyond. The focal points identified at Blocks 21, 24 and 26 offer the opportunity for building signage, iconic architectural elements and increased articulation at the roof of the proposed buildings as seen from from I-93.























STREETWALLTYPOLOGY | GROUND LEVEL FRONTAGE PLAN

Streetwalls frame the public realm and shape the pedestrian experience. These critical moments within the master plan have been organized into types which respond to a hierarchy of urban conditions. This classification of typologies is intended to identify appropriate locations for architectural expression and to illustrate building facades where investment in detail, quality of material and articulation of form should be concentrated. Refer to Somerville Zoning Frontage Types.

STREETWALL TYPE A COURSE

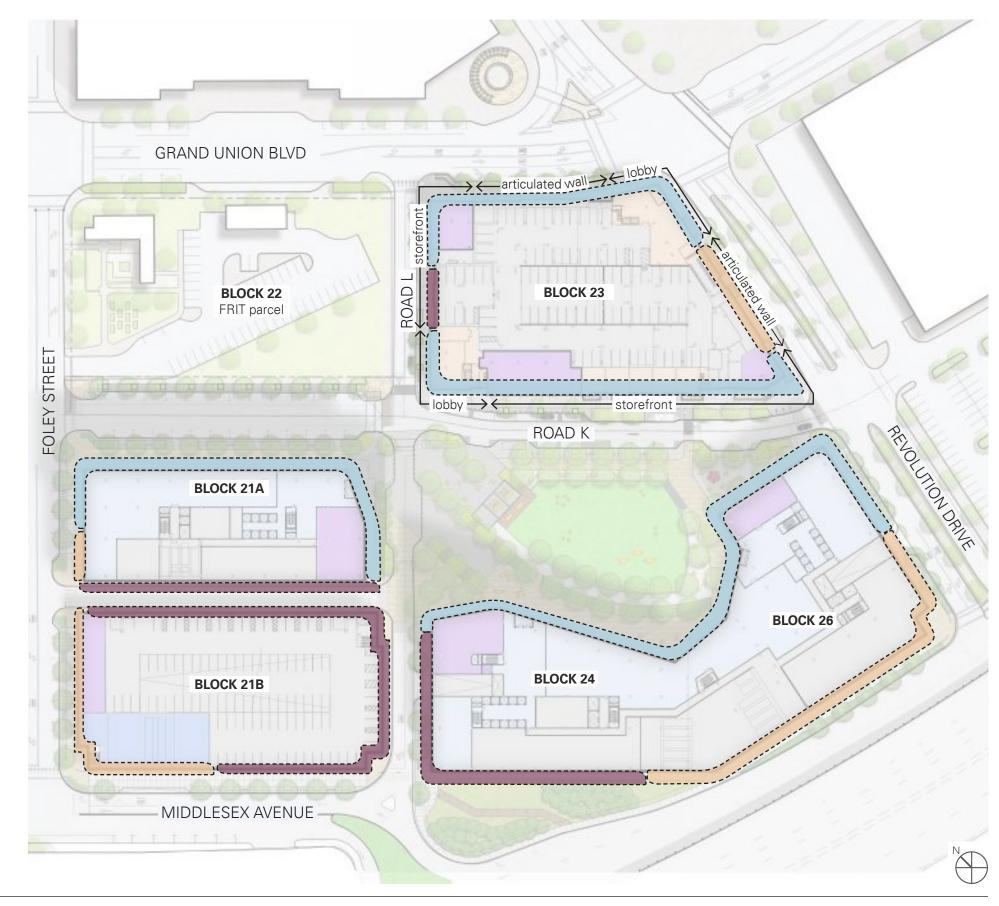
At the ground level, these critical edges are intended to activate the public realm and to frame the site's most important open spaces. These edge conditions are located primarily along Road K and at the site's central open space. These streetwalls are encouraged to provide a high level of transparency to offer visual access to building lobbies, retail and active uses. Façades at these locations are intended to offer a diverse palette of materials, scale and rhythm which strengthen the pedestrian experience and architectural features that support the public realm expression at the ground plane.

STREETWALLTYPE B (CCCC)

Highlighting important, yet less prominent, edges of the site, the façade language at these moments is intended to express rhythm and scale at the ground plane. Organized and rhythmic fenestration and material patterns are encouraged at these areas to compliment the adjacent iconic moments as defined by Streetwall Type A. These conditions occur mostly at sections of the buildings between corners and entry points and define a supportive architectural expression.

STREETWALL TYPE C

The streetwall condition in these locations are intended to be secondary and to be oriented towards areas of less frequent pedestrian access. Located primarily along Mystic, Middlesex Avenues and the service alley of Block 21, these façades are intended to be deemphasized and to play a secondary role to the more prominent streetwall types.

















STREETWALLTYPOLOGY | UPPER LEVEL

Above the ground plane, streetwalls respond to the greater urban scale and establish an architectural dialogue between buildings. Architectural forms, material and façade articulation allow these edges to highlight, compliment or defer to areas of significance within the master plan. The typologies referenced below are intended to illustrate the hierarchy of streetwalls tasked to respond to varying urban conditions.

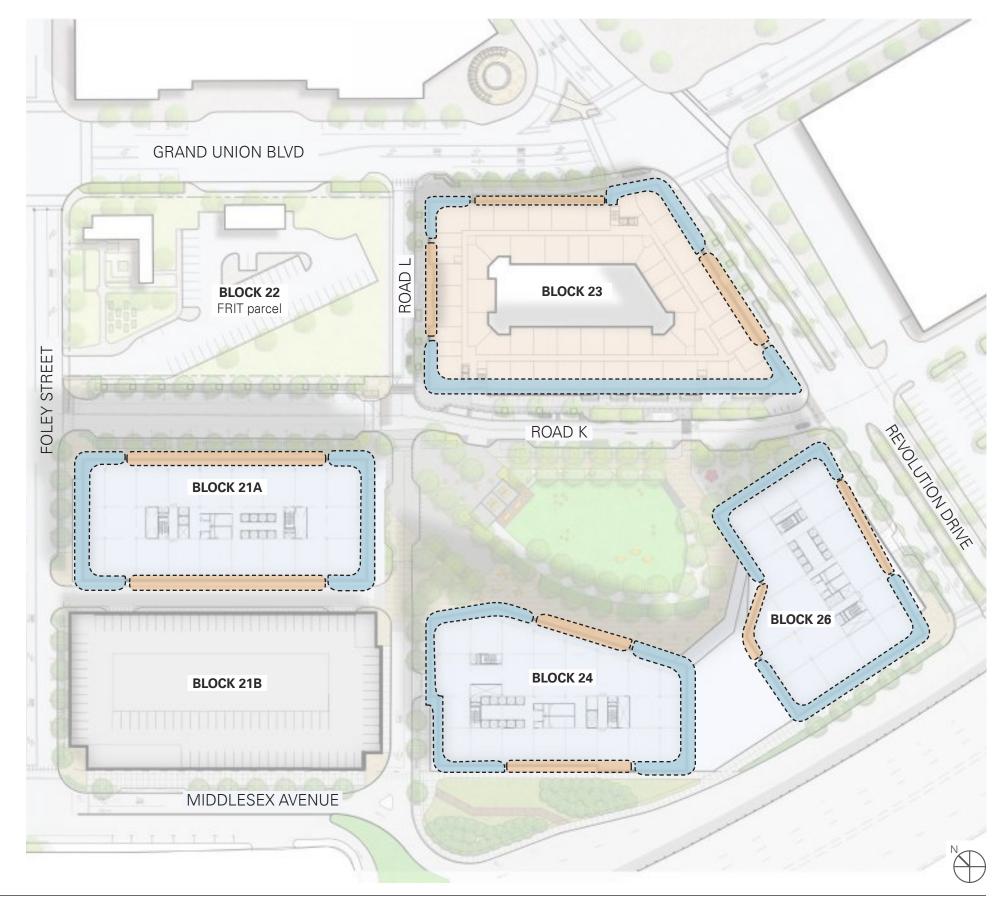
STREETWALL TYPE A COMMON

At the upper levels, these significant building façades are meant to highlight prominent corners and building faces through a strong emphasis on architectural form, material quality and design expression. These streetwalls are primarily oriented towards Road K and the central open space to serve as a backdrop to the site's most activated areas. These façades are also oriented towards the outer corners of the master plan, offering visual cues to the site's gateway moments at the larger urban scale.

STREETWALLTYPE B COORD

These important, yet less significant, streetwalls are meant to compliment and support the more prominent façade language offered by Streetwall Type A. Simpler fenestration patterns and organized material expression are intended to compliment the iconic language used to highlight the site's significant edges and corners. At the upper levels, these streetwalls are primarily located between building corners along Foley Street, Grand Union Boulevard and Revolution Drive.

Note: Parking Level Streetwalls to be an open-air ventilated system.















BUILDING FACADE HIERARCHY | SOUTHWEST VIEW

A hierarchy of façade types has been established to create a massing which is responsive to the site's urban design goals. This hierarchy suggests the level of architectural definition intended to respond to the site's urban conditions, support the activation of the public realm and to create a unique assemblage of architectural expressions to define the development.

PRIMARY BUILDING FACADE

Aligned with Streetwall Type A, the primary building façades are intended to activate the public realm and to frame the site's most important open spaces at the ground level. These edge conditions are located at Block 23 along Road K and at Blocks 21,24 and 26 facing the site's primary open space. At the upper levels, the massing and architectural expression of this façade type is meant to include a diverse palette of materials while emphasizing a unique architectural form. This façade type occurs at Blocks 21, 24 and 26, to celebrate the tower's presence facing I-93, and at Block 26, highlighting the gateway condition at the corner of Mystic Avenue and Revolution Drive.

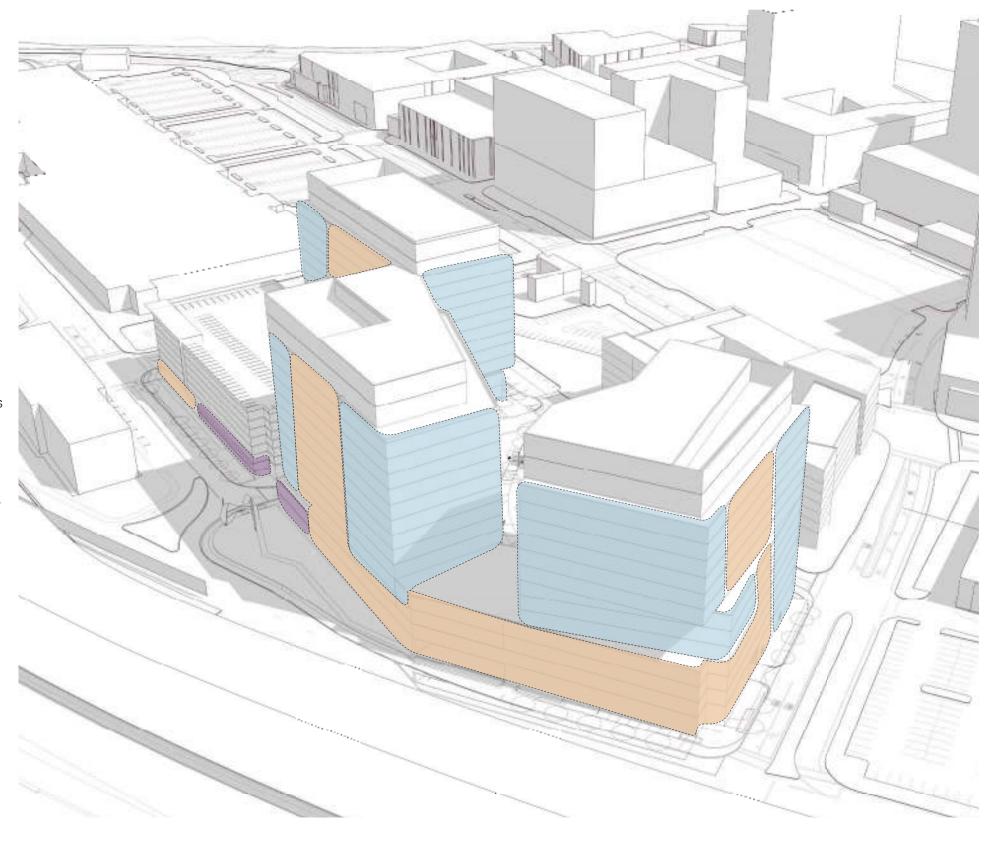
SECONDARY BUILDING FACADE (CCCC)

The architectural language at the secondary building façade type is intended to express rhythm and scale both at the ground plane and the upper levels. Organized and rhythmic fenestration and material patterns are encouraged for this façade type to contrast with areas of more prominent architectural expression. At Block 21, these conditions occur primarily on the west façades adjacent to significant building corners.

The tertiary façade type is meant to be secondary and to be utilized on façades which are oriented towards areas of less frequent pedestrian access. Architectural articulation for this façade type is intended to be deemphasized and to play a supportive role for the other more prominent conditions. This façade type is primarily located along Mystic and Middlesex Avenues as well as interior facing elevations.

ROOF SCREEN FACADE

Careful articulation at the building's roof levels is encouraged to contribute to the diversity of the Somerville skyline. At critical corners of Blocks 21, 24, and 26, the roof screen presents an opportunity to create a strong visual marker, support signage opportunities and to emphasize the building's verticality.





















BUILDING FACADE HIERARCHY | NORTHEAST VIEW

A hierarchy of façade types has been established to create a massing which is responsive to the site's urban design goals. This hierarchy suggests the level of architectural definition intended to respond to the site's urban conditions, support the activation of the public realm and to create a unique assemblage of architectural expressions to define the development.

PRIMARY BUILDING FACADE

The primary façades are intended to activate the ground level and to visually mark significant moments on the site. At the ground level, these edge conditions are located primarily along Road K. At the upper levels, significant corners, including the entry points at Foley Street, Revolution Drive and Grand Union Boulevard, as well as the site's internal corners are meant to be emphasized through the architectural expression.

SECONDARY BUILDING FACADE CONTROL

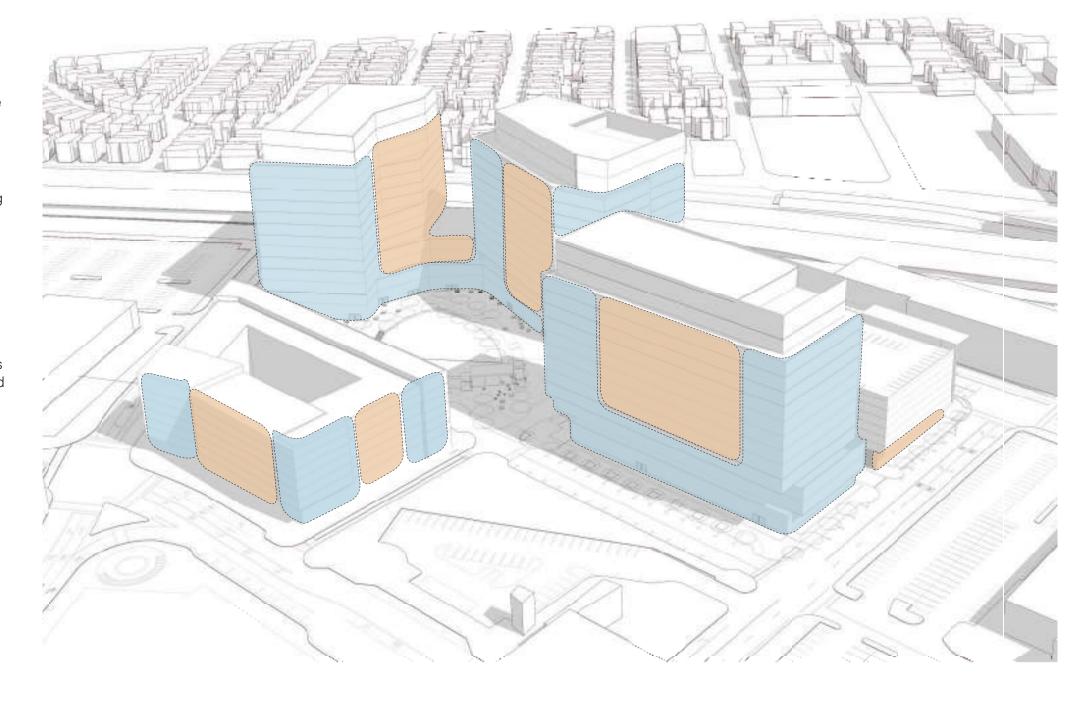
The architectural language at the secondary building façade type is compliment the more prominent expressions offered by the Primary Building Façade type. Organized and rhythmic fenestration and material patterns are encouraged for this façade type, which is intended to be employed at the ground level along Grand Union Boulevard and Foley Street. At the upper levels, this façade type is intended to express the north and east facades at Blocks 21,24, and 26 and is captured primarily between building corners.

TERTIARY BUILDING FACADE COMMON

The tertiary façade type is meant to be secondary and to be utilized on façades which are oriented towards areas of less frequent pedestrian access or visual importance. Architectural articulation for this façade type is intended to be deemphasized and is oriented primarily towards the site's side streets, including Road L.

ROOF SCREEN FACADE

At critical corners, the roof screen presents an opportunity to express verticality to highlight a significant moment within the master plan. At Block 21, the corner of Foley Street and Road K presents the opportunity to create a strong visual marker. At Blocks 24 and 26, the roof screen is intended to provide variation at the roof plane to contribute to the diversity of the Somerville Skyline.















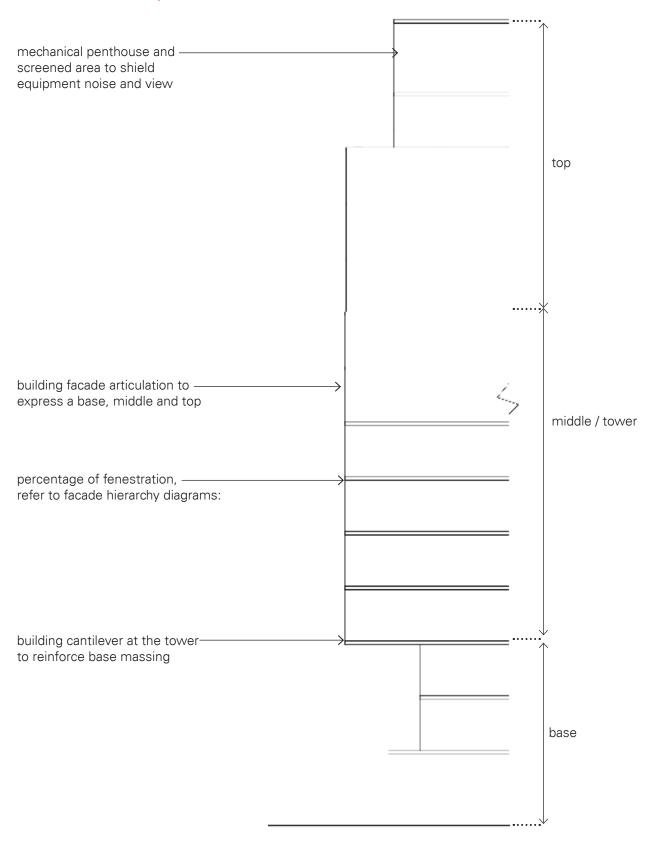


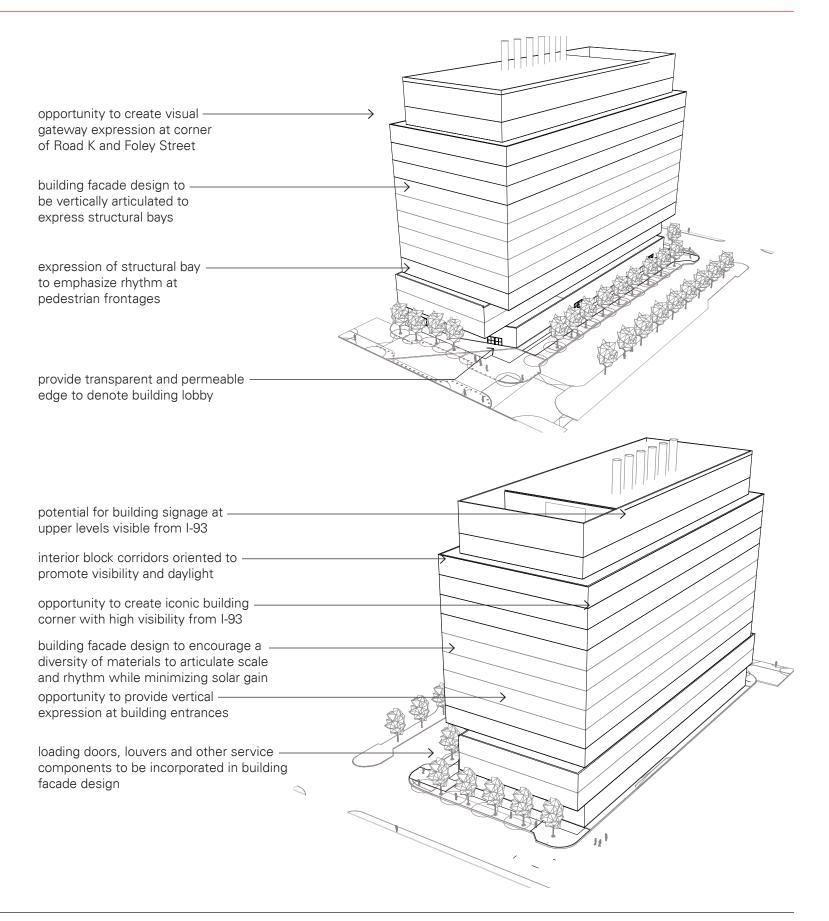




BLOCK 21A | CONCEPTUAL GUIDELINES

BUILDING PROGRAM | OFFICE / RESEARCH / LAB BUILDING TYPE | PODIUM TOWER





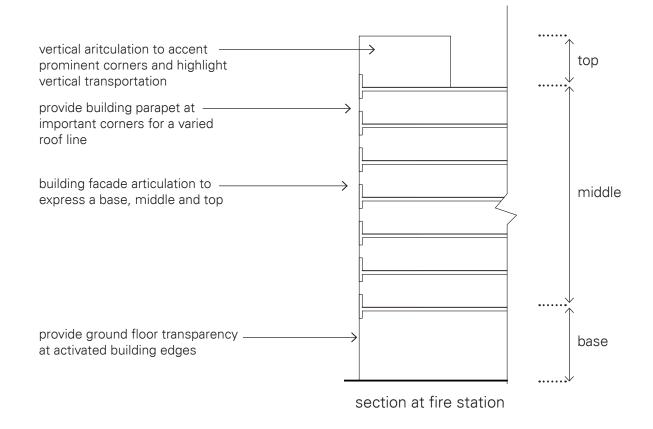


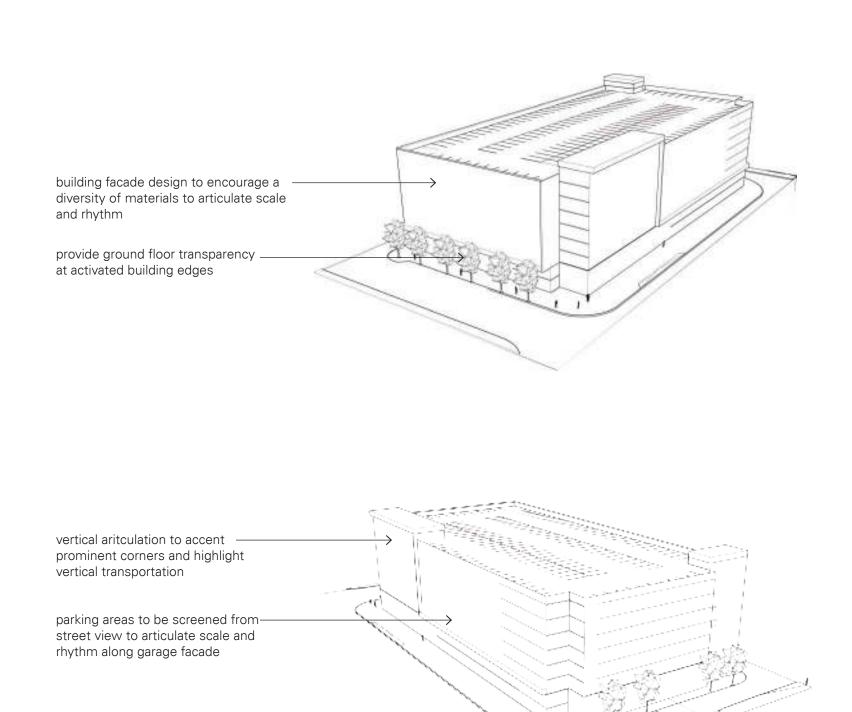






BLOCK 21B | CONCEPTUAL GUIDELINES







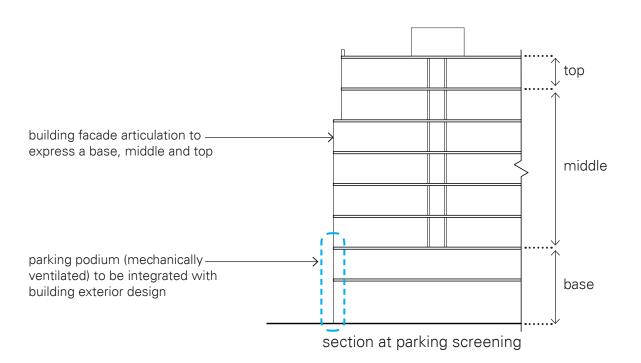


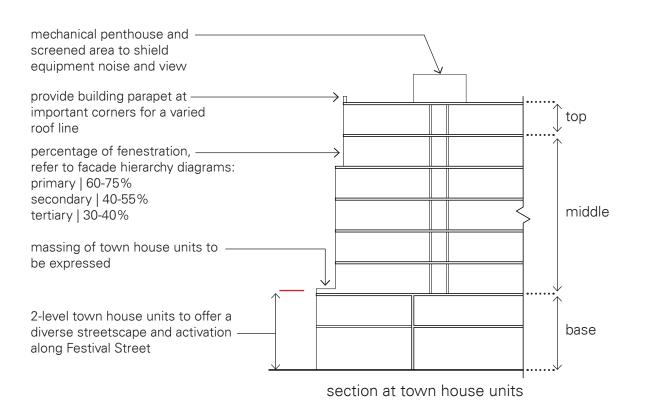


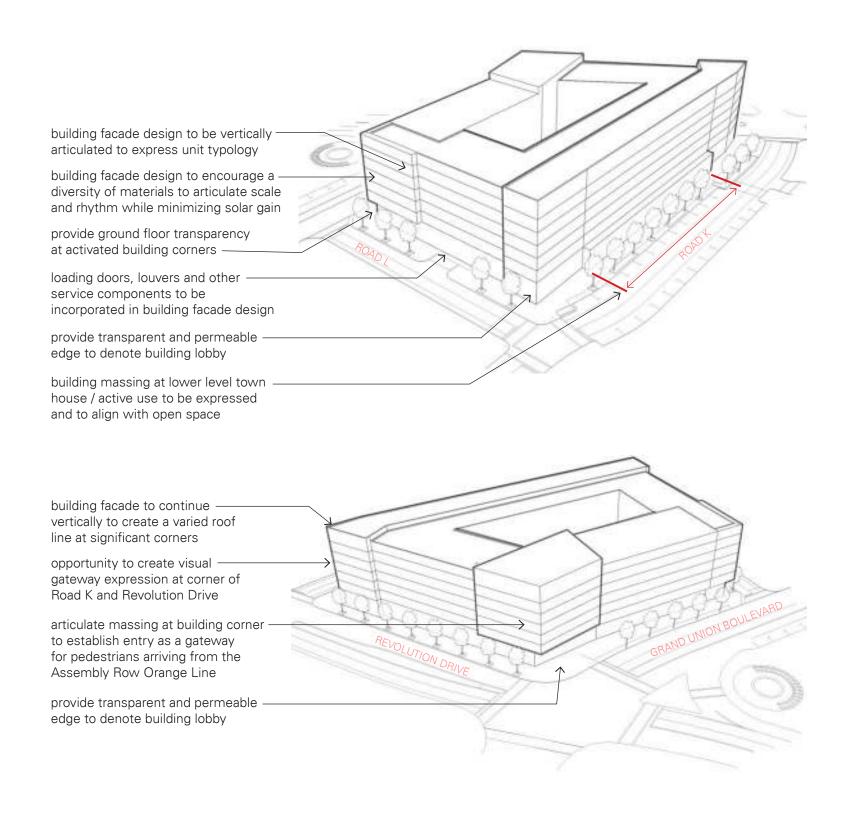


BLOCK 23 | CONCEPTUAL GUIDELINES

BUILDING PROGRAM | RESIDENTIAL BUILDING TYPE | BLOCK BUILDING NOTE: PROJECT UNDER CONSTRUCTION









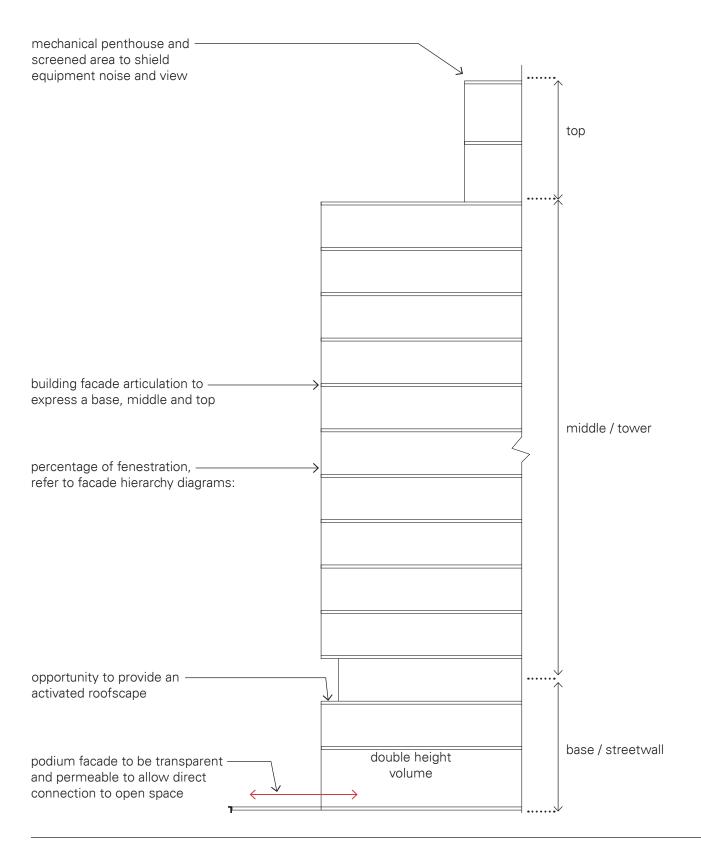


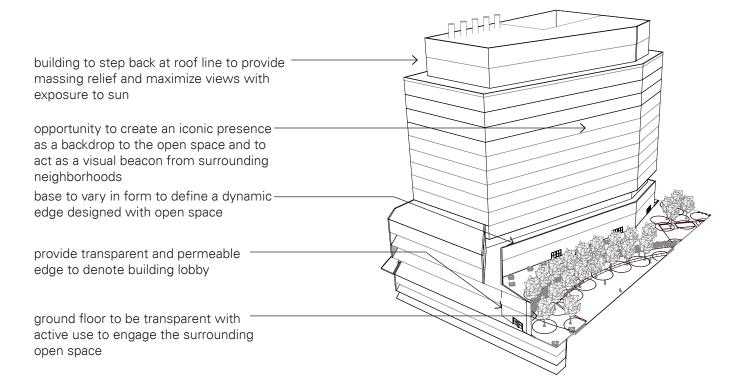


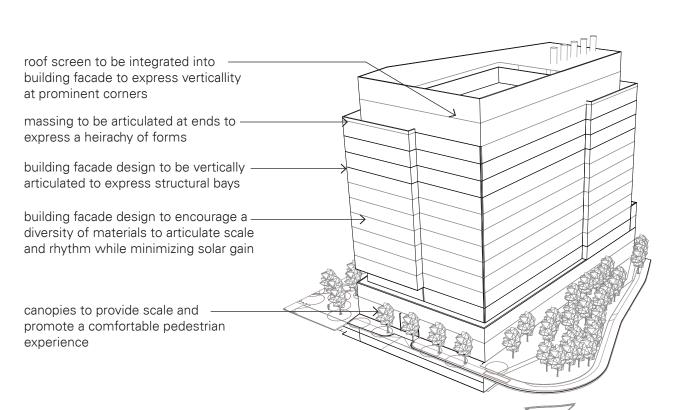


BLOCK 24 | CONCEPTUAL GUIDELINES

BUILDING PROGRAM | RESIDENTIAL BUILDING TYPE | PODIUM TOWER









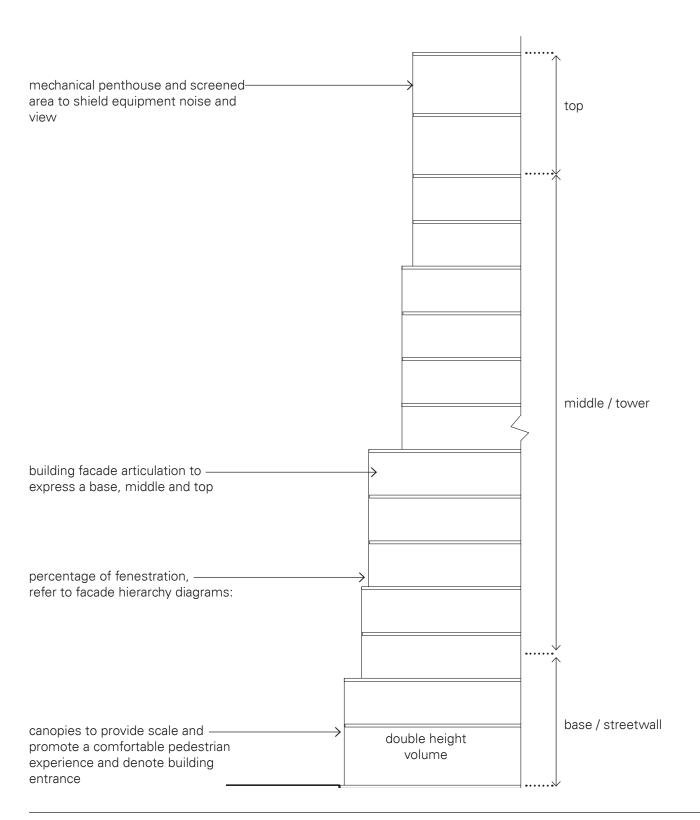


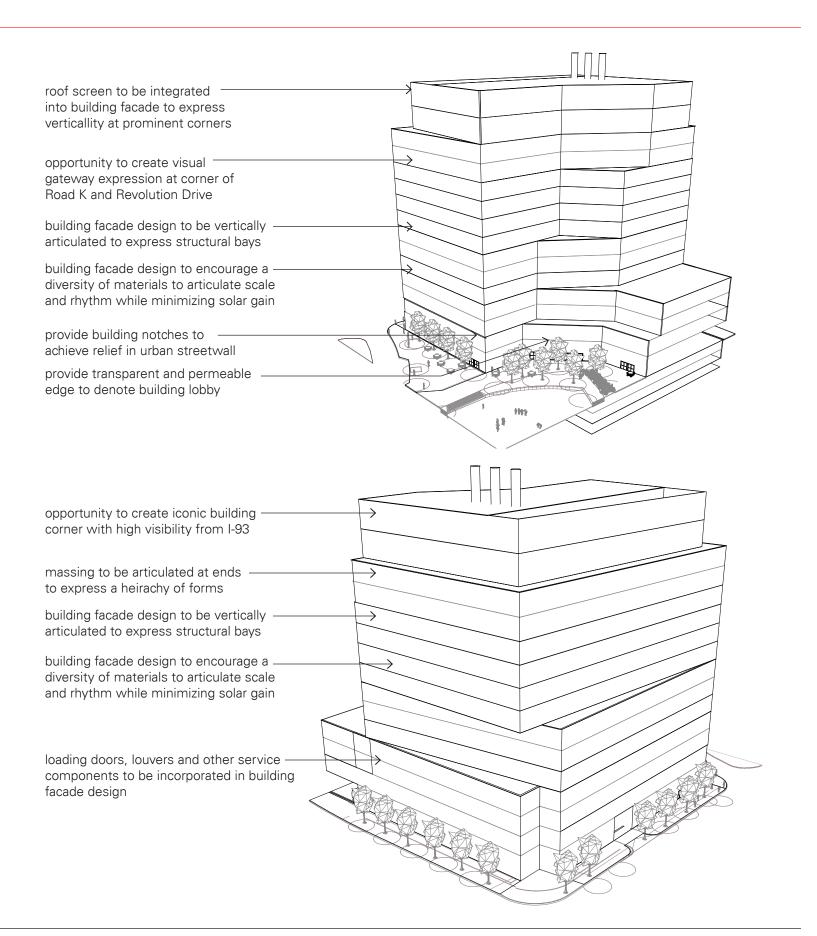




BLOCK 26 | CONCEPTUAL GUIDELINES

BUILDING PROGRAM | COMMERCIAL / R+D / HOTEL BUILDING TYPE | COMMERCIAL BUILDING













ARCHITECTURAL EXPRESSION | COMMERCIAL

A consistent and unifying palette of materials and forms are encouraged for the commercial and residential buildings proposed in the master plan. The overall architectural composition of these buildings will identify the distinct identity for the district in the context of the Assembly Square neighborhood. The following concepts should be considered:

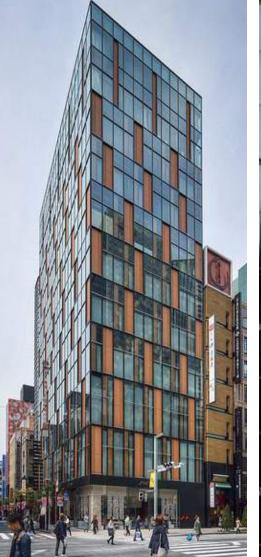
- The building façades should be carefully articulated to create an appropriate rhythm and scale expressed through the fenestration patterns and organization of cladding materials. A consistent palette of façade materials (including glazing, masonry and rainscreen cladding assemblies) are suggested to emphasize a unified assemblage of building architecture.
- Flat façades should be avoided through the incorporation of recessed or projected bays, canopies, awnings and other architectural elements. Building massing responds to the context and façades are closely organized in response to the urban conditions.
- Higher levels of transparency and glazing are encouraged to be employed at the ground level highlighted vertically. These moments are supported by adjacent facades articulated with hierarchical arrangement of glazed walls with shading treatments and masonry walls with projecting bays of window elements.
- The ground level façade is intended to promote activation at areas of public realm significance. A high level of transparency, in concert with accent materials and architectural elements, are encouraged to support an active building edge.
- Each building façade should be expressed to demonstrate a base, middle and top. The façade elements for taller buildings express their vertical nature and are organized to articulate structural bay spacing and rhythm.
- Articulation and variation at the roof level contributes to a diverse skyline. Continuity of façade materials integrated with the building elevation minimize the expression of penthouse and to step back at areas where the visual impact is intended to be mitigated.
- Towers above podium conditions are vertically expressed. Where buildings set back at these conditions, lower roofs have the potential to incorporate active uses and roof gardens.





















ARCHITECTURAL EXPRESSION | RESIDENTIAL

A diverse palette of materials and forms are encouraged for the commercial and residential buildings proposed in the master plan. The overall architectural composition of these buildings should identify the a distinct identity for the district in the context of the Assembly Square neighborhood. The following concepts should be considered:

- The building façades should be carefully articulated to create an appropriate rhythm and scale expressed through the fenestration patterns and organization of cladding materials. A diverse range of façade materials (including glazing, masonry and rainscreen cladding assemblies) are suggested to emphasize a distinct assemblage of building expressions.
- Flat façades should be avoided through the incorporation of recessed or projected bays, canopies, awnings and other architectural elements. Building massing should respond to the surrounding context and façade planar variation is encouraged to mitigate extended streetwall conditions.
- Higher levels of transparency and glazing are encouraged to be employed at building entrances, prominent corners and at areas supporting active uses. These signature moments are intended to be supported by adjacent facades which are articulated with a balance between opaque materials and "punched" fenestration openings.
- The ground level façade is intended to promote activation at areas of public realm significance. A high level of transparency, in concert with accent materials and architectural elements, are encouraged to support an active building edge.
- Each building façade should be expressed to demonstrate a clear base, middle and top. The façade elements for taller buildings are intended to express their vertical nature and to be organized to articulate the structural bay spacing.
- Articulation and variation at the roof level is encouraged to contribute to a diverse roof edge. Screening elements are intended to be incorporated into the façade design language at prominent moments and to step back at areas where the visual impact is intended to be mitigated.
- Towers above podium conditions are intended to be vertically expressed. Where buildings set back at these conditions, lower roofs have the potential to incorporate active uses and roof gardens.

























ARCHITECTURAL EXPRESSION | GARAGE / FIRESTATION

A diverse palette of materials and forms are encouraged for the commercial and residential buildings proposed in the master plan. The overall architectural composition of these buildings should identify the a distinct identity for the district in the context of the Assembly Square neighborhood. The following concepts should be considered:

- The building façades should be carefully articulated to create an appropriate rhythm and scale expressed through the fenestration patterns and organization of cladding materials. A diverse range of façade materials (including glazing, masonry and rainscreen cladding assemblies) are suggested to emphasize a distinct assemblage of building expressions.
- Flat façades should be avoided through the incorporation of recessed or projected bays, canopies, awnings and other architectural elements. Building massing should respond to the surrounding context and façade planar variation is encouraged to mitigate extended streetwall conditions.
- Higher levels of transparency and glazing are encouraged to be employed at building entrances, prominent corners and at areas supporting active uses. These signature moments are intended to be supported by adjacent facades which are articulated with a balance between opaque materials and "punched" fenestration openings.
- The ground level façade is intended to promote activation at areas of public realm significance. A high level of transparency, in concert with accent materials and architectural elements, are encouraged to support an active building edge.
- Each building façade should be expressed to demonstrate a clear base, middle and top. The façade elements for taller buildings are intended to express their vertical nature and to be organized to articulate the structural bay spacing.
- Articulation and variation at the roof level is encouraged to contribute to a diverse roof edge. Screening elements are intended to be incorporated into the façade design language at prominent moments and to step back at areas where the visual impact is intended to be mitigated.
- Towers above podium conditions are intended to be vertically expressed. Where buildings set back at these conditions, lower roofs have the potential to incorporate active uses and roof gardens.



























ARCHITECTURAL EXPRESSION | RETAIL / ACTIVE USE

A primary objective of the master plan at XMBLY is to provide a vibrant and active pedestrian experience. Public realm improvements, in the form of publically accessible open space, pedestrian-friendly streetscapes and active gathering areas, are complemented by the incorporation of active uses at the ground level of the proposed buildings. These uses are intended to support the pedestrian experience and to add vibrancy at the street's edge. A high level of transparency is encouraged to be used at the ground level to support visual access to this activation. Uses could range to provide a heighted level of interest at the building's edge and could include the following:

- Coffee and Food Options
- Local Retail
- Building Lobbies
- Co-working Environments
- Maker Space
- Meeting and Gathering Spaces
- Technology Showroom
- Bicycle Workshop
- Creative Workplaces
- Interactive Exhibits
- Arts and Creative Enterprises
 - Artisan Production
 - Arts Exhibition
 - Arts Sales & Services
 - Co-Working
 - Design Services
 - Shared Workspaces & Arts Education
 - Work/Live Creative Studio



































STREETSCAPE | VIEW FROM REVOLUTION DRIVE













STREETSCAPE | VIEW FROM ROAD L











STREETSCAPE | VIEW FROM OPEN SPACE





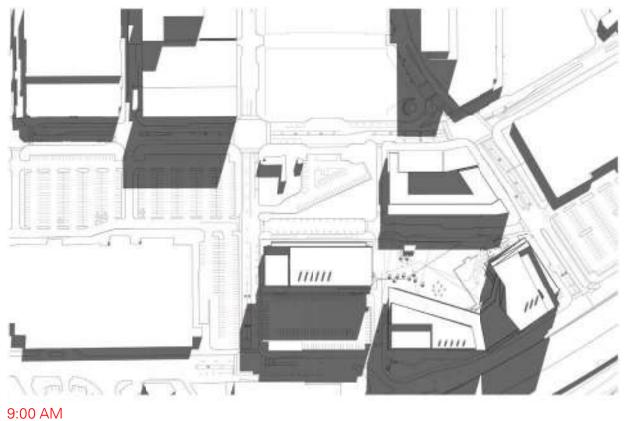


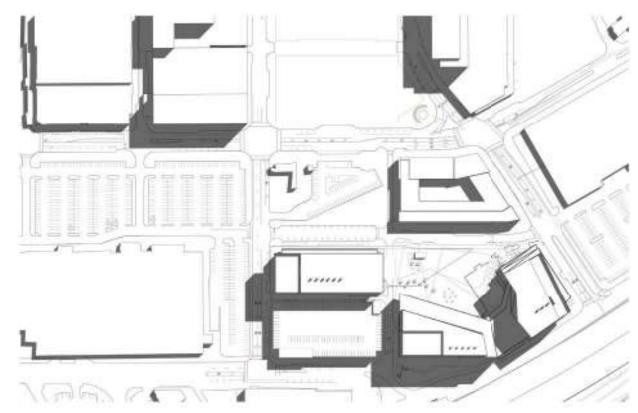


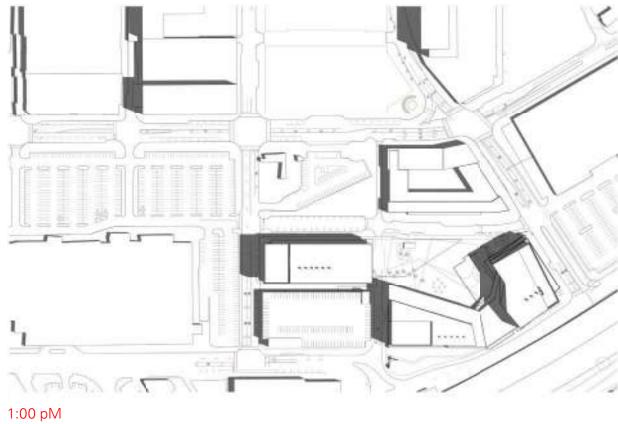




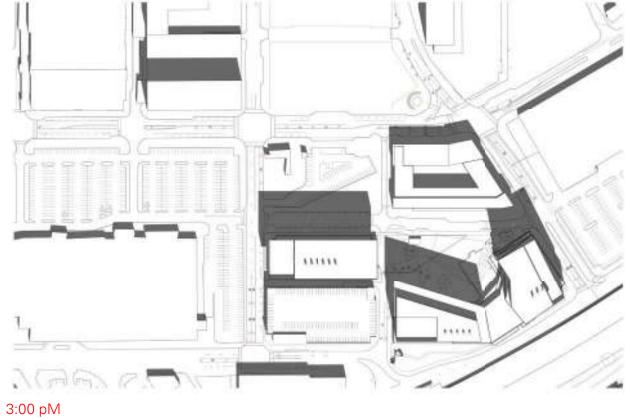
SHADOW STUDY | SUMMER SOLSTICE JUNE 21







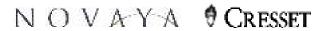
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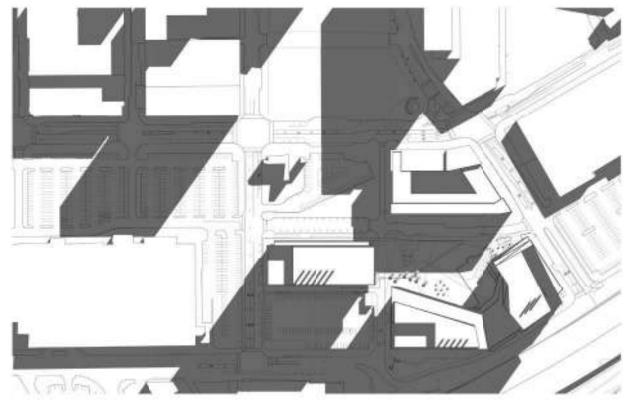


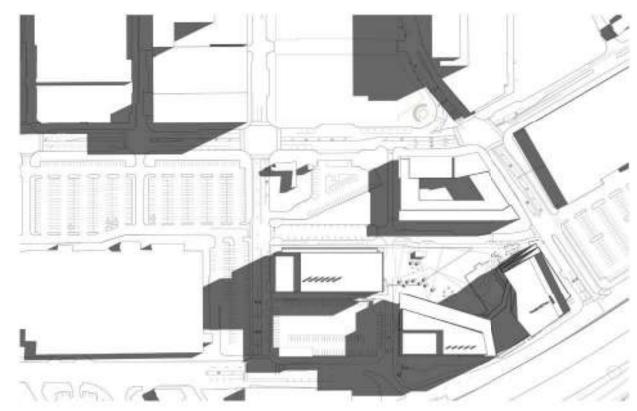






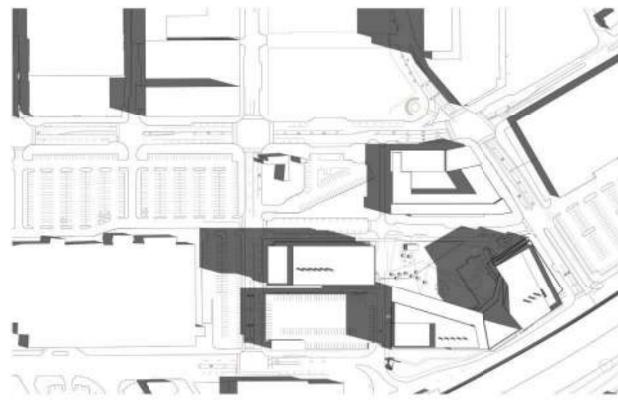
SHADOW STUDY | FALL EQUINOX SEPTEMBER 22



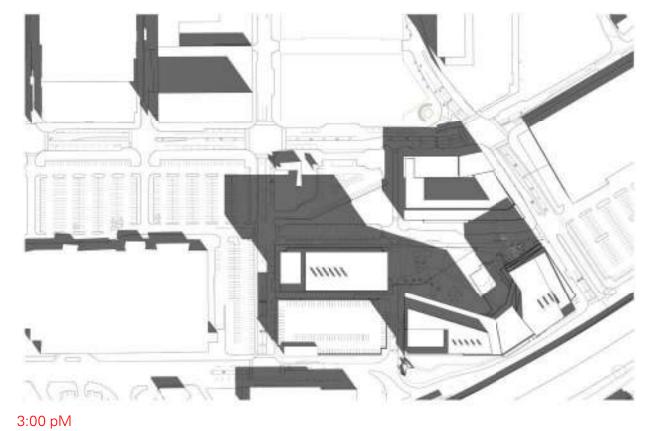


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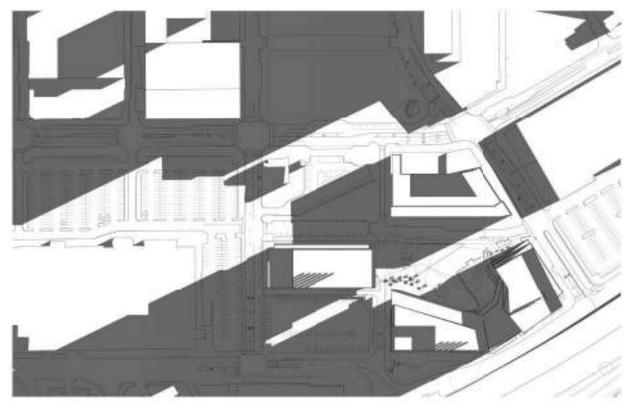


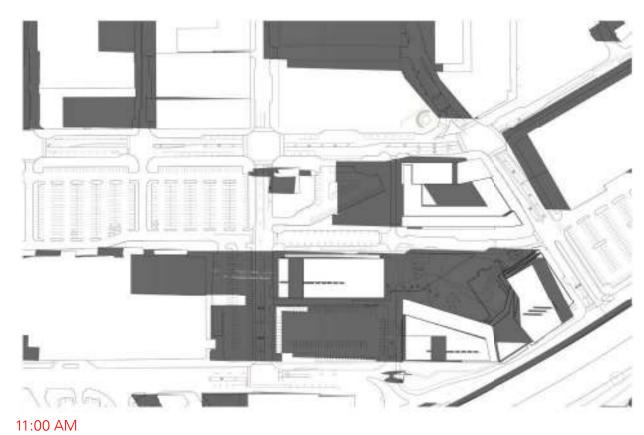




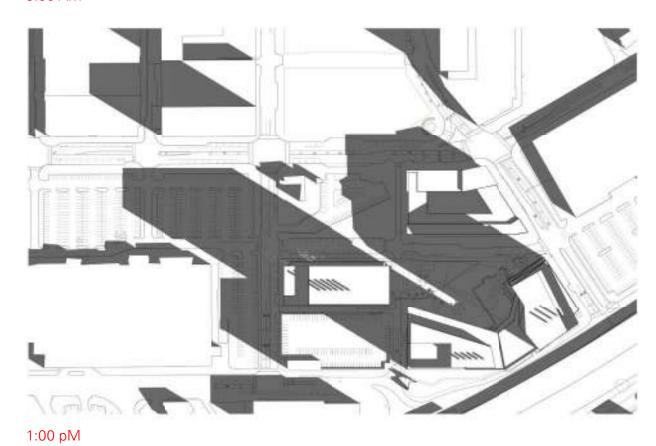


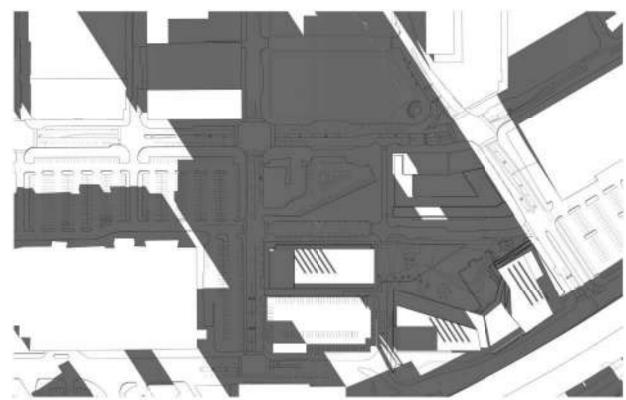
SHADOW STUDY | WINTER SOLSTICE DECEMBER 21





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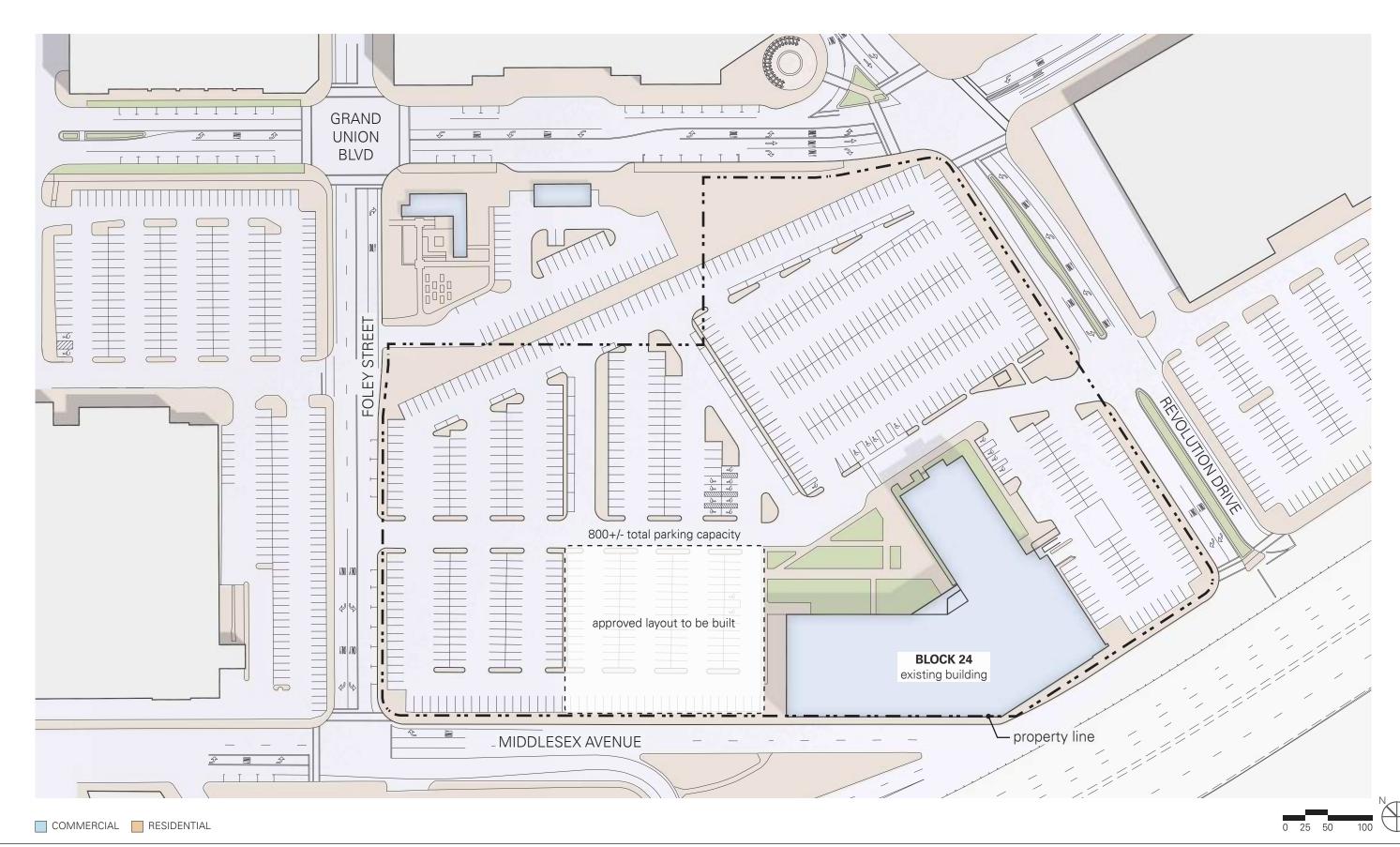
SA







SITE PHASING | SITE CONDITIONS AS OF 06/07/2018 - INITIAL MASTER PLAN





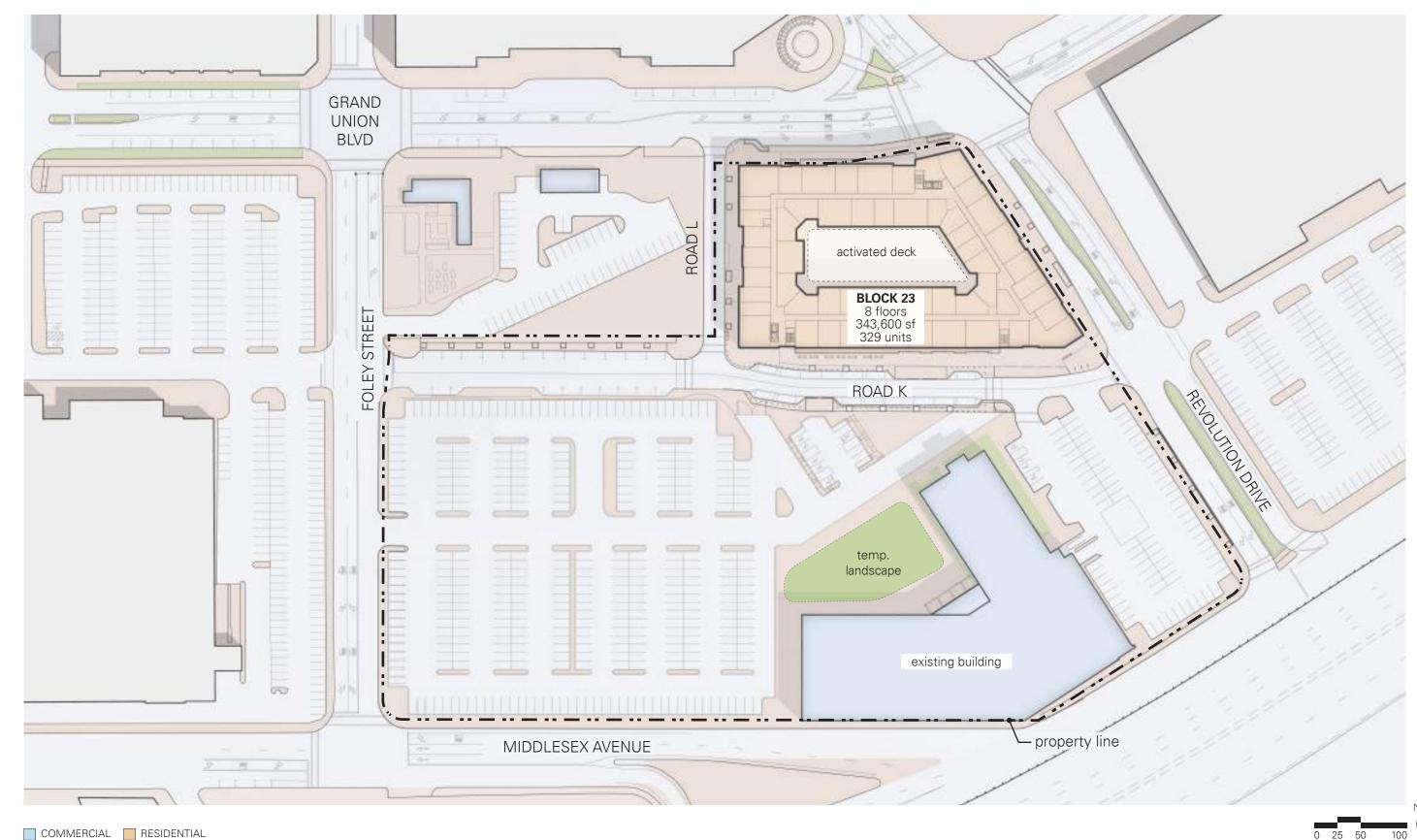






SITE PHASING | CURRENT CONDITIONS - MASTER PLAN AMENDMENT

BLOCK 23 RESIDENTIAL BUILD-OUT - UNDER CONSTRUCTION

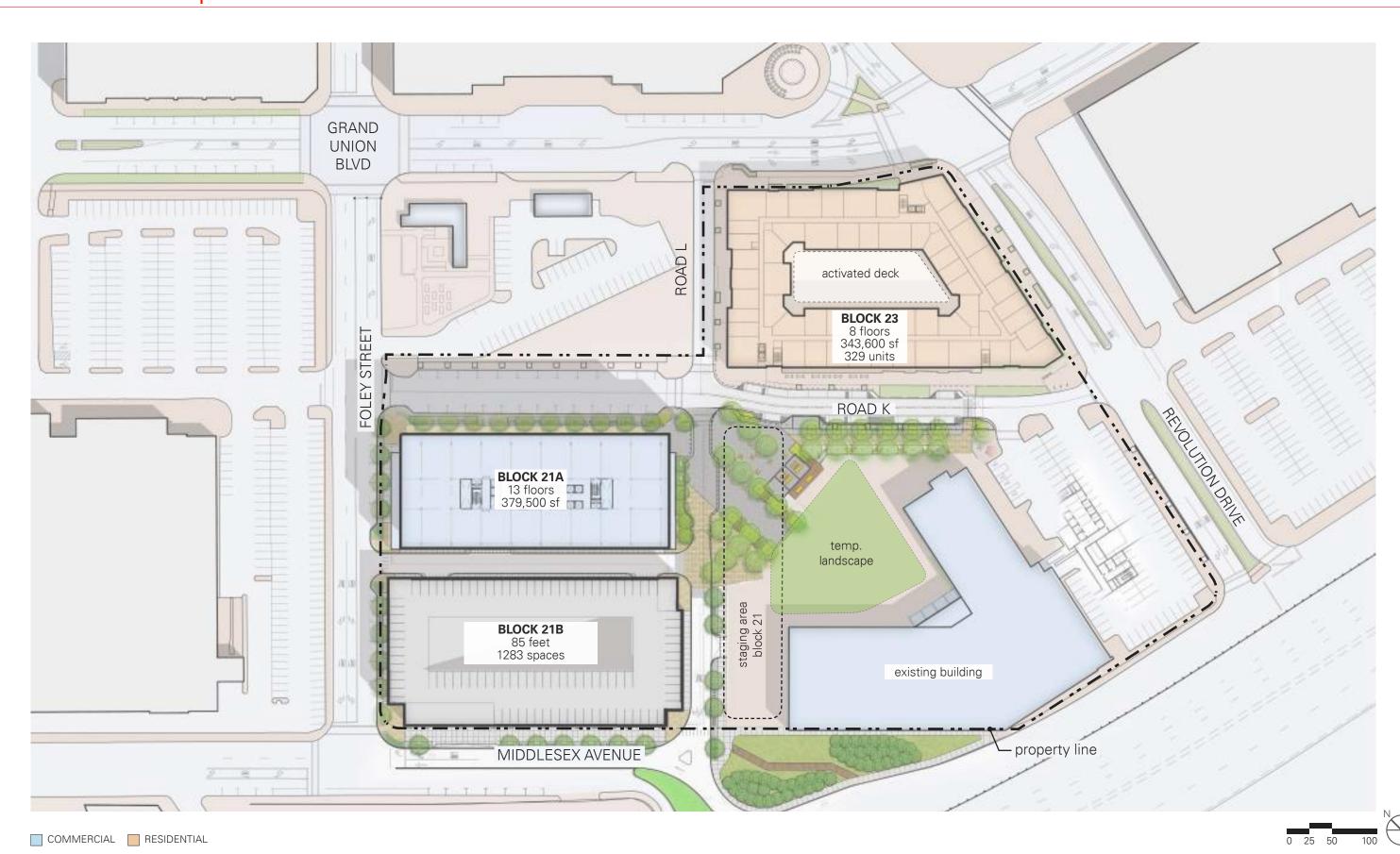








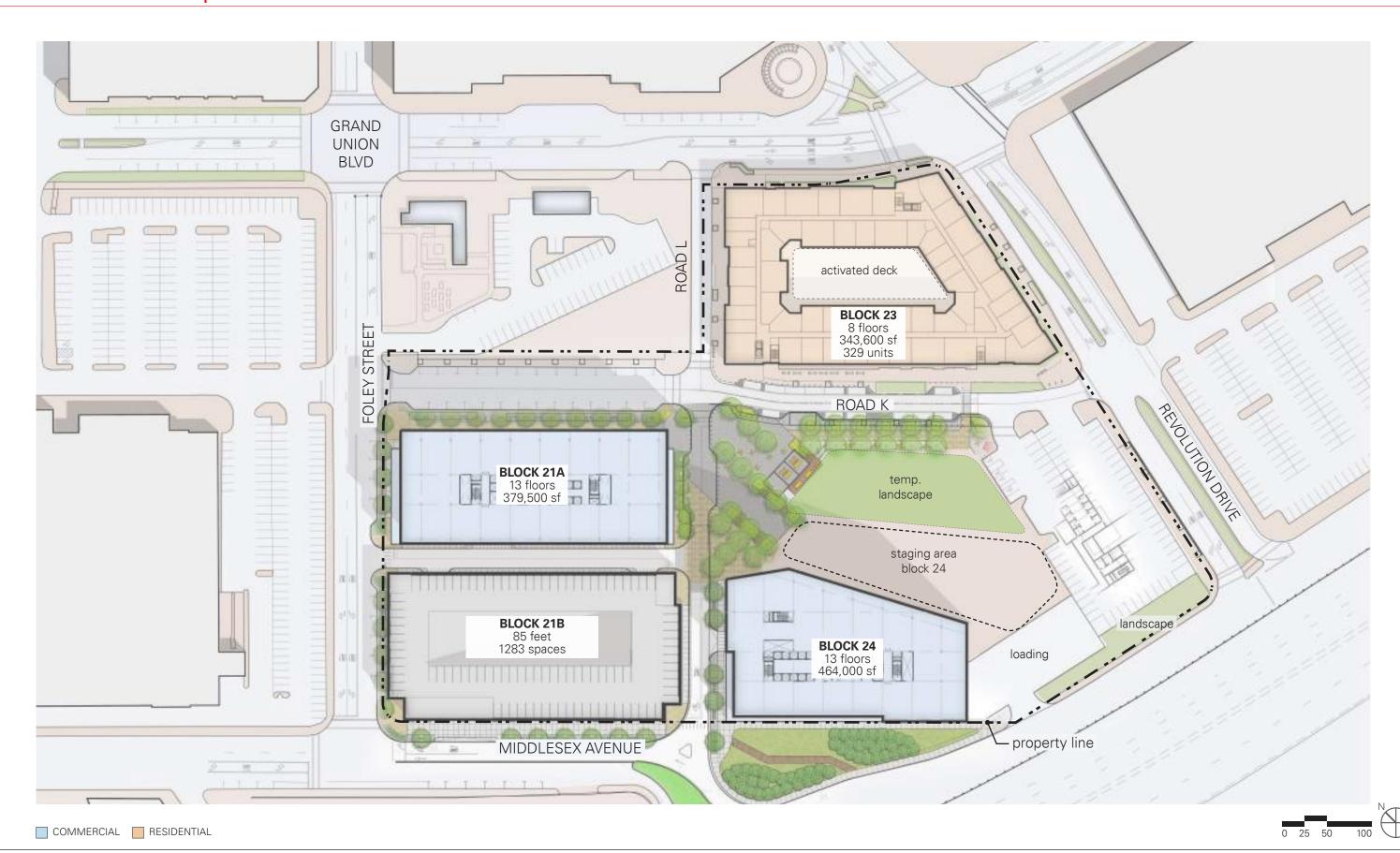












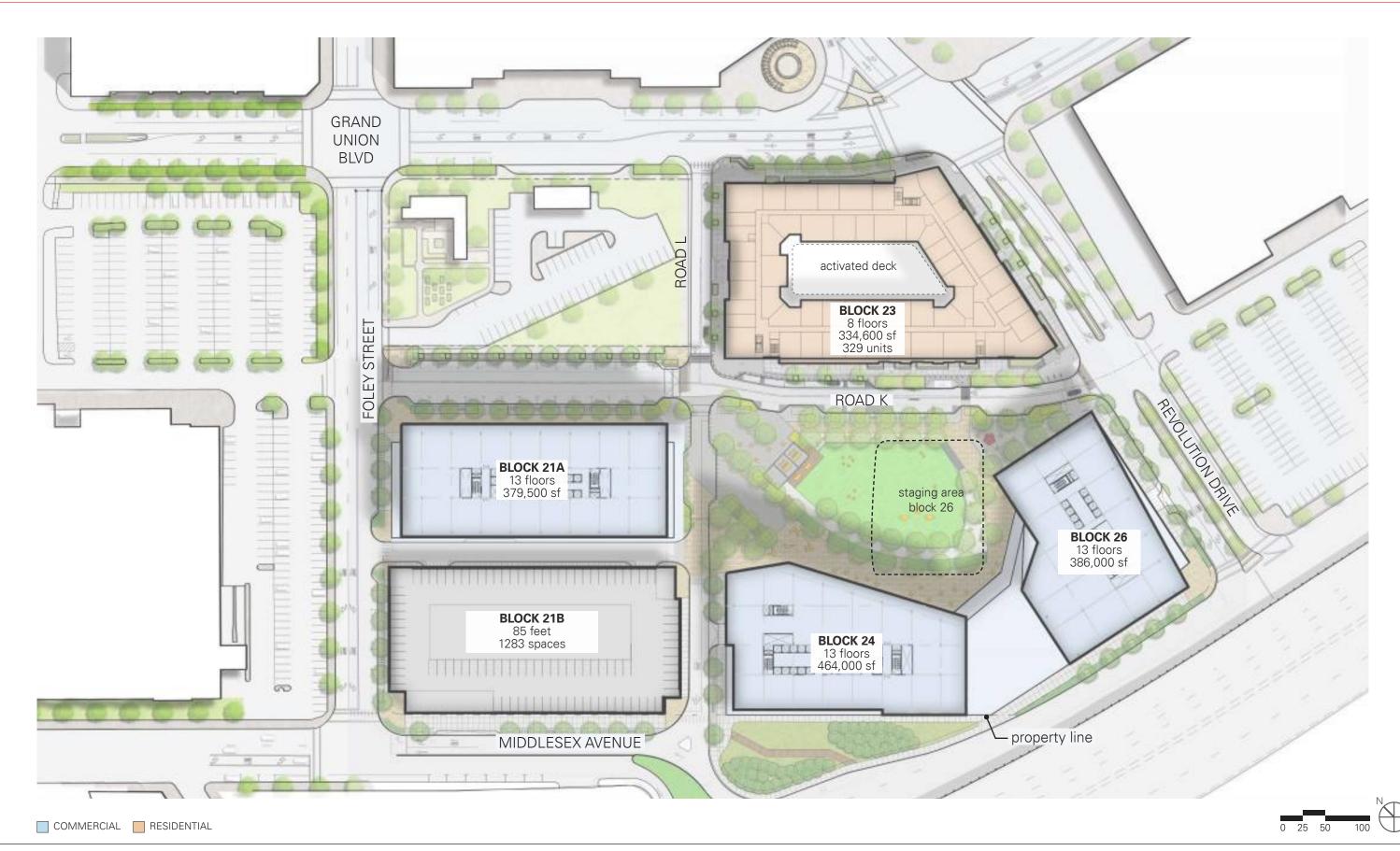








SITE PHASING | PHASE 3 - FULL BUILDOUT













XMBLY | DESIGN GUIDELINES 5 MIDDLESEX AVENUE | SOMERVILLE, MA

PLANNED UNIT DEVELOPMENT PRELIMINARY MASTER PLAN (PUD-PMP) | 03.19.20



Perkins&Will









PROJECT TEAM

Land Owners Novava Real Estate Ventures Cresset Group

Master Planning and Urban Design SGA

Perkins & Will

Landscape Architect Copley Wolff Design Group

Civil Engineers VHB

Transportation Engineers VHB

Permitting Consultant **VHB**

Energy Modeling AHA Consulting Engineers

Parking Walker Consultants

Legal Riemer & Braunstein LLP

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PROJECT NARRATIVE + DESCRIPTION

DESIGN PRINCIPLES

The following planning concepts are central to the proposed design:

Connectivity | The site is organized into five urban blocks which are consistent with the scale of the adjacent development at Assembly Row. The street layout is organized to accommodate future connections to the adjacent retail parcels (to the north and south of the site) to extend the urban fabric that has been established at Assembly Row. The hierarchy of the proposed streets are intended to re-establish the urban grid while emphasizing walkability and connections to transit.

Open Space | A publicly accessible green space is located at the center of the site and is intended to foster opportunities for active gathering and community events. This open space will serve as a signature component to the XMBLY development and will promote connectivity to the active uses at the ground levels of the proposed buildings. This space will serve as a public amenity and can be programmed to support a variety of uses and events in the district.

Mixed-Use Program | The proposed development offers a mix of uses to foster a vibrant live-work-play environment. A major portion of the site's program is intended to support multi-family residential, commercial office, life sciences and R+D uses. At the ground level, retail and active uses are planned to encourage a vibrant pedestrian environment at the base of the proposed buildings.

The site is located at the key connection between Interstate 93 and the edge of the Assembly Row development to the east. The proposed development's density, scale, massing and layout address an opportunity to extend the fabric of the district to the west and to re-establish the urban grid in this neighborhood. The proposed mix of uses, open space and public realm improvements are organized to promote a distinct "sense of place" which is both unique to this development and responsive to the density of the adjacent Assembly Row neighborhood.

SITE PLANNING

The proposed development is planned to extend the urban fabric which has been established at Assembly Row and to provide future connectivity to the adjacent retail parcels. The proposed street layout is organized to reintroduce this grid and to establish the following hierarchy:

Road K | Road K is the central north/south thoroughfare through the site, connecting Revolution Drive to Foley Street and supporting frontage for Blocks 21, 23, 24 and 26. This street is of critical importance as it interfaces with the active uses at the base of the proposed buildings while also supporting the edge of the central public open space. Along Road K, careful consideration has been given to the public realm allowing it to offer and encourage a vibrant pedestrian experience throughout the development. At its northern portion (between Road L and Foley Street) Road K will be activated by the uses at the base of Block 21 as well as the future development to the east. Between Road L and Revolution Drive, Road K is intended to transition to a curb-less environment which provides a physical connection to the adjacent open space.

Road L I Road L connects Grand Union Boulevard to Middlesex avenue and serves to support access and service for the development. The street section at Road L will support pedestrian movement (through the use of sidewalks, planting zones, etc.) but will be de-emphasized as a major path of travel.

Grand Union Boulevard, Foley Street and Revolution Drive | Treatment at the edges of the site will be consistent with the street sections that has previously been established as part of the Assembly Row development. The proposed materials, corner conditions, planting zones and other design elements will emphasize continuity within the district and will serve to strengthen pedestrian connections to Assembly Row and to the MBTA's Assembly rail station. Uses along these streets respond to the varying edge conditions and are organized to emphasize entry into the proposed development.

Mystic and Middlesex Avenues | The intersection between Mystic and Middlesex Avenues has been reconfigured to address site lines and traffic calming measures while also providing an opportunity to buffer this edge of the site with landscaped elements. Middlesex Avenue supports service access for Block 21, 24 and 26 as well as access to the proposed City of Somerville Fire Station located in Block 21b

ARCHITECTURAL CHARACTER

In accordance with the design guidelines created for this development, the proposed buildings are intended to offer a diverse range of architectural expression. While the design of the buildings located in the northern portion of the Assembly Row offer a vernacular which pays homage to the site's rich industrial past, the proposed office developments to the southern portion of Assembly Row as well as the Partner's Healthcare Headquarters facility have transitioned to a more modern architectural aesthetic. In this context, the site offers the opportunity for the proposed buildings to further reflect a distinct modern vision for Somerville's Assembly Square neighborhood.

These buildings are intended to be designed with a focus on the pedestrian experience, and careful consideration will be given to elements at the ground level (such as canopies, storefronts and building entrances) to define a comfortable pedestrian scale at the street edge. A high level of transparency will be offered at the ground level to encourage activation and to provide opportunities for a "porous" edge condition. While common themes will be emphasized (such as the expression of the structural column grid, scale-appropriate rhythm for openings and a mix of opaque and transparent materials) flexibility is given within the design guidelines for the buildings to have a distinct architectural expression.

At the upper levels, a varied palette of materials is envisioned for this district to encourage each block to have a unique identity. Suggested materials include glazing, masonry and rain-screen cladding with a focus on utilizing color, texture and pattern to provide an architecturally diverse series of buildings.

A critical point of emphasis is for each building (for all use types) to express a distinct base, middle and top, as well as offering a varied expression at the roof line to contribute to the Somerville skyline in this district. Based on façade orientation and relationship to the public realm, the design guidelines further define the hierarchy of street wall conditions and offer areas of special emphasis, including corners which represent "gateway" opportunities and primary façades which respond to the site's public realm goals.

By acknowledging Foley street as a major community connector to Assembly Row station from neighborhoods, a fire station and retail use are located at the ground floor of Block 21b garage that extends the active use characteristics of the overall complex. Upper level garage structure are architecturally screened from most of the public streets, similar to existing assembly row parcel garages.











EXISTING AERIAL CONDITIONS

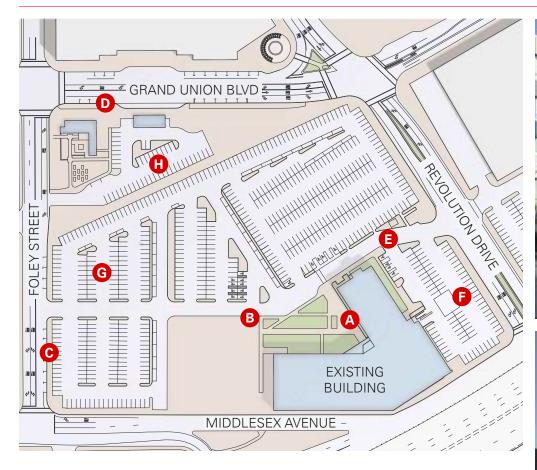


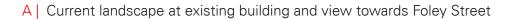






EXISTING SITE CONDITIONS AS OF 06/07/2018

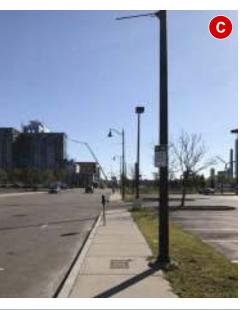


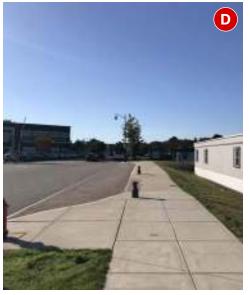


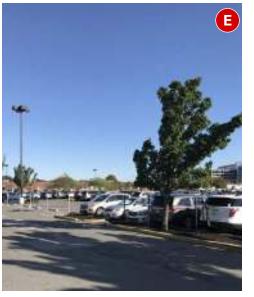
- B | Current landscape at existing building
- C | Sidewalk at Foley Street
- D | Existing bus drop-off at Grand Union Boulevard
- E | View at exsiting parking log
- F | View at existing side parking lot towarss Assembly
- G | View at existing partking towards Storage Building
- H | View at existing parking towards existing building



















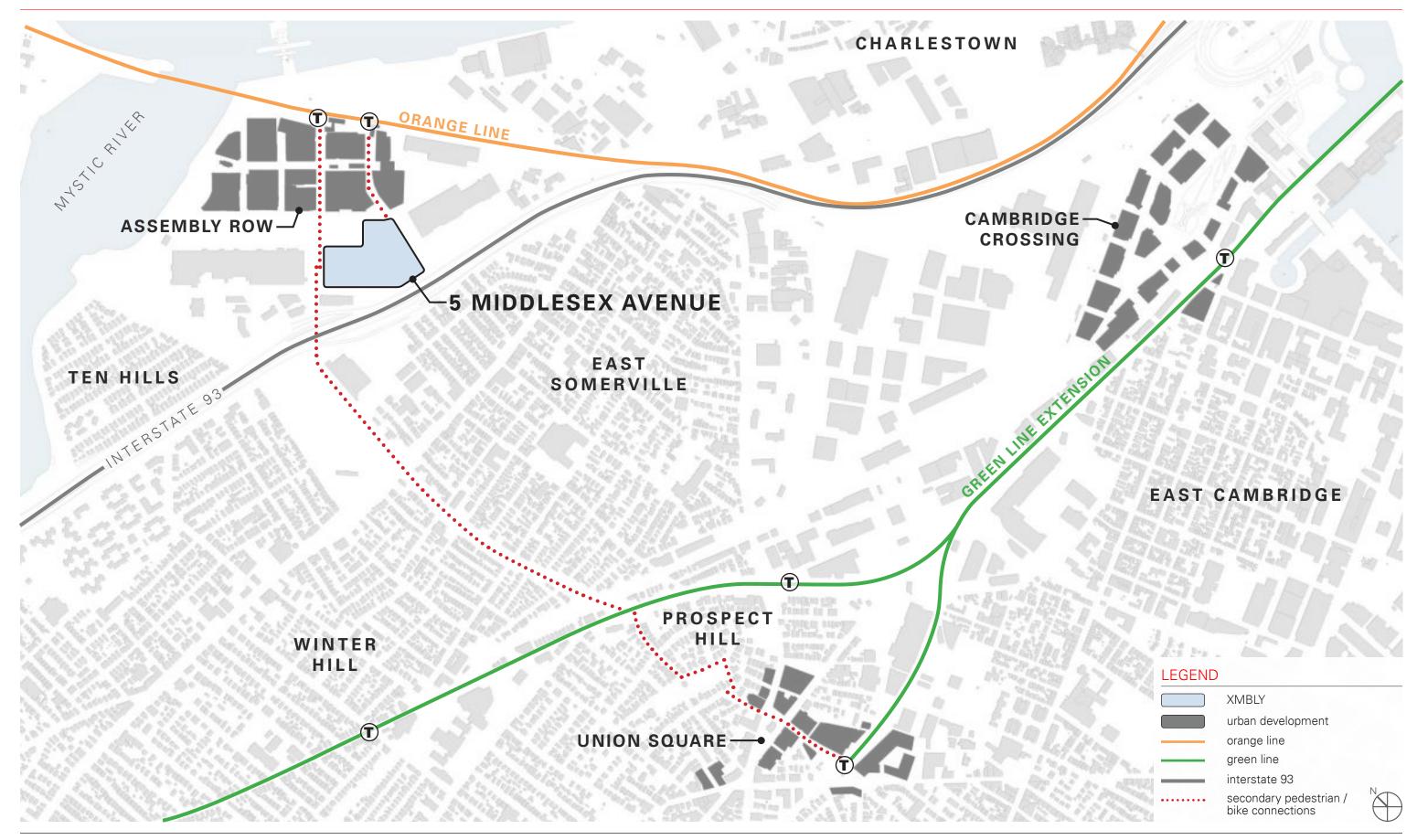








URBAN CONTEXT



URBAN DESIGN CONNECTIONS | VEHICULAR SITE ACCESS

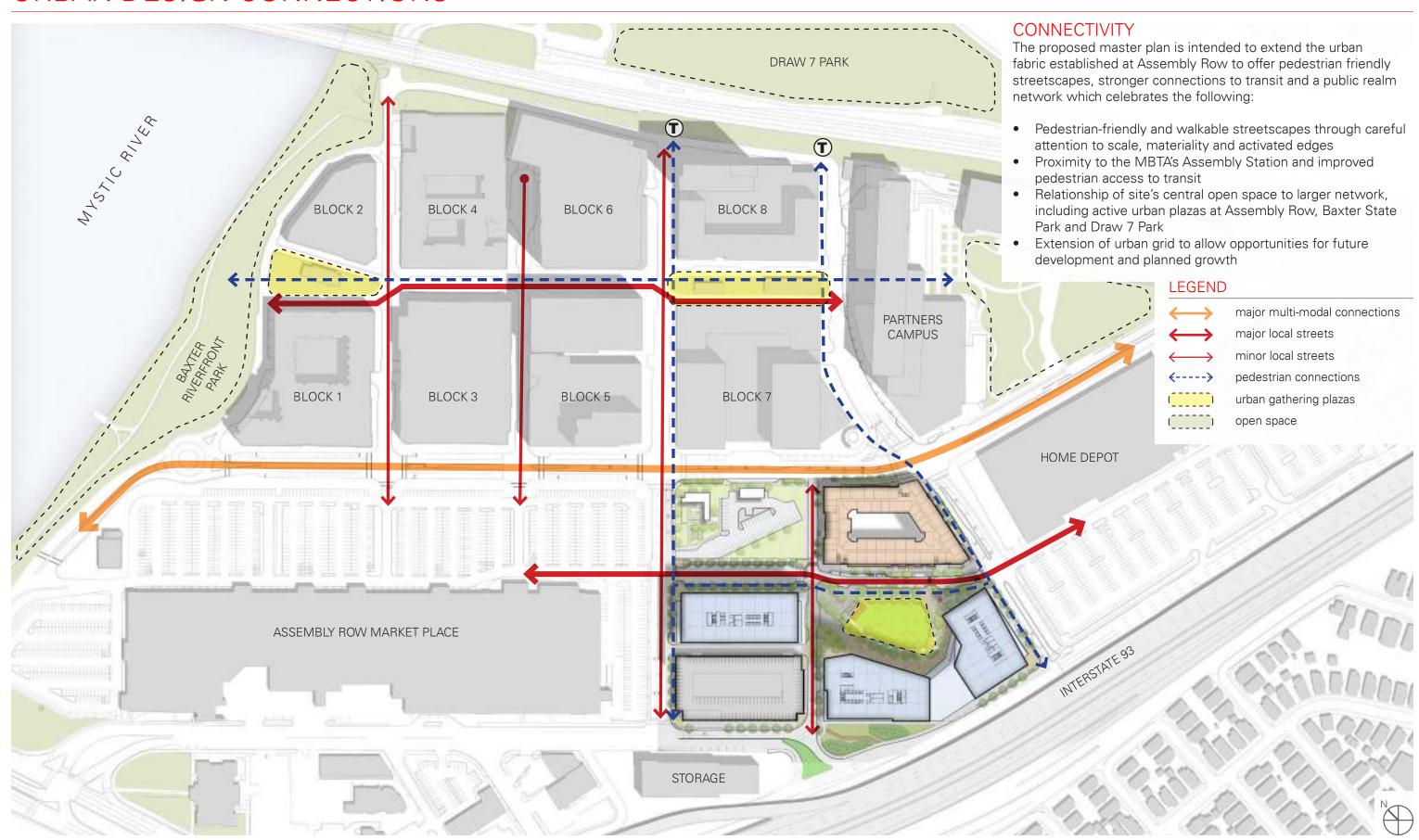








URBAN DESIGN CONNECTIONS











DESIGN PRINCIPLES

OPEN SPACE

A publicly accessible green space is located at the center of the site and is intended to foster opportunities for active gathering and community events. This open space will serve as a signature component to the XMBLY development and will promote connectivity to the active uses at the ground levels of the proposed buildings. This space will serve as a public amenity and can be programmed to support a variety of uses and events in the district.

CONNECTIVITY

The site is organized into three urban blocks which are consistent with the scale of the adjacent development at Assembly Row. The street layout is organized to accommodate future connections to the adjacent retail parcels (to the north and south of the site) to extend the urban fabric that has been established at Assembly Row. The hierarchy of the proposed streets are intended to re-establish the urban grid while emphasizing walkability and connections to transit.

MIXED-USE PROGRAM

The proposed development offers a mix of uses to foster a vibrant livework-play environment. A major portion of the site's program is intended to support multi-family residential, commercial office, life sciences and R+D uses. At the ground level, retail and active uses are planned to encourage a vibrant pedestrian environment at the base of the proposed buildings.























GROUND FLOOR PLAN







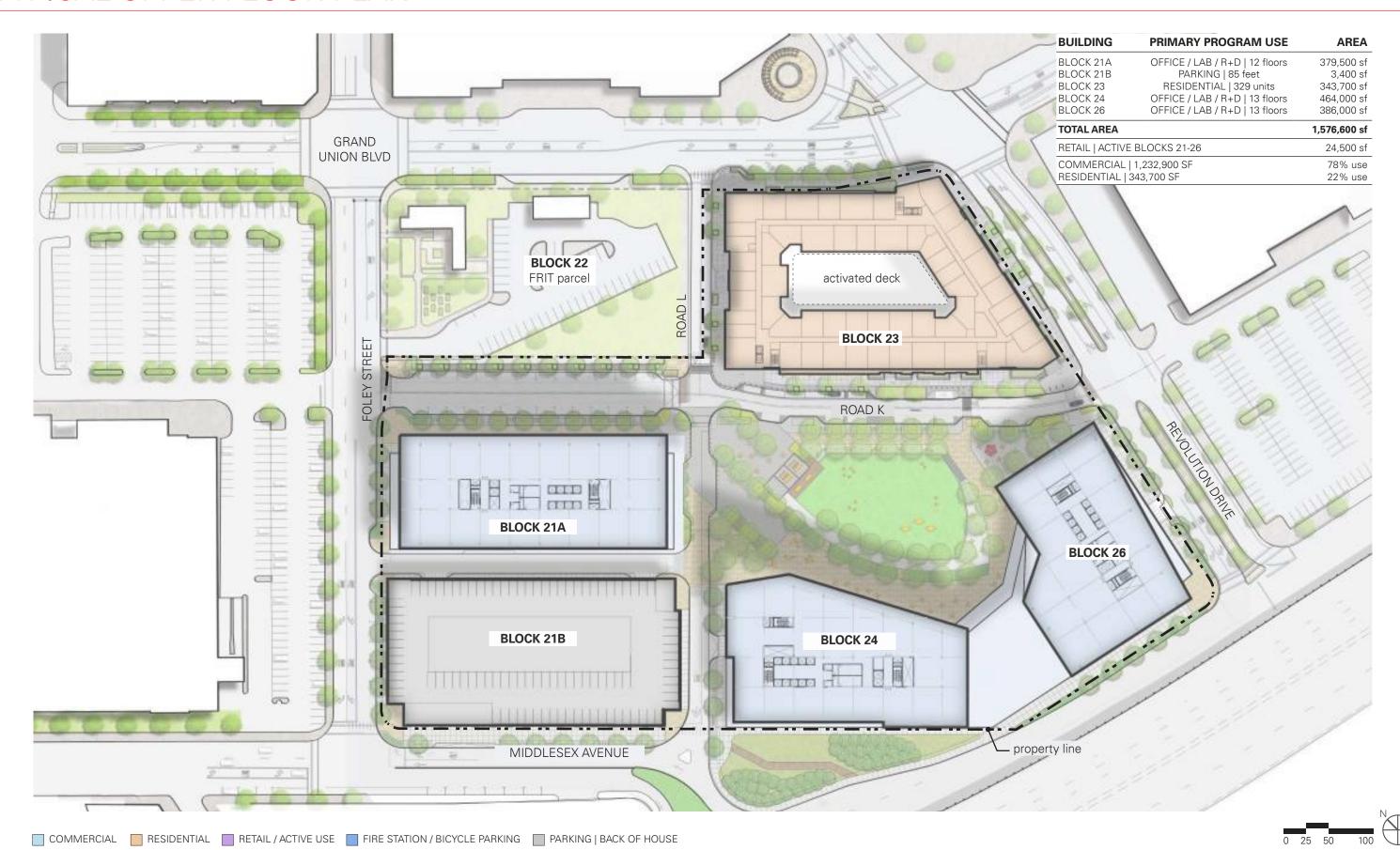
PARKING FLOOR PLAN







TYPICAL UPPER FLOOR PLAN







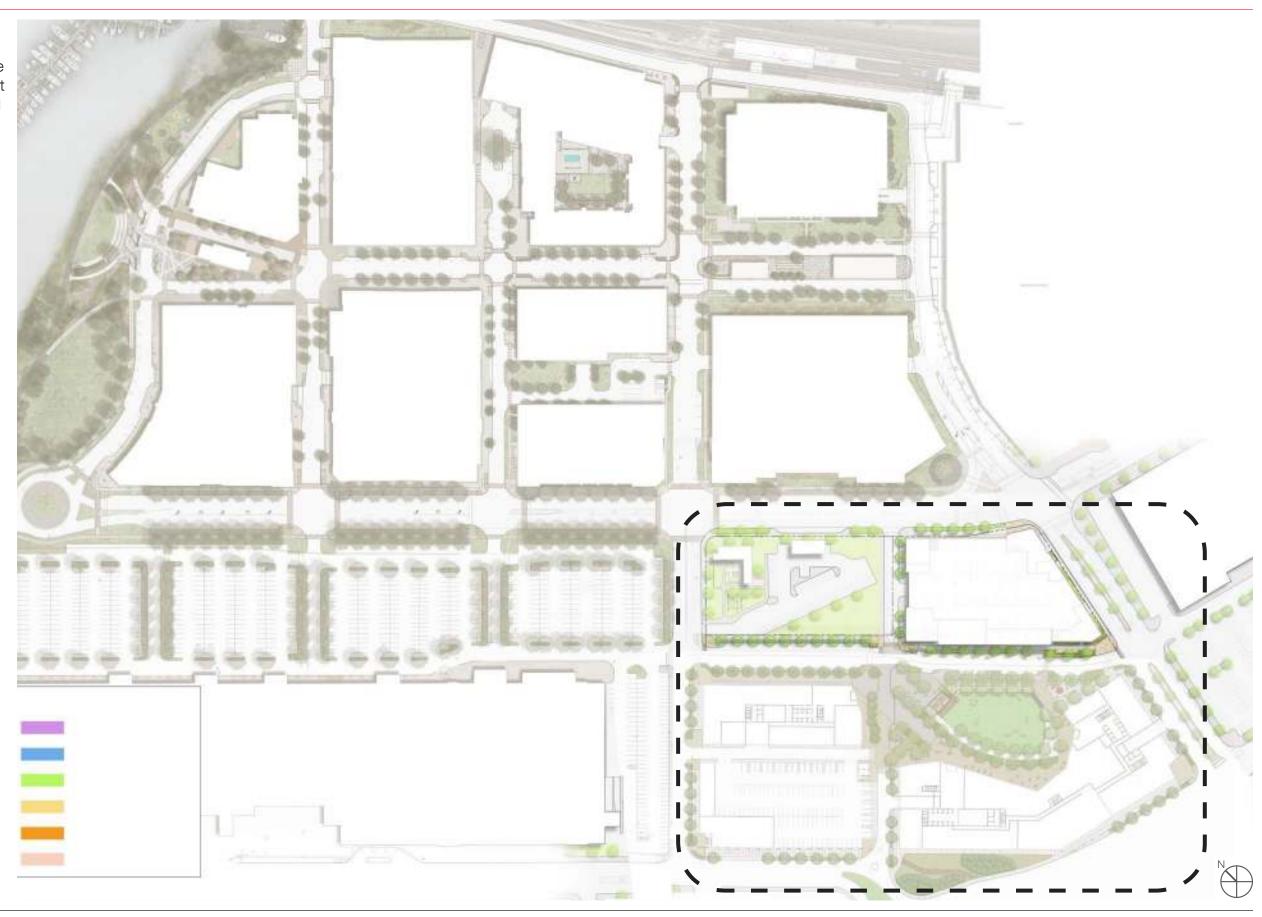




NEIGHBORHOOD CHARACTER

EXTENDING THE PATTERN

XMBLY proposes an extension of the public realm strategies established at Assembly Row, adapted and evolved to create a series of spaces that are identifiably unique yet intimately connected to the neighborhood at large.









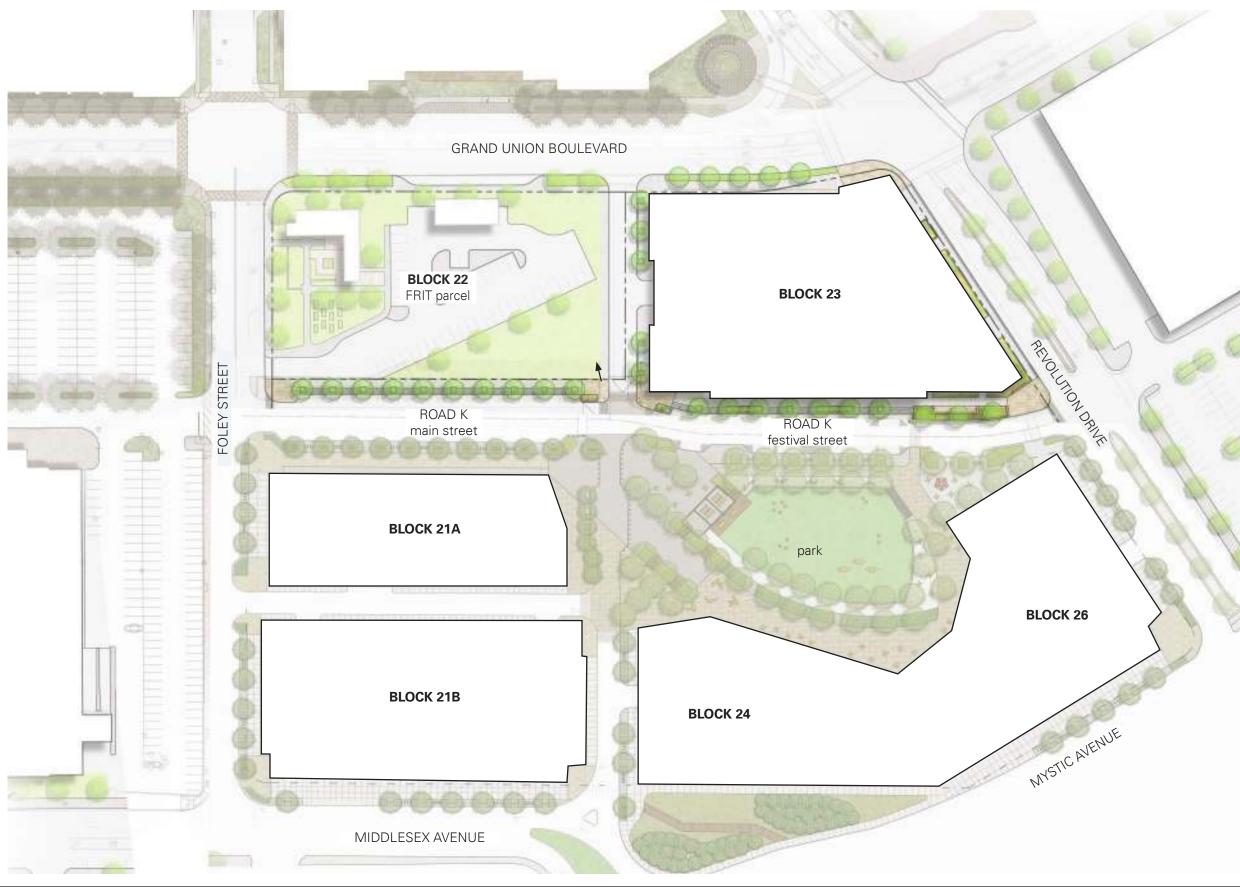


NEIGHBORHOOD COMPOSITION

CREATING A PLACE

The master plan breaks the existing parcel into smaller scale blocks in line with the rest of the neighborhood. A new park at the center of the neighborhood introduces a large publicly-accessible open space bounded by Road K, Road L, Block 23, Block 24 and Block 26. The proposed park forms the core of development. It would be visible from all proposed buildings and from Road K.

The design provides a series of landscape experiences intended to enrich the lives of the residents and workers of Assembly Square. This is achieved through the provision of flexible spaces that can support a broad range of programming. Ranging from development of landscape spaces at multiple scales to support different levels of social interaction, seamless integration of Stormwater Best Management Practices and climate change planning measures, to inclusion of strategies for addressing adjacent highway impacts, the neighborhood plan has adapted to meet a wide range of demands.







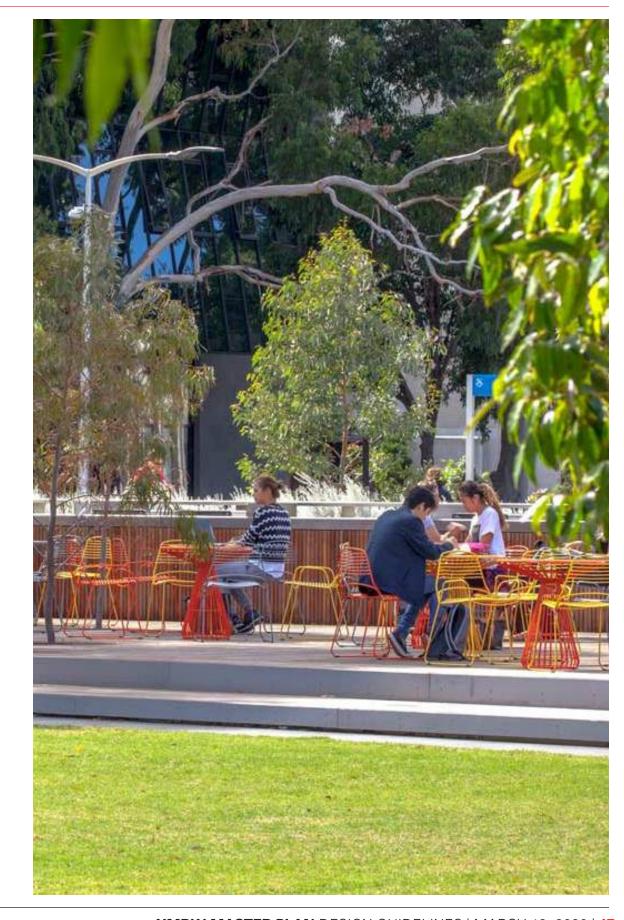




CENTRAL OPEN SPACE

THE PARK AT XMBLY

- The Festival Streetscape I "Road K" from the intersection of "Road L" to the entry of the existing office building parking lot, would be graded level with the adjacent streetscape. The flush-curb condition, a woonerf, allows the street to be used in conjunction with the streetscape for neighborhood celebrations. The Festival Streetscape forms the linear transition zone between the flush street and the core of the open space to the south. This area is intended to provide an active, vibrant, pedestrian corridor featuring a continuation of the street tree planting language, unique furnishing clusters, and decorative paver patterns.
- The Town Square | Like the Festival Streetscape, "Road L" from the intersection of "Road K" to the Block 21 Alley is proposed as a flush-curb woonerf. This portion of the streetscape features a decorative paving condition that extends across the vehicular throughway from the face of Block 21A into the park itself. This seamless transition allows the space to function as a multi-use plaza – able to be closed off for smaller festivals, farmer's markets, and seasonal events.
- The Pergola Plaza | The Pergola Plaza provides a flexible, paved gathering space adjacent to the major pedestrian corridor at Road K. The Plaza would be ancThe Pergola Plaza provides a central gathering space for both members of the Assembly Square neighborhood and XMBLY community. The Plaza would be anchored by a distinctive architectural structure that functions as a gateway to both the Town Square and Central Lawn; creating a strong architectural statement that would be visible throughout the community. This Pergola would function as a major visual beacon and identifier for the neighborhood. Dramatic integrated lighting would reinforce the beacon-like nature of the feature at night and during the darker winter months.
- The Central Lawn |The Central Lawn anchors the core of the open space and is scaled to provide a strong landscape compliment to the adjacent architectural massings. The Lawn is sited to provide a visual bridge from pedestrian energy of Road K into the natural courtyard formed by the proposed buildings. Each edge of the Lawn features pathways and smaller-scale, designated seating areas. This creates a sense of the Lawn as a form of civic theater; a place to see and be seen. Varied grading allows the space to accommodate flexible programming at a number of scales; from casual recreation transitioning into a venue for small performances or festivals.
- The Rain Garden | Rain Gardens wil be introduced to highlight on-site infiltration initiatives. These landscape elements will include native plantings chosen for both beauty and resiliency. An engineered-soil profile will be developed to allow on-site infiltration if possible based on testing of the existing conditions. Pedestrian-scale bridge will provide a direct connections across the raingardens and engage the passersby.
- The Filtration Grove | The adjacency of Interstate 93 presents a set of visual, aural, and environmental realities which must be addressed within the context of any successful open space proposal. The XMBLY master plan through the careful siting of the Block 24 and Block 26 building masses creates a near continuous architectural "wall" between the major open space and the elevated interstate. Between these two buildings and the freeway a dense grove of evergreen and deciduous planting would be sited within a naturalized landscape. The ground plane would be shaped to create depressions for temporary stormwater retentions and raised mounds to elevate plantings selected for their ability to filter air-borne particulate emanating from 1-93.
- The Promenade | Adjacent to the Block 24 and Block 26 building entries, a vibrant linear plaza space is conceived. This pedestrian corridor would provide access to the lobbies and active spaces in the first floors of Blocks 21, 24 and 26. Pavement patterning, changes in materiality and integration of public art will break the length of the Promenade into a series of successive, human-scaled gathering spaces. At the intersection of the Promenade and "Road K", a work of public art will be highlighted by the forced perspective.











CENTRAL OPEN SPACE









PLAYFUL SOPHISTICATION

Assembly Row established a palette of site materials rooted in the site's rich manufacturing heritage. As the neighborhood has developed it's own unique identity, these materials - wood, concrete, stone and steel - have been translated to create a series of spaces that retain the playful spirit of Somerville while reflecting an increasingly more sophisticated streak.

The materials palette will play an important role in defining XMBLY as a unique, but thriving component of a larger urban system. The materials will feel familiar, but will lean towards a more contemporary set of forms, patterns, and colors.

PRECEDENT IMAGES







































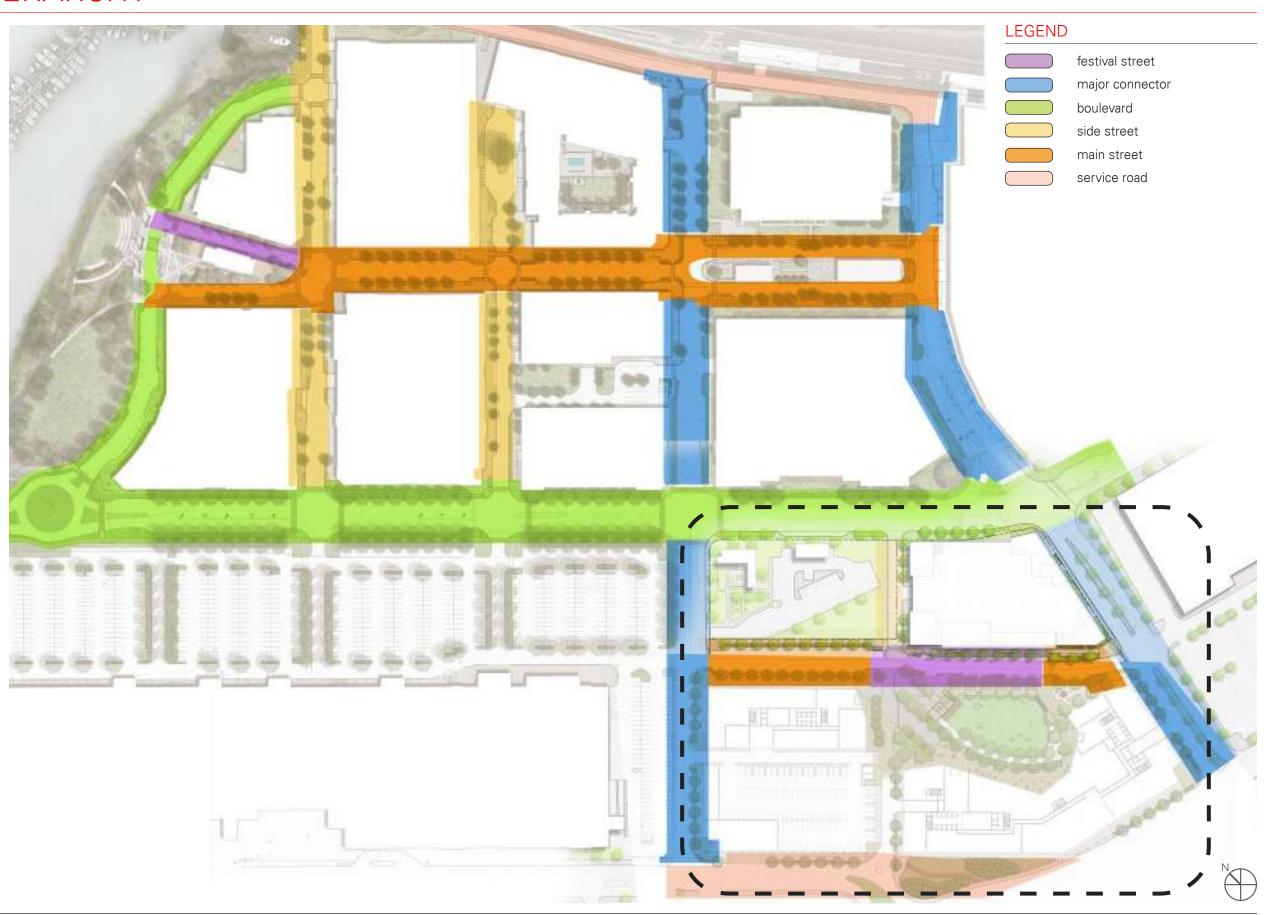


STREETSCAPE HIERARCHY

EXTENDING THE PATTERN

The proposed master plan draws on Assembly Square's established streetscape hierarchy, creating an extension of the neighborhood that feels unique, yet related to the broader urban context.

Like Assembly Row, XMBLY is anchored by a pedestrian-oriented Main/Festival Street that runs parallel to Grand Union Boulevard. Connector streets bracket the neighborhood, creating clear corridors from East Somerville (Foley Street) to the Assembly T Station. An important side street (Road L) continues the rythym of side and connector streets that intersect Grand Union at regular intervals.





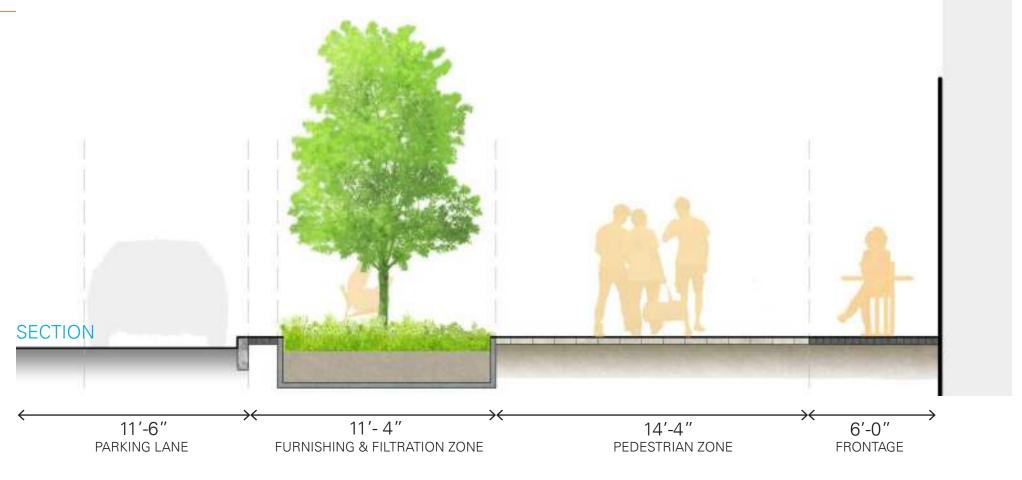


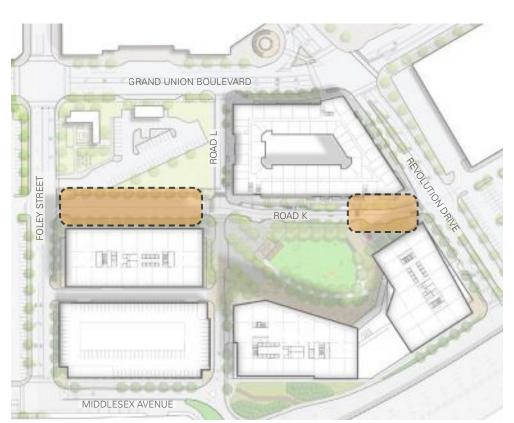


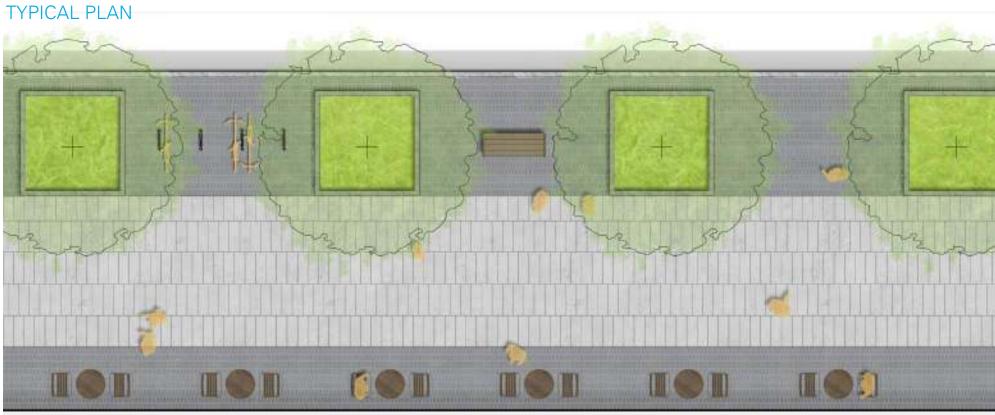


MAIN STREET

Road K, the major lateral street running through the center of the Master Plan, takes on two typological forms - Main Street and Festival Street. In the Main Street segments, a large furnishing zones provide the opportunity to create a buffer from both adjacent street traffic and the flow of pedestrian commuters. The rain gardens also provide stormwater mitigation. The pedestrian zone is kept deliberately wide in acknowledgement of the importance of Road K as an active, walkable street. At the buildings edge, a frontage zone is provide to capture variations in the facade and provide a space for planters and other street furnishings.











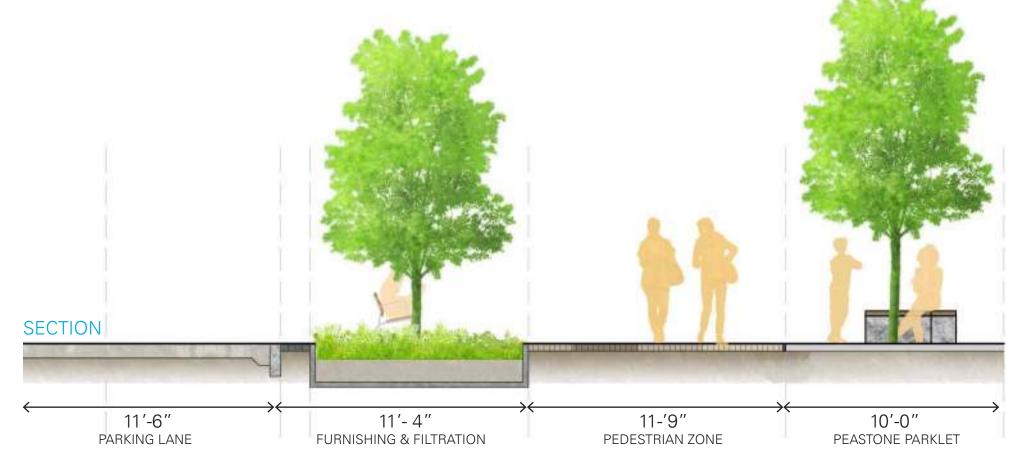


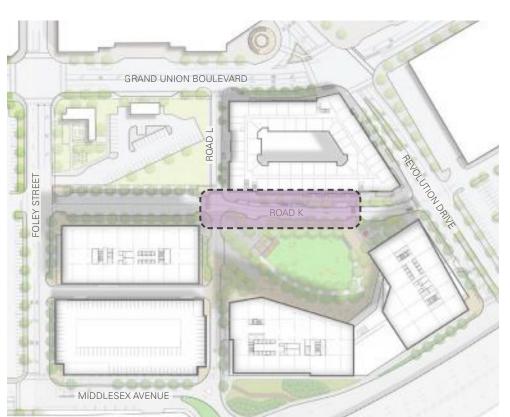


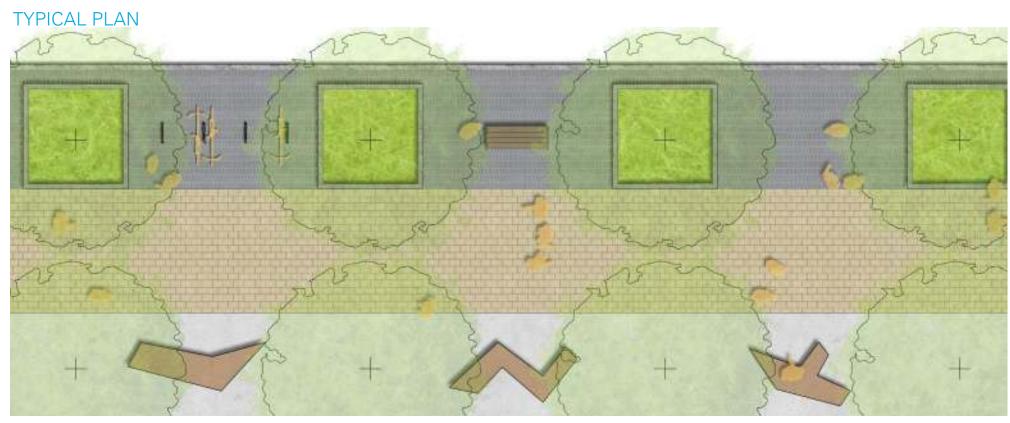


FESTIVAL STREET.

At the center of XMBLY, the Road K transitions to a Festival Street condition. A Festival Street (or woonerf) is a flush street/sidewalk condition that allows the vehicular street area to be easily closed-off and used as an extension of the adjacent streetscape and park. The combined Furnishing, Pedestrian, and Frontage Zones act as a filter between the park and street as well as an attractive space in it's own right.













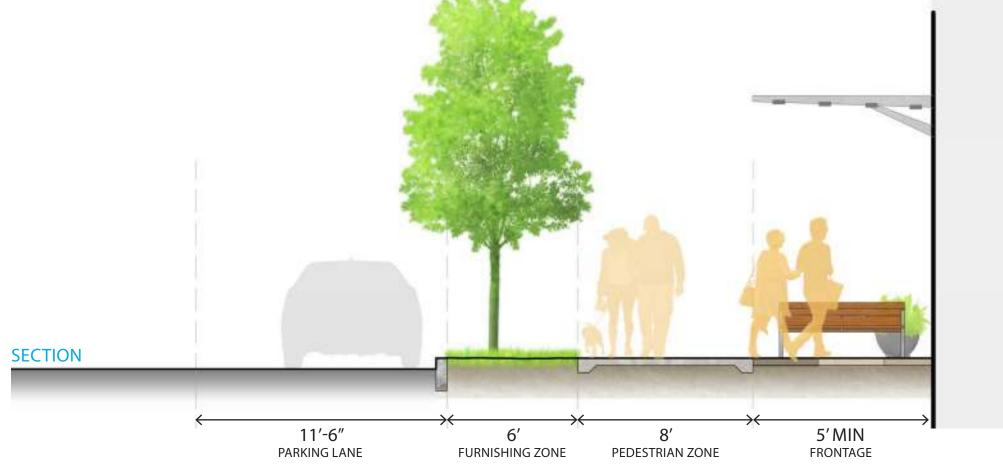


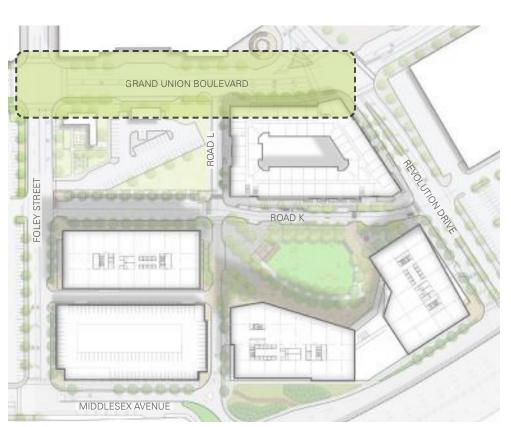


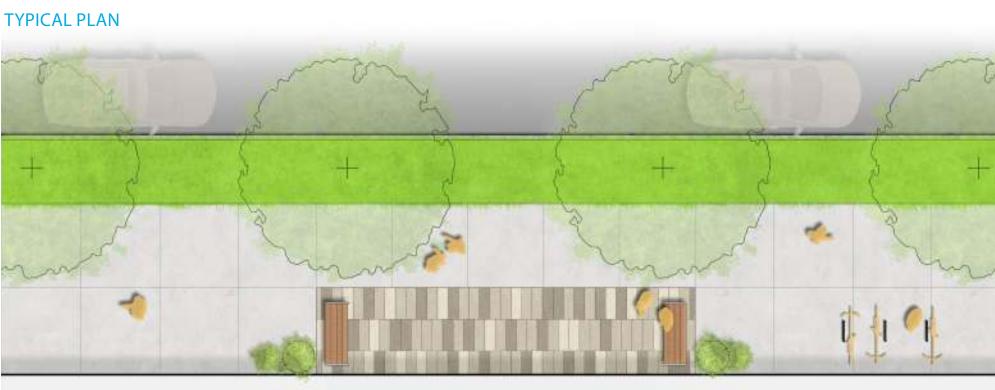
BOULEVARD

The Boulevard typology recognizes nature of Grand Union Boulevard as a major vehicular and pedestrian spine connecting Assembly Square to both McGrath Highway (to the North) and Broadway/East Somerville (to the South). This typology is highly multi-functional; providing spaces for a variety of activities from service/mechanical to retail front entry.

The proposed Boulevard typology is adapted from the linear allee of Sycamore trees at Assembly Square Marketplace. At the street edge, a wide grass strip with street trees would continue the established rhythm of the existing allee to the intersection of Revolution Drive. At the back edge of the sidewalk, a frontage zone would be established creating an opportunity to provide additional space for outdoor dining, building entries or ornamental planting.













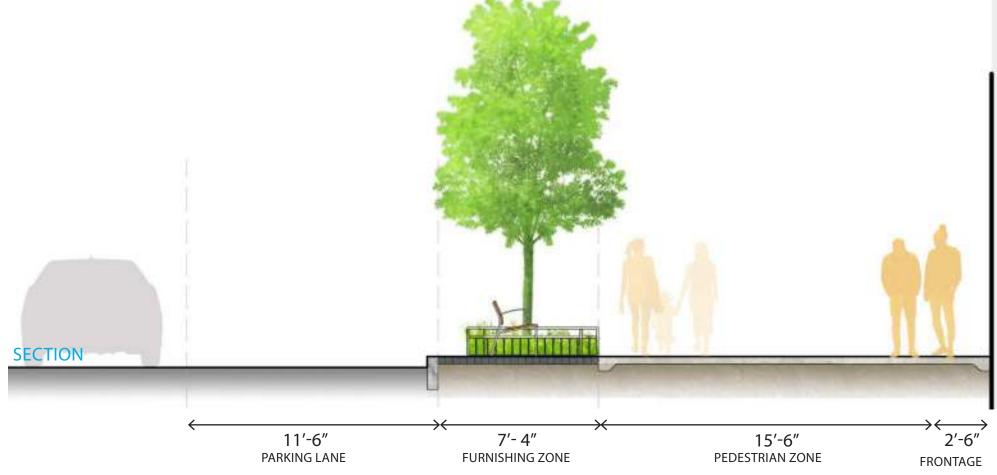


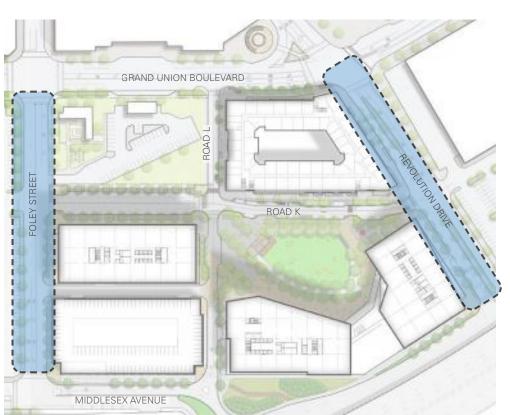


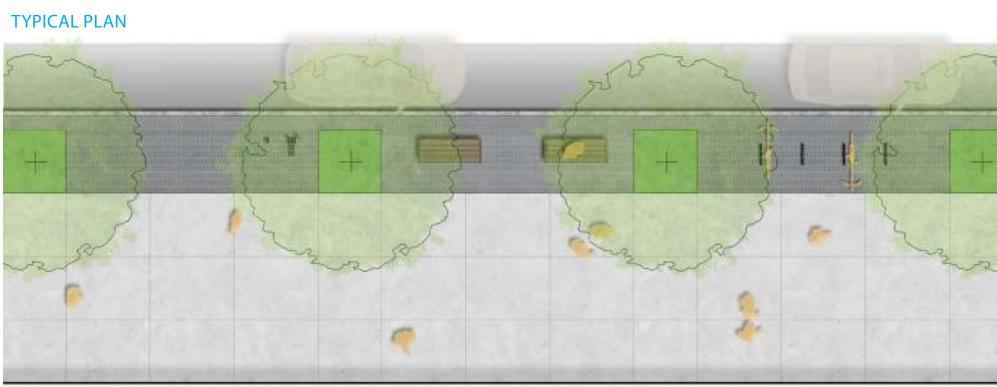
MAJOR CONNECTOR STREET

Similar to a Side Street, Connector Streets create important longitudinal connections between laterally-oriented Boulevards, Main Streets, and major intersections. Connector Streets distiguish themselves from Side Streets through their eventual connection to important public transit nodes; namely the headhouses for the Assmbly T Station.

The Major Connector (Foley Street) has been developed to allow for a generous 25'-4" space between the back of curb and face of building. This dimension reflects Foley Street degree of pedistrian importance as a connection to East Somerville and creates an opportunity to create curbed tree pits, a more generous 15'-6" pedestrian zone, and a variable frontage zone which will respond to the proposed architectural facades.













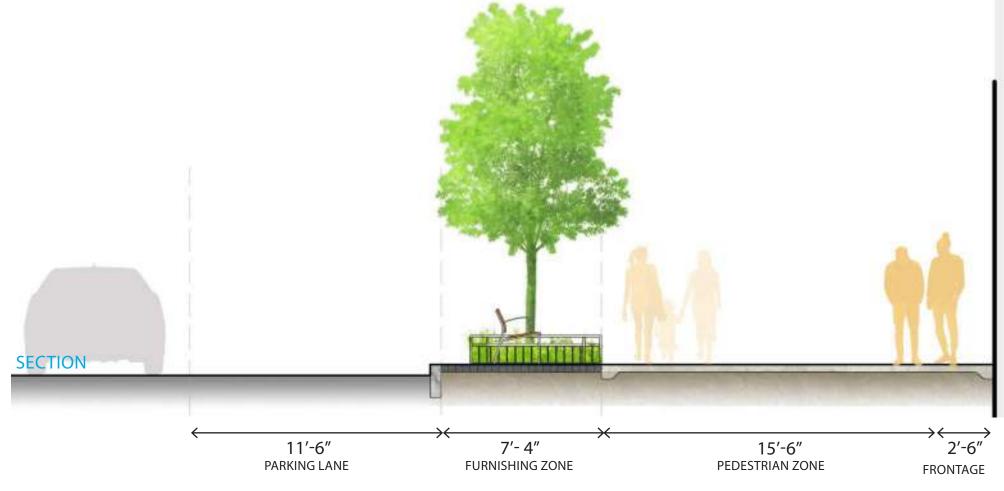


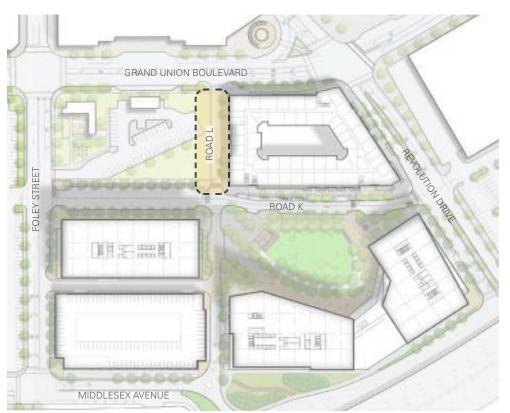


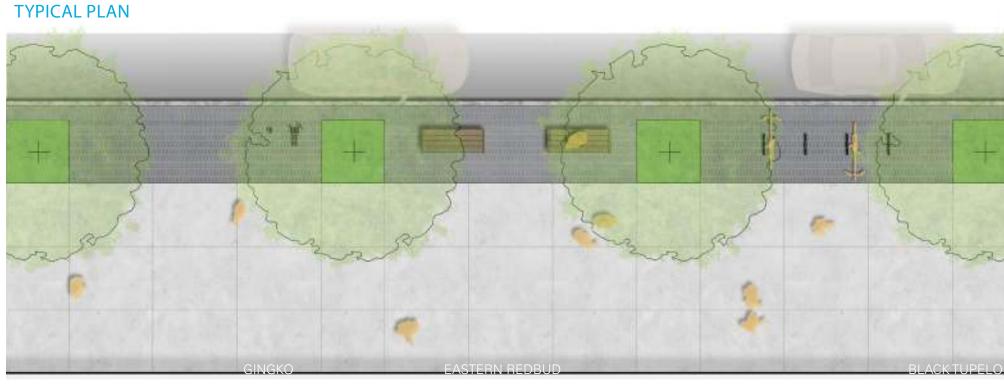
SIDE STREET

Side Streets serve an important purpose within the larger urban narrative. These streets provide an opportunity to cluster necessary service activities (loading, garage entries) in order to reduce the impact of these features on the major pedestrian corridors.

Side streets have been developed to allow for a generous 17'-4" space between the back of curb and face of building. This dimension creates the opportunity to include curbed tree pit consistent with other existing and proposed street typologies in Assembly Square.













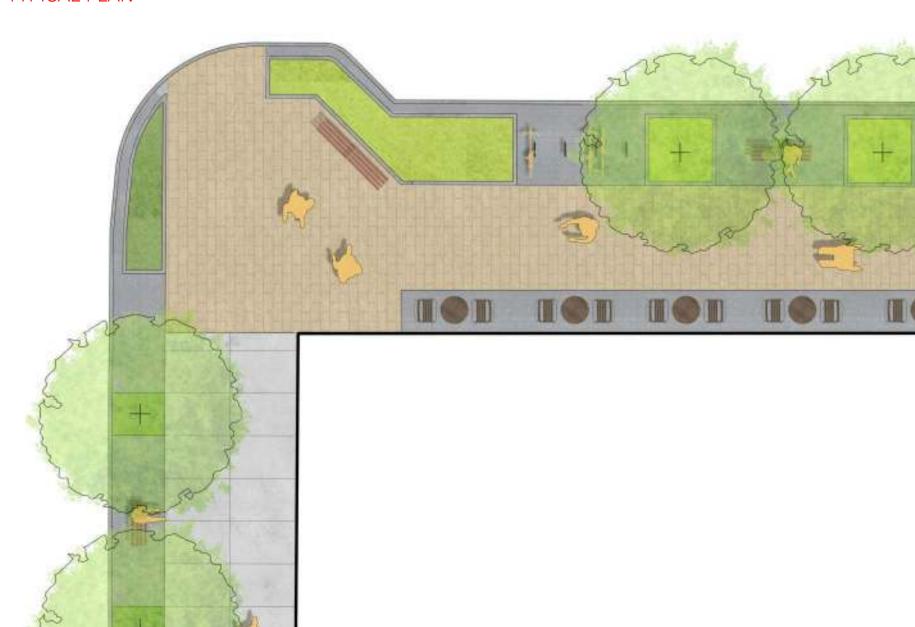




BUMPOUTS | MAIN STREET AT SIDE STREET

At major intersections, bump-outs are provided as a measure of pedestrian safety. As at Assembly Row, these bump-outs would feature decorative pavers, planters, and seating, identifying them as important nodes within the pedestrian experience in the neighborhood.

TYPICAL PLAN















STREETSCAPE PALETTE

EXTENDING THE PATTERN

The proposed master plan draws on Assembly Square's established streetscape hierarchy, creating an extension of the neighborhood that feels unique, yet related to the broader urban context.

Like Assembly Row, XMBLY is anchored by a pedestrian-oriented Main/Festival Street that runs parallel to Grand Union Boulevard. Connector streets bracket the neighborhood, creating clear cooridors from East Somerville (Foley Street) to the Assembly T Station. An important side street (Road L) continues the rythym of side and connector streets that intersect Grand Union at regular intervals.































STREETSCAPE TREES

INVESTING IN ECOLOGICAL DIVERSITY

The proposed tree list has been developed from the recommendations provided by the City of Somerville's Draft Urban Forestry Management Plan developed by the Davey Resource Group. A variety of tree species would be selected based on size and solar requirements.

Northern Red Oak

LARGETREES

E TITLE	
GREATER THAN 50' IN HEIGHT WHEN MATURE	
Fraxinus americana	White Ash
Ginkgo biloba (male)	<u>Ginkgo</u>
Gleditsia triacanthos inermis	Thornless Honeylocust
Gymnocladus dioicus	Kentucky Coffeetree
Metasequoia glyptostroboides	Dawn Redwood
Nyssa sylvatica	Black Tupelo
Quercus bicolor	Swamp White Oak

MEDIUM TREES

Quercus rubra

26' - 40' IN HEIGHT WHEN MATURE

Acer campestre	<u>Hedge Maple</u>
Aesculus x carnea 'Briotti'	Red Horsechestnut
Carpinus caroliniana	American Hornbeam
Cercidiphyllum japonicum	<u>Katsuratree</u>
Cladrastis kentukea	American Yellowwood
Halesia tetraptera	Carolina Silverbell
Koelreuteria paniculata	Goldenraintree
Ostrya virginiana	American Hophornbeam
Parrotia persica 'Vanessa'	Persian Ironwood
Ulmus parvifolia	Lacebark Elm

SMALLTREES

10' - 25' IN HEIGHT WHEN MATURE

Acer ginnala 'Red Rhapsody'	<u>Amur Maple</u>
Amelanchier spp.	Serviceberry
Cercis canadensis	<u>Eastern Redbud</u>
Cornus kousa	Kousa Dogwood
Crataegus spp.	Hawthorn
Malus spp.	Flowering Crabapple
Syringa reticulata 'Ivory Silk'	Japanese Tree Lilac





























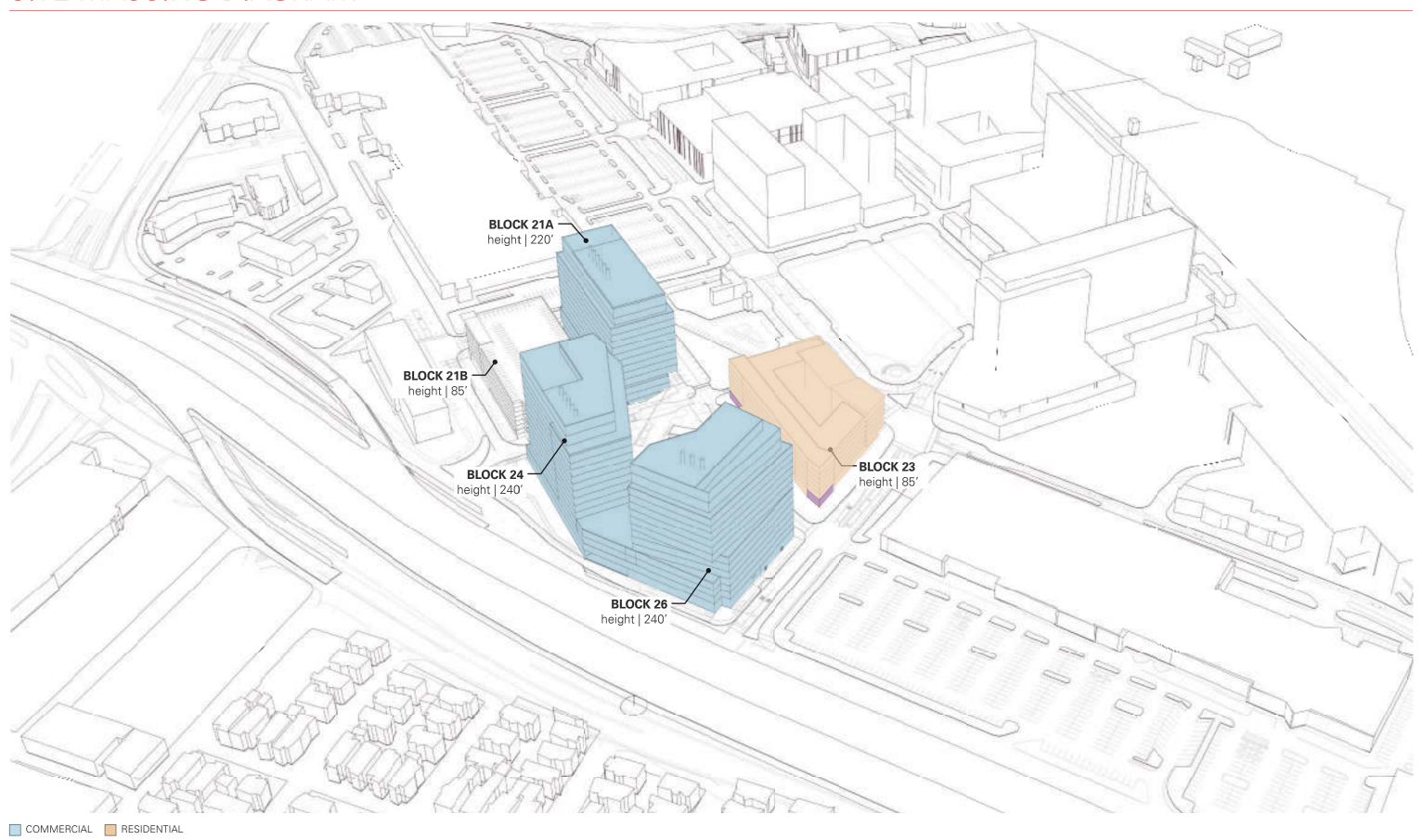








SITE MASSING DIAGRAM

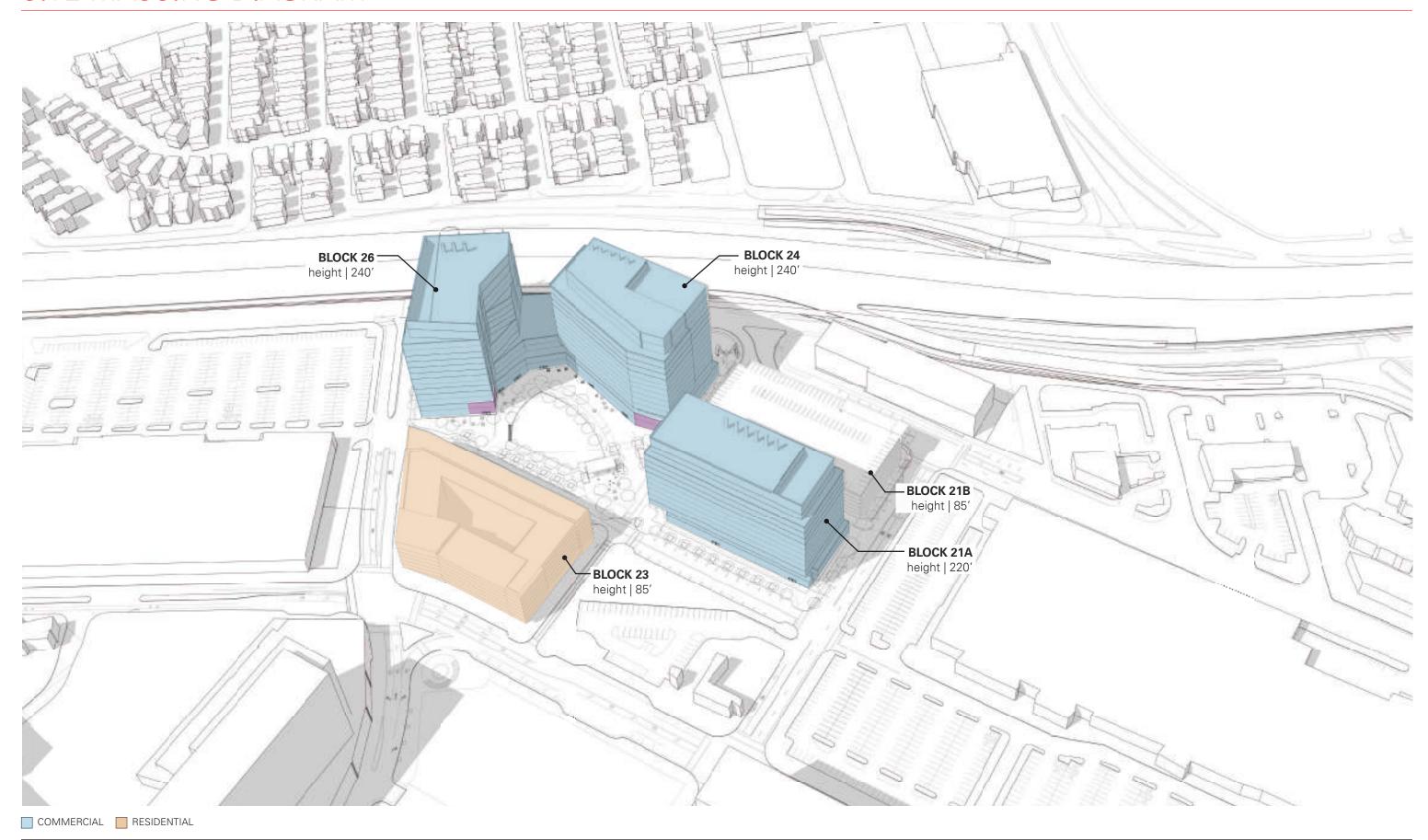








SITE MASSING DIAGRAM











SIGNIFICANT BUILDING CORNERS

To encourage a responsive and architecturally diverse district, significant urban conditions have been identified within the master plan to be acknowledged through design. Among the most important of these urban moments are the site's "corner" conditions, which offer opportunities for gateway elements, visual emphasis and ground level activation.

GATEWAY CORNER (CORNER)

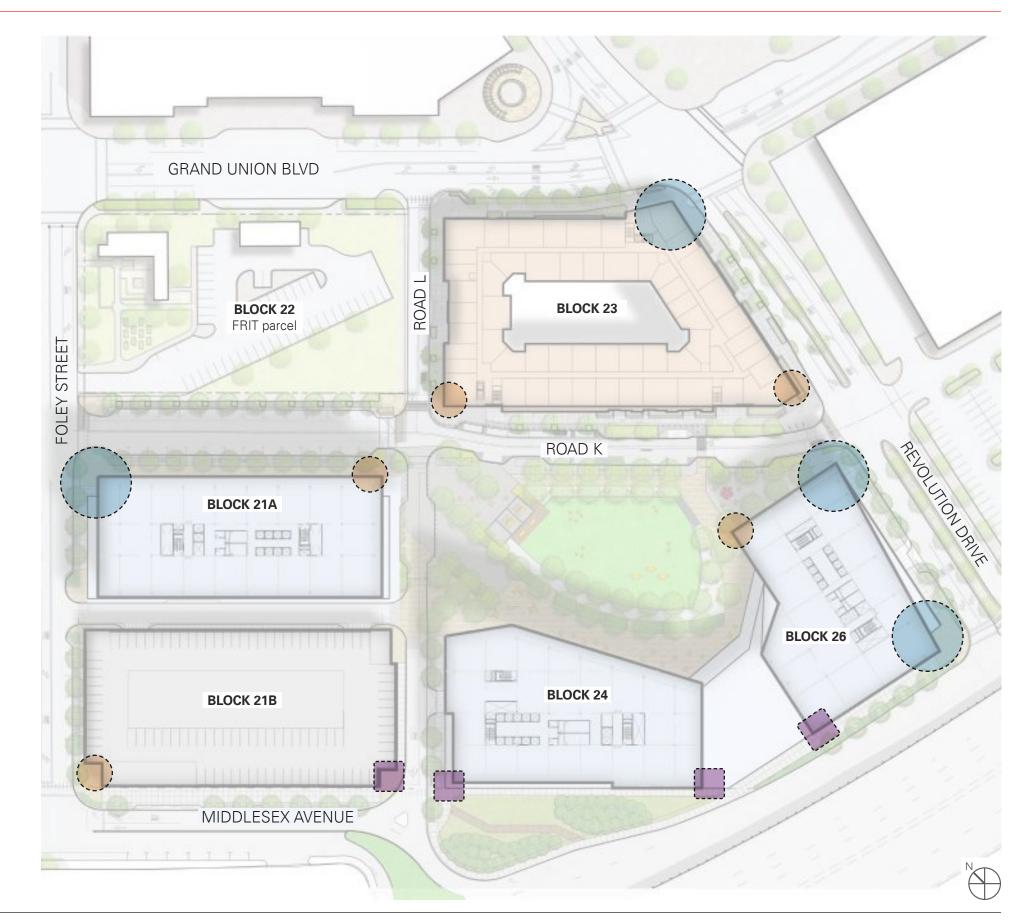
The site's key entry points have been identified as "gateway corners" and are oriented towards major points of pedestrian access and vehicular access. These include the corner of Grand Union Boulevard and Revolution Drive, which welcomes pedestrians to the site from the nearby MBTA Assembly Station, and the corner of Foley Street and Road K, which invites pedestrians into the heart of the proposed master plan. Building massing, façade articulation and distinct architectural treatment are encouraged for these gateway moments to celebrate entry into the site

SECONDARY CORNER (CCCC)

Secondary corners also represent critical moments within the proposed master plan. These corner conditions celebrate the relationships at important intersections and are defined in the following locations; the corner of Road K and Revolution Drive, which frames an important entrance into the site; the corner of Road L and Road K, which establishes an important relationship between Blocks 21 and 23; and at the corner of Foley Street and Middlesex Avenue, which serves as an important pedestrian threshold to the residential neighborhood form the west.. Increased architectural treatment and responsive building massing are recommended for these conditions.

VISUAL FOCAL POINT

Visual focal points are oriented toward corners which offer the opportunity to provide visual markers to those experiencing the site from beyond. The focal points identified at Blocks 21, 24 and 26 offer the opportunity for building signage, iconic architectural elements and increased articulation at the roof of the proposed buildings as seen from from I-93.























STREETWALLTYPOLOGY | GROUND LEVEL FRONTAGE PLAN

Streetwalls frame the public realm and shape the pedestrian experience. These critical moments within the master plan have been organized into types which respond to a hierarchy of urban conditions. This classification of typologies is intended to identify appropriate locations for architectural expression and to illustrate building facades where investment in detail, quality of material and articulation of form should be concentrated. Refer to Somerville Zoning Frontage Types.

STREETWALL TYPE A COURSE

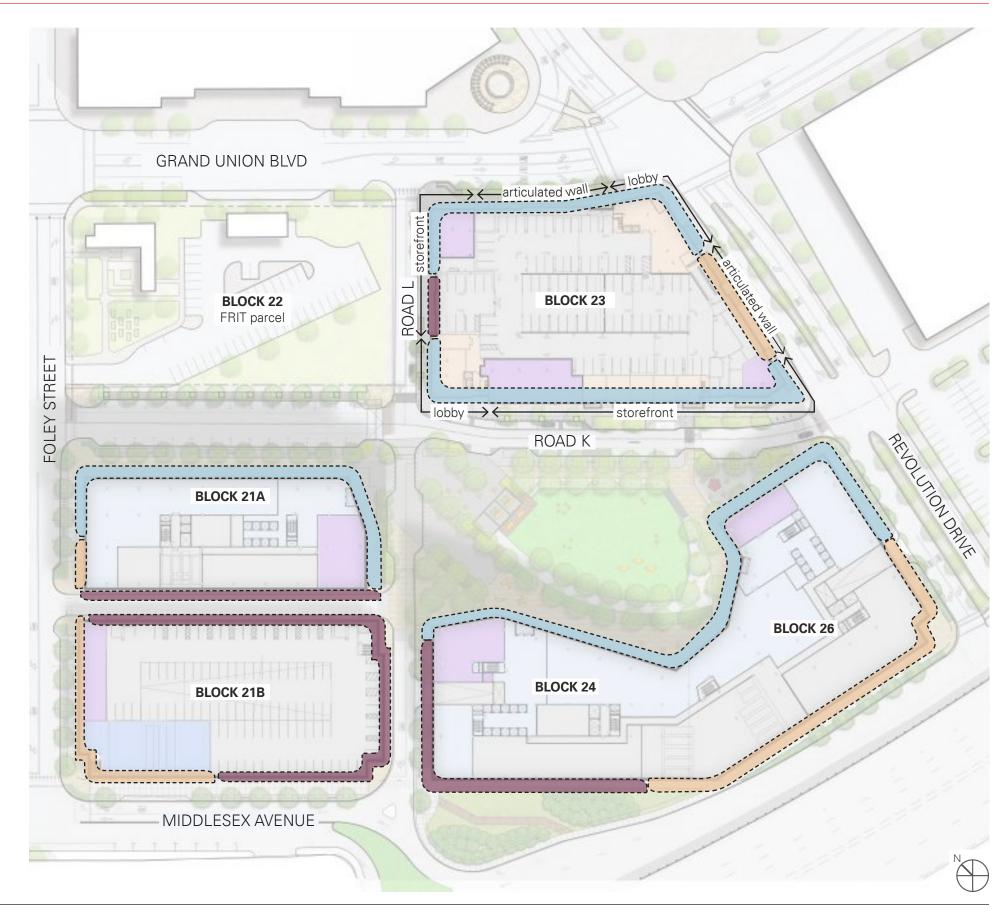
At the ground level, these critical edges are intended to activate the public realm and to frame the site's most important open spaces. These edge conditions are located primarily along Road K and at the site's central open space. These streetwalls are encouraged to provide a high level of transparency to offer visual access to building lobbies, retail and active uses. Façades at these locations are intended to offer a diverse palette of materials, scale and rhythm which strengthen the pedestrian experience and architectural features that support the public realm expression at the ground plane.

STREETWALLTYPE B (CCCC)

Highlighting important, yet less prominent, edges of the site, the façade language at these moments is intended to express rhythm and scale at the ground plane. Organized and rhythmic fenestration and material patterns are encouraged at these areas to compliment the adjacent iconic moments as defined by Streetwall Type A. These conditions occur mostly at sections of the buildings between corners and entry points and define a supportive architectural expression.

STREETWALLTYPE C

The streetwall condition in these locations are intended to be secondary and to be oriented towards areas of less frequent pedestrian access. Located primarily along Mystic, Middlesex Avenues and the service alley of Block 21, these façades are intended to be deemphasized and to play a secondary role to the more prominent streetwall types.







Perkins&Will











STREETWALLTYPOLOGY | UPPER LEVEL

Above the ground plane, streetwalls respond to the greater urban scale and establish an architectural dialogue between buildings. Architectural forms, material and façade articulation allow these edges to highlight, compliment or defer to areas of significance within the master plan. The typologies referenced below are intended to illustrate the hierarchy of streetwalls tasked to respond to varying urban conditions.

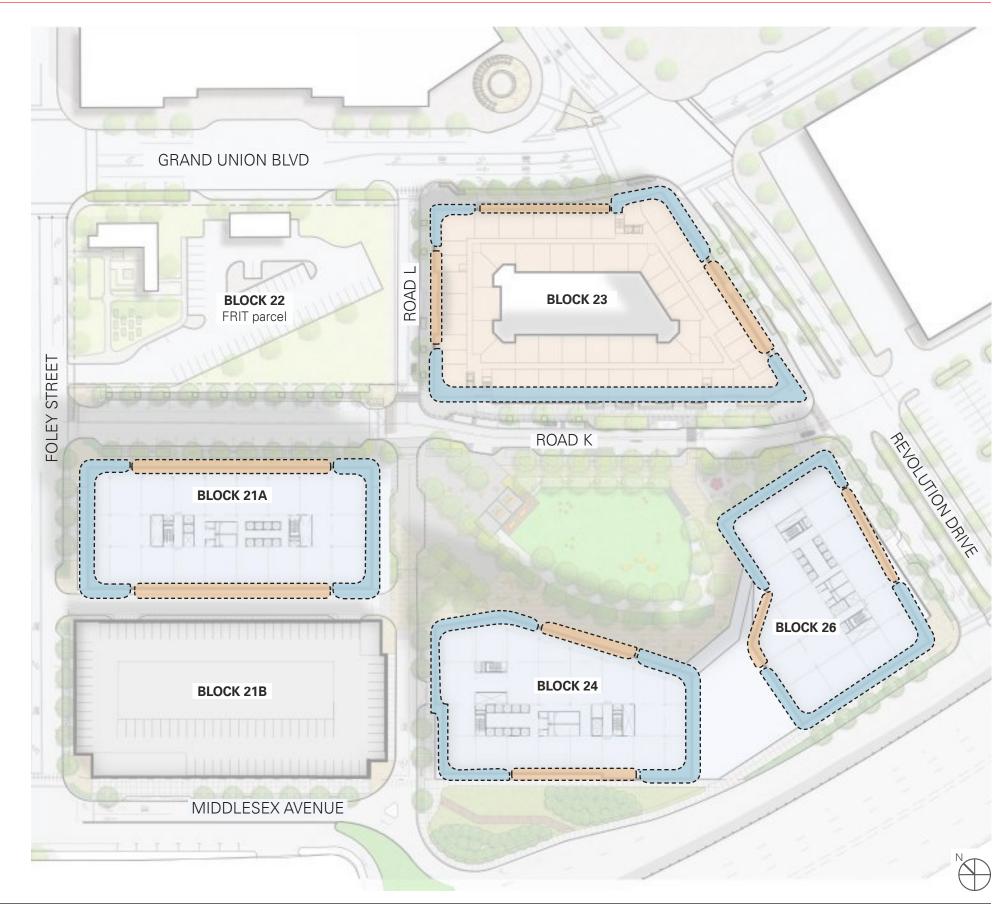
STREETWALL TYPE A COMMON

At the upper levels, these significant building façades are meant to highlight prominent corners and building faces through a strong emphasis on architectural form, material quality and design expression. These streetwalls are primarily oriented towards Road K and the central open space to serve as a backdrop to the site's most activated areas. These façades are also oriented towards the outer corners of the master plan, offering visual cues to the site's gateway moments at the larger urban scale.

STREETWALLTYPE B COORD

These important, yet less significant, streetwalls are meant to compliment and support the more prominent façade language offered by Streetwall Type A. Simpler fenestration patterns and organized material expression are intended to compliment the iconic language used to highlight the site's significant edges and corners. At the upper levels, these streetwalls are primarily located between building corners along Foley Street, Grand Union Boulevard and Revolution Drive.

Note: Parking Level Streetwalls to be an open-air ventilated system.

















BUILDING FACADE HIERARCHY | SOUTHWEST VIEW

A hierarchy of façade types has been established to create a massing which is responsive to the site's urban design goals. This hierarchy suggests the level of architectural definition intended to respond to the site's urban conditions, support the activation of the public realm and to create a unique assemblage of architectural expressions to define the development.

PRIMARY BUILDING FACADE

Aligned with Streetwall Type A, the primary building façades are intended to activate the public realm and to frame the site's most important open spaces at the ground level. These edge conditions are located at Block 23 along Road K and at Blocks 21,24 and 26 facing the site's primary open space. At the upper levels, the massing and architectural expression of this façade type is meant to include a diverse palette of materials while emphasizing a unique architectural form. This façade type occurs at Blocks 21, 24 and 26, to celebrate the tower's presence facing I-93, and at Block 26, highlighting the gateway condition at the corner of Mystic Avenue and Revolution Drive.

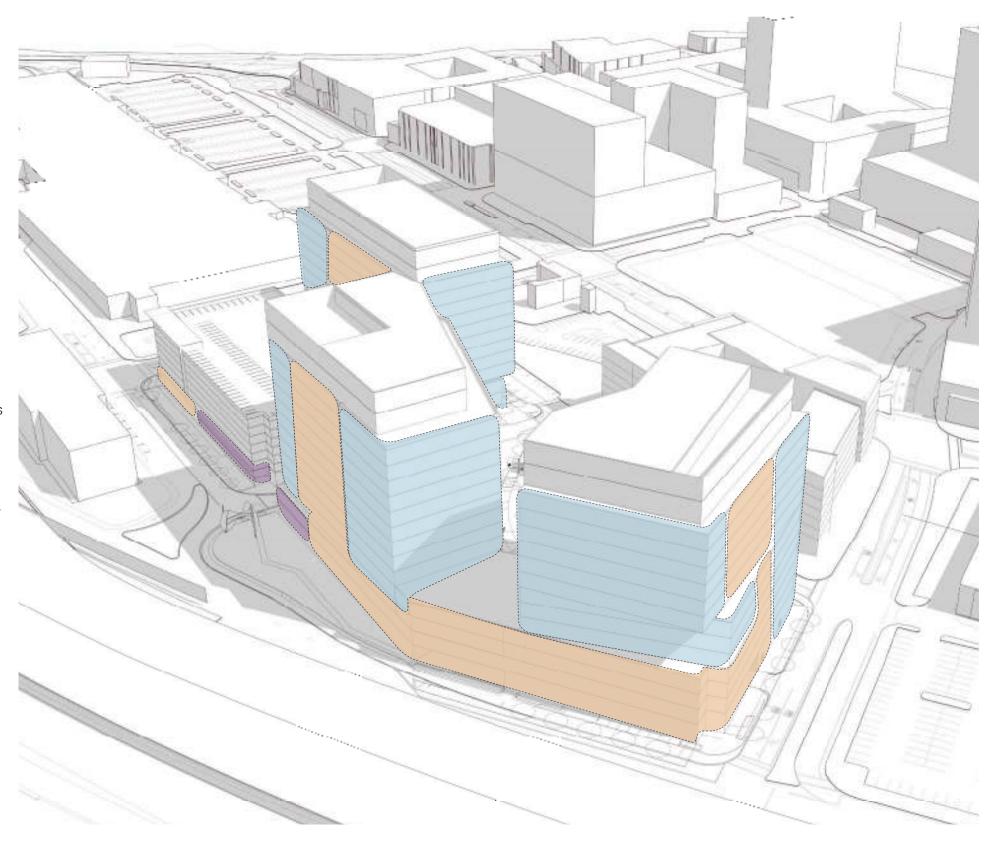
SECONDARY BUILDING FACADE (CCCC)

The architectural language at the secondary building façade type is intended to express rhythm and scale both at the ground plane and the upper levels. Organized and rhythmic fenestration and material patterns are encouraged for this façade type to contrast with areas of more prominent architectural expression. At Block 21, these conditions occur primarily on the west façades adjacent to significant building corners.

The tertiary façade type is meant to be secondary and to be utilized on façades which are oriented towards areas of less frequent pedestrian access. Architectural articulation for this façade type is intended to be deemphasized and to play a supportive role for the other more prominent conditions. This façade type is primarily located along Mystic and Middlesex Avenues as well as interior facing elevations.

ROOF SCREEN FACADE

Careful articulation at the building's roof levels is encouraged to contribute to the diversity of the Somerville skyline. At critical corners of Blocks 21, 24, and 26, the roof screen presents an opportunity to create a strong visual marker, support signage opportunities and to emphasize the building's verticality.

















BUILDING FACADE HIERARCHY | NORTHEAST VIEW

A hierarchy of facade types has been established to create a massing which is responsive to the site's urban design goals. This hierarchy suggests the level of architectural definition intended to respond to the site's urban conditions, support the activation of the public realm and to create a unique assemblage of architectural expressions to define the development.

PRIMARY BUILDING FACADE

The primary façades are intended to activate the ground level and to visually mark significant moments on the site. At the ground level, these edge conditions are located primarily along Road K. At the upper levels, significant corners, including the entry points at Foley Street, Revolution Drive and Grand Union Boulevard, as well as the site's internal corners are meant to be emphasized through the architectural expression.

SECONDARY BUILDING FACADE CONTROL

The architectural language at the secondary building façade type is compliment the more prominent expressions offered by the Primary Building Façade type. Organized and rhythmic fenestration and material patterns are encouraged for this façade type, which is intended to be employed at the ground level along Grand Union Boulevard and Foley Street. At the upper levels, this façade type is intended to express the north and east facades at Blocks 21,24, and 26 and is captured primarily between building corners.

TERTIARY BUILDING FACADE COMMON

The tertiary façade type is meant to be secondary and to be utilized on façades which are oriented towards areas of less frequent pedestrian access or visual importance. Architectural articulation for this façade type is intended to be deemphasized and is oriented primarily towards the site's side streets, including Road L.

ROOF SCREEN FACADE

At critical corners, the roof screen presents an opportunity to express verticality to highlight a significant moment within the master plan. At Block 21, the corner of Foley Street and Road K presents the opportunity to create a strong visual marker. At Blocks 24 and 26, the roof screen is intended to provide variation at the roof plane to contribute to the diversity of the Somerville Skyline.





















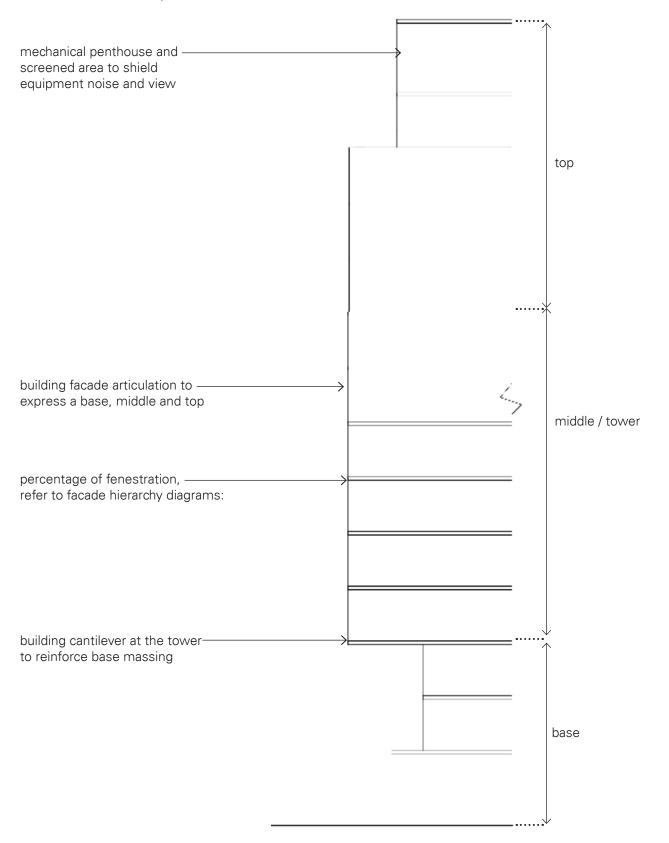


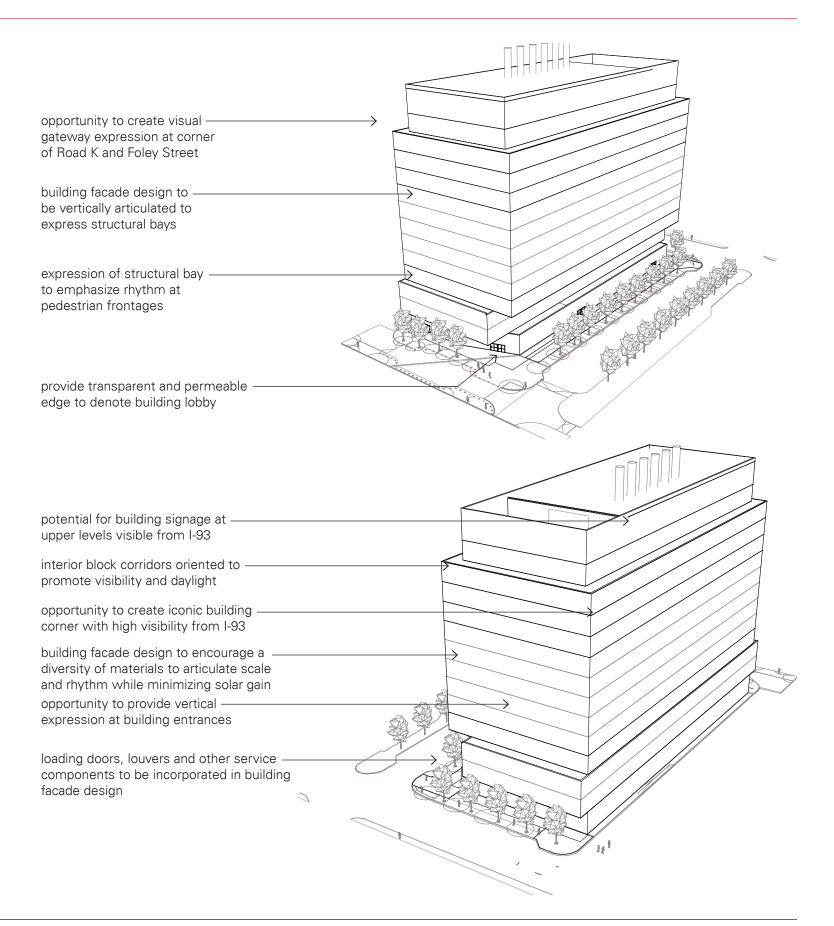




BLOCK 21A | CONCEPTUAL GUIDELINES

BUILDING PROGRAM | OFFICE / RESEARCH / LAB BUILDING TYPE | PODIUM TOWER







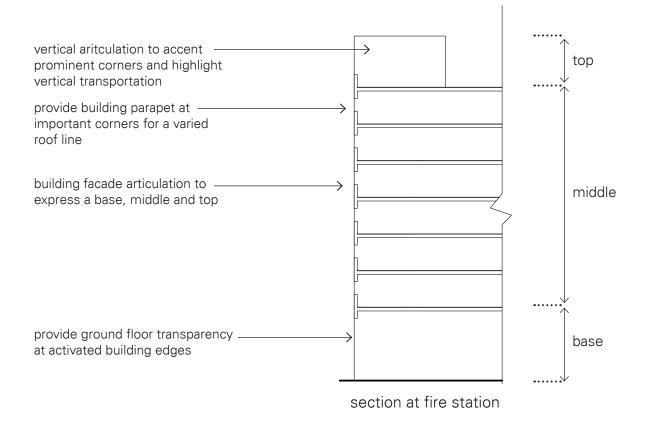


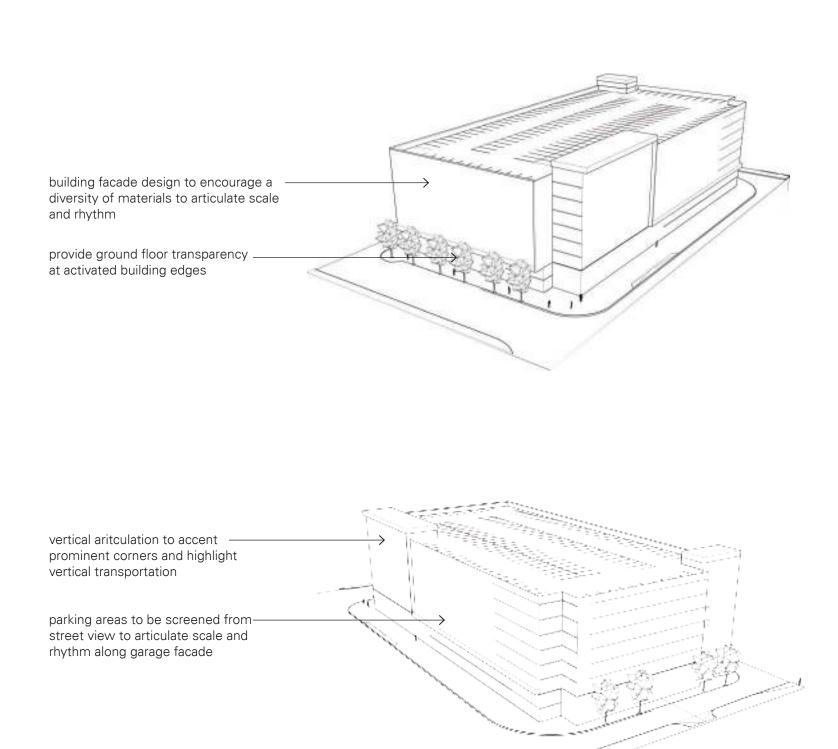






BLOCK 21B | CONCEPTUAL GUIDELINES







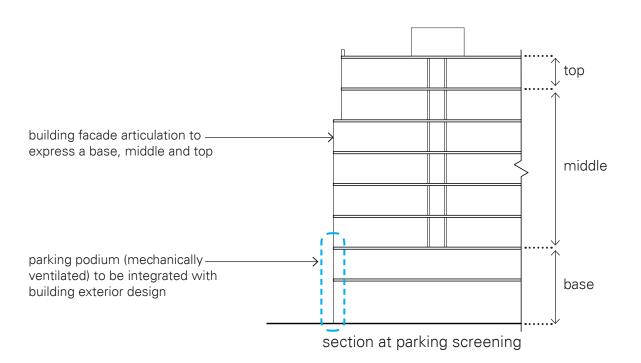


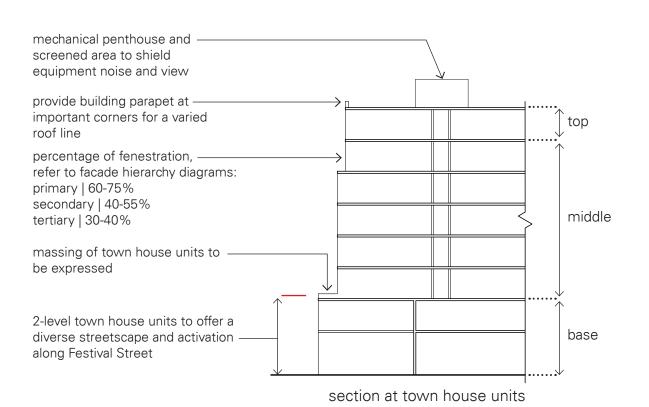


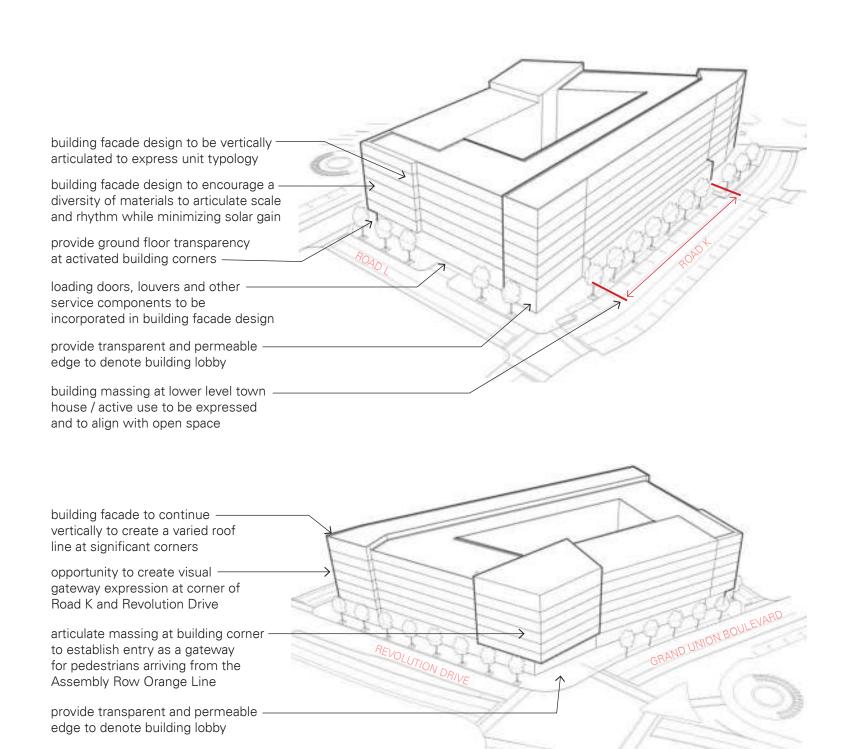


BLOCK 23 | CONCEPTUAL GUIDELINES

BUILDING PROGRAM | RESIDENTIAL BUILDING TYPE | BLOCK BUILDING NOTE: PROJECT UNDER CONSTRUCTION









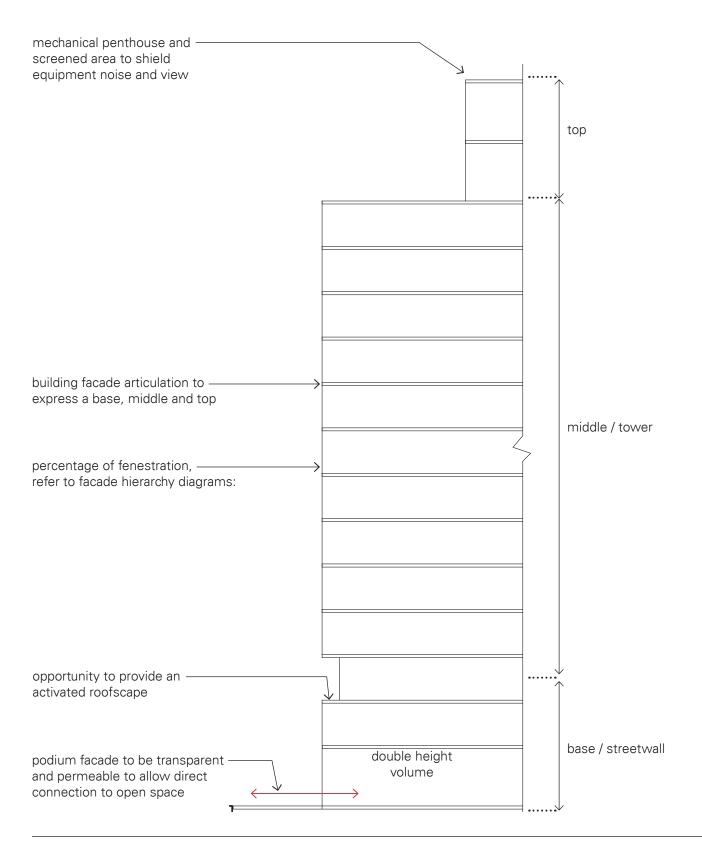


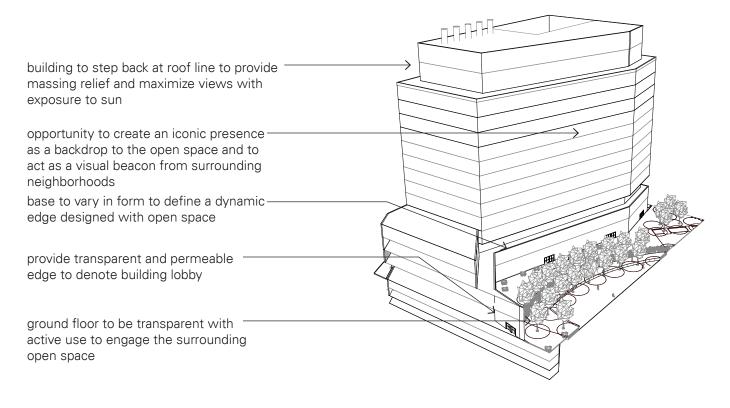


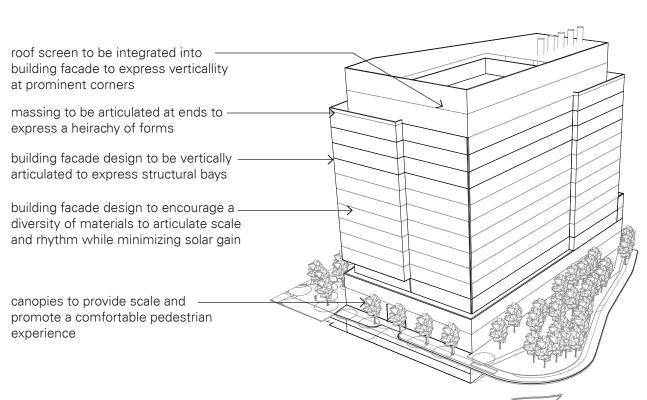


BLOCK 24 | CONCEPTUAL GUIDELINES

BUILDING PROGRAM | RESIDENTIAL BUILDING TYPE | PODIUM TOWER











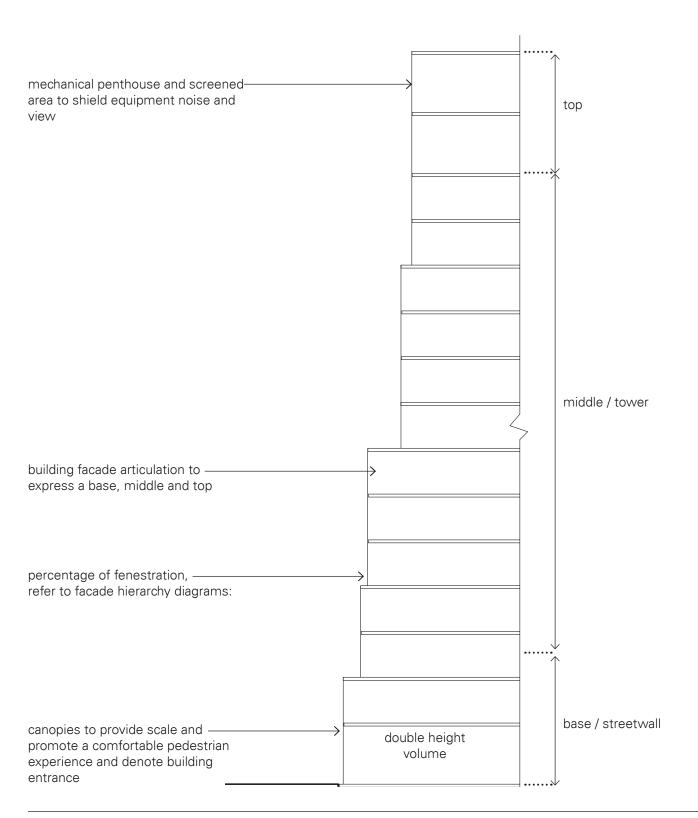


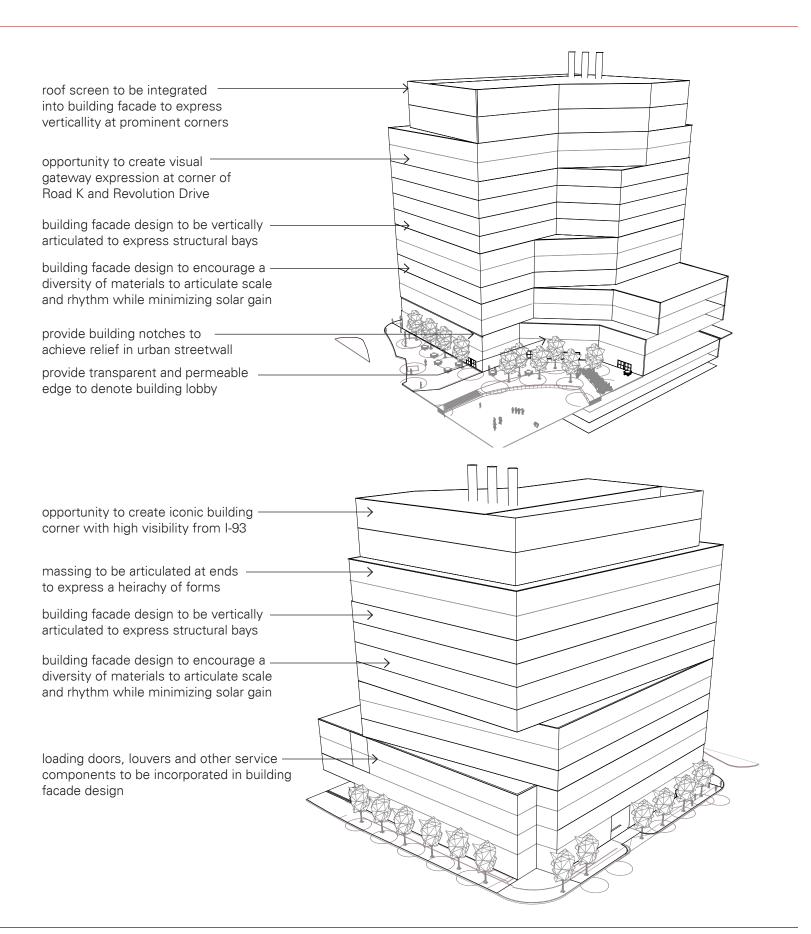




BLOCK 26 | CONCEPTUAL GUIDELINES

BUILDING PROGRAM | COMMERCIAL / R+D / HOTEL BUILDING TYPE | COMMERCIAL BUILDING















ARCHITECTURAL EXPRESSION | COMMERCIAL

A consistent and unifying palette of materials and forms are encouraged for the commercial and residential buildings proposed in the master plan. The overall architectural composition of these buildings will identify the distinct identity for the district in the context of the Assembly Square neighborhood. The following concepts should be considered:

- The building façades should be carefully articulated to create an appropriate rhythm and scale expressed through the fenestration patterns and organization of cladding materials. A consistent palette of façade materials (including glazing, masonry and rainscreen cladding assemblies) are suggested to emphasize a unified assemblage of building architecture.
- Flat façades should be avoided through the incorporation of recessed or projected bays, canopies, awnings and other architectural elements. Building massing responds to the context and façades are closely organized in response to the urban conditions.
- Higher levels of transparency and glazing are encouraged to be employed at the ground level highlighted vertically. These moments are supported by adjacent facades articulated with hierarchical arrangement of glazed walls with shading treatments and masonry walls with projecting bays of window elements.
- The ground level façade is intended to promote activation at areas of public realm significance. A high level of transparency, in concert with accent materials and architectural elements, are encouraged to support an active building edge.
- Each building façade should be expressed to demonstrate a base, middle and top. The façade elements for taller buildings express their vertical nature and are organized to articulate structural bay spacing and rhythm.
- Articulation and variation at the roof level contributes to a diverse skyline. Continuity of façade materials integrated with the building elevation minimize the expression of penthouse and to step back at areas where the visual impact is intended to be mitigated.
- Towers above podium conditions are vertically expressed. Where buildings set back at these conditions, lower roofs have the potential to incorporate active uses and roof gardens.

























ARCHITECTURAL EXPRESSION | RESIDENTIAL

A diverse palette of materials and forms are encouraged for the commercial and residential buildings proposed in the master plan. The overall architectural composition of these buildings should identify the a distinct identity for the district in the context of the Assembly Square neighborhood. The following concepts should be considered:

- The building façades should be carefully articulated to create an appropriate rhythm and scale expressed through the fenestration patterns and organization of cladding materials. A diverse range of façade materials (including glazing, masonry and rainscreen cladding assemblies) are suggested to emphasize a distinct assemblage of building expressions.
- Flat façades should be avoided through the incorporation of recessed or projected bays, canopies, awnings and other architectural elements. Building massing should respond to the surrounding context and façade planar variation is encouraged to mitigate extended streetwall conditions.
- Higher levels of transparency and glazing are encouraged to be employed at building entrances, prominent corners and at areas supporting active uses. These signature moments are intended to be supported by adjacent facades which are articulated with a balance between opaque materials and "punched" fenestration openings.
- The ground level façade is intended to promote activation at areas of public realm significance. A high level of transparency, in concert with accent materials and architectural elements, are encouraged to support an active building edge.
- Each building façade should be expressed to demonstrate a clear base, middle and top. The façade elements for taller buildings are intended to express their vertical nature and to be organized to articulate the structural bay spacing.
- Articulation and variation at the roof level is encouraged to contribute to a diverse roof edge. Screening elements are intended to be incorporated into the façade design language at prominent moments and to step back at areas where the visual impact is intended to be mitigated.
- Towers above podium conditions are intended to be vertically expressed. Where buildings set back at these conditions, lower roofs have the potential to incorporate active uses and roof gardens.

























ARCHITECTURAL EXPRESSION | GARAGE / FIRESTATION

A diverse palette of materials and forms are encouraged for the commercial and residential buildings proposed in the master plan. The overall architectural composition of these buildings should identify the a distinct identity for the district in the context of the Assembly Square neighborhood. The following concepts should be considered:

- The building façades should be carefully articulated to create an appropriate rhythm and scale expressed through the fenestration patterns and organization of cladding materials. A diverse range of façade materials (including glazing, masonry and rainscreen cladding assemblies) are suggested to emphasize a distinct assemblage of building expressions.
- Flat façades should be avoided through the incorporation of recessed or projected bays, canopies, awnings and other architectural elements. Building massing should respond to the surrounding context and façade planar variation is encouraged to mitigate extended streetwall conditions.
- Higher levels of transparency and glazing are encouraged to be employed at building entrances, prominent corners and at areas supporting active uses. These signature moments are intended to be supported by adjacent facades which are articulated with a balance between opaque materials and "punched" fenestration openings.
- The ground level façade is intended to promote activation at areas of public realm significance. A high level of transparency, in concert with accent materials and architectural elements, are encouraged to support an active building edge.
- Each building façade should be expressed to demonstrate a clear base, middle and top. The façade elements for taller buildings are intended to express their vertical nature and to be organized to articulate the structural bay spacing.
- Articulation and variation at the roof level is encouraged to contribute to a diverse roof edge. Screening elements are intended to be incorporated into the façade design language at prominent moments and to step back at areas where the visual impact is intended to be mitigated.
- Towers above podium conditions are intended to be vertically expressed. Where buildings set back at these conditions, lower roofs have the potential to incorporate active uses and roof gardens.





























ARCHITECTURAL EXPRESSION | RETAIL / ACTIVE USE

A primary objective of the master plan at XMBLY is to provide a vibrant and active pedestrian experience. Public realm improvements, in the form of publically accessible open space, pedestrian-friendly streetscapes and active gathering areas, are complemented by the incorporation of active uses at the ground level of the proposed buildings. These uses are intended to support the pedestrian experience and to add vibrancy at the street's edge. A high level of transparency is encouraged to be used at the ground level to support visual access to this activation. Uses could range to provide a heighted level of interest at the building's edge and could include the following:

- Coffee and Food Options
- Local Retail
- Building Lobbies
- Co-working Environments
- Maker Space
- Meeting and Gathering Spaces
- Technology Showroom
- Bicycle Workshop
- Creative Workplaces
- Interactive Exhibits
- Arts and Creative Enterprises
 - Artisan Production
 - Arts Exhibition
 - Arts Sales & Services
 - Co-Working
 - Design Services
 - Shared Workspaces & Arts Education
 - Work/Live Creative Studio

























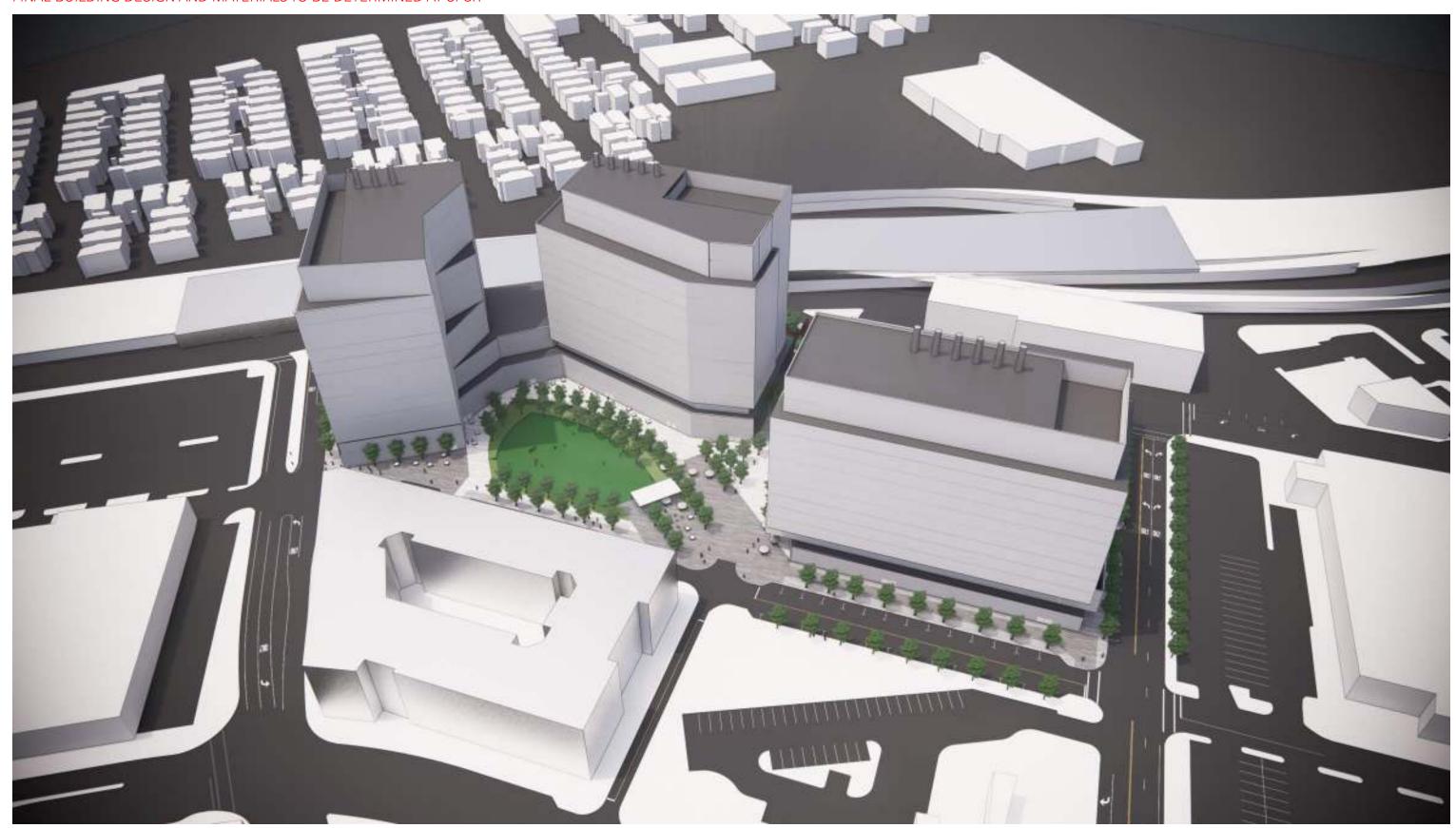






AERIAL VIEW

FINAL BUILDING DESIGN AND MATERIALS TO BE DETERMINED AT SPSR











STREETSCAPE | VIEW FROM REVOLUTION DRIVE

FINAL BUILDING DESIGN AND MATERIALS TO BE DETERMINED AT SPSR











STREETSCAPE | VIEW FROM ROAD L

FINAL BUILDING DESIGN AND MATERIALS TO BE DETERMINED AT SPSR











STREETSCAPE | VIEW FROM OPEN SPACE

FINAL BUILDING DESIGN AND MATERIALS TO BE DETERMINED AT SPSR





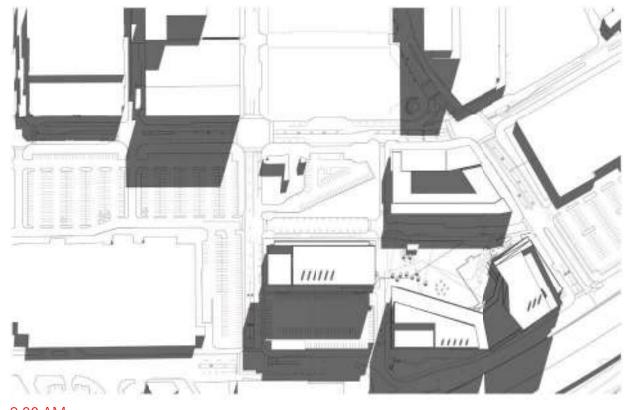


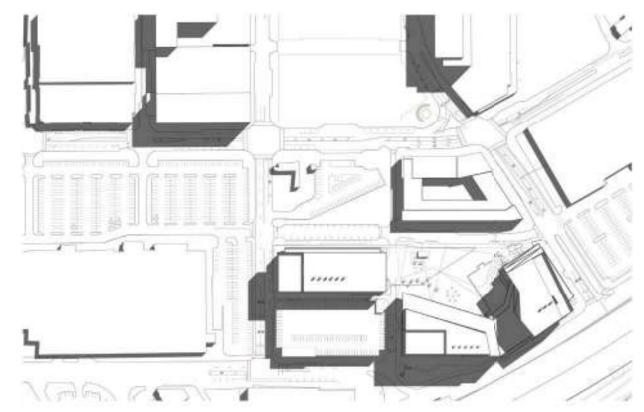




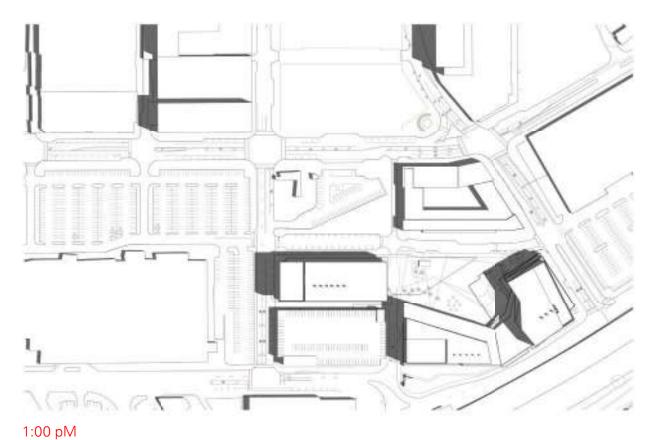


SHADOW STUDY | SUMMER SOLSTICE JUNE 21

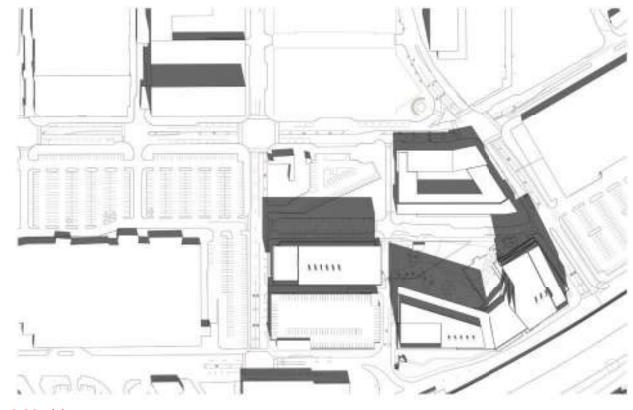




9:00 AM



11:00 AM



3:00 pM





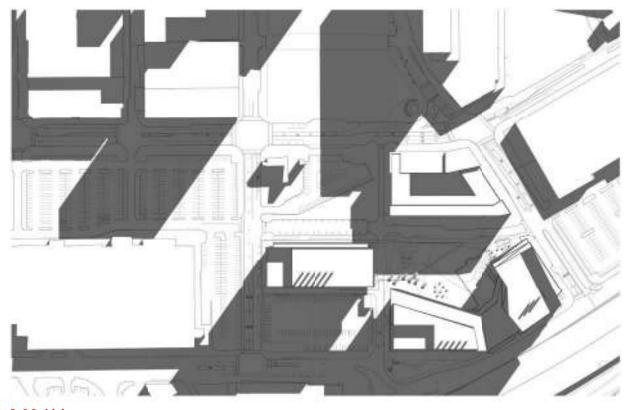


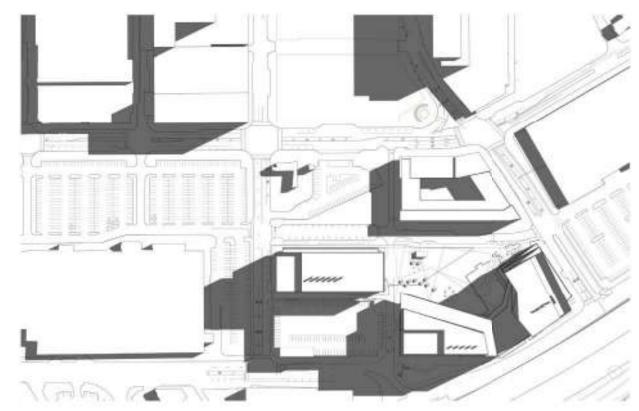




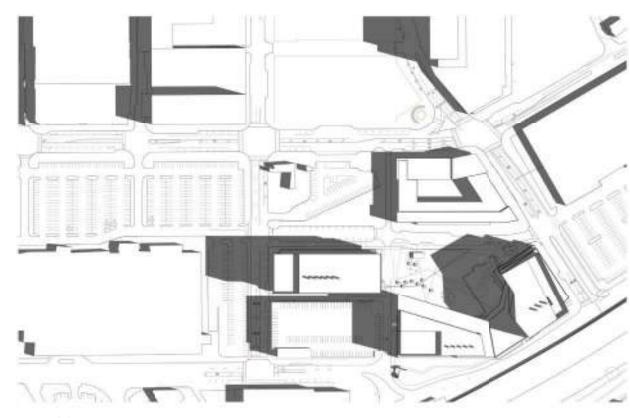


SHADOW STUDY | FALL EQUINOX SEPTEMBER 22

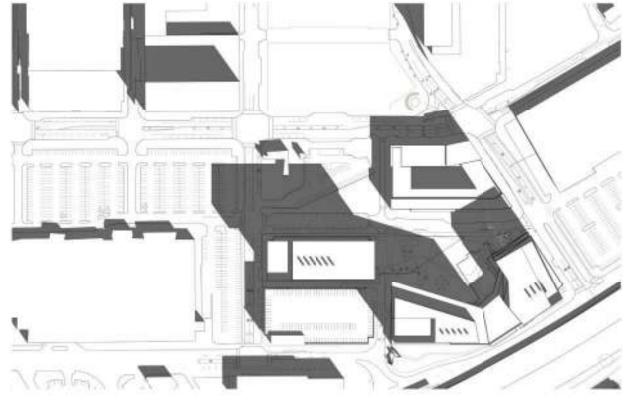




9:00 AM



11:00 AM



1:00 pM





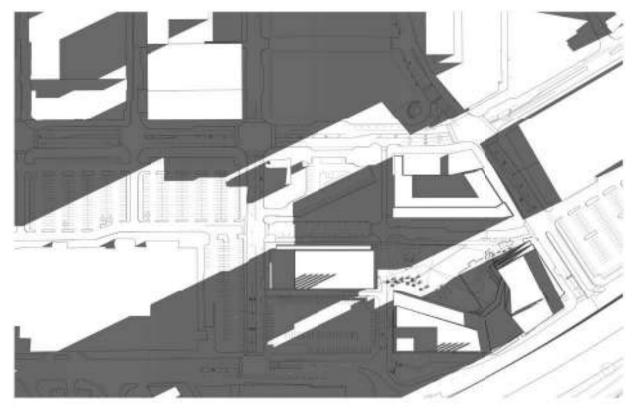


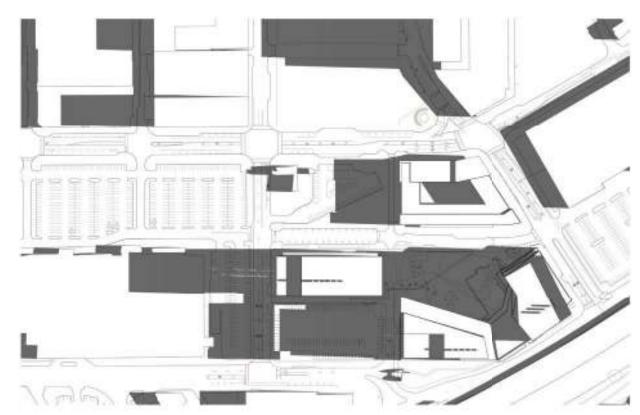




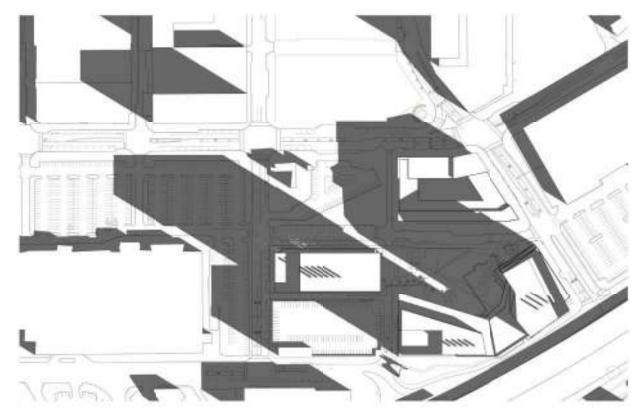


SHADOW STUDY | WINTER SOLSTICE DECEMBER 21

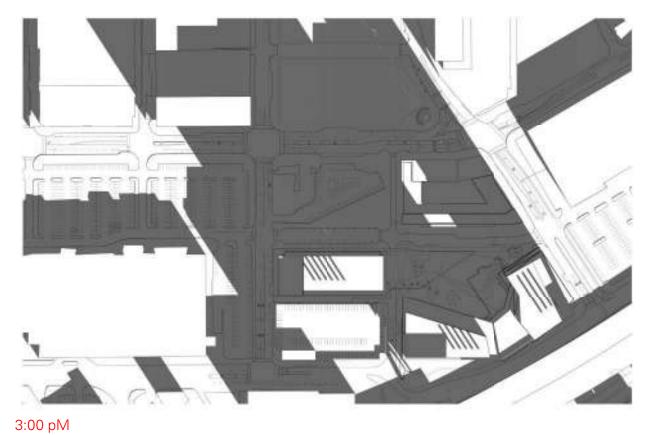




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1:00 pM



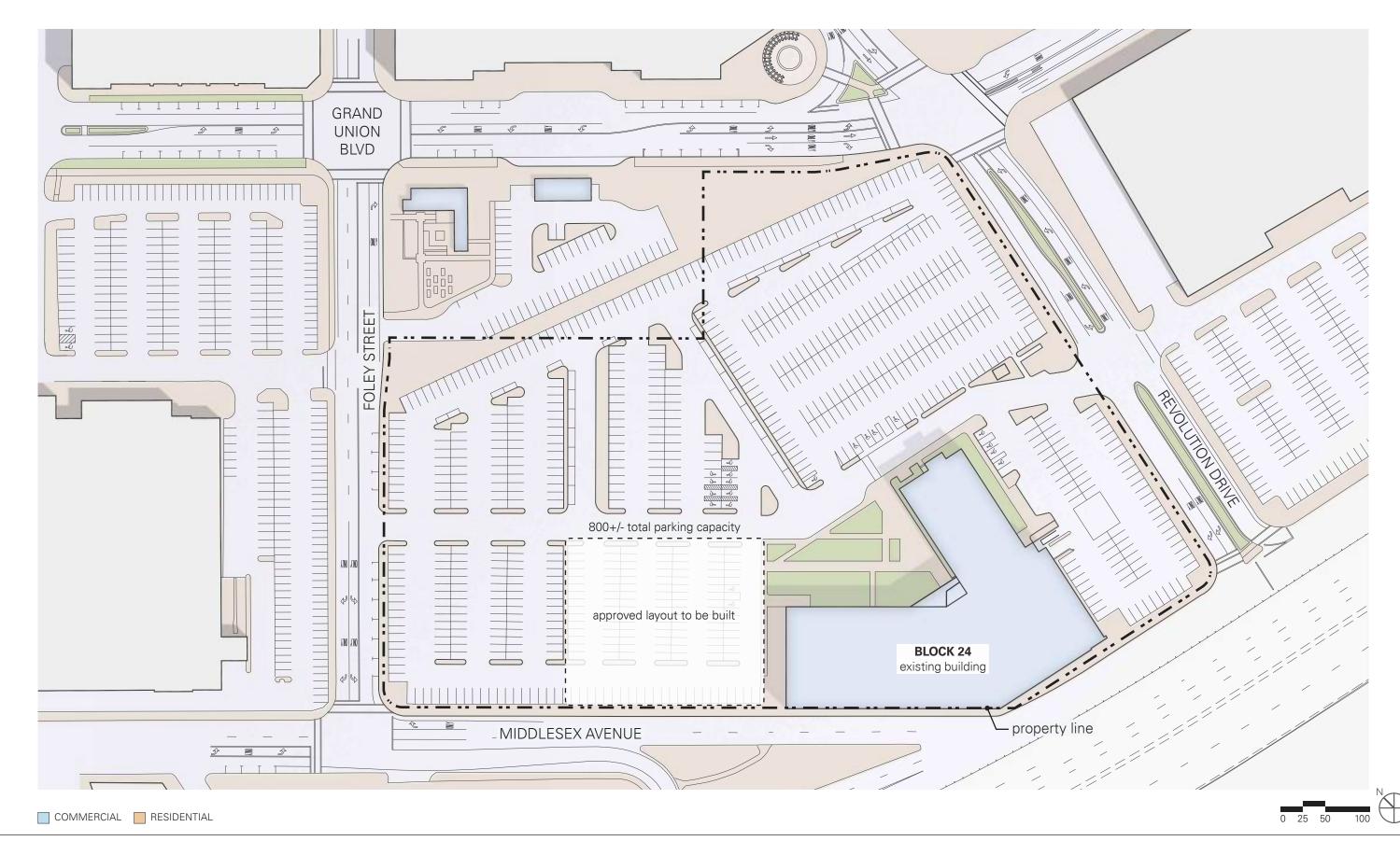








SITE PHASING | SITE CONDITIONS AS OF 06/07/2018 - INITIAL MASTER PLAN

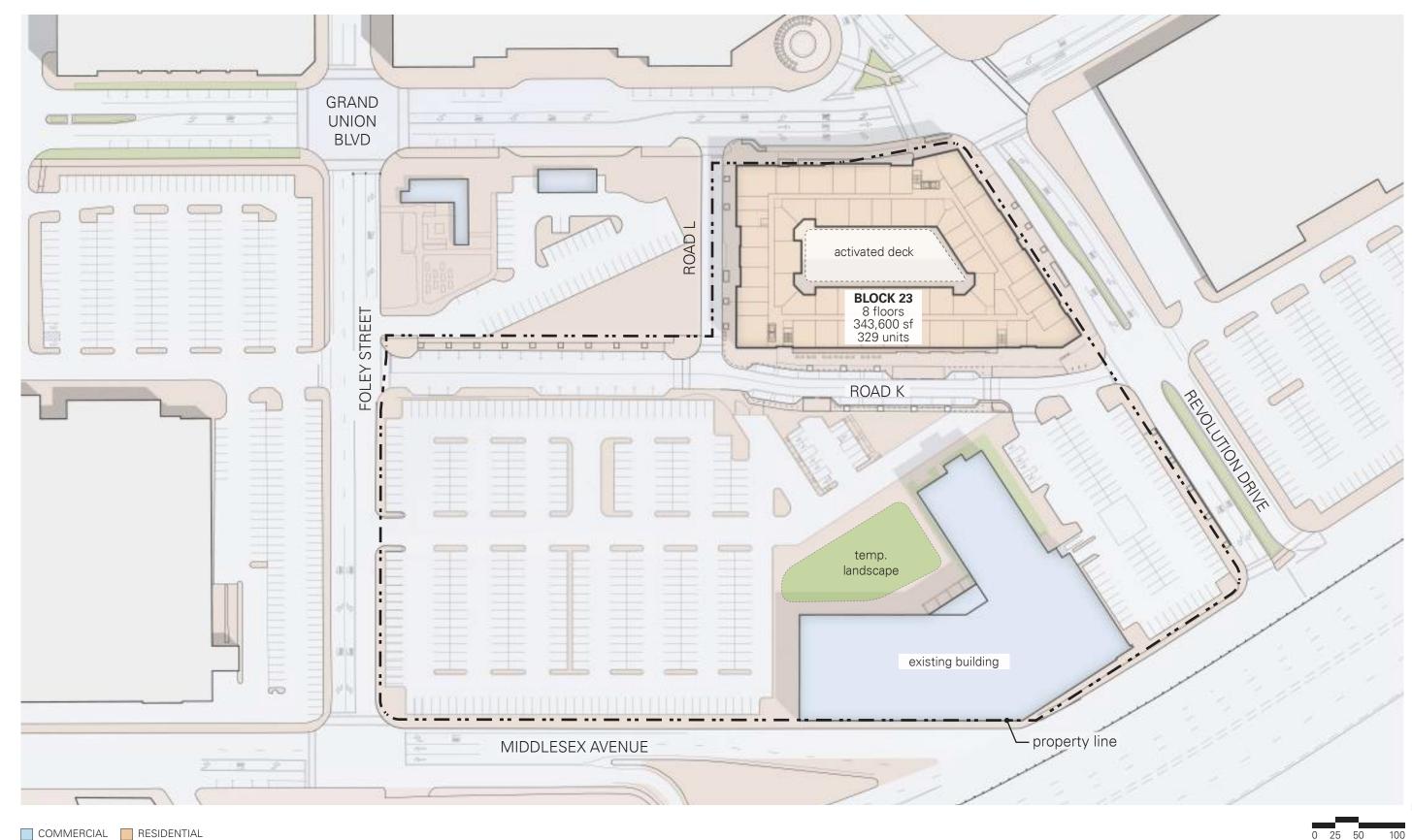






SITE PHASING | CURRENT CONDITIONS - MASTER PLAN AMENDMENT

BLOCK 23 RESIDENTIAL BUILD-OUT - UNDER CONSTRUCTION

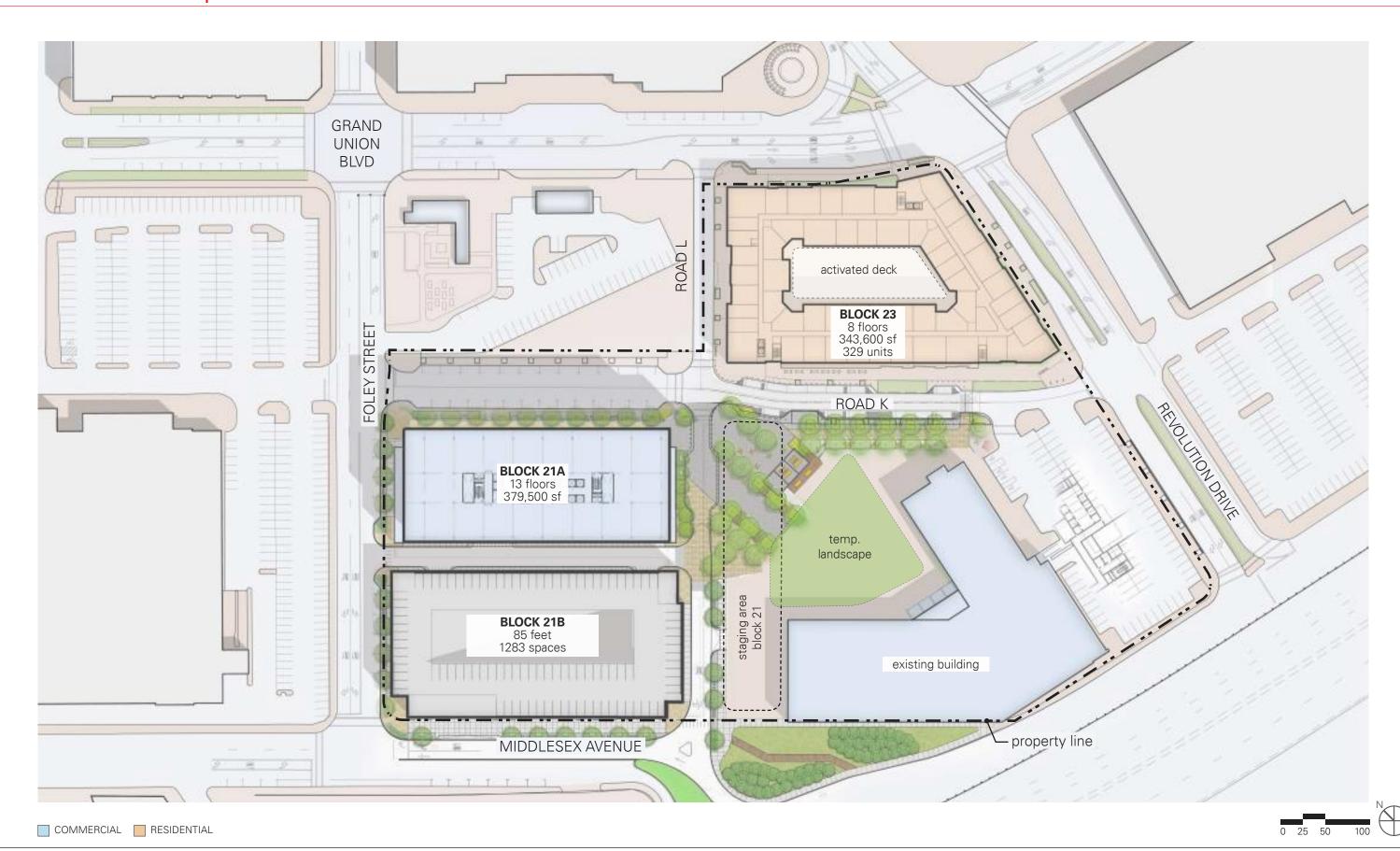






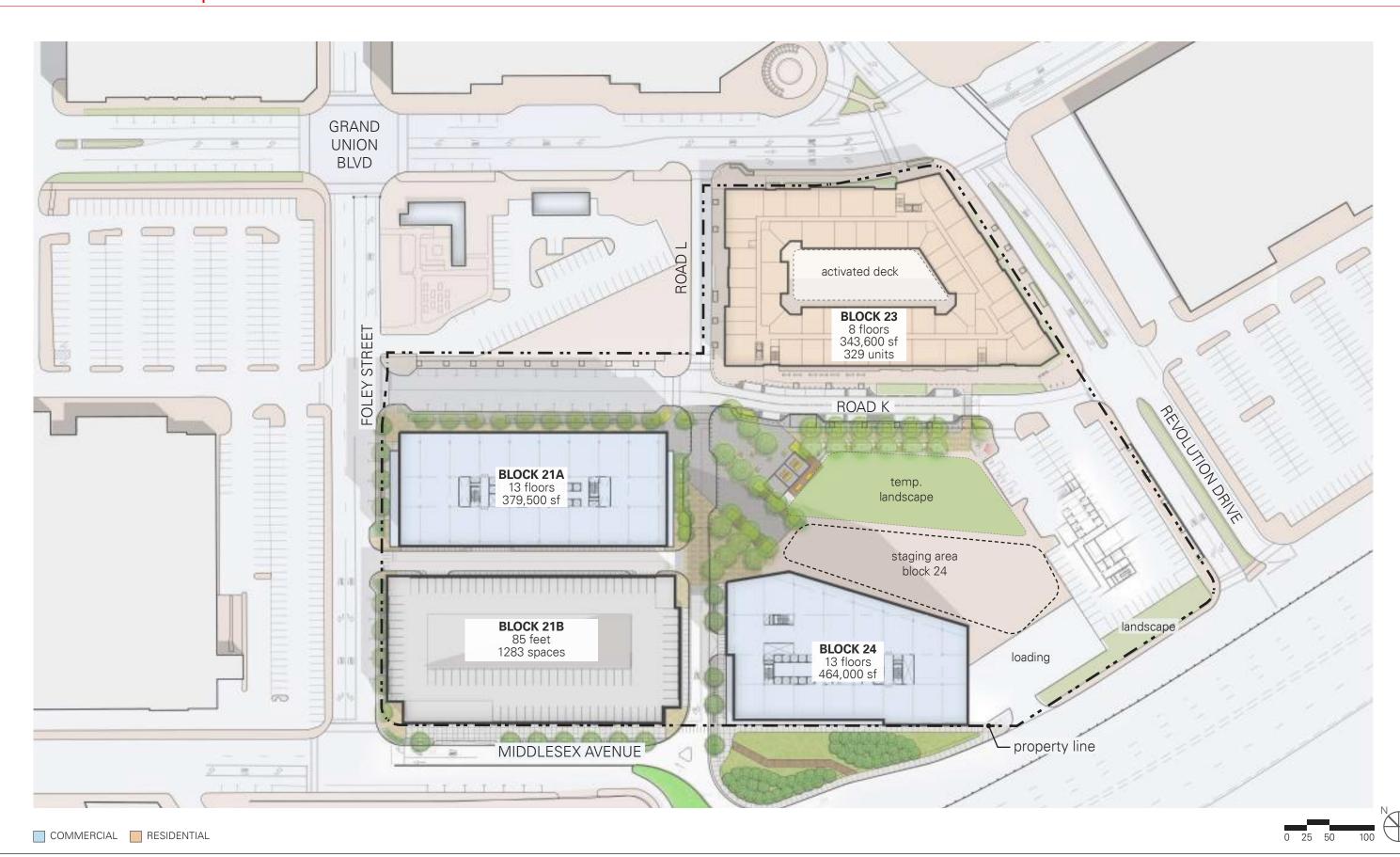
















SITE PHASING | PHASE 3 - FULL BUILDOUT

