



# XMBLY | DESIGN REVIEW COMMITTEE

5 MIDDLESEX AVENUE | SOMERVILLE, MA  
PLANNED UNIT DEVELOPMENT PRELIMINARY MASTER PLAN (PUD-PMP) | 05.09.18





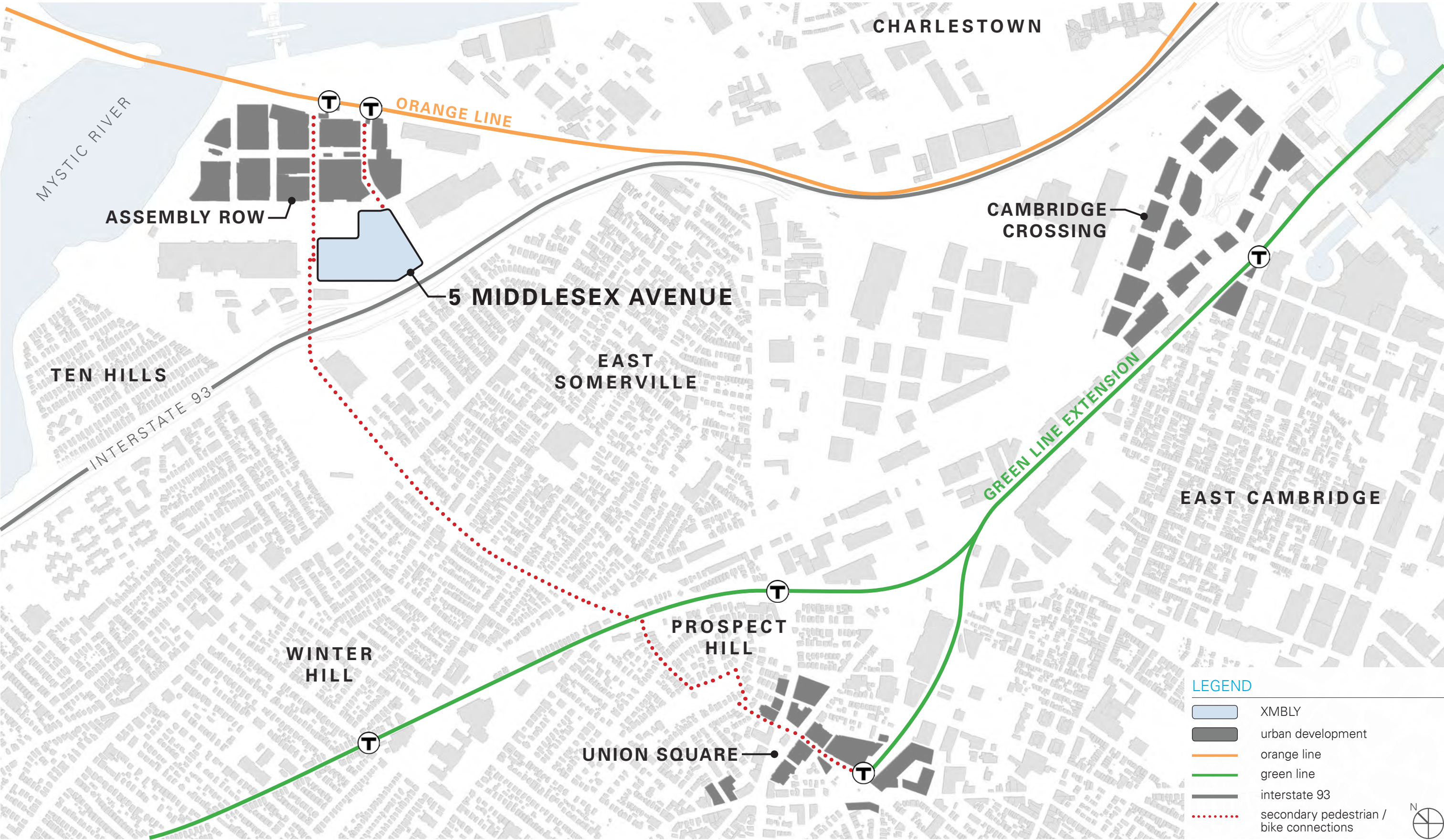
# URBAN CONDITIONS

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# URBAN CONTEXT



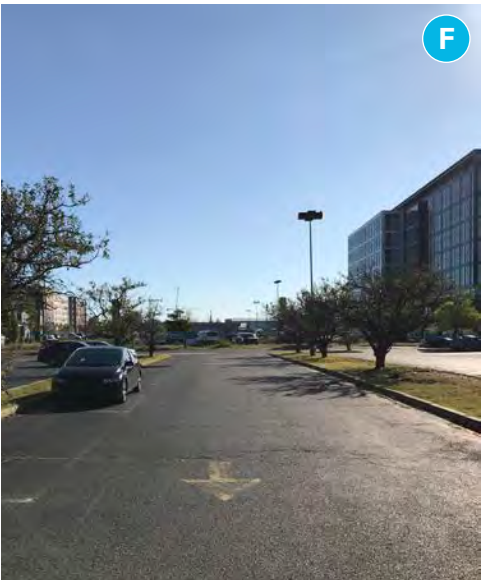
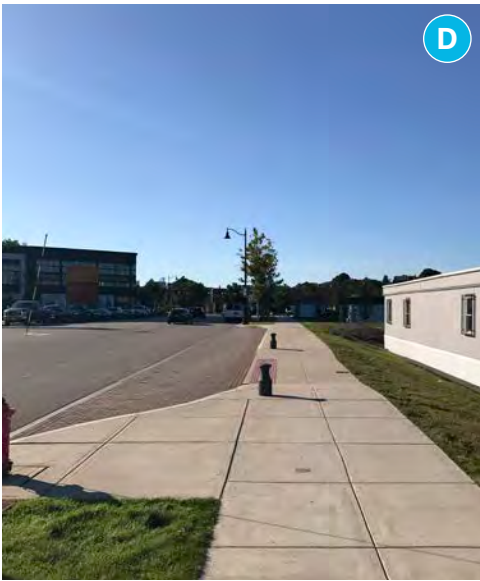
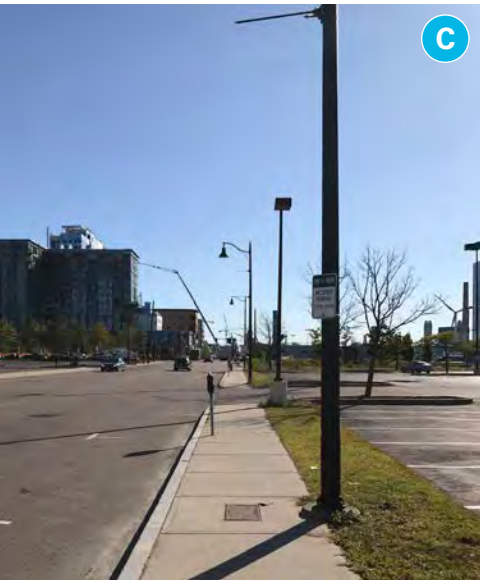
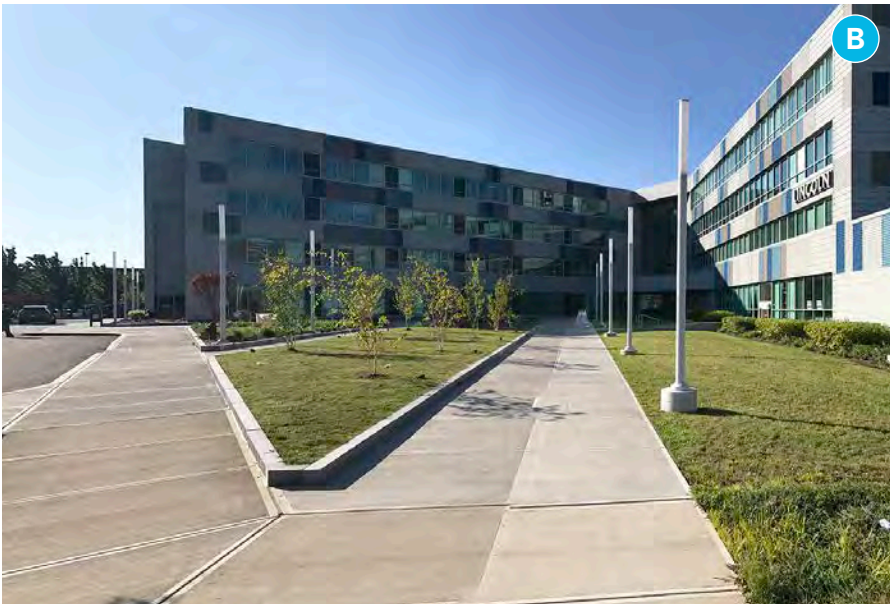
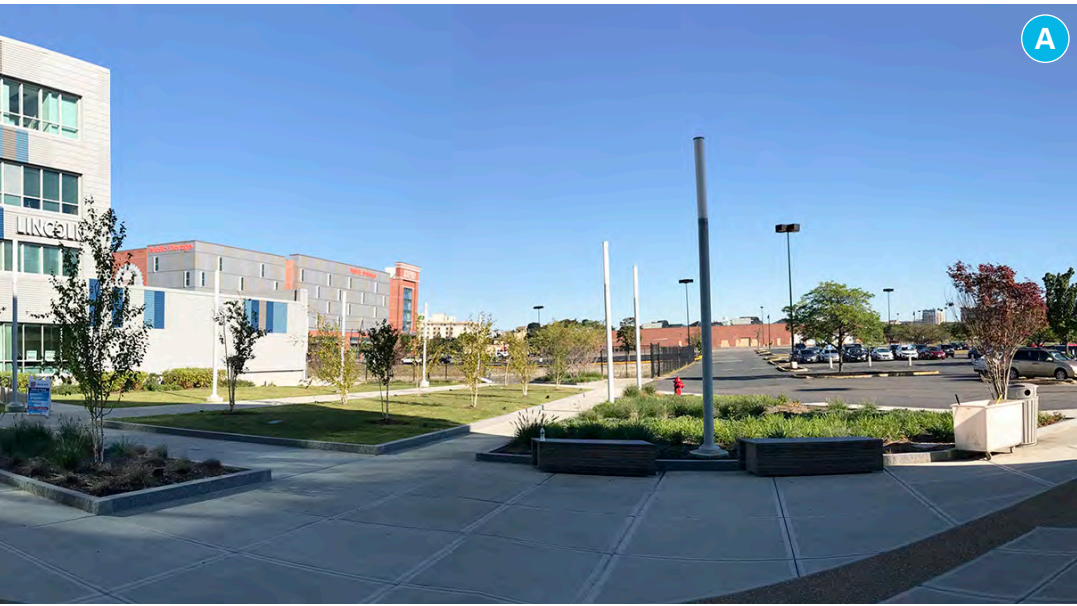
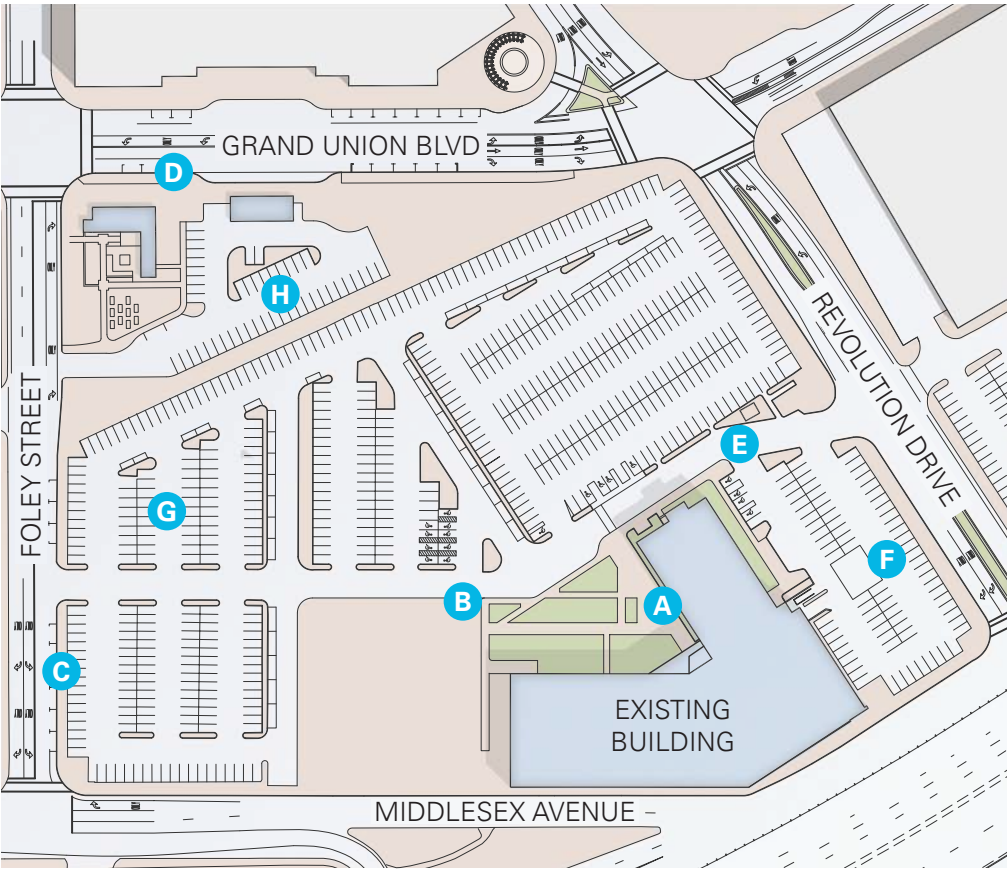


# EXISTING AERIAL CONDITIONS





# EXISTING SITE CONDITIONS



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



# 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 48,000 SF 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.

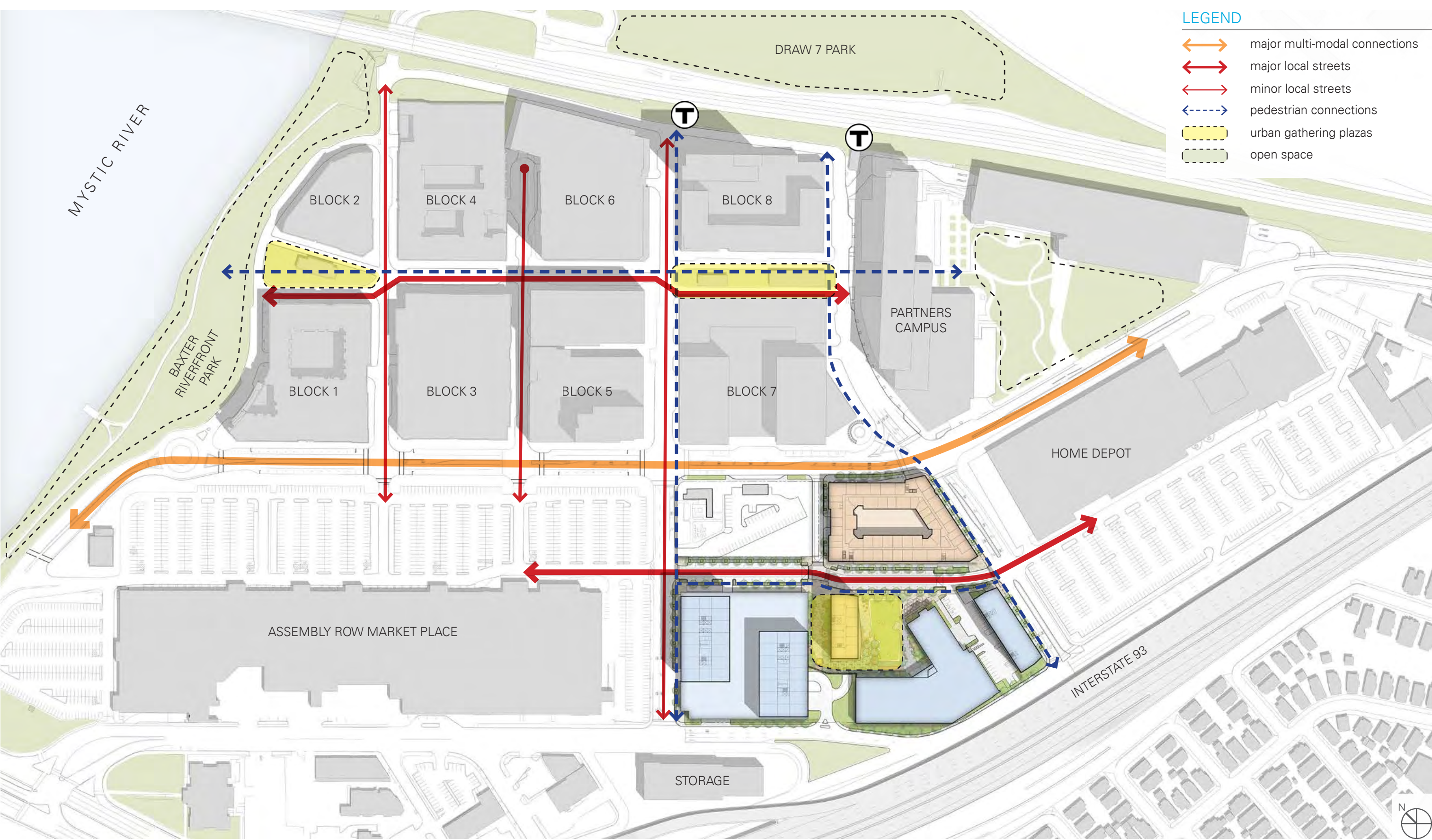
## MIXED-USE PROGRAM

The proposed development offers a mix of uses to foster a vibrant 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.



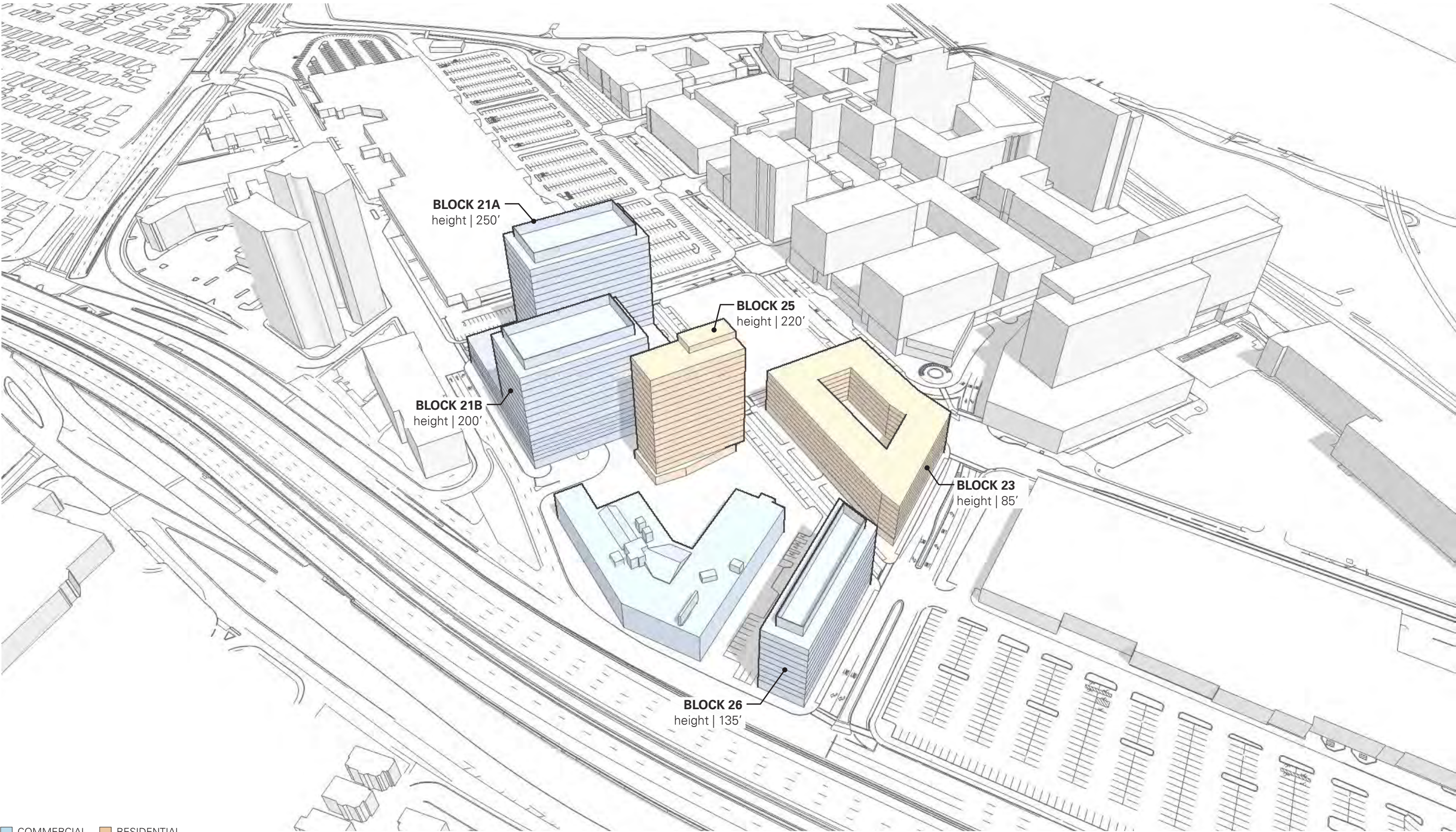


# URBAN DESIGN CONNECTIONS



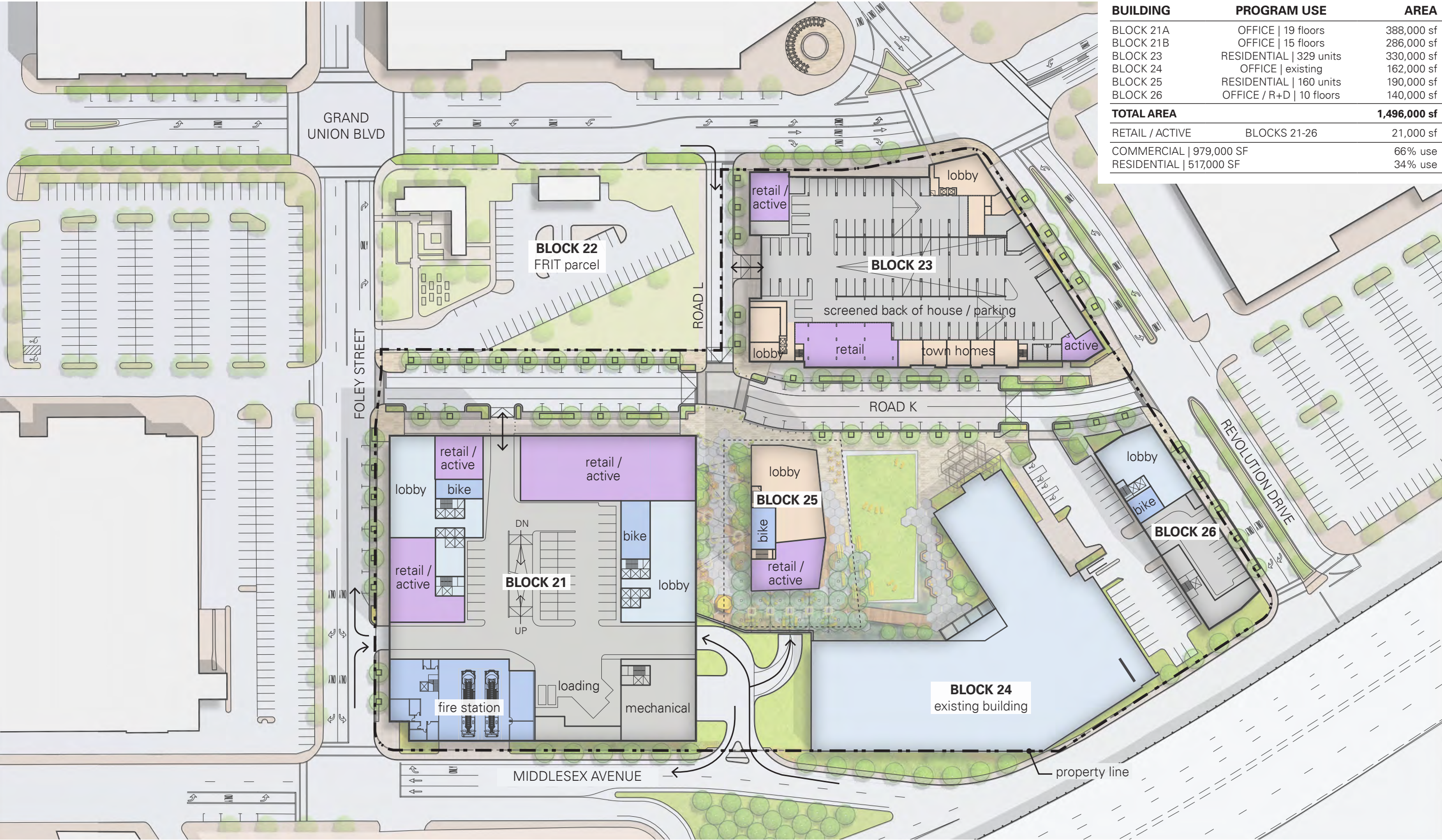


# SITE MASSING DIAGRAM



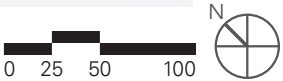


# GROUND FLOOR PLAN



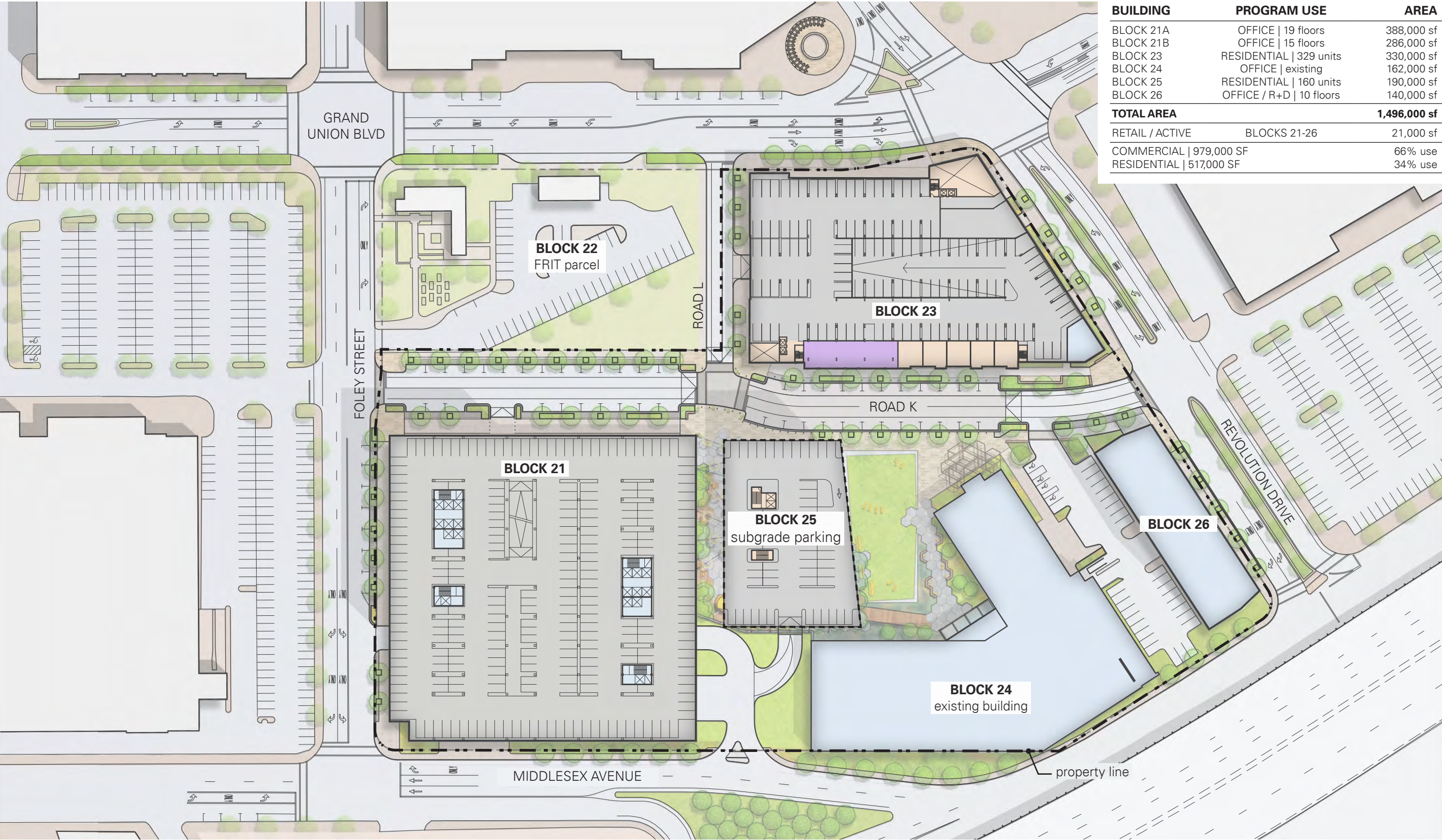
BUILDING	PROGRAM USE	AREA
BLOCK 21A	OFFICE   19 floors	388,000 sf
BLOCK 21B	OFFICE   15 floors	286,000 sf
BLOCK 23	RESIDENTIAL   329 units	330,000 sf
BLOCK 24	OFFICE   existing	162,000 sf
BLOCK 25	RESIDENTIAL   160 units	190,000 sf
BLOCK 26	OFFICE / R+D   10 floors	140,000 sf
<b>TOTAL AREA</b>		<b>1,496,000 sf</b>
RETAIL / ACTIVE	BLOCKS 21-26	21,000 sf
COMMERCIAL   979,000 SF		66% use
RESIDENTIAL   517,000 SF		34% use

COMMERCIAL RESIDENTIAL RETAIL / ACTIVE USE FIRE STATION / BICYCLE PARKING PARKING | BACK OF HOUSE



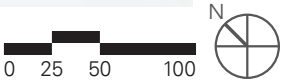


# TYPICAL PARKING FLOOR PLAN



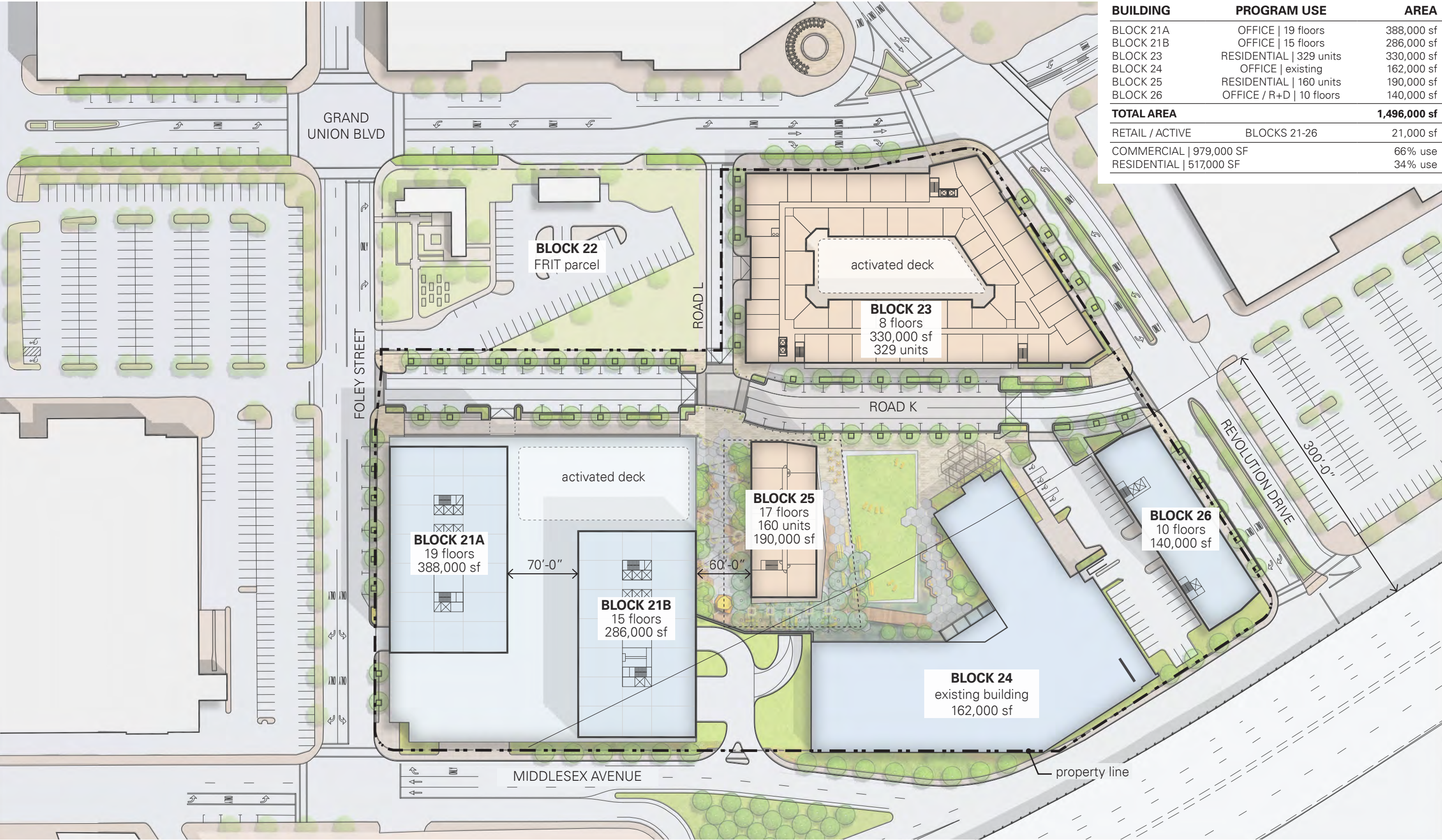
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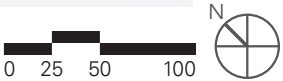


# TYPICAL UPPER FLOOR PLAN



BUILDING	PROGRAM USE	AREA
BLOCK 21A	OFFICE   19 floors	388,000 sf
BLOCK 21B	OFFICE   15 floors	286,000 sf
BLOCK 23	RESIDENTIAL   329 units	330,000 sf
BLOCK 24	OFFICE   existing	162,000 sf
BLOCK 25	RESIDENTIAL   160 units	190,000 sf
BLOCK 26	OFFICE / R+D   10 floors	140,000 sf
<b>TOTAL AREA</b>		<b>1,496,000 sf</b>
RETAIL / ACTIVE	BLOCKS 21-26	21,000 sf
COMMERCIAL   979,000 SF		66% use
RESIDENTIAL   517,000 SF		34% use

COMMERCIAL RESIDENTIAL RETAIL / ACTIVE USE FIRE STATION / BICYCLE PARKING PARKING | BACK OF HOUSE





# AERIAL VIEW

FINAL BUILDING DESIGN AND MATERIALS TO BE DETERMINED AT SPSR





# STREETSCAPE | VIEW FROM ROAD K

FINAL BUILDING DESIGN AND MATERIALS TO BE DETERMINED AT SPSR





# STREETSCAPE | VIEW FROM CENTRAL OPEN SPACE

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





An architectural rendering of a modern urban public realm. A tall, glass-clad skyscraper dominates the left side of the frame, reflecting the sky and surrounding environment. In the foreground, a wide, paved plaza with geometric patterns is populated with diverse groups of people walking and sitting. To the left, a wooden boardwalk path leads through a landscaped area with young trees and shrubs. In the background, another modern building with a textured facade is visible under a clear blue sky with a few wispy clouds. The overall scene conveys a sense of vibrant, accessible public space.

# PUBLIC REALM

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OPEN SPACE AND LANDSCAPE



# NEIGHBORHOOD CHARACTER





# NEIGHBORHOOD COMPOSITION





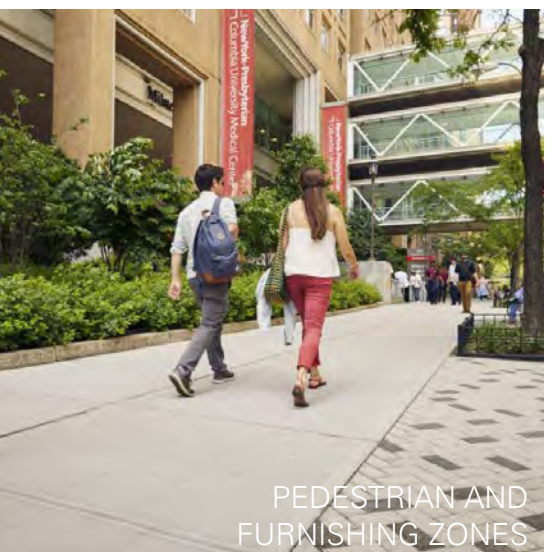
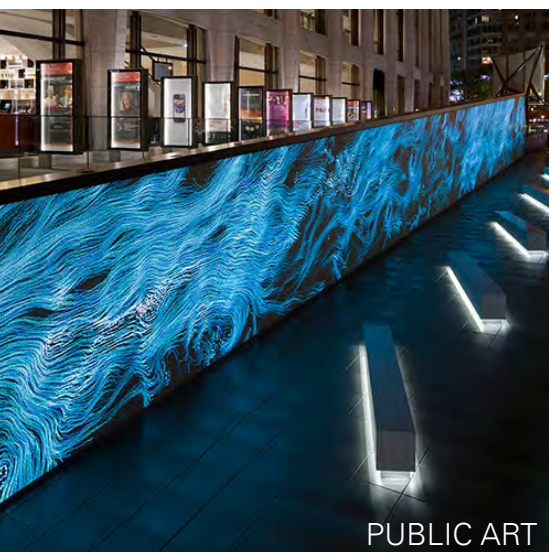
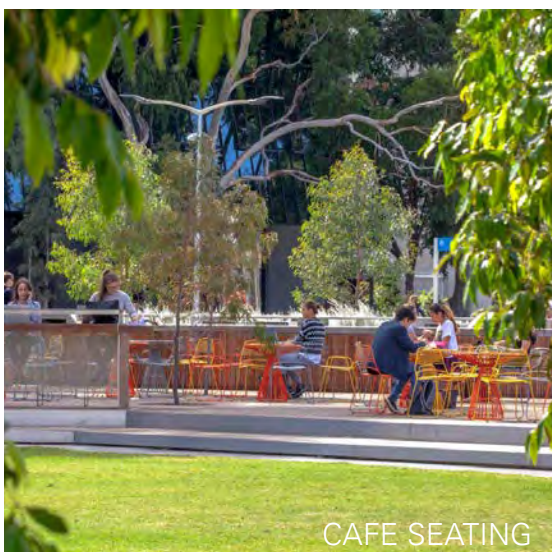
# CENTRAL OPEN SPACE





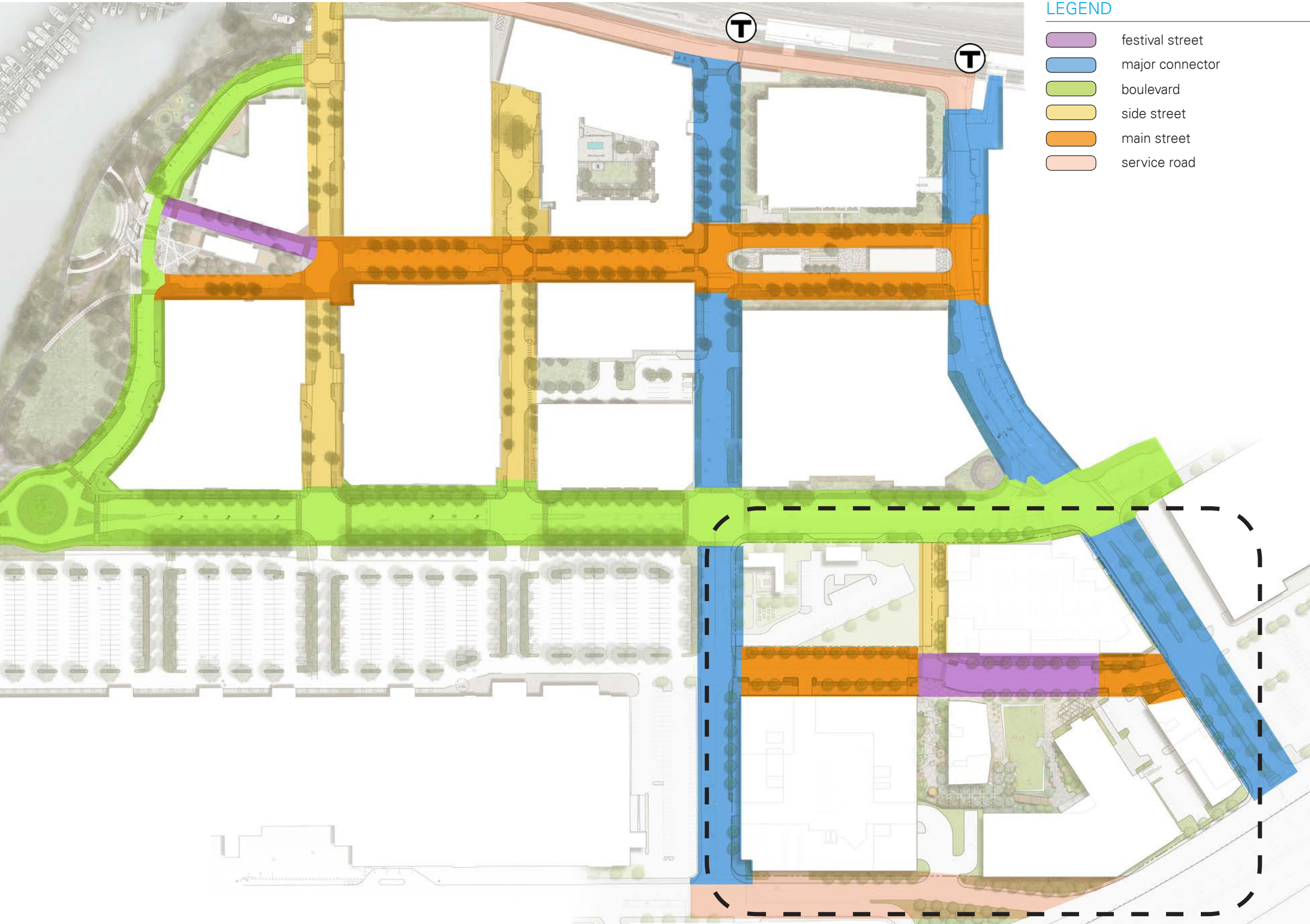
# CENTRAL OPEN SPACE

## PRECEDENT IMAGES





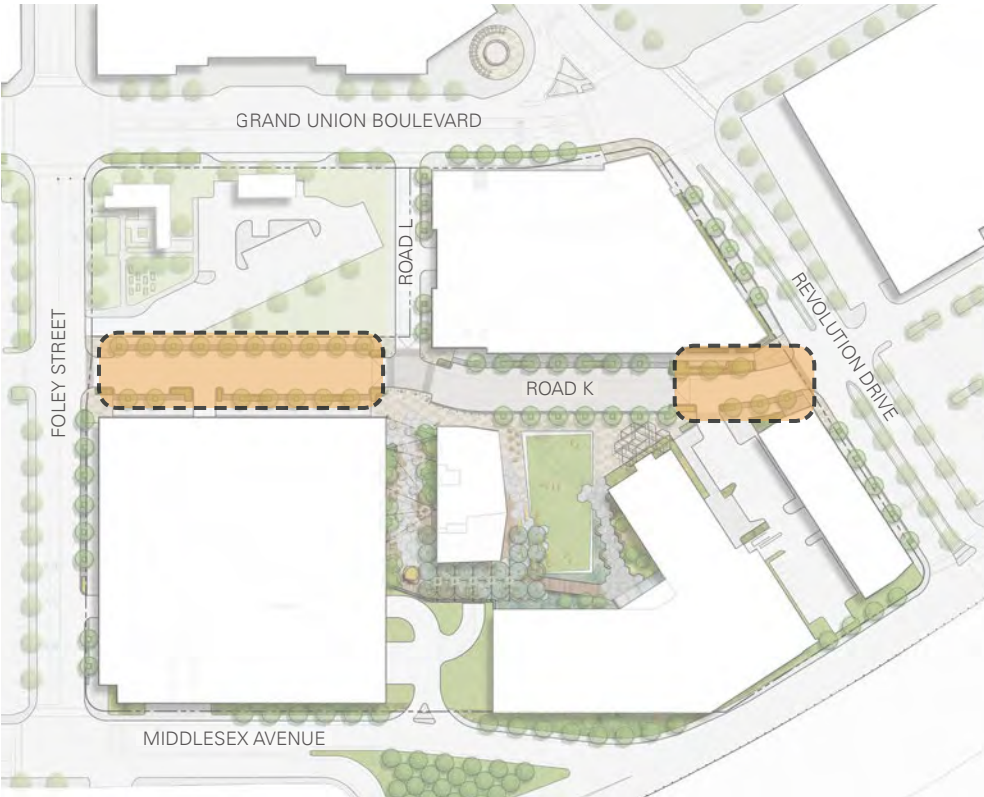
# STREETSCAPE HIERARCHY



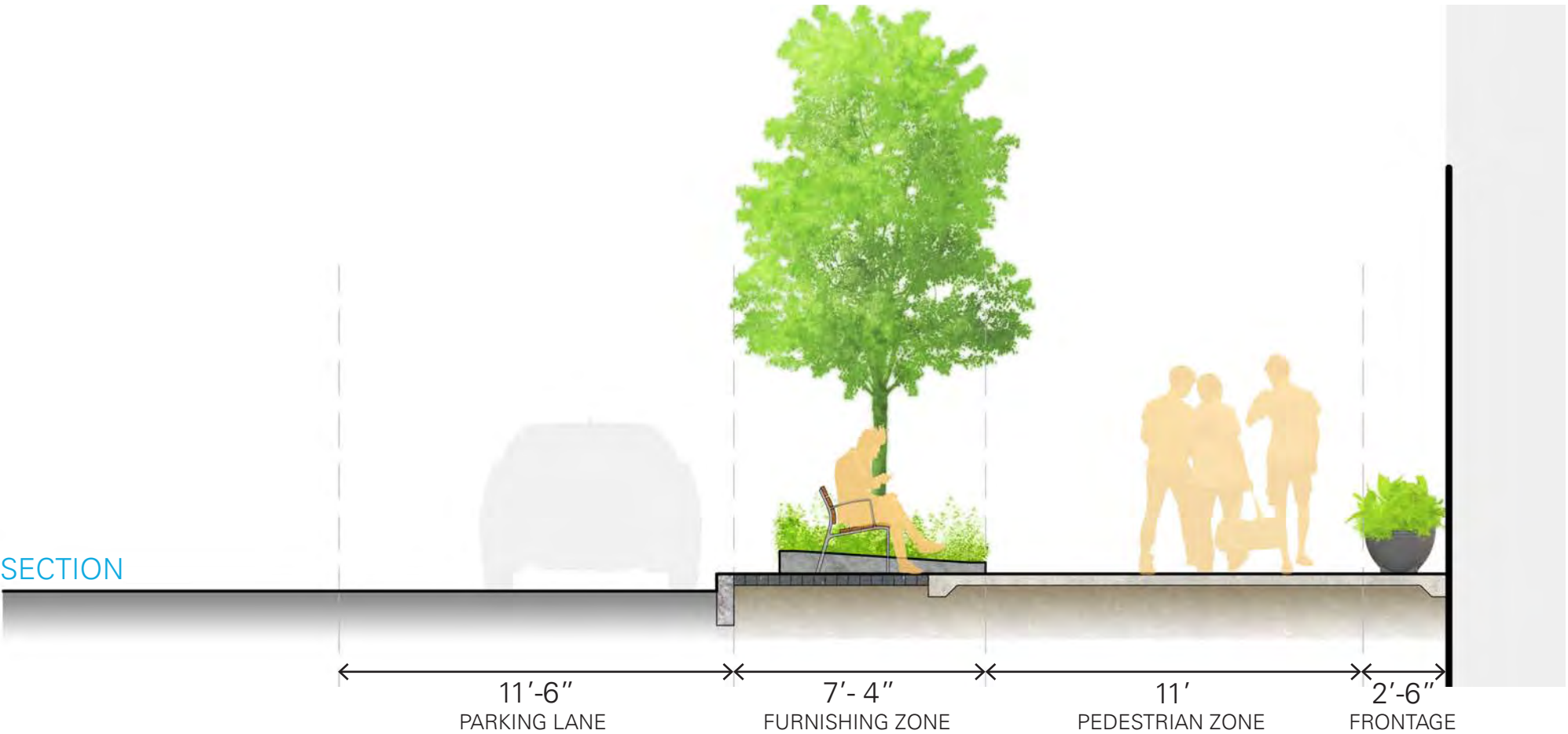


# STREETSCAPE TYPOLOGIES

## MAIN STREET



SECTION



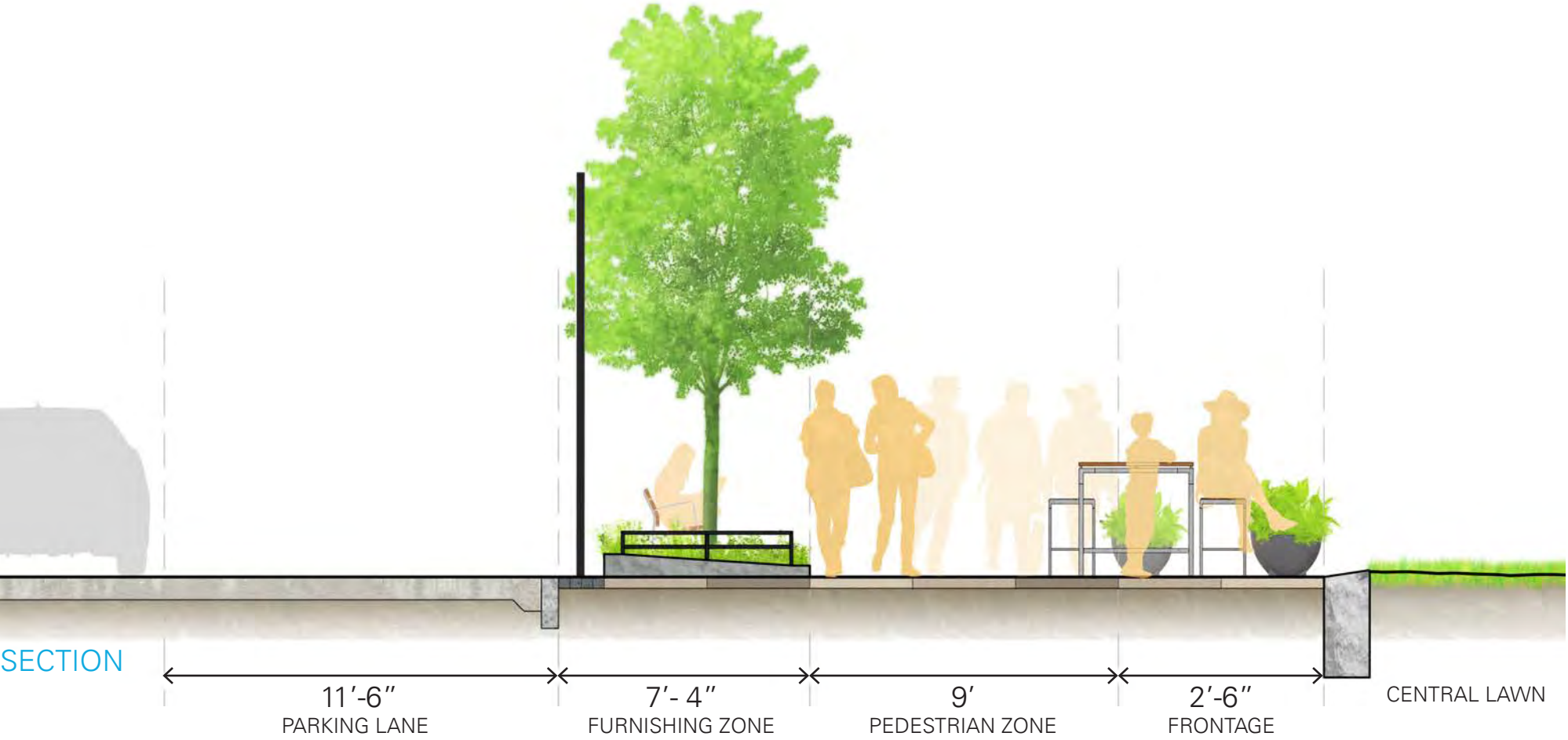
TYPICAL PLAN



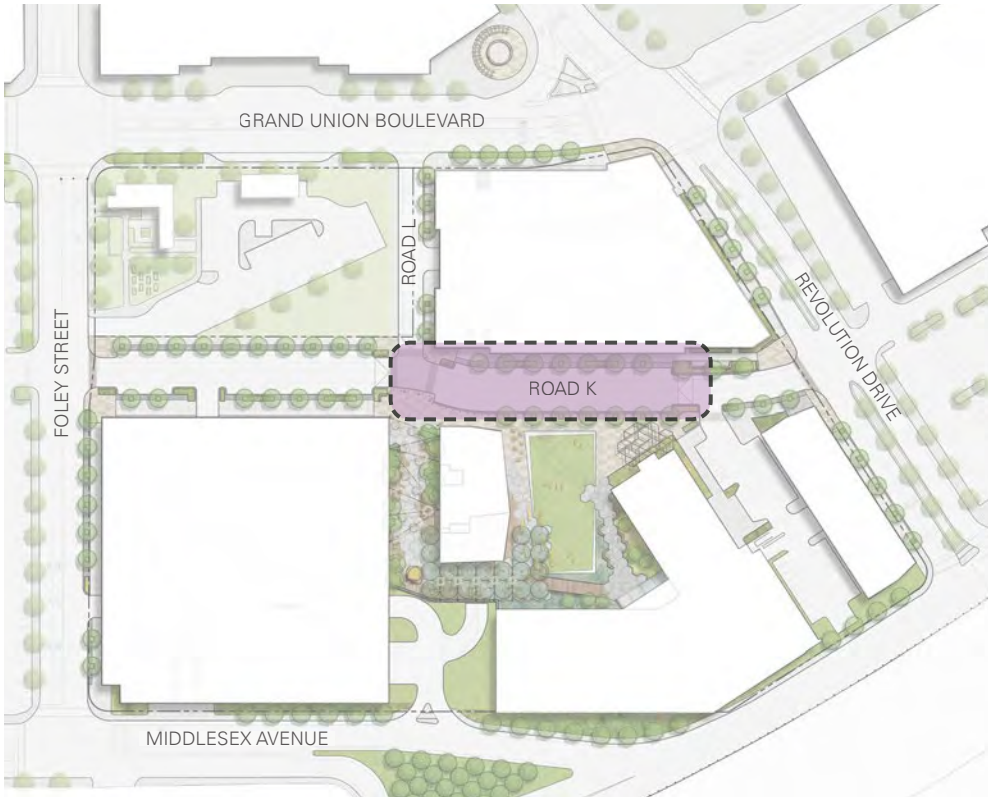
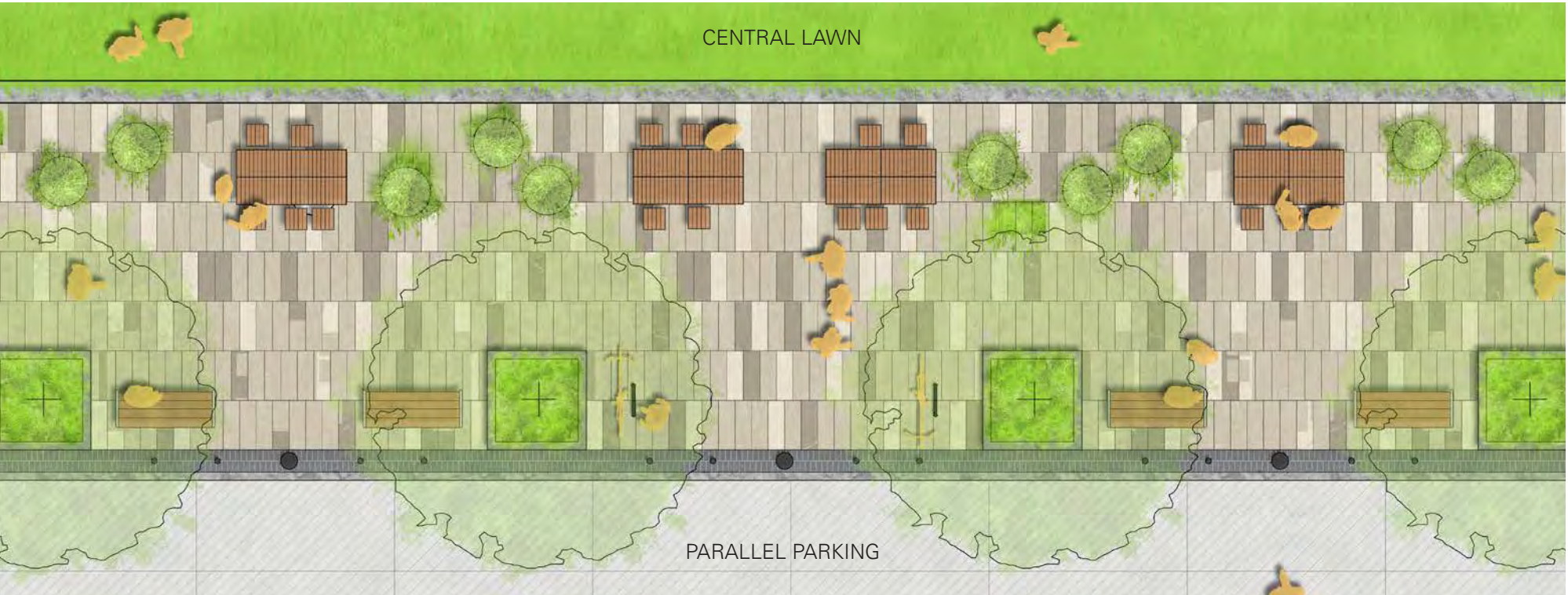


# STREETSCAPE TYPOLOGIES

## FESTIVAL STREET.



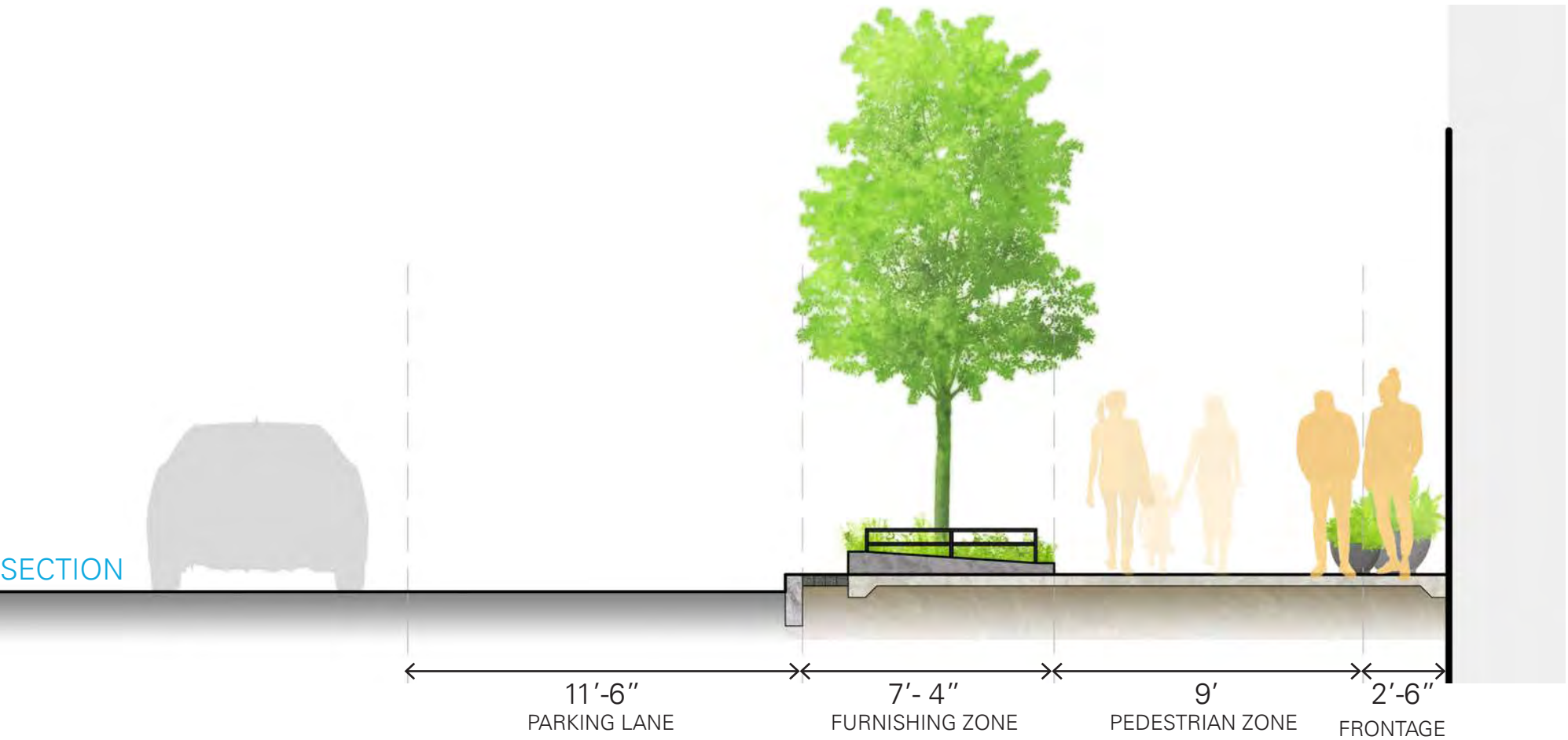
### TYPICAL PLAN



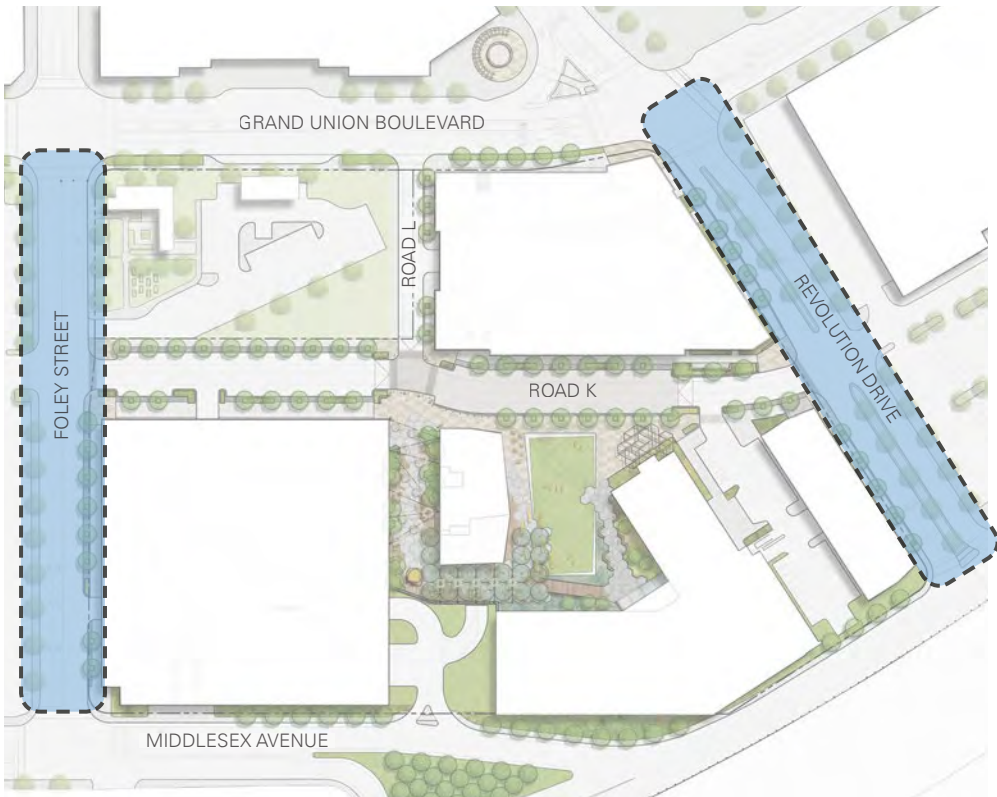


# STREETSCAPE TYPOLOGIES

## MAJOR CONNECTOR STREET



TYPICAL PLAN





# STREETSCAPE TYPOLOGIES

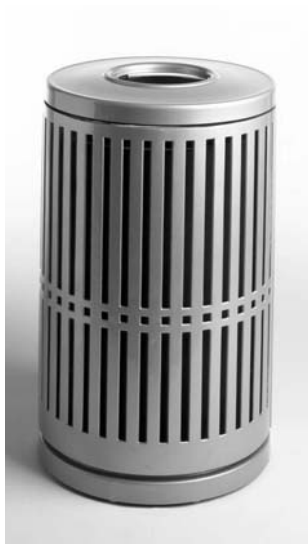
## BUMPOUTS | MAIN STREET AT SIDE STREET

TYPICAL PLAN





# STREETSCAPE PALETTE





# 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.

### LARGE TREES

GREATER THAN 50' IN HEIGHT WHEN MATURE

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

### MEDIUM TREES

26' - 40' IN HEIGHT WHEN MATURE

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

### SMALL TREES

10' - 25' IN HEIGHT WHEN MATURE

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



WHITE ASH



NORTHERN RED OAK



KENTUCKY COFFEETREE



DAWN REDWOOD



PERSIAN IRONWOOD



KOUSA DOGWOOD



THORNLESS HONEYLOCUST



JAPANESE TREE LILAC



GINGKO



EASTERN REDBUD



BLACK TUPELO



An architectural rendering of a modern urban plaza. The scene features several tall buildings with glass facades and wooden accents. In the foreground, a paved plaza with a grid pattern is populated with pedestrians, including a group of three women walking together. Several cars are parked or driving in the plaza. To the right, there is a landscaped area with trees and a man standing near a woman. The sky is blue with some clouds. The text "BUILT FORM" is overlaid in large white letters, with a horizontal line underneath it. Below the line, the text "DESIGN GUIDELINES + ARCHITECTURAL CHARACTER" is written in smaller white letters.

# BUILT FORM

DESIGN GUIDELINES + ARCHITECTURAL  
CHARACTER



# 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

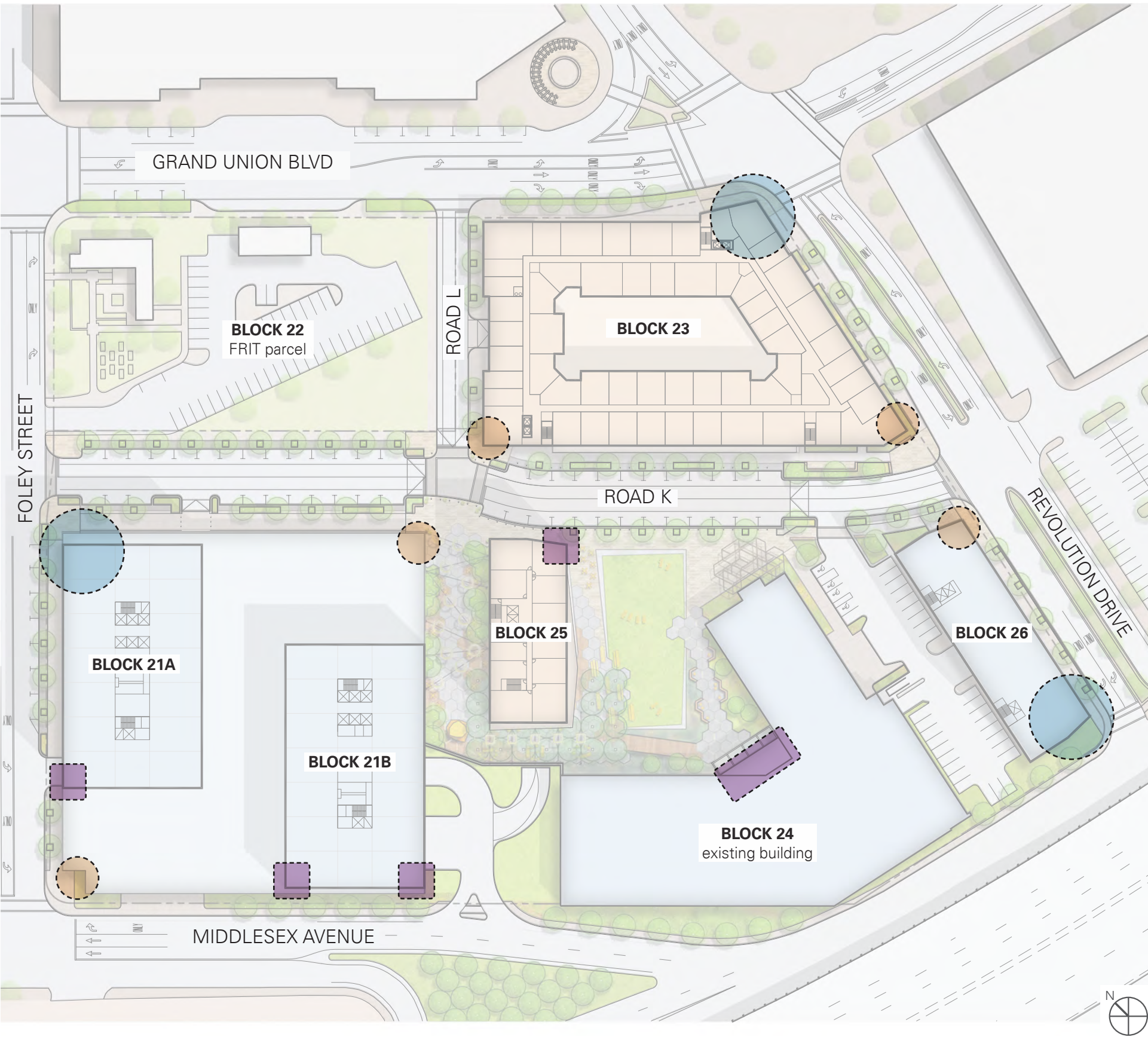
The site’s key entry points have been identified as “gateway corners” and are oriented towards major points of pedestrian access. These include the corner of Grand Union Boulevard and Revolution Drive, which welcomes pedestrians to the site from the nearby MBTA Assembly Station, and the corner of Foley 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. Orienting building entrances towards these corners and activating the streetscape at these conditions is strongly encouraged.

## SECONDARY CORNER

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 a terminus at the site’s northern edge. 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 Block 21 offer the opportunity for building signage, iconic architectural elements and increased articulation at the roof of the proposed building intended to be experienced from I-93. The visual focal point at Block 25 is intended to serve as a marker referencing the site’s central open space and serving as an iconic backdrop in the heart of the master plan.



GATEWAY CORNER    SECONDARY CORNER    VISUAL FOCAL POINT



# STREETWALL TYPOLOGY | GROUND LEVEL FRONTAGE PLAN

Streetwalls frame the public realm and shape the pedestrian experience, offering the opportunity frame outdoor rooms and to highlight significant edges. 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

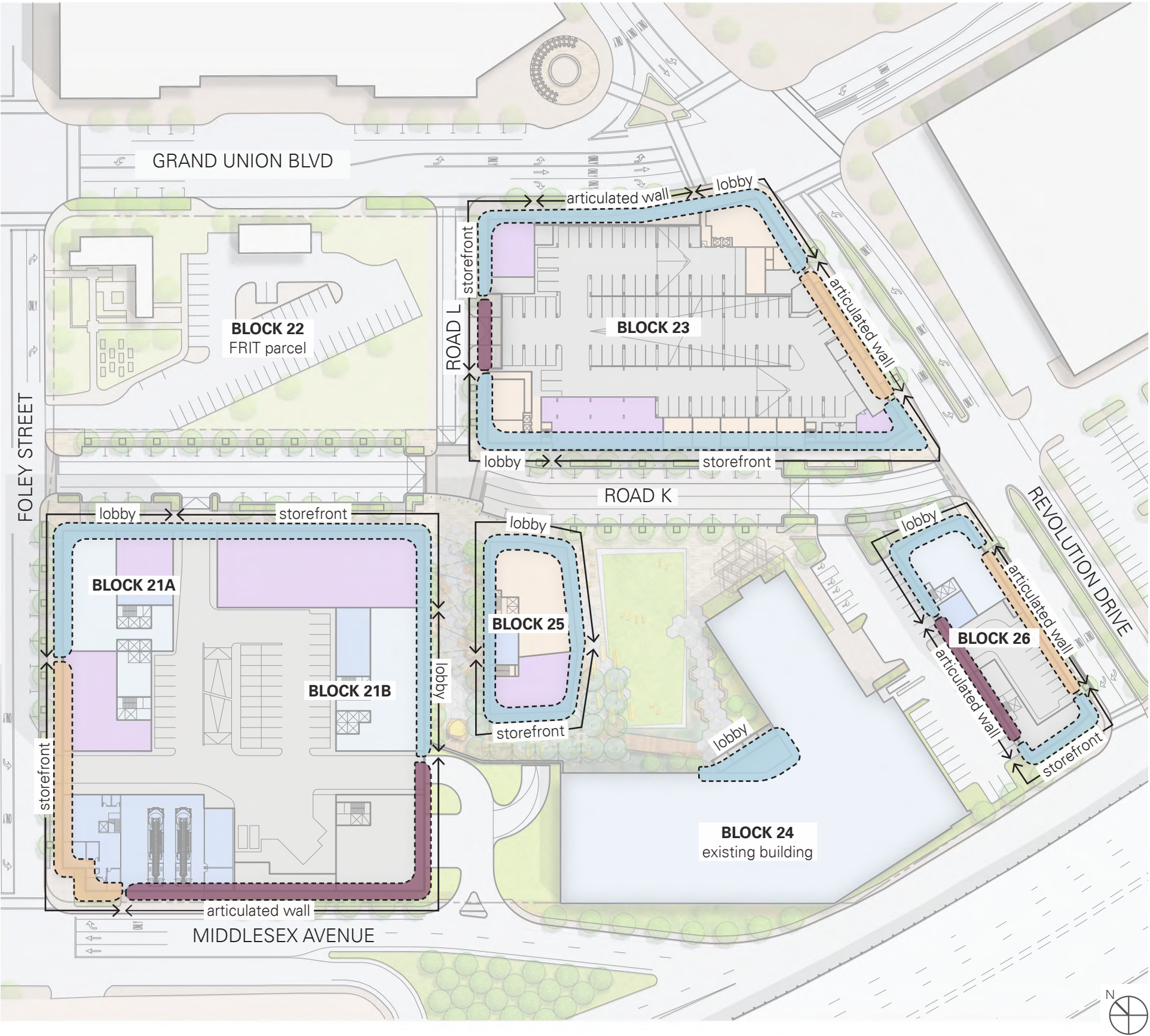
At the ground level, these critical edges are intended to activate the public realm and to frame the site's most important open spaces. These edge conditions are located primarily along Road K and at the site's central open space. These streetwalls are encouraged to provide a high level of transparency 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.

## STREETWALL TYPE B

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 contrast 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 and Middlesex Avenues, these façades are intended to be deemphasized and to play a secondary role to the more prominent streetwall types.



TYPE A TYPE B TYPE C



# STREETWALL TYPOLOGY | UPPER LEVEL

Above the ground plane, streetwalls respond to the greater urban scale and establish an architectural dialogue between buildings. Architectural forms, material definition and façade articulation allow these critical 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.

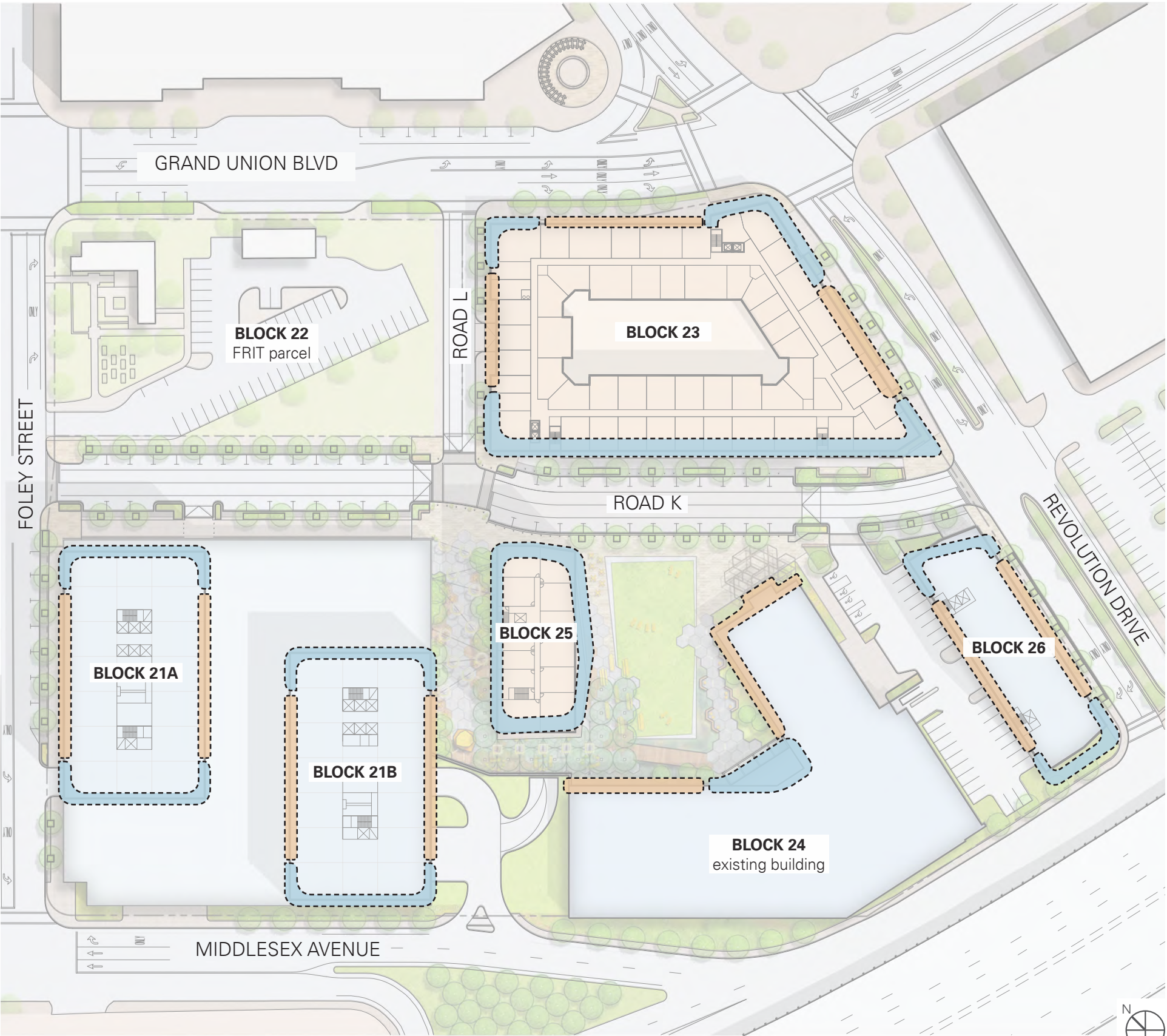
## STREETWALL TYPE A

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.

## STREETWALL TYPE B

These important, yet less significant, streetwalls are meant to compliment and support the more prominent façade language offered by Streetwall Type A. Calmer fenestration patterns and organized material expression are intended to contrast 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.

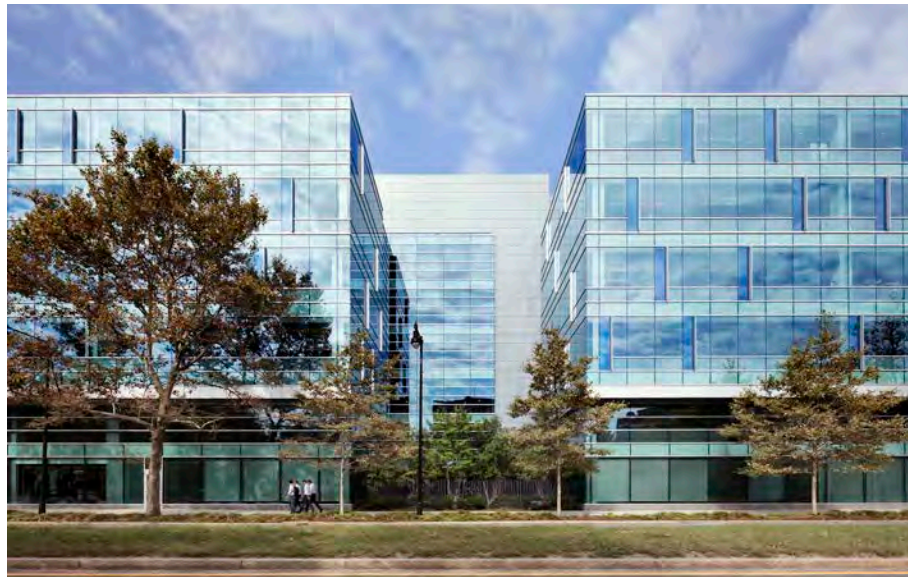
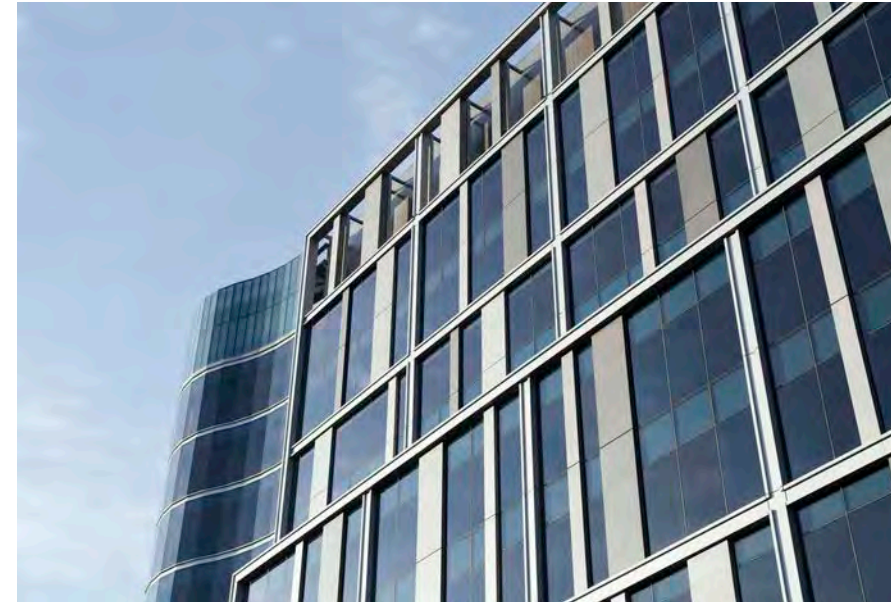
Note: Parking Level Streetwalls to be an open-air ventilated system.



 TYPE A  TYPE B



# ARCHITECTURAL EXPRESSION | COMMERCIAL



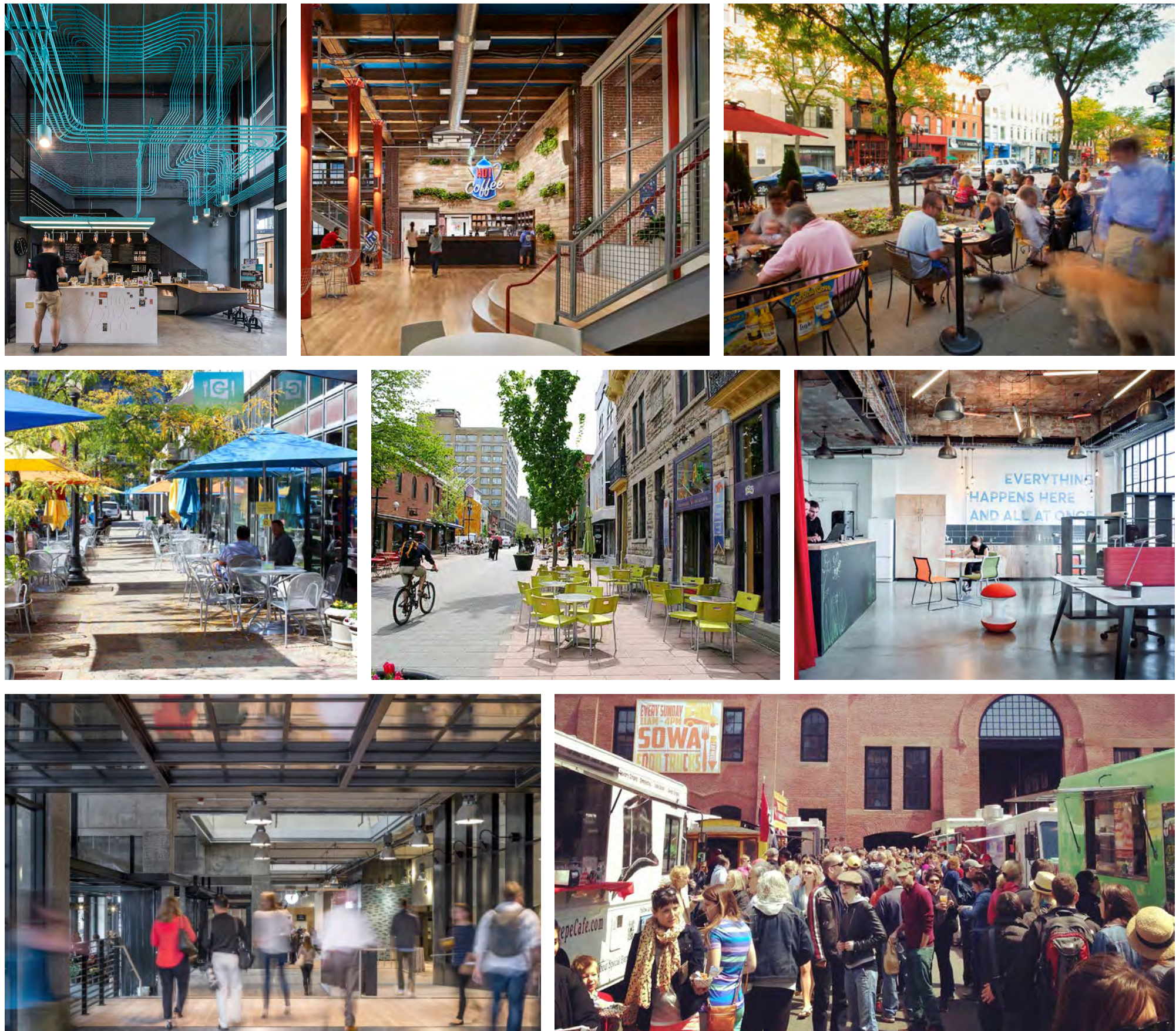


# ARCHITECTURAL EXPRESSION | RESIDENTIAL





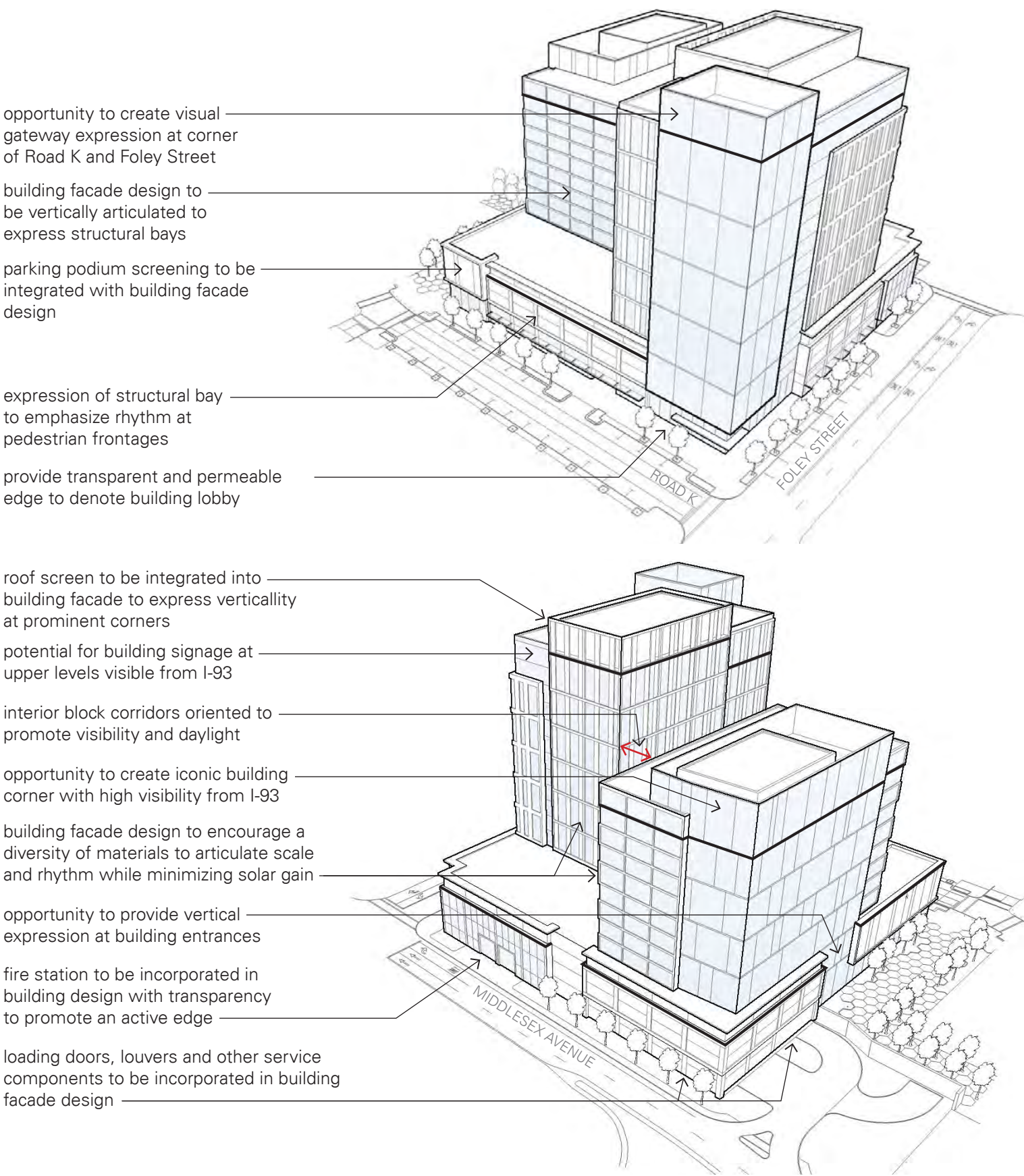
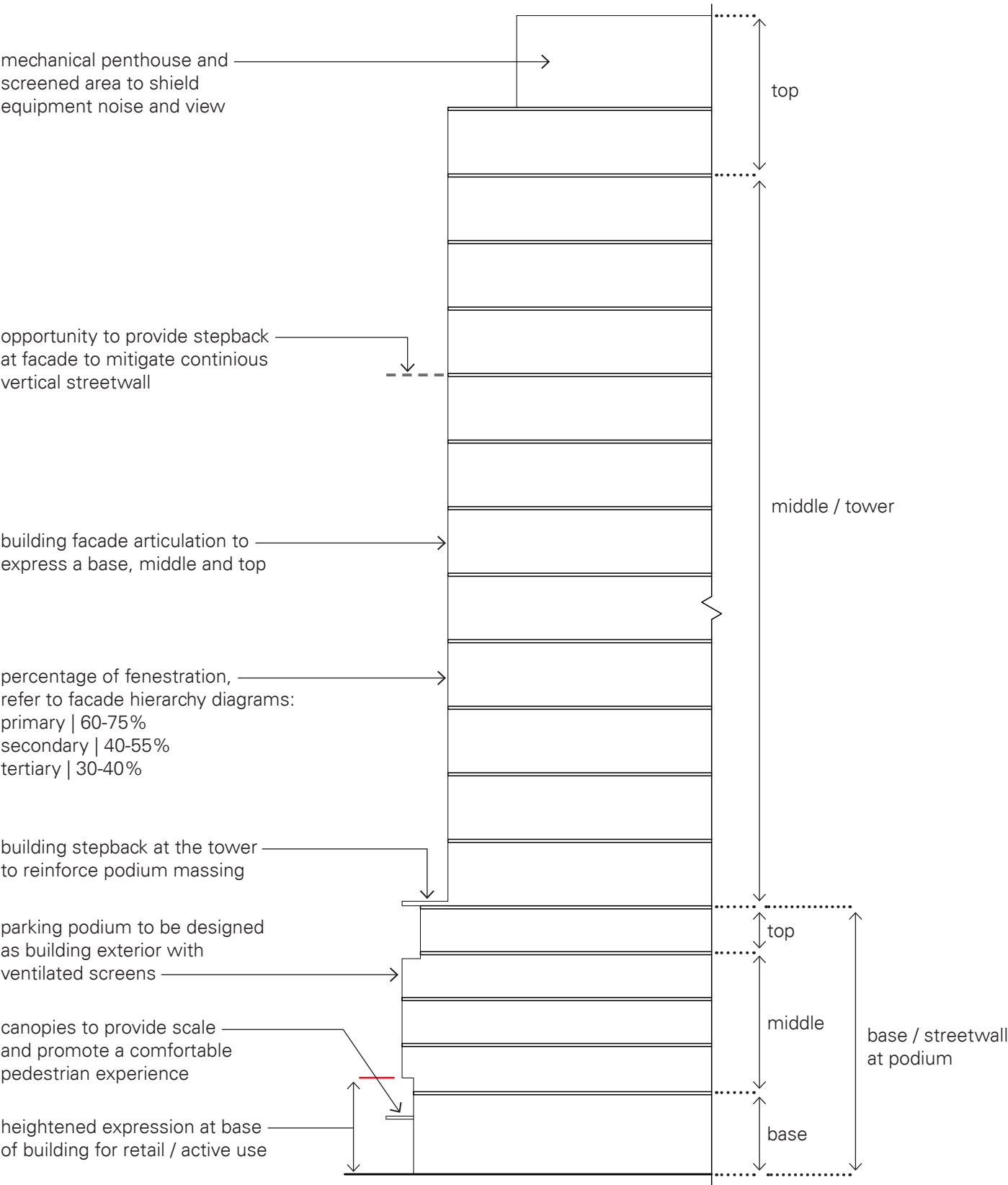
# ARCHITECTURAL EXPRESSION | RETAIL / ACTIVE USE





# BLOCK 21 | CONCEPTUAL GUIDELINES

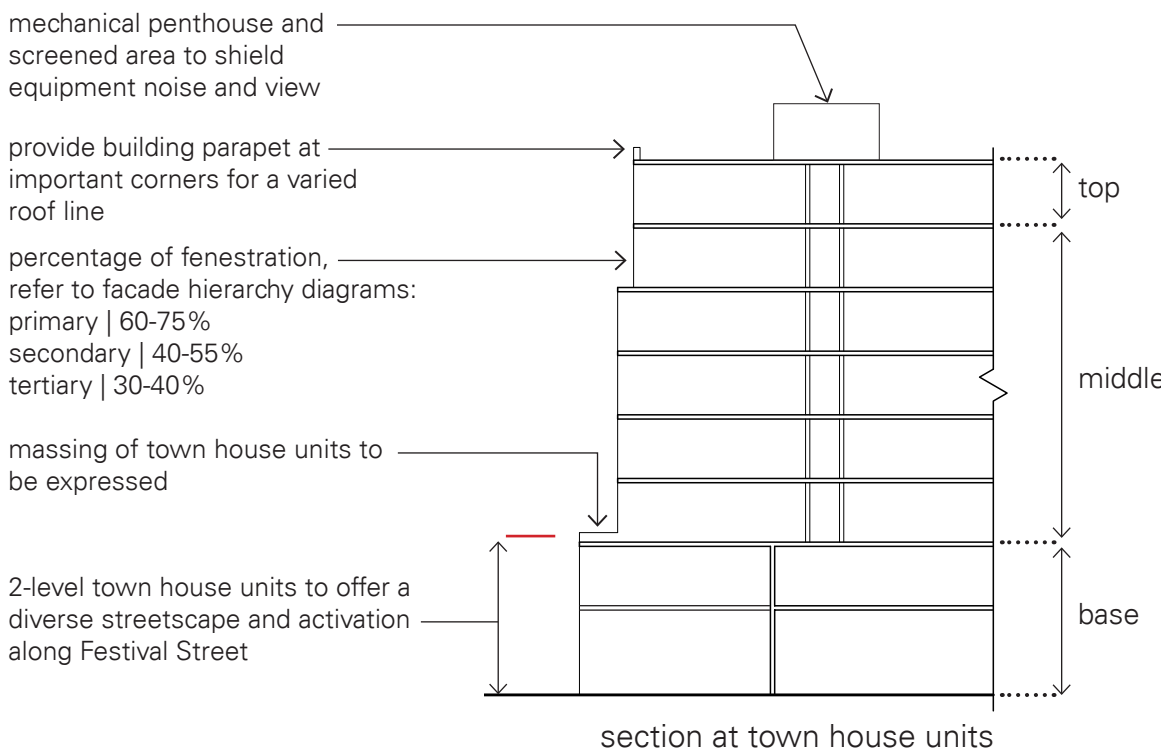
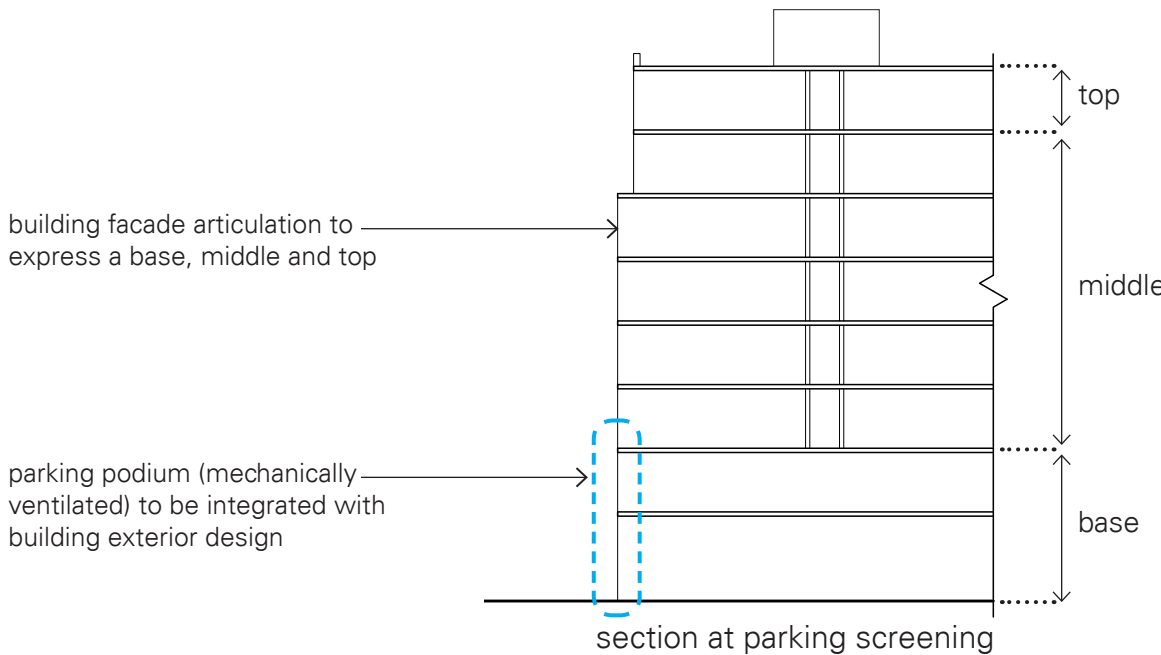
BUILDING PROGRAM | OFFICE / RESEARCH / LAB  
BUILDING TYPE | PODIUM TOWER



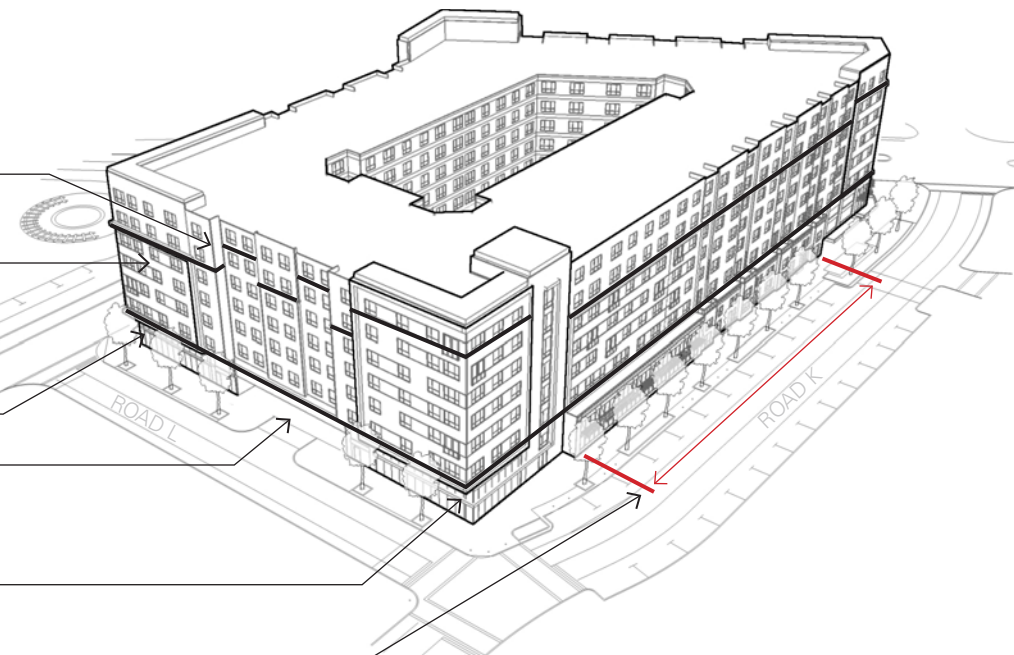


# BLOCK 23 | CONCEPTUAL GUIDELINES

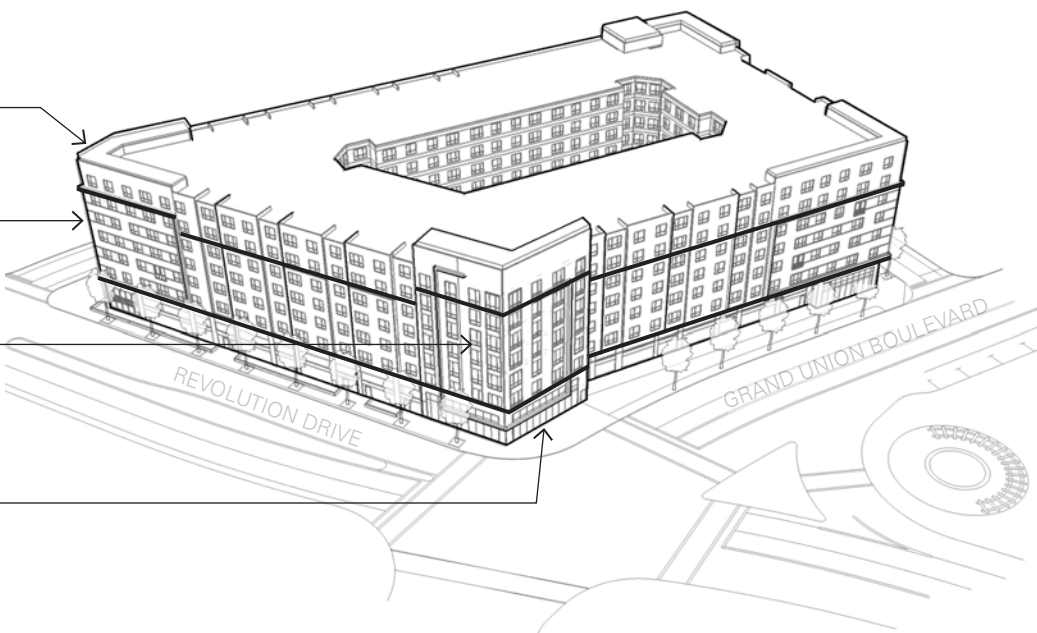
BUILDING PROGRAM | RESIDENTIAL  
BUILDING TYPE | BLOCK BUILDING



- building facade design to be vertically articulated to express unit typology
- building facade design to encourage a diversity of materials to articulate scale and rhythm while minimizing solar gain
- provide ground floor transparency at activated building corners
- loading doors, louvers and other service components to be incorporated in building facade design
- provide transparent and permeable edge to denote building lobby
- building massing at lower level town house / active use to be expressed and to align with open space



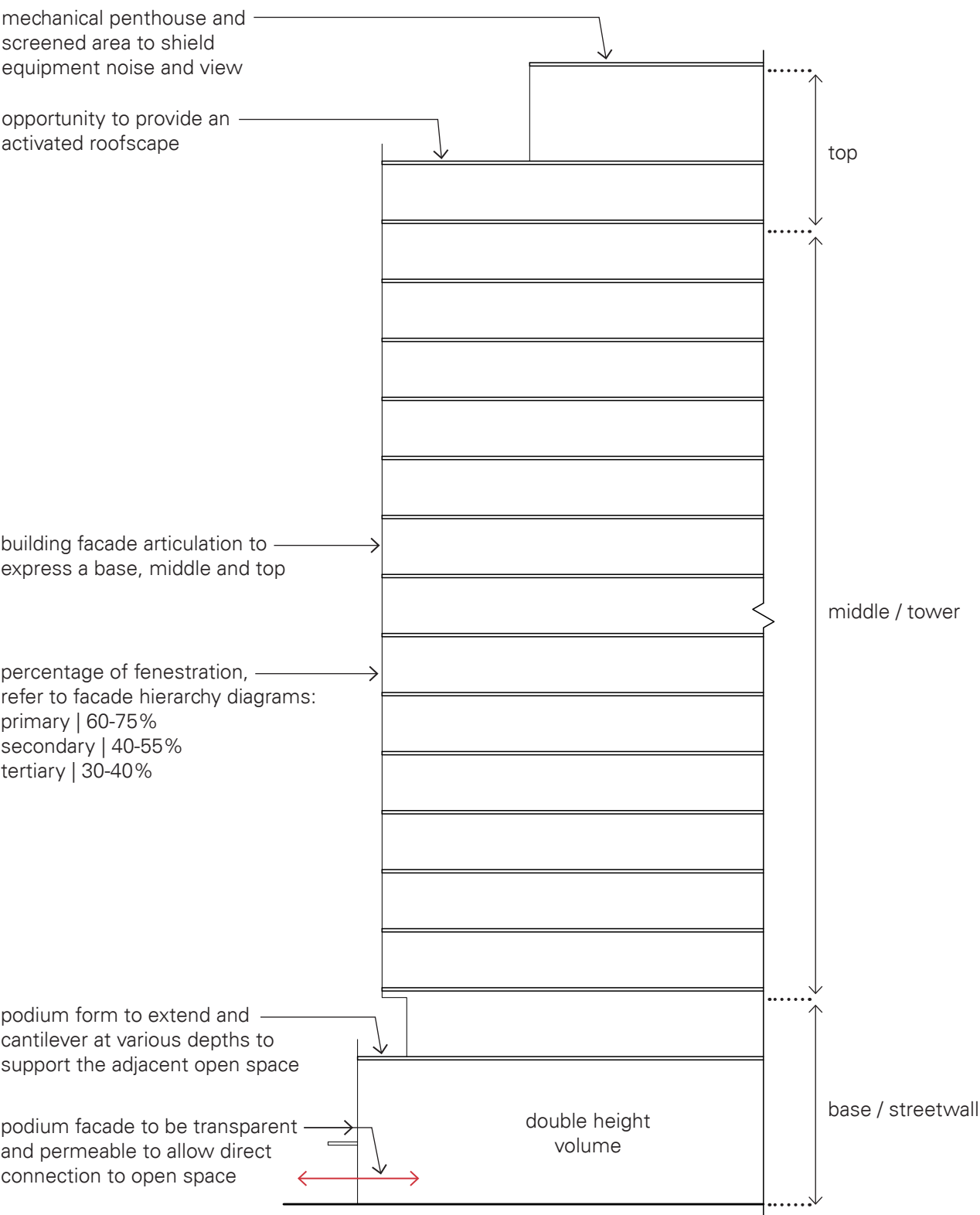
- building facade to continue vertically to create a varied roof line at significant corners
- opportunity to create visual gateway expression at corner of Road K and Revolution Drive
- articulate massing at building corner to establish entry as a gateway for pedestrians arriving from the Assembly Row Orange Line
- provide transparent and permeable edge to denote building lobby





# BLOCK 25 | CONCEPTUAL GUIDELINES

BUILDING PROGRAM | RESIDENTIAL  
BUILDING TYPE | PODIUM TOWER



building to step back at roof line to provide massing relief and maximize views with exposure to sun for an activated roofscape

opportunity to create an iconic presence as a backdrop to the open space and to act as a visual beacon from surrounding neighborhoods

massing to be articulated at ends to express a heirachy of forms

ground floor to be transparent with active use to engage the surrounding open space

opportunity to activate the roof of the podium

podium base to vary in form to define a dynamic edge designed with open space

roof screen to be integrated into building facade to express verticality at prominent corners

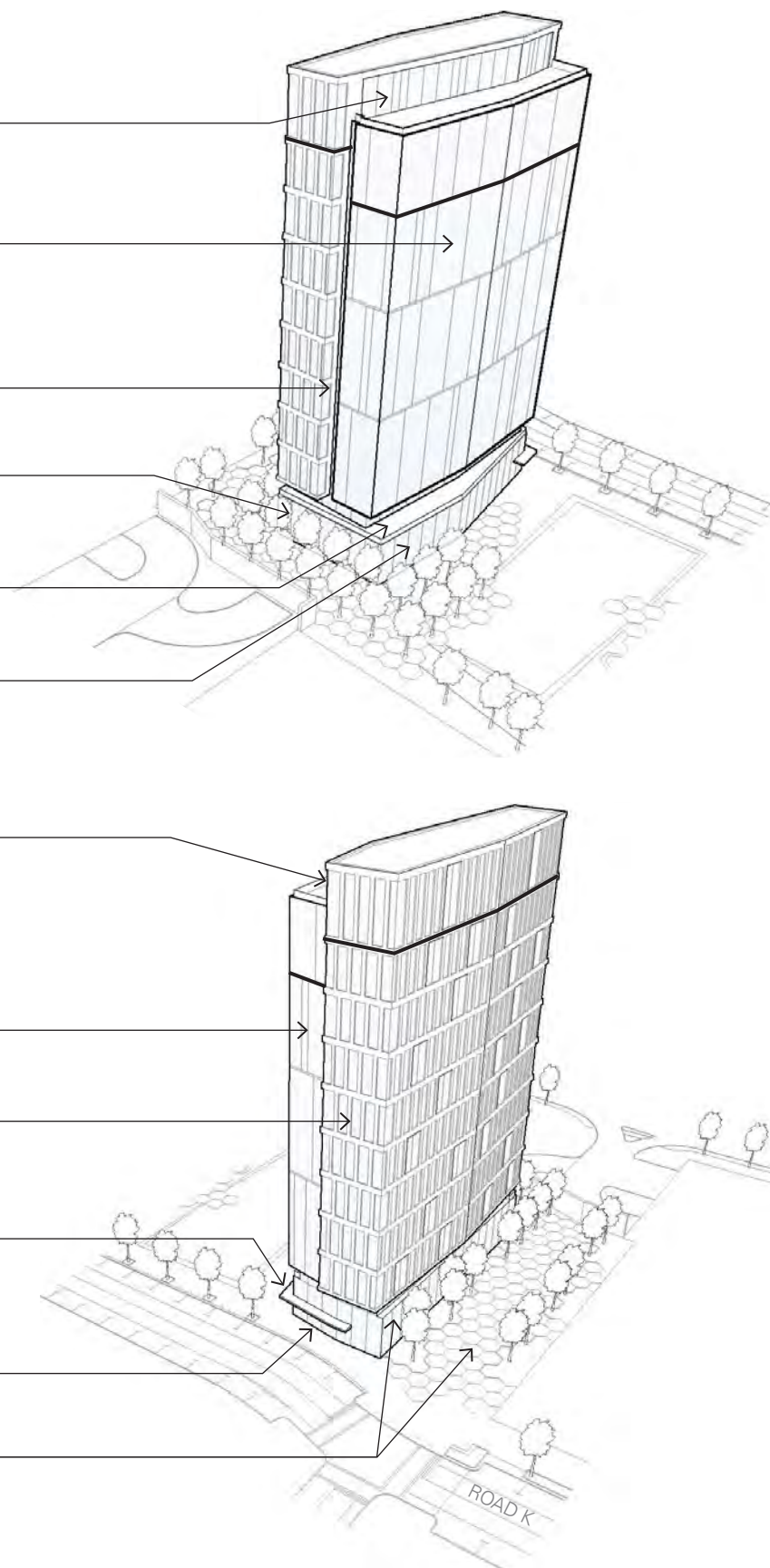
building facade design to be vertically articulated to express structural bays

building facade design to encourage a diversity of materials to articulate scale and rhythm while minimizing solar gain

canopies to provide scale and promote a comfortable pedestrian experience

provide transparent and permeable edge to denote building lobby

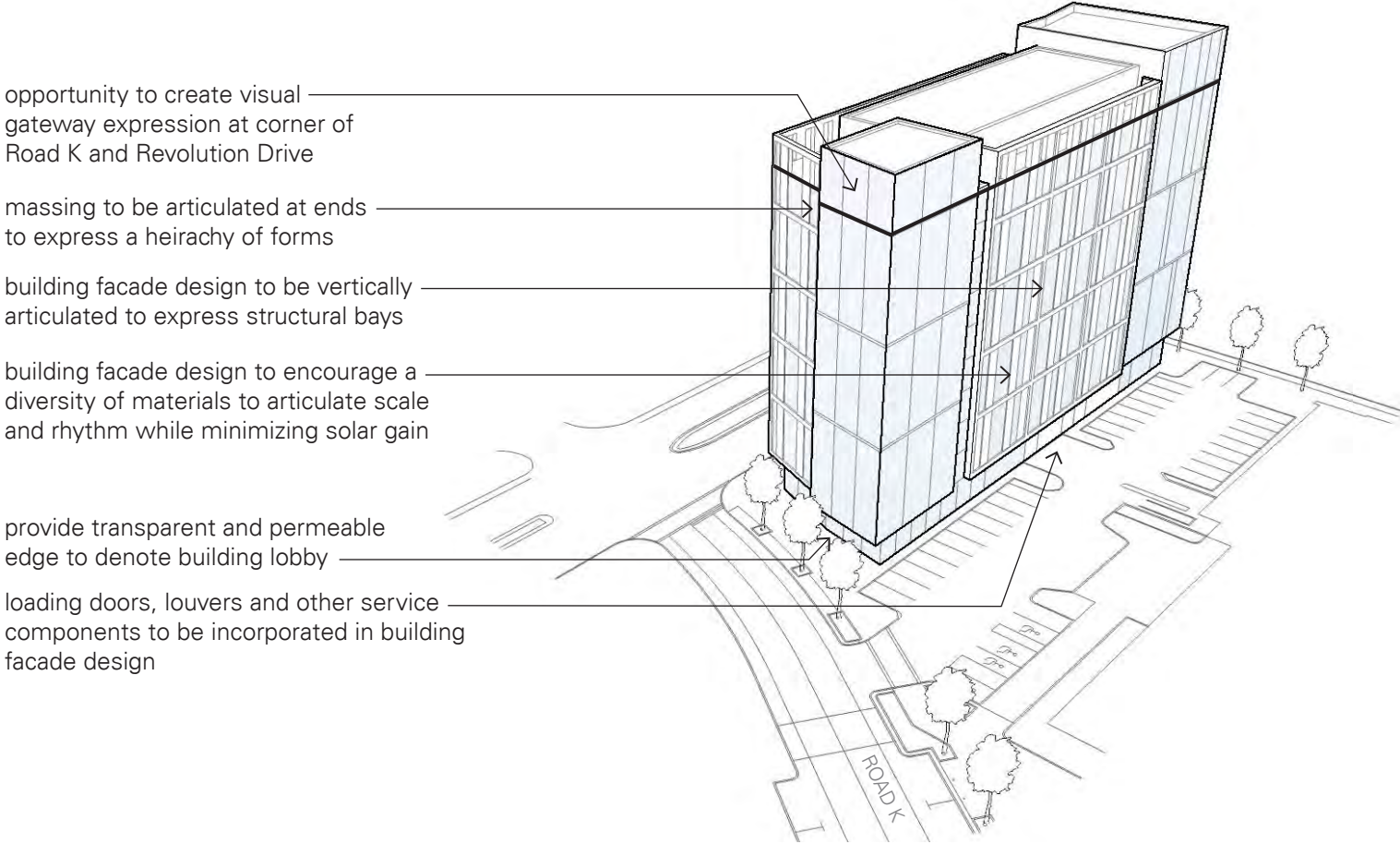
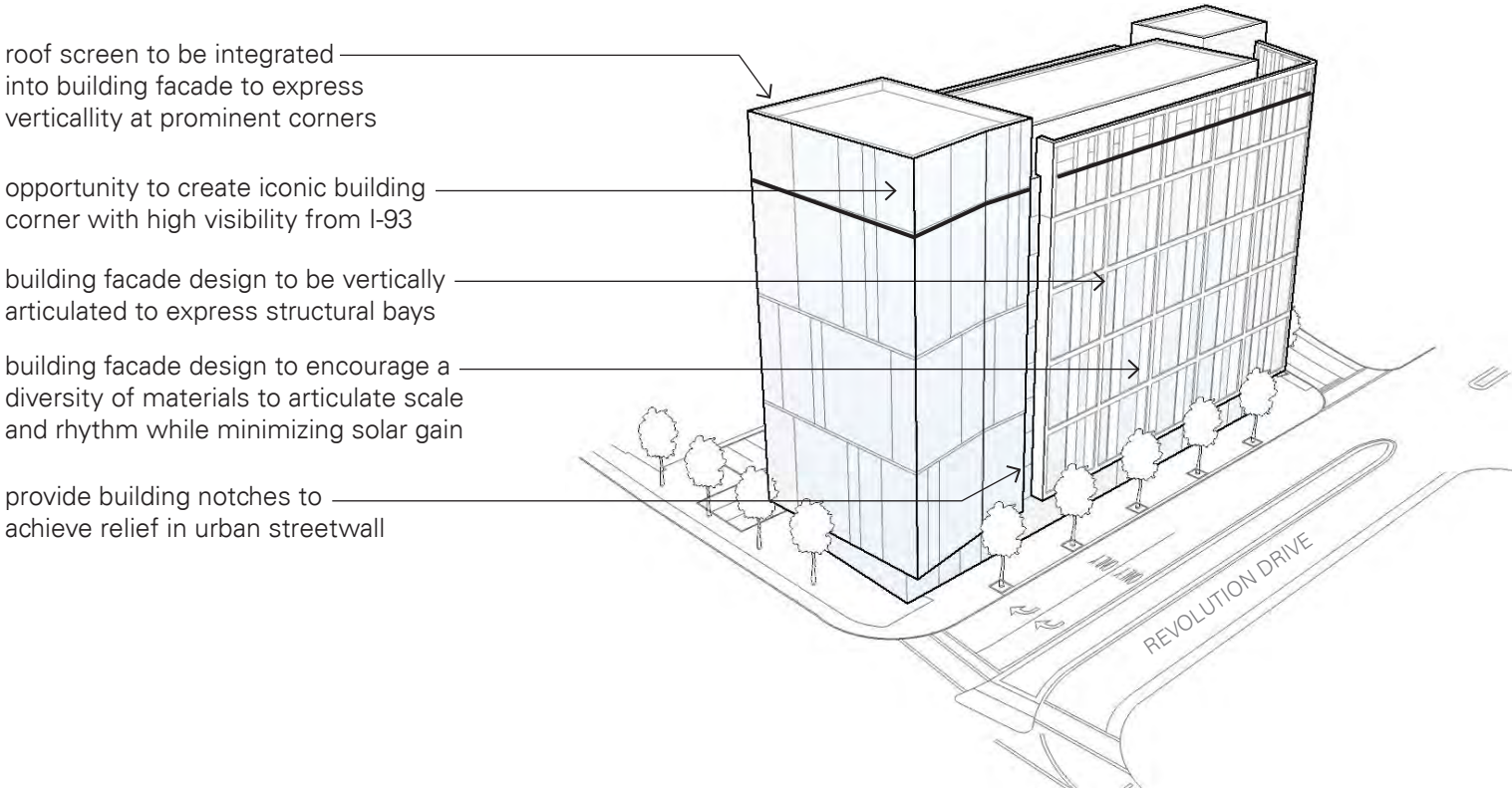
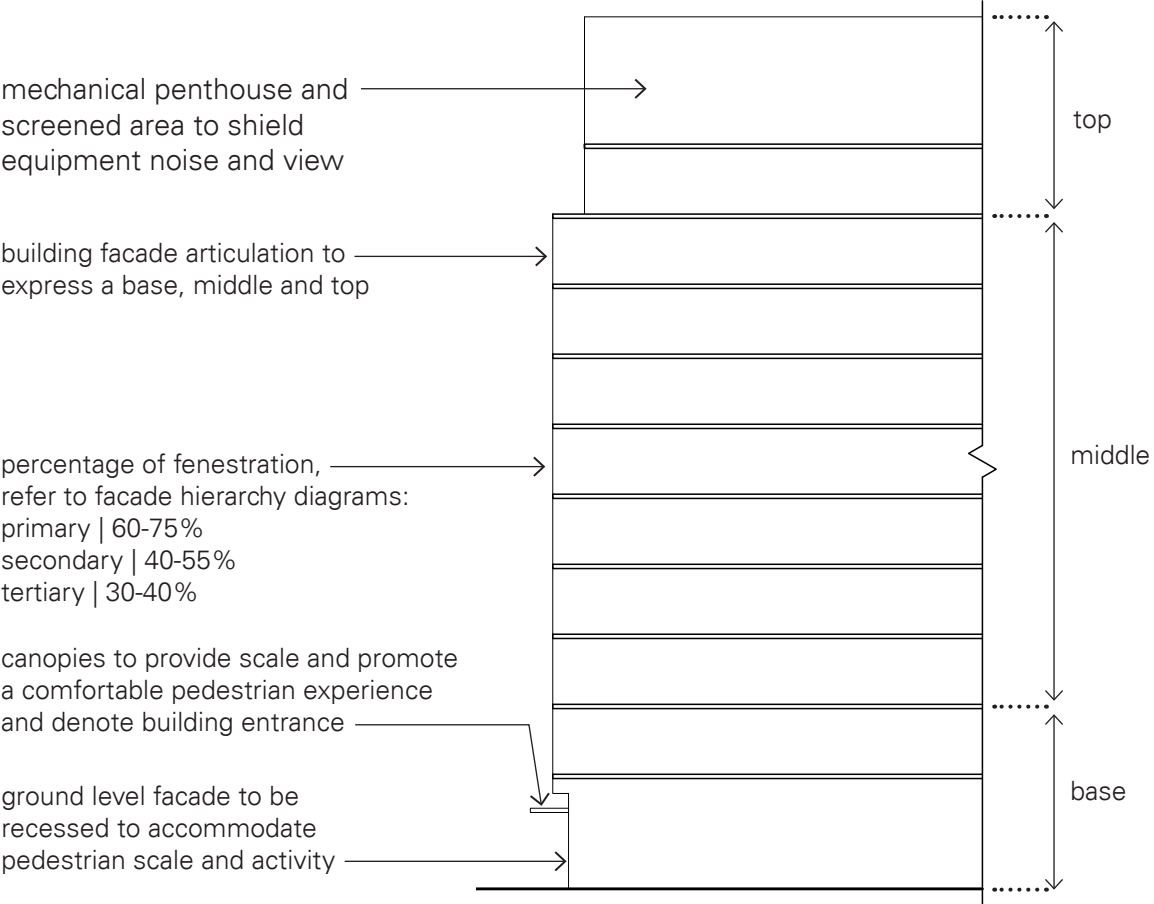
podium base to be recessed at fire lane to enhance streetscape experience





# BLOCK 26 | CONCEPTUAL GUIDELINES

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





# AERIAL VIEW

FINAL BUILDING DESIGN AND MATERIALS TO BE DETERMINED AT SPSR







THANK YOU