

256-260 Elm – The Building

Design Review Report

A detailed response to the Urban Design Commission's recommendations and a description of any changes to the proposed development made based on the feedback and may include graphics as necessary.

If any recommendations made by the Urban Design Commission have not been incorporated into the proposal, the report should identify those areas and explain the reasoning for not accepting the recommendation.

The 256-260 Elm Street project met with the UDC on February 22nd, April 12th, and April 26th. Please see attached presentations from those (3) meetings for record.

02/22/22:

The first UDC meeting noted the following comments for Design Review:

- How to make the Elm Street corner more inviting
- How do you resolve the ground floor retail
- Review the PH screen height and shadows on the Plaza
- Clarify signage zone for tenants
- Address tectonics/ detailing of Terra Cotta rain screen façade

04/12/22:

The Design team addressed the 02/22 comments in the following ways:

- Designed an entry “porch” on the Elm Street corner to create a more welcoming and covered entry
- Ground floor retail was adjusted to make the brick structural piers thinner and break up the retail glazing with vertical blackened steel structural piers to complement the detailing above.
- Design team provided shadow study with PH screen to demonstrate no change to shadows on the civic plaza with the current PH screen height
- Vertical piers at retail provide a new opportunity for a vertical blade sign or signage could happen in the spandrel panel above the glass
- Design team re-examined the “drawer” detailing on Elm and Herbert to address the UDC's concern about the “thinness” of the façade. The new wall thickness is more reflective of construction details.

The UDC offered the following additional comments to review for a subsequent UDC meeting:

- Eliminate Signage band underneath “drawer” on Elm and Herbert Streets
- Encouraged Design team to let Terra Cotta read like a screen or a plane
- Study how the balcony meets the brick panels

- Add metal to existing 274 Elm Street base to tie projects together
- Propose more identifiable signage from Elm Street
- Examine opportunities to reduce the scale along Herbert Street.

04/26/22:

The Design team addressed the previous meetings' feedback in the following ways:

- Redesign the “drawer” façade base to read more like a plane – remove channel on wall base so façade reads more like a “screen”
- Set back the balcony railing so it intersects the brick panel return in an elegant way
- Create a vertical signage pier at the entry porch
- Design team studied the Herbert Street façade in more detail and found a similar façade width to Elm street and that introducing another “break” would complicate the detailing and lead to a less successful articulation. The Design team did assure that the Terra Cotta façade detailing would help “break down the scale”.