

APPENDIX B: Design Guidelines

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XMBLY | DESIGN GUIDELINES

5 MIDDLESEX AVENUE | SOMERVILLE, MA

PLANNED UNIT DEVELOPMENT PRELIMINARY MASTER PLAN (PUD-PMP) | 03.15.18



NOVAYA



CRESSET

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PROJECT TEAM

Land Owners
Novaya Real Estate Ventures
Cresset Group

Master Planning and Urban Design
SGA

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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01 URBAN CONDITIONS



PROJECT NARRATIVE + DESCRIPTION

DESIGN PRINCIPLES

The following planning concepts are central to the proposed design:

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.

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.

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 in a transitional area 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 re-introduce 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, 25 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. Careful consideration to the public realm has been given Road K, 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 | Road L connects Grand Union Boulevard to Road K and serves to support access and service for Block 23. 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 and 25 as well as access to the proposed City of Somerville Fire Station located in Block 21.

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.

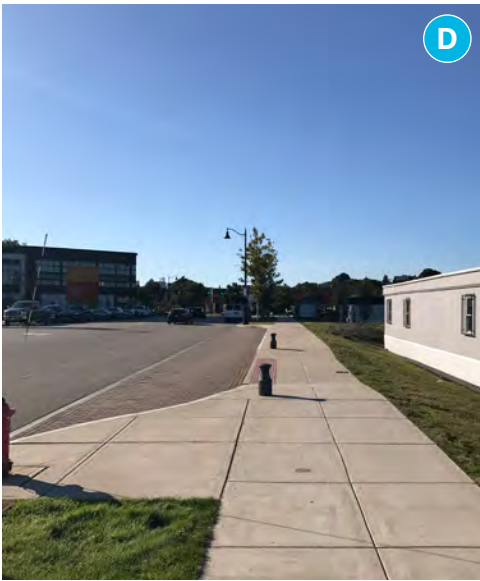
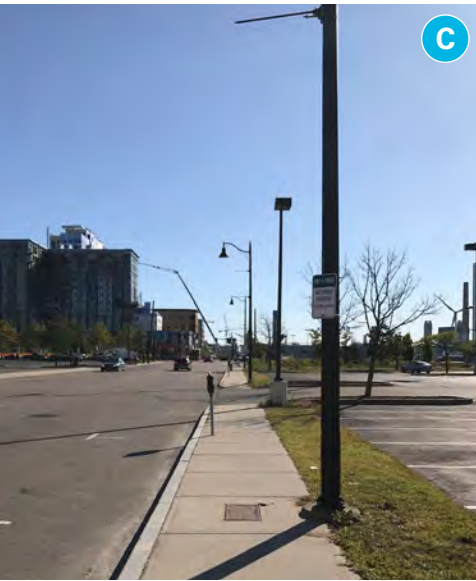
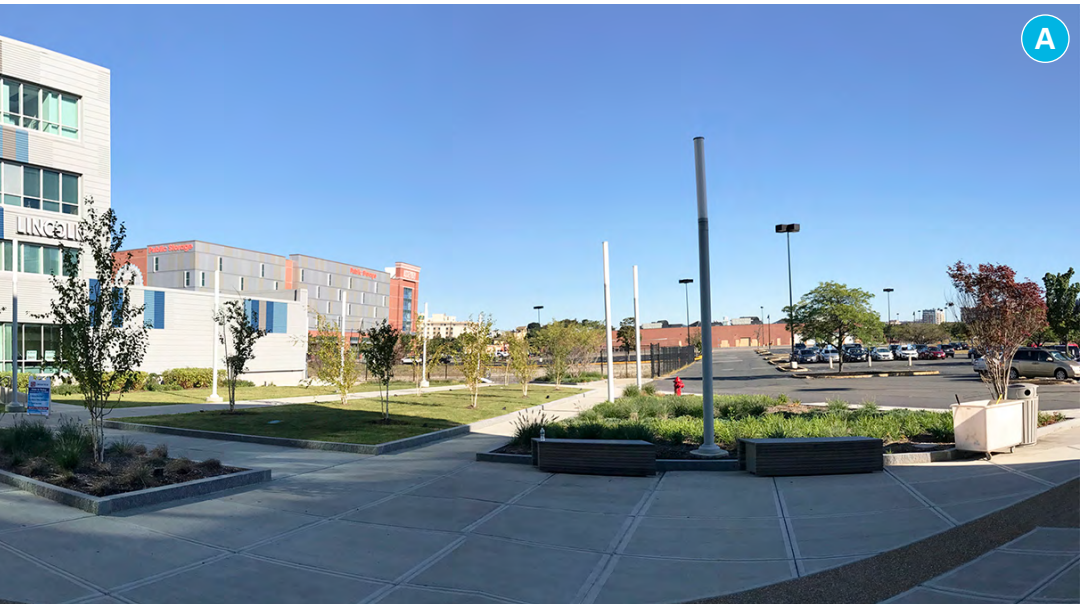
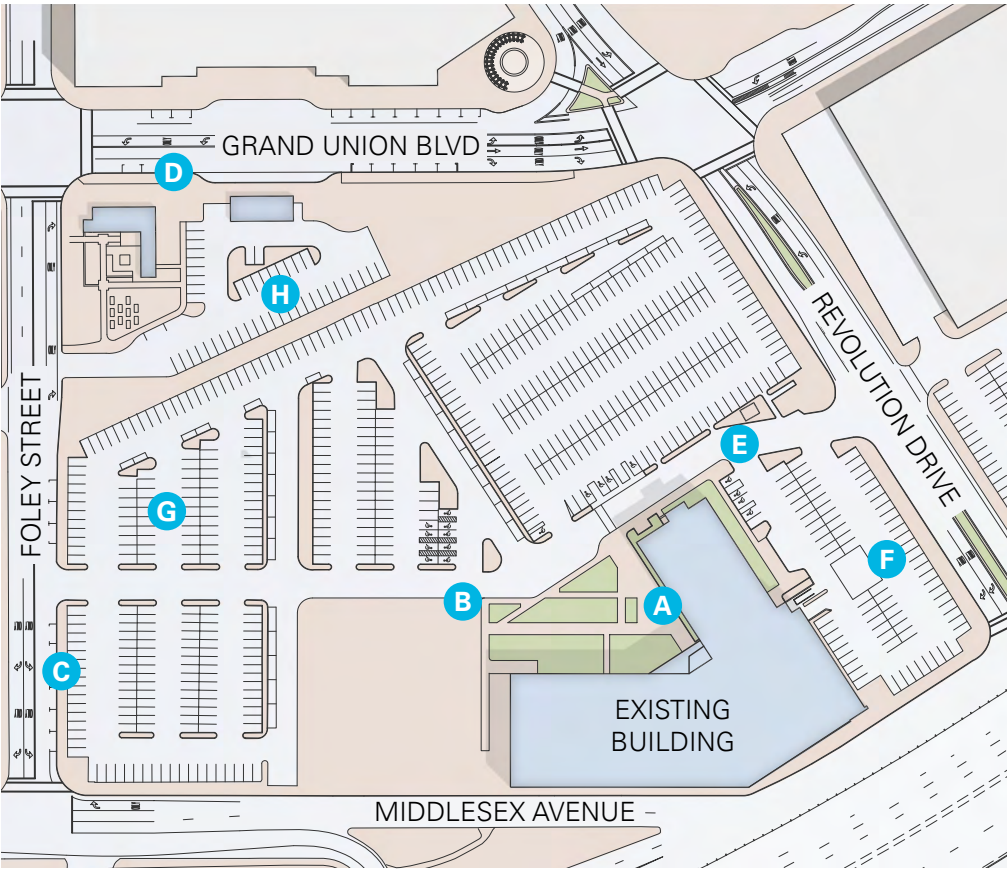
At the upper levels, a varied palette of materials is envisioned for this district to encourage each block to have a unique identity. Suggested materials include glazing, masonry and rain-screen cladding with a focus on utilizing color, texture and pattern to provide an architecturally diverse series 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. It is also critical for the parking podium levels to be treated in an integrated manner which is aligned with the primary façade language of the buildings above. 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.

EXISTING AERIAL CONDITIONS

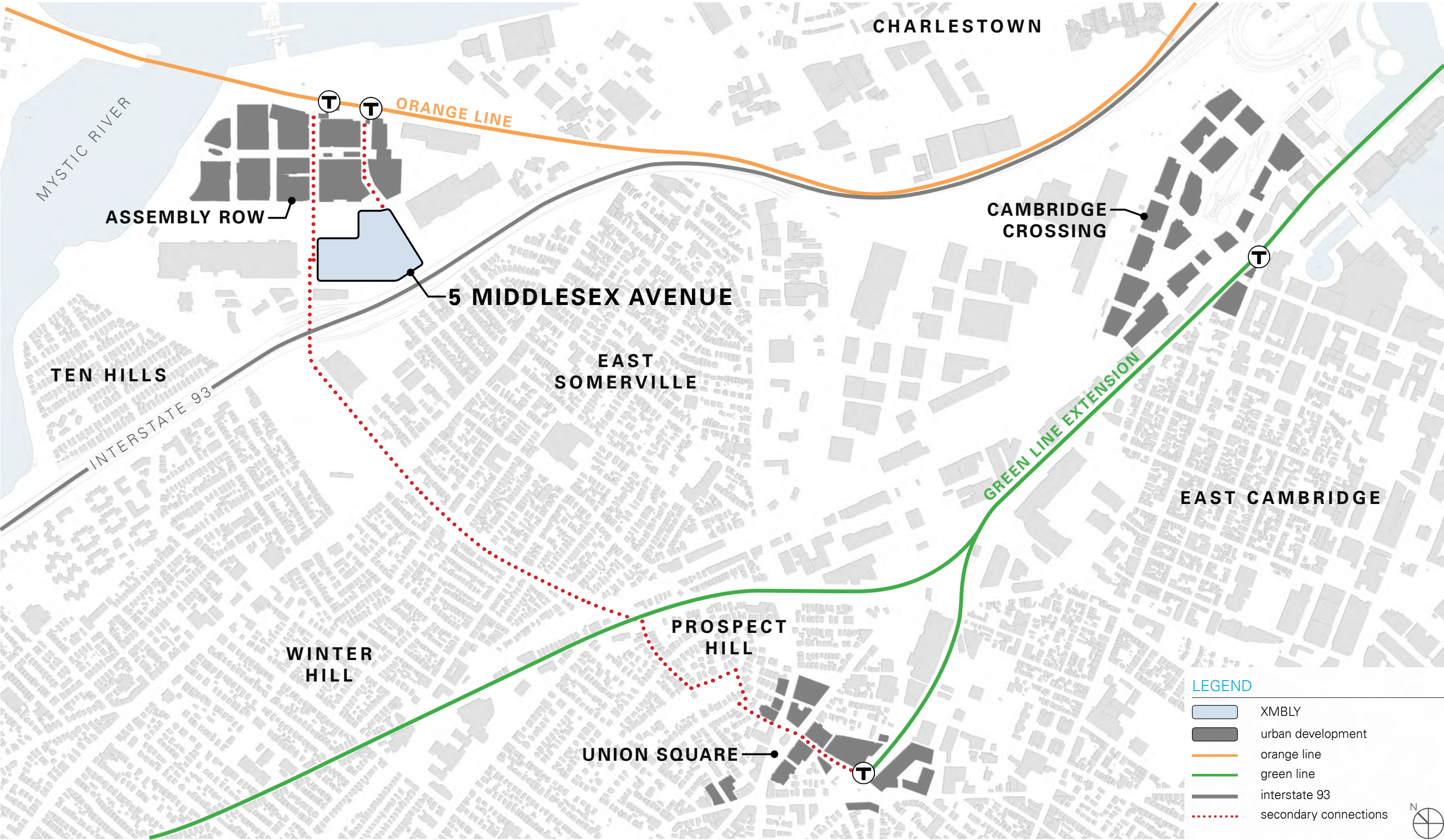


EXISTING SITE CONDITIONS



- 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

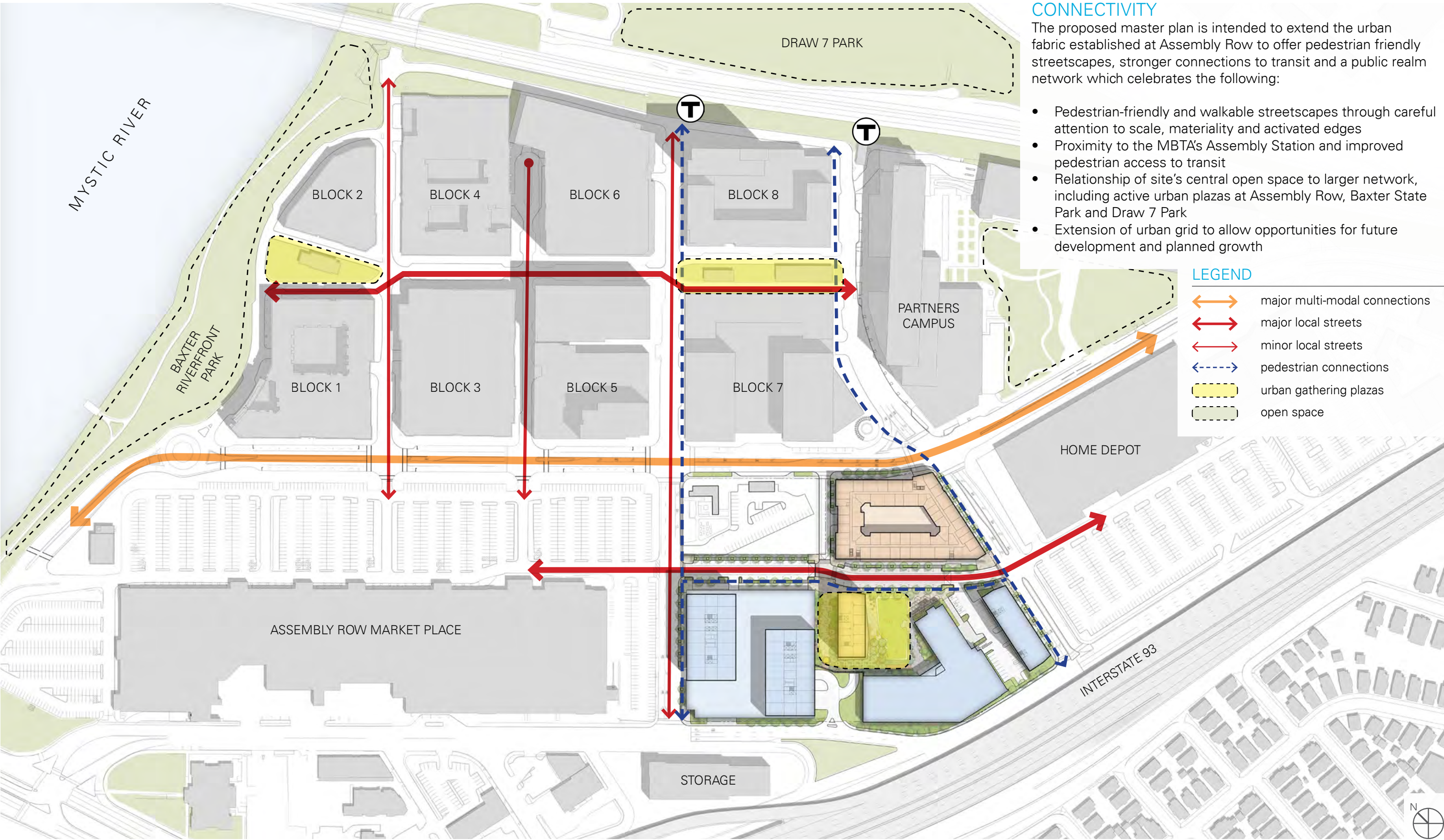
URBAN CONTEXT



URBAN DESIGN CONNECTIONS | 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 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

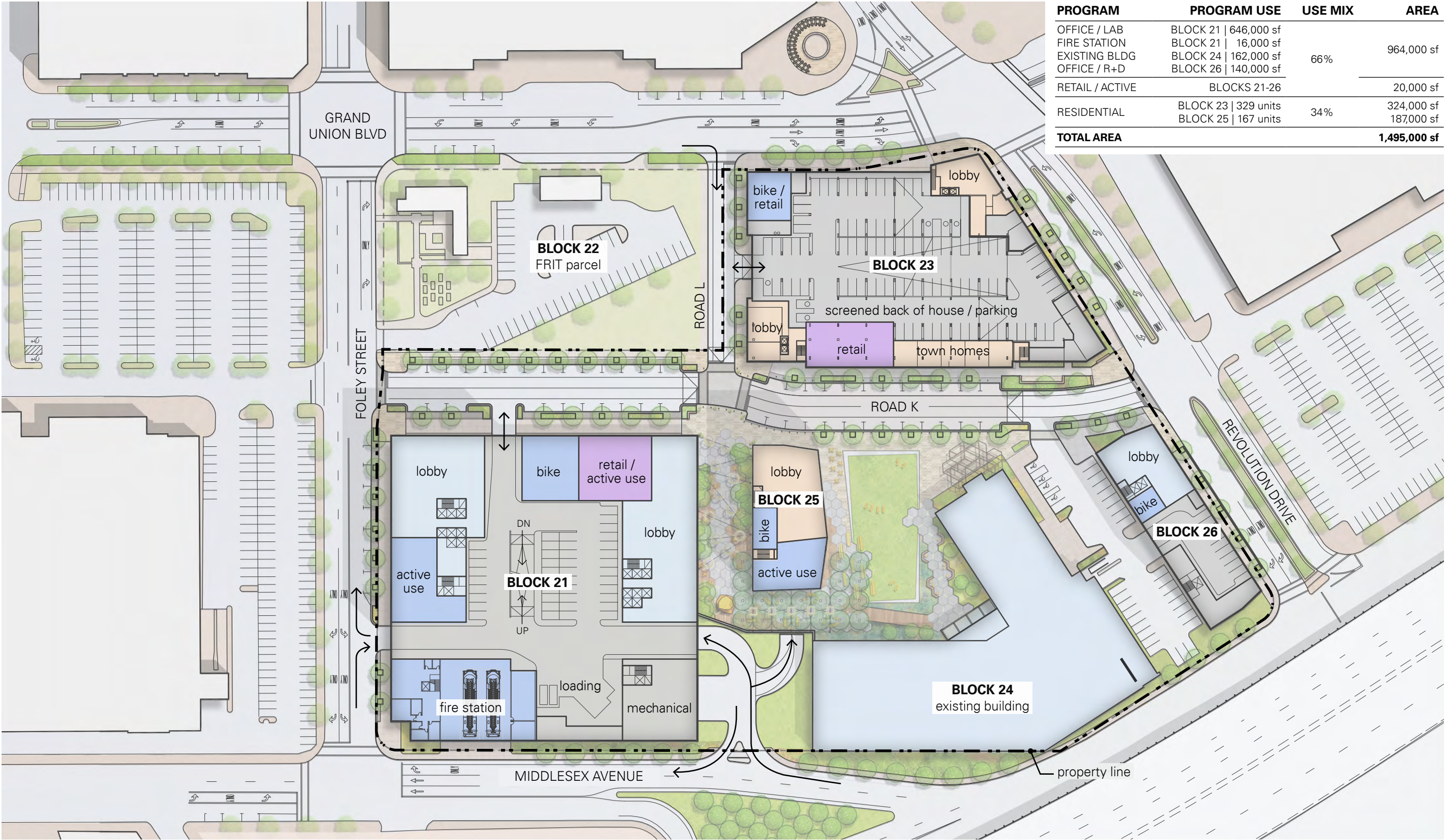
The site is organized into three urban blocks which are consistent with the scale of the adjacent development at Assembly Row. The street layout is organized to accommodate future connections to the adjacent retail parcels (to the north and south of the site) to extend the urban fabric that has been 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.

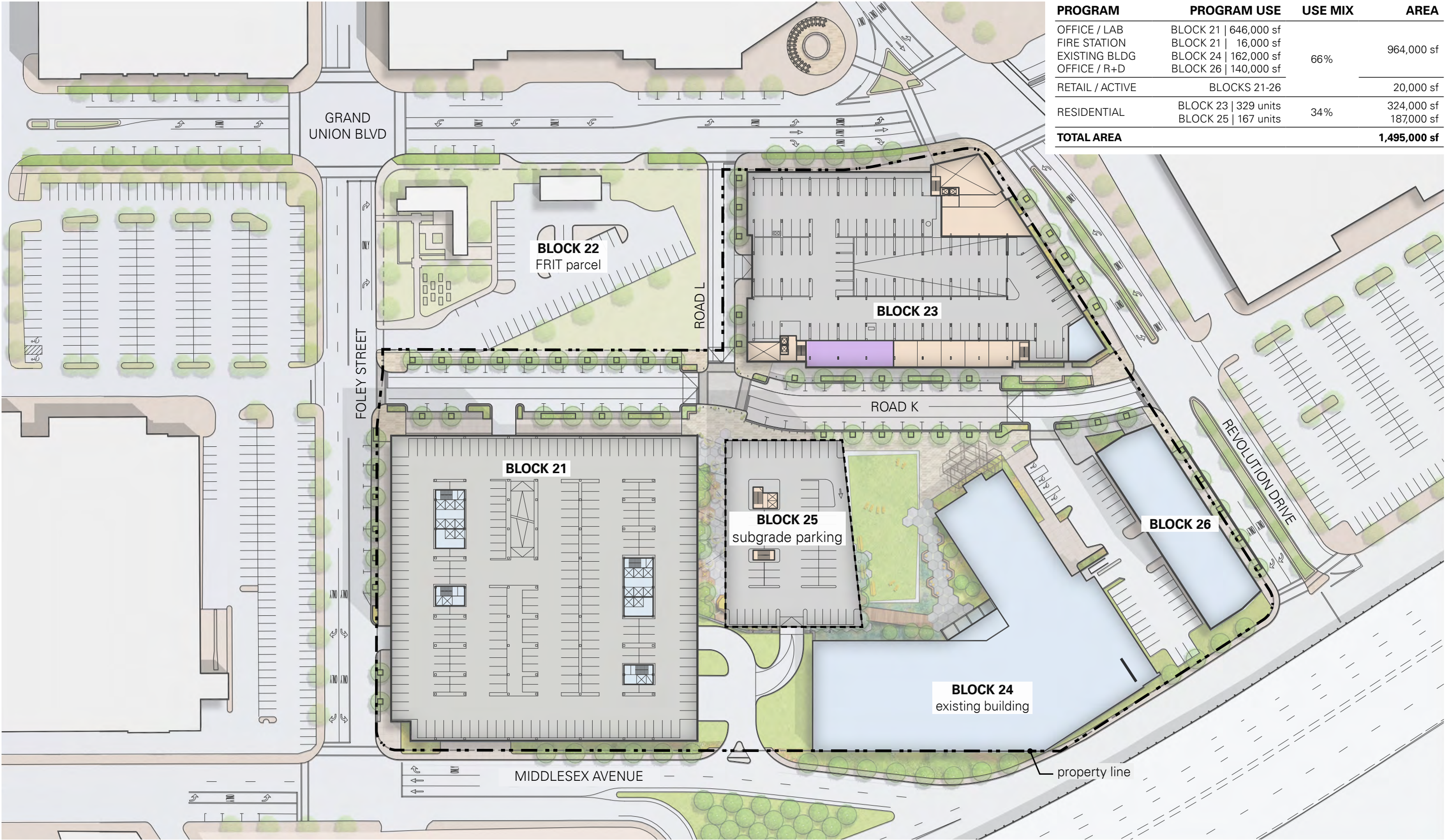


GROUND FLOOR PLAN



PROGRAM	PROGRAM USE		USE MIX	AREA
OFFICE / LAB	BLOCK 21	646,000 sf	66%	964,000 sf
FIRE STATION	BLOCK 21	16,000 sf		
EXISTING BLDG	BLOCK 24	162,000 sf		
OFFICE / R+D	BLOCK 26	140,000 sf		
RETAIL / ACTIVE	BLOCKS 21-26			20,000 sf
RESIDENTIAL	BLOCK 23	329 units	34%	324,000 sf
	BLOCK 25	167 units		187,000 sf
TOTAL AREA				1,495,000 sf

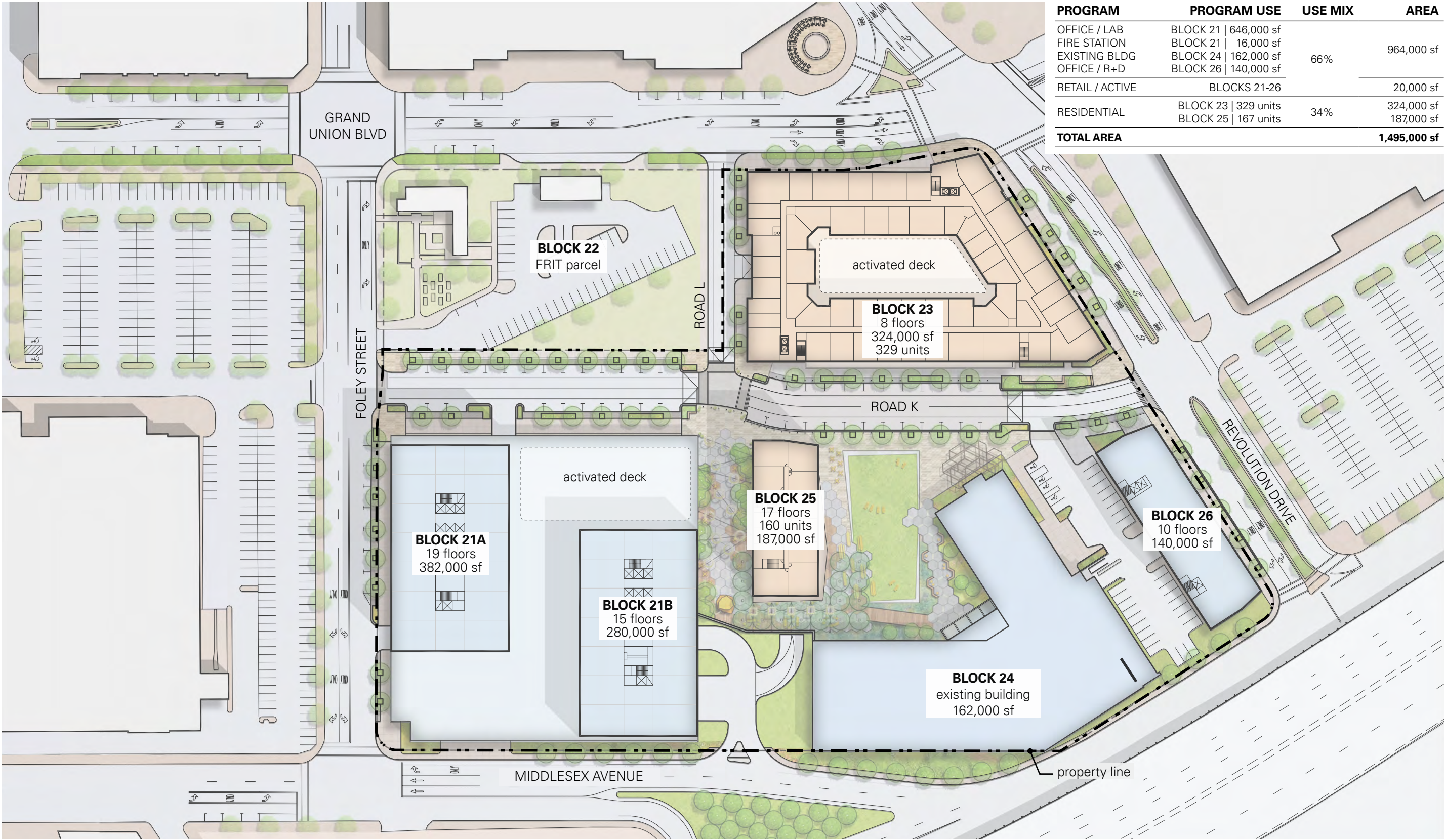
TYPICAL PARKING FLOOR PLAN



COMMERCIAL RESIDENTIAL RETAIL ACTIVE USE PARKING | BACK OF HOUSE

0 25 50 100

TYPICAL UPPER FLOOR PLAN



PROGRAM	PROGRAM USE	USE MIX	AREA
OFFICE / LAB	BLOCK 21 646,000 sf	66%	964,000 sf
FIRE STATION	BLOCK 21 16,000 sf		
EXISTING BLDG	BLOCK 24 162,000 sf		
OFFICE / R+D	BLOCK 26 140,000 sf		
RETAIL / ACTIVE	BLOCKS 21-26		20,000 sf
RESIDENTIAL	BLOCK 23 329 units	34%	324,000 sf
	BLOCK 25 167 units		187,000 sf
TOTAL AREA			1,495,000 sf

02 PUBLIC REALM

OPEN SPACE AND LANDSCAPE

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 48,000 sf of publicly-accessible open space bounded by Block 21, Block 24 and Road K. The proposed park (roughly one acre) forms the core of development. It would be visible from the existing building, all proposed buildings, and from Road K.

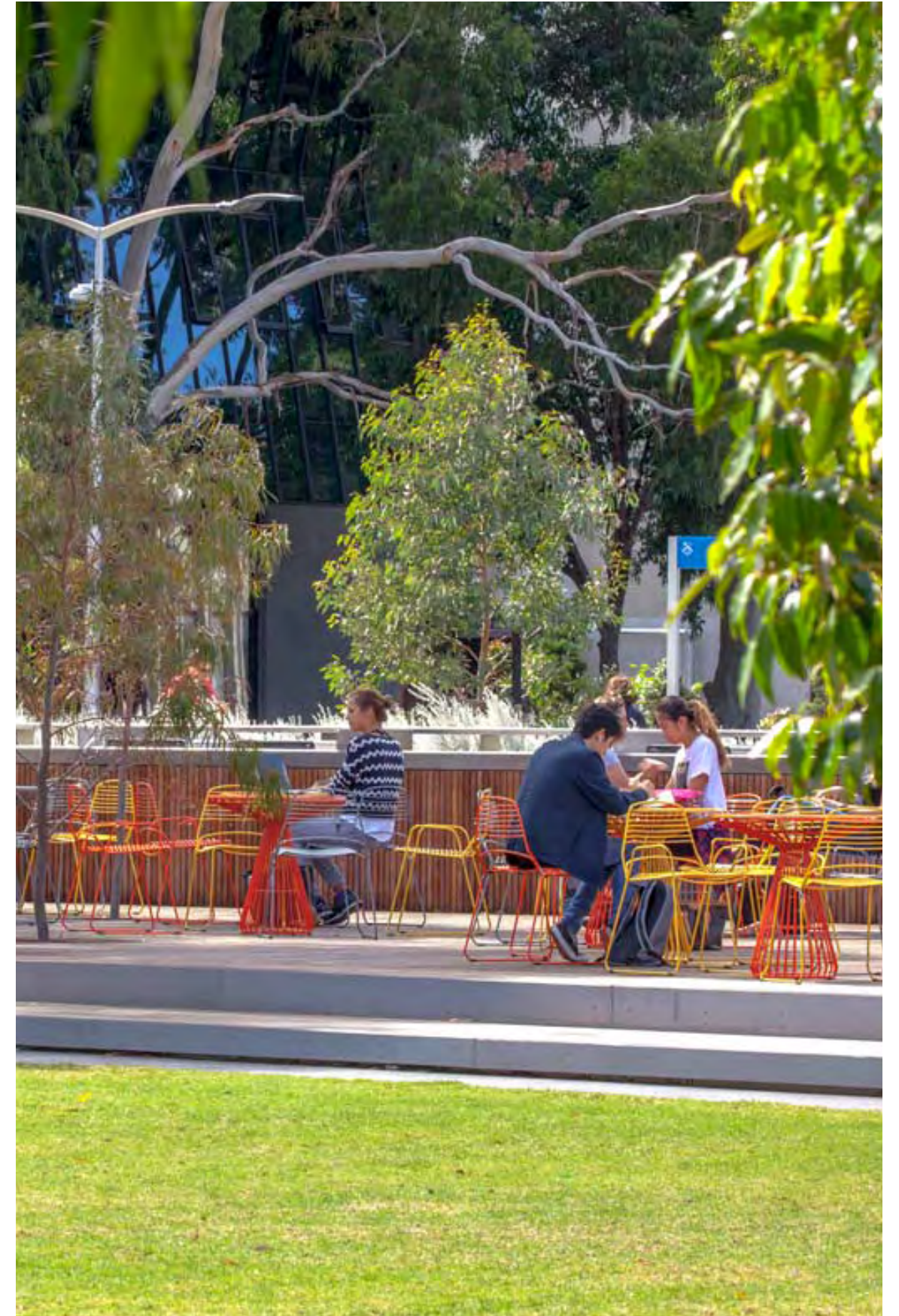
The design provides a series of landscape experiences intended to enrich the lives of the residents and workers of Assembly Square. This is achieved through the provision of flexible spaces that can support a broad range of programming. Ranging from development of landscape spaces at multiple scales 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 | From the intersection with Road L to the entry of the existing Block 24 parking lot, Road K is 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 paving patterns.
- 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 anchored by a distinctive architectural structure that carries the ground plane pattern language overhead. Similar to the steel trusses at Assembly Row, 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 existing building (Block 24) and Block 21. 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. Uniform grading allows the space to accommodate flexible programming; transitioning into a venue for small performances, festivals, or casual recreation
- The Rain Garden and Bridge | At the south edge of the Central Lawn, a feature rain garden is introduced to highlight on-site infiltration initiatives. This landscape element would include native plantings chosen for both beauty and resiliency. A pedestrian-scale bridge would provide a direct connection from the entry of Block 24 to the Crossroads and Filtration Grove beyond.
- The Crossroads | The Crossroads form the intersection of two major paths of travel; the lateral movement between Blocks 24 and 21 and the path along the edge of the Central Lawn at Block 25. This space is envisioned as an gathering space for people who live and work in the adjacent new community. The pattern language of the ground plane would carry through the Filtration Grove and Promenade, creating a sense of unity and reinforcing the idea of Block 25 as a pavilion resting within a larger park context.
- 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 uses the adjacency of the existing building (Block 24) and the proposed Block 21 to create a near continuous architectural “wall” between the major open space and the elevated interstate. Between these two buildings, a solid 8’-10’ screen wall is proposed to bridge the gap and provide protection for the open space. Reinforcing this goal, a densely planted grid of trees forms a “Filtration Grove” would wrap Block 25 and extends towards the Central Lawn. Interwoven within the dense canopy of the trees, signature catenary lighting elements will accentuate the perception of an overhead plane.
- The Promenade | Between Blocks 21 and 25, a vibrant linear plaza space is conceived. Doubling as a fire lane, this pedestrian mall would provide access to the lobbies and active spaces in the first floors of Blocks 21 and 25. Large-scale pavement patterning, changes in materiality and integration of overhead lighting will break the length of The Promenade into a series of successive, human-scaled gathering spaces. At the terminus of The Promenade, a work of public art will be highlighted by the forced perspective



CENTRAL OPEN SPACE



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

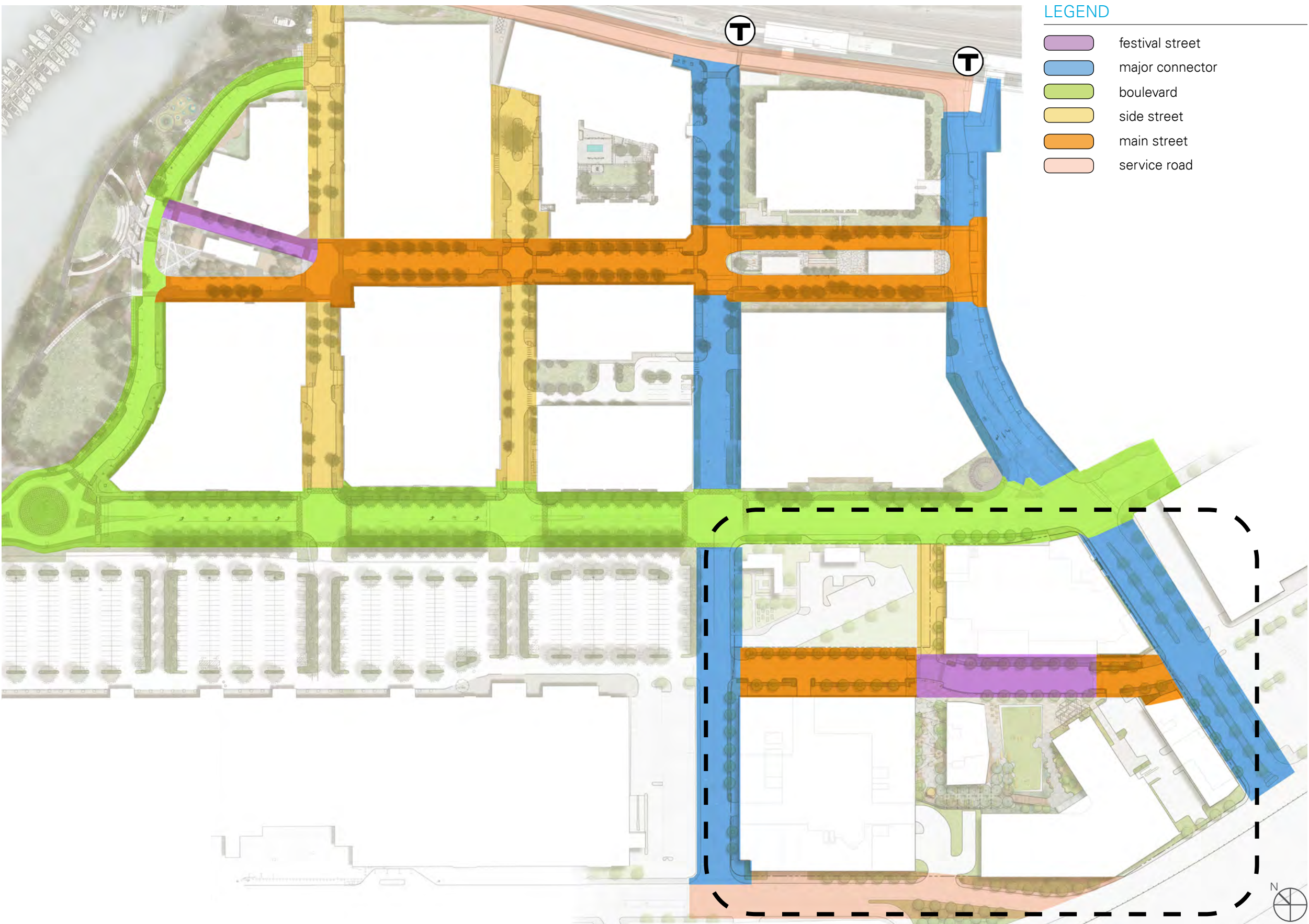


STREETSCAPE HIERARCHY

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 rythm of side and connector streets that intersect Grand Union at regular intervals.

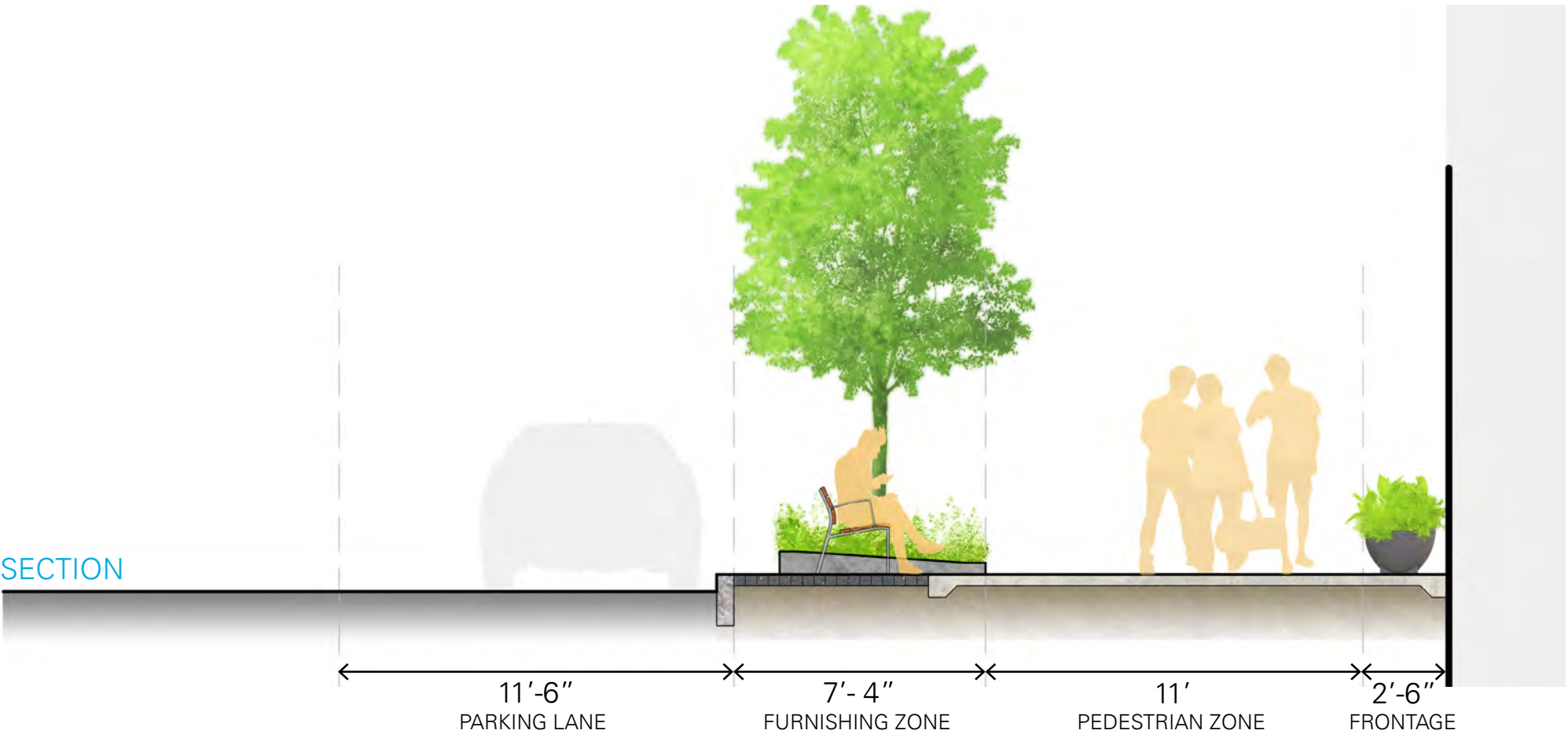


STREETSCAPE TYPOLOGIES

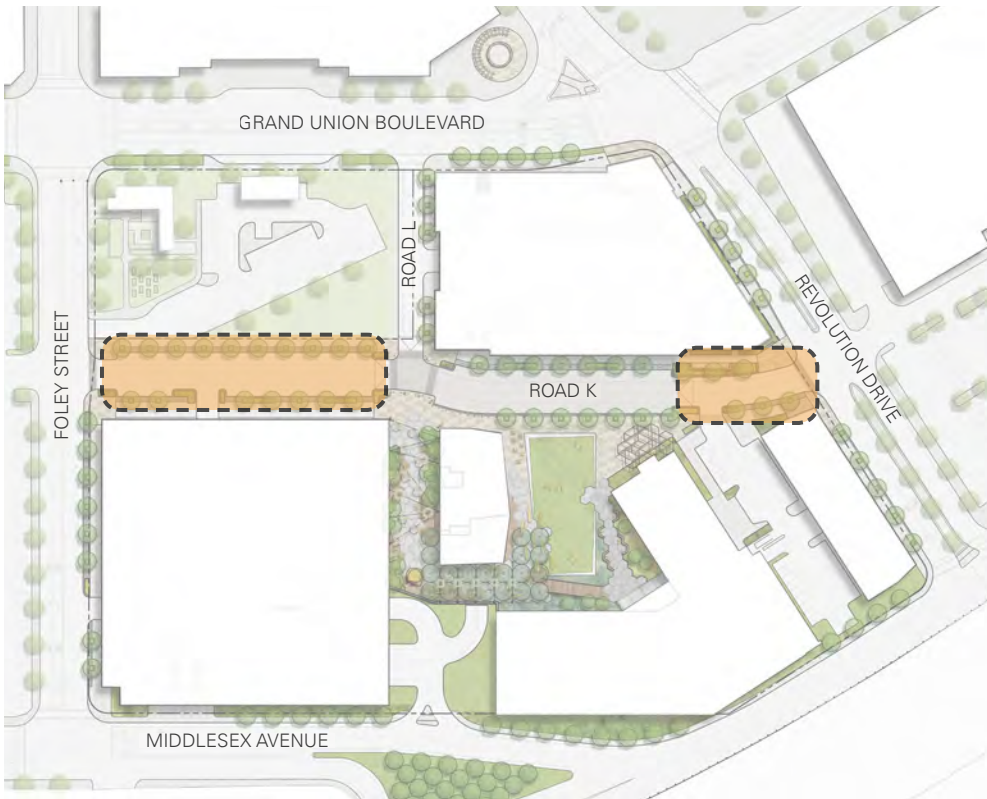
MAIN STREET

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 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.

SECTION



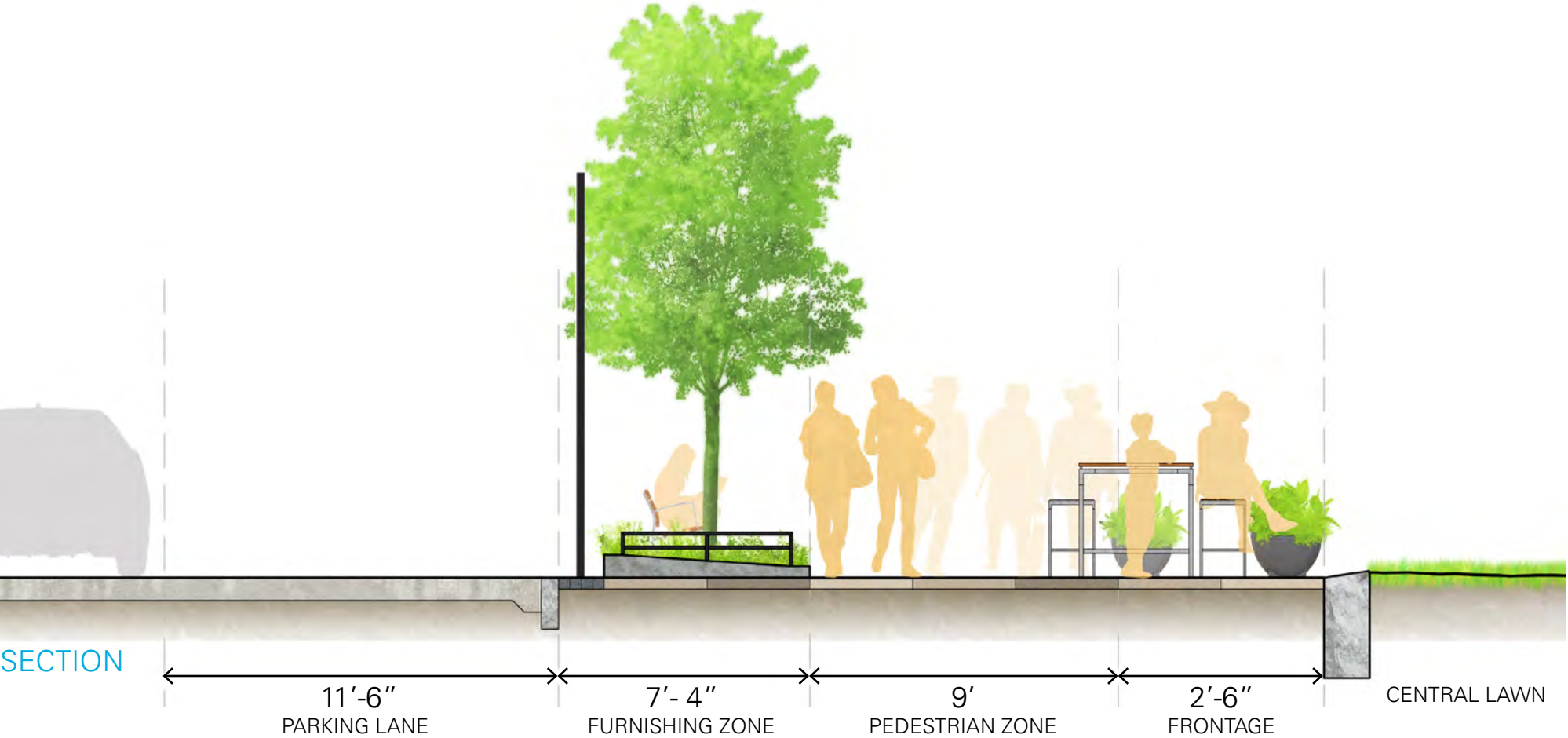
TYPICAL PLAN



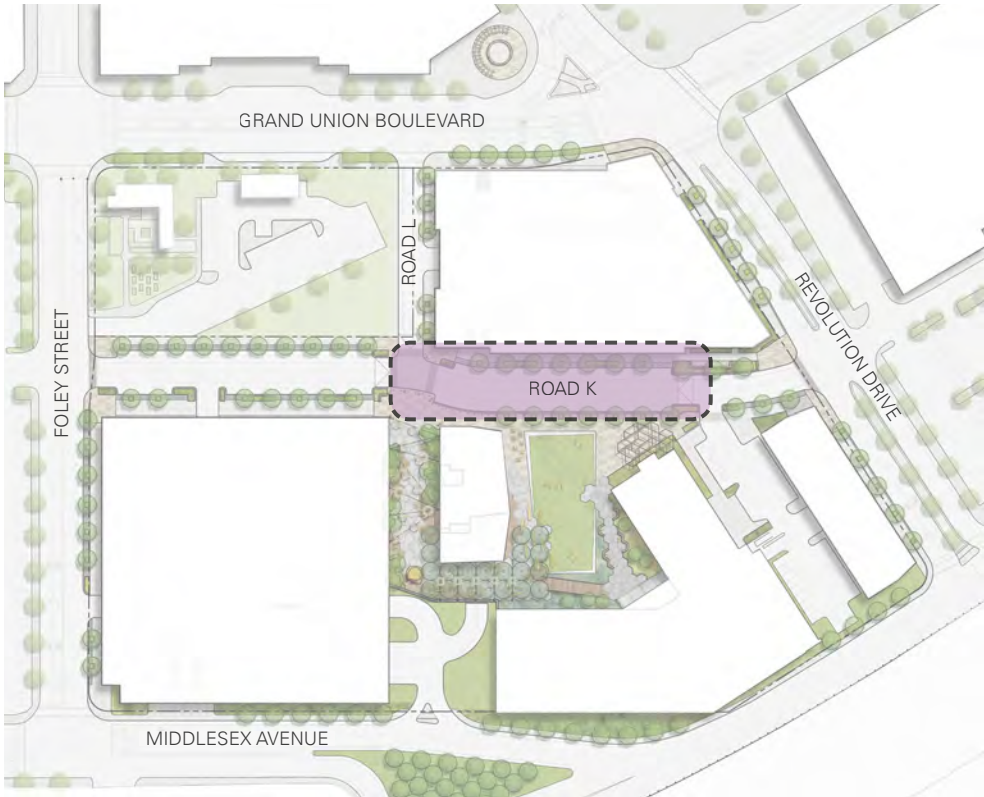
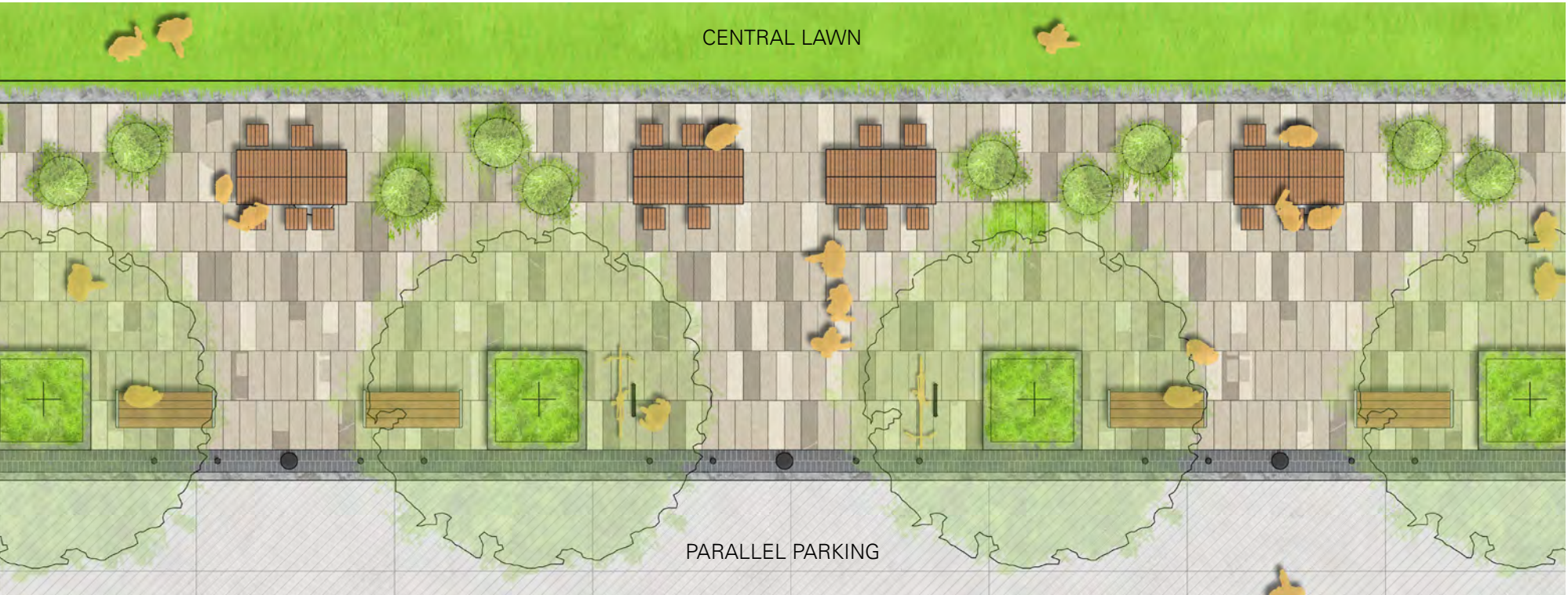
STREETSCAPE TYPOLOGIES

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.



TYPICAL PLAN



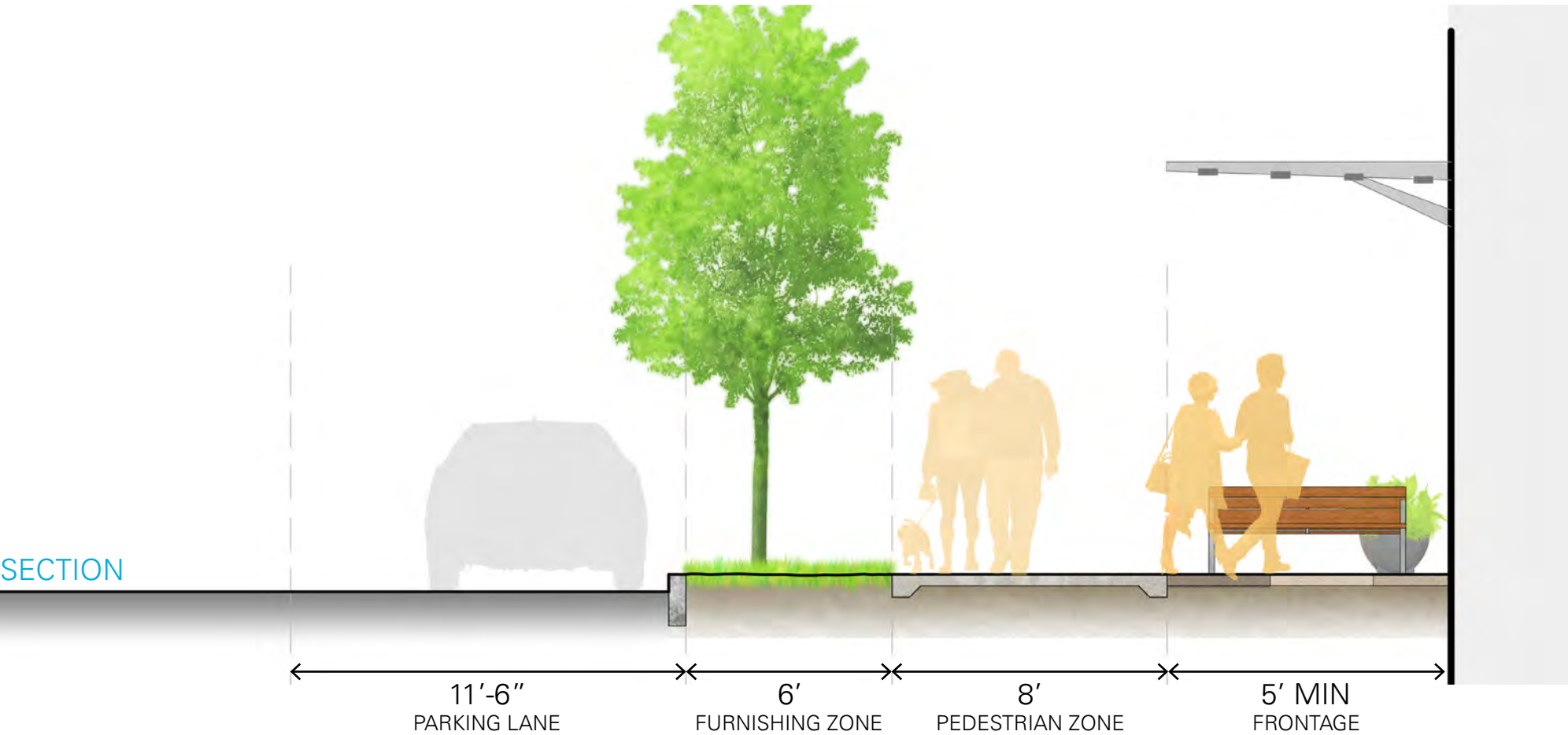
STREETSCAPE TYPOLOGIES

BOULEVARD

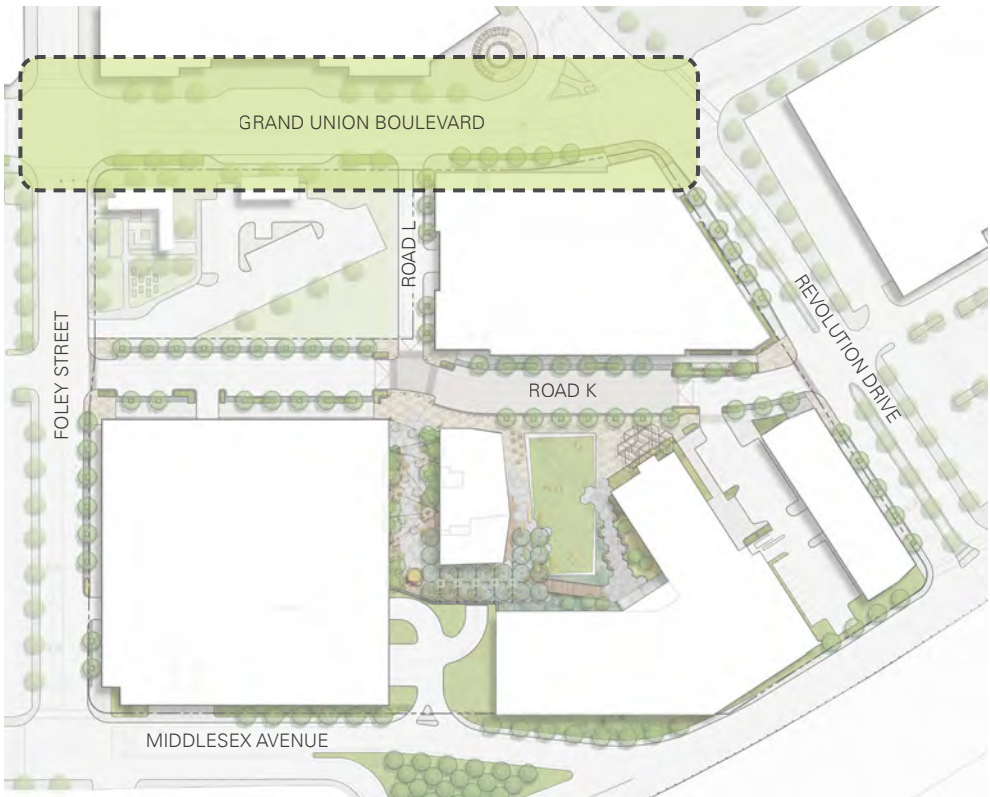
The Boulevard typology recognizes nature of Grand Union Boulevard as a major vehicular and pedestrian spine connecting Assembly Square to both McGrath Highway (to the North) and Broadway/East Somerville (to the South). This typology is highly multi-functional; providing spaces for a variety of activities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

SECTION



TYPICAL PLAN

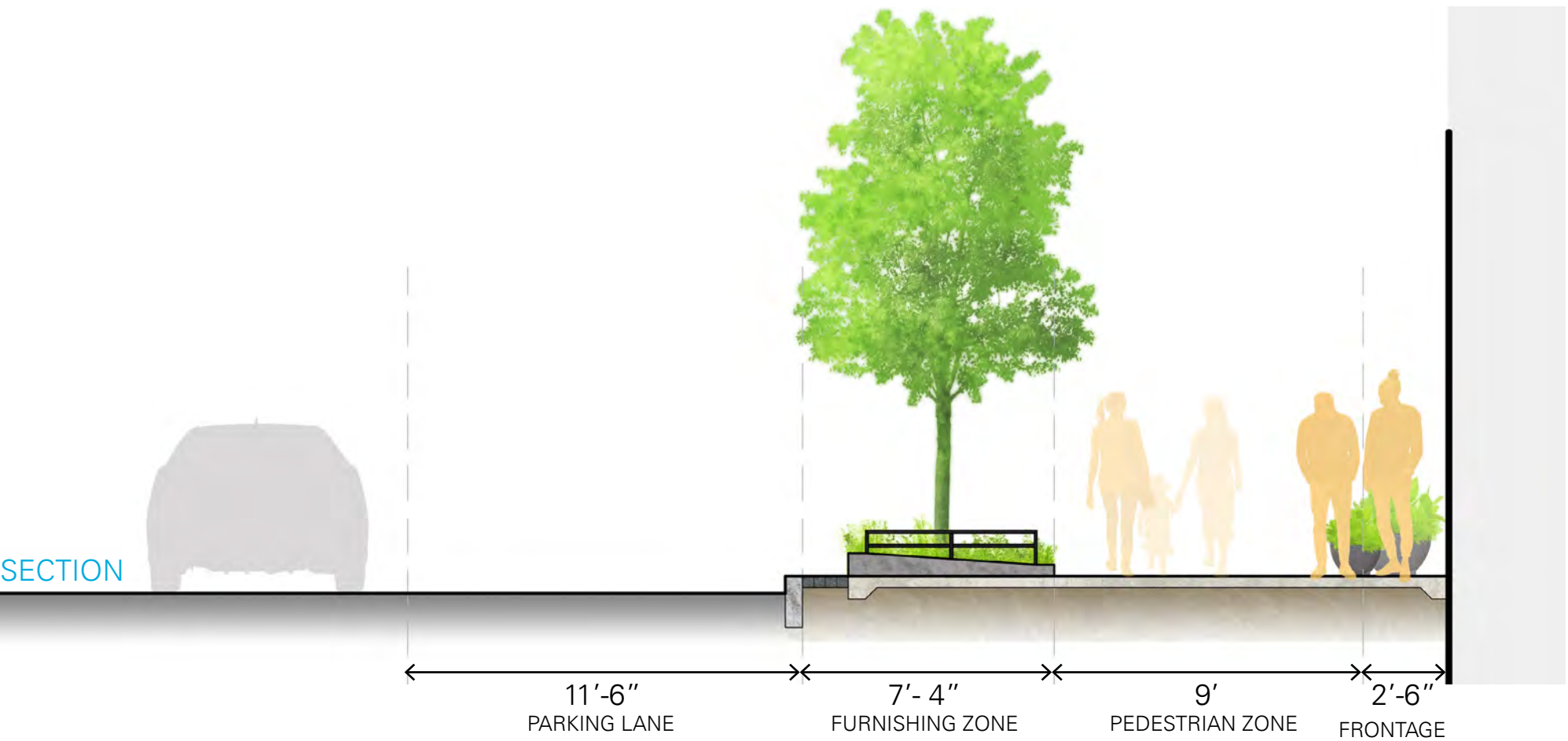


STREETSCAPE TYPOLOGIES

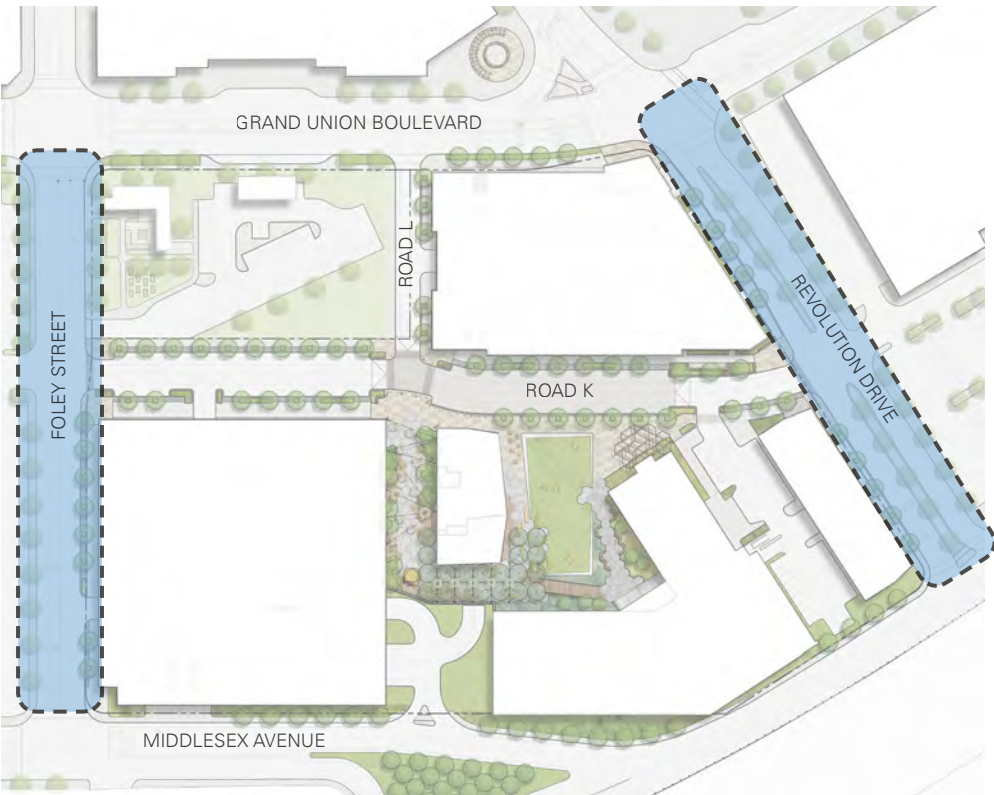
MAJOR CONNECTOR STREET

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

The Major Connector (Foley Street) has been developed to allow for a generous 18'-10" space between the back of curb and face of building. This dimension reflects Foley Street degree of pedestrian importance as a connection to East Somerville and creates an opportunity to create curbed tree pits, a more generous 9' pedestrian zone, and a variable frontage zone which will respond to the proposed architectural facades.



TYPICAL PLAN

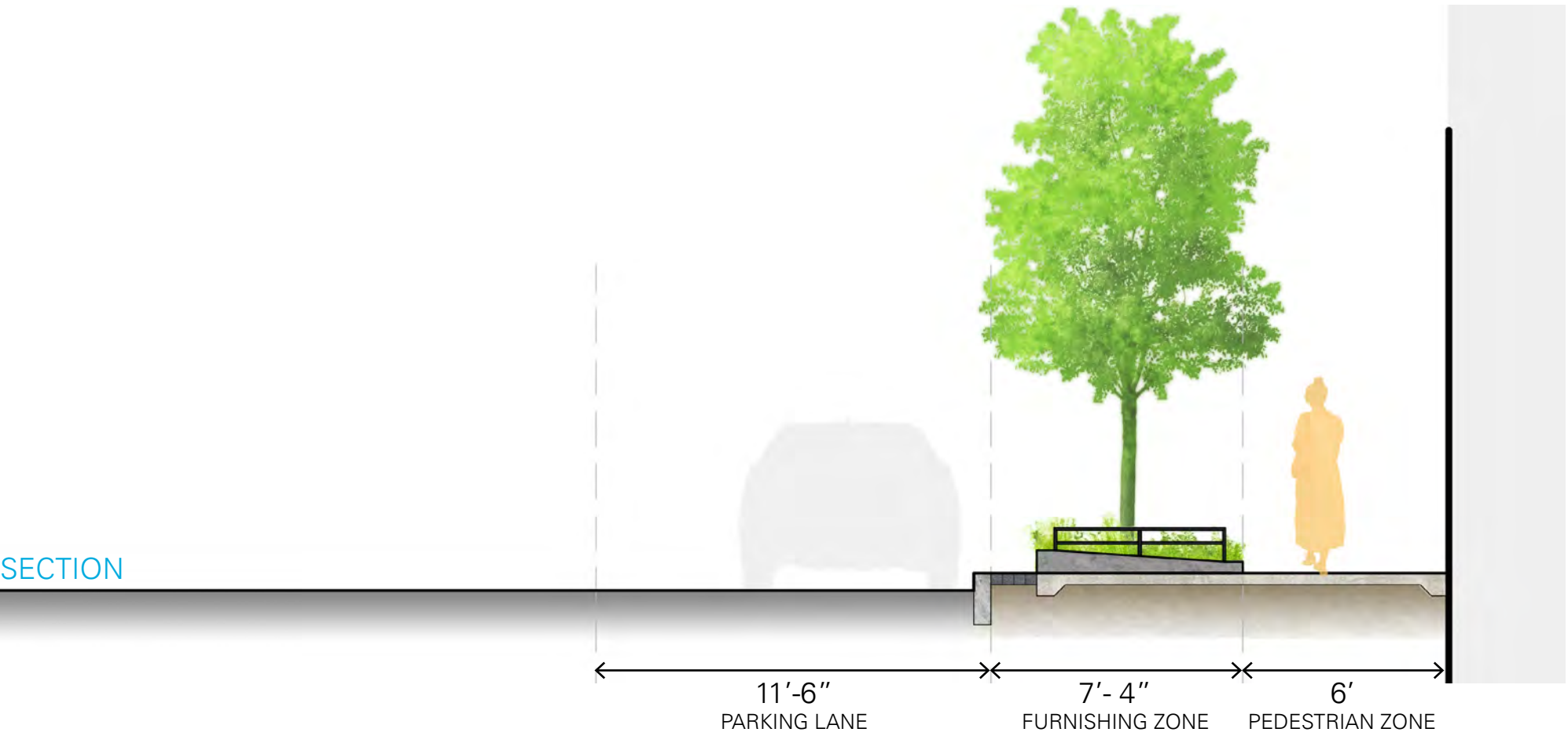


STREETSCAPE TYPOLOGIES

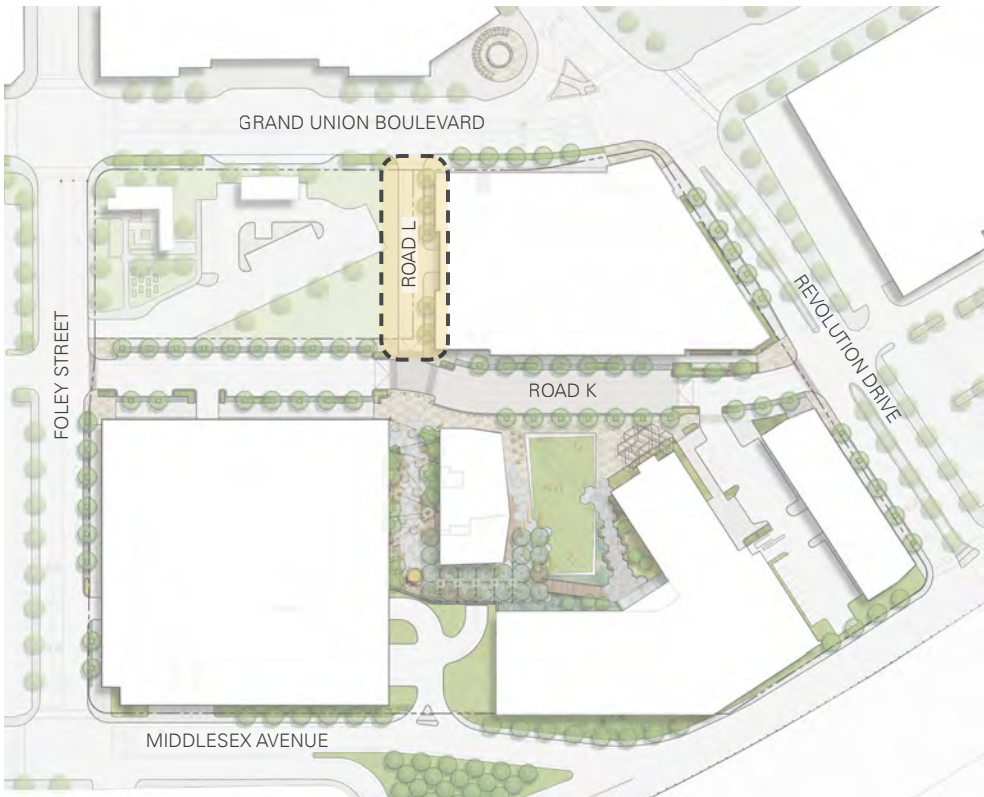
SIDE STREET

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 13'-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.



TYPICAL PLAN



STREETSCAPE TYPOLOGIES

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 corridors from East Somerville (Foley Street) to the Assembly T Station. An important side street (Road L) continues the rythm 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.

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



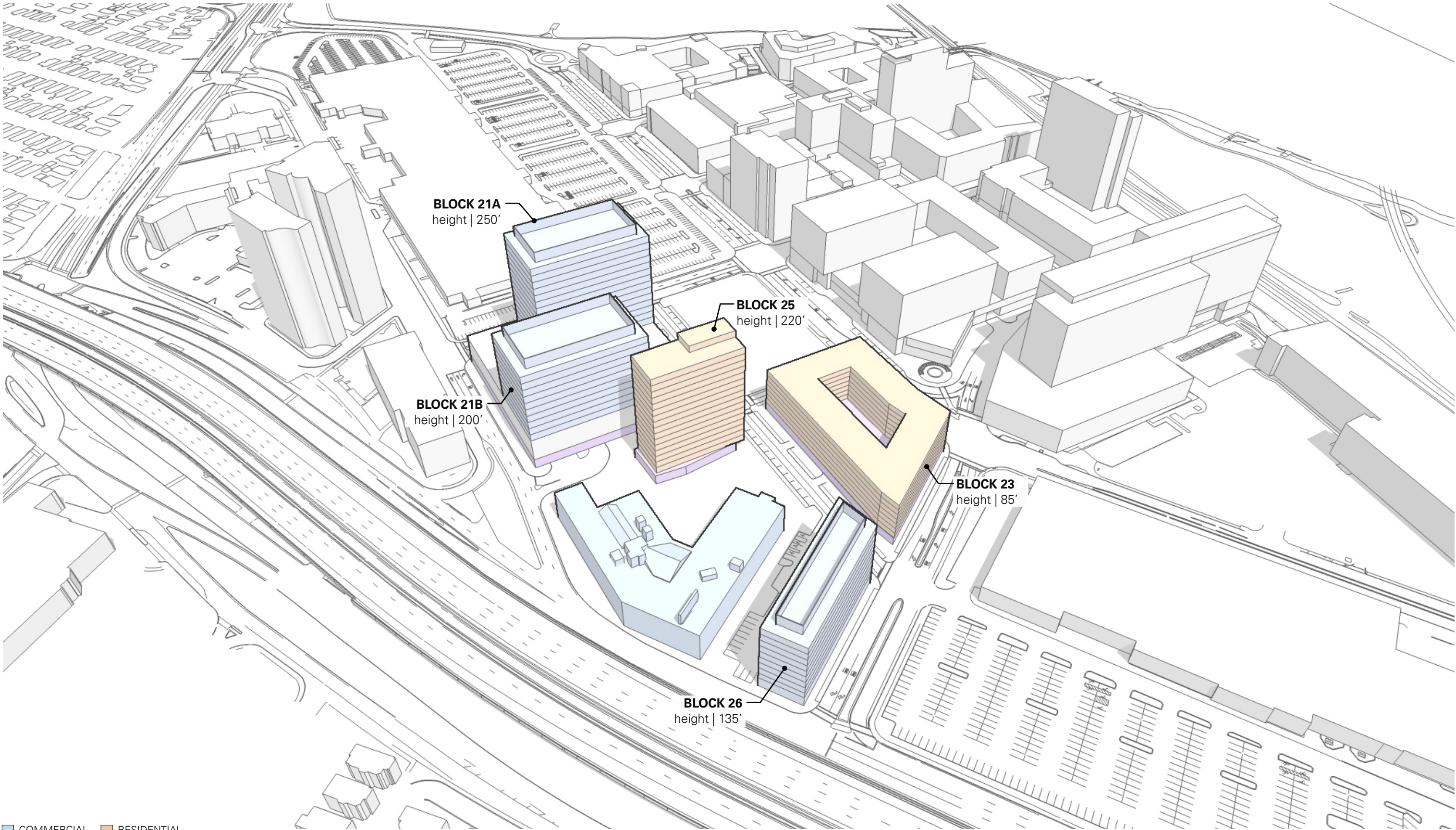
BLACK TUPELO

An architectural rendering of a modern urban plaza. The scene features several tall buildings with glass facades and some with stone or concrete accents. In the foreground, a paved plaza with a checkered tile 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's a landscaped area with trees and a man standing near a woman. The sky is blue with some clouds. The overall atmosphere is bright and contemporary.

03 BUILT FORM

DESIGN GUIDELINES + ARCHITECTURAL
CHARACTER

SITE MASSING DIAGRAM



■ COMMERCIAL ■ RESIDENTIAL

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

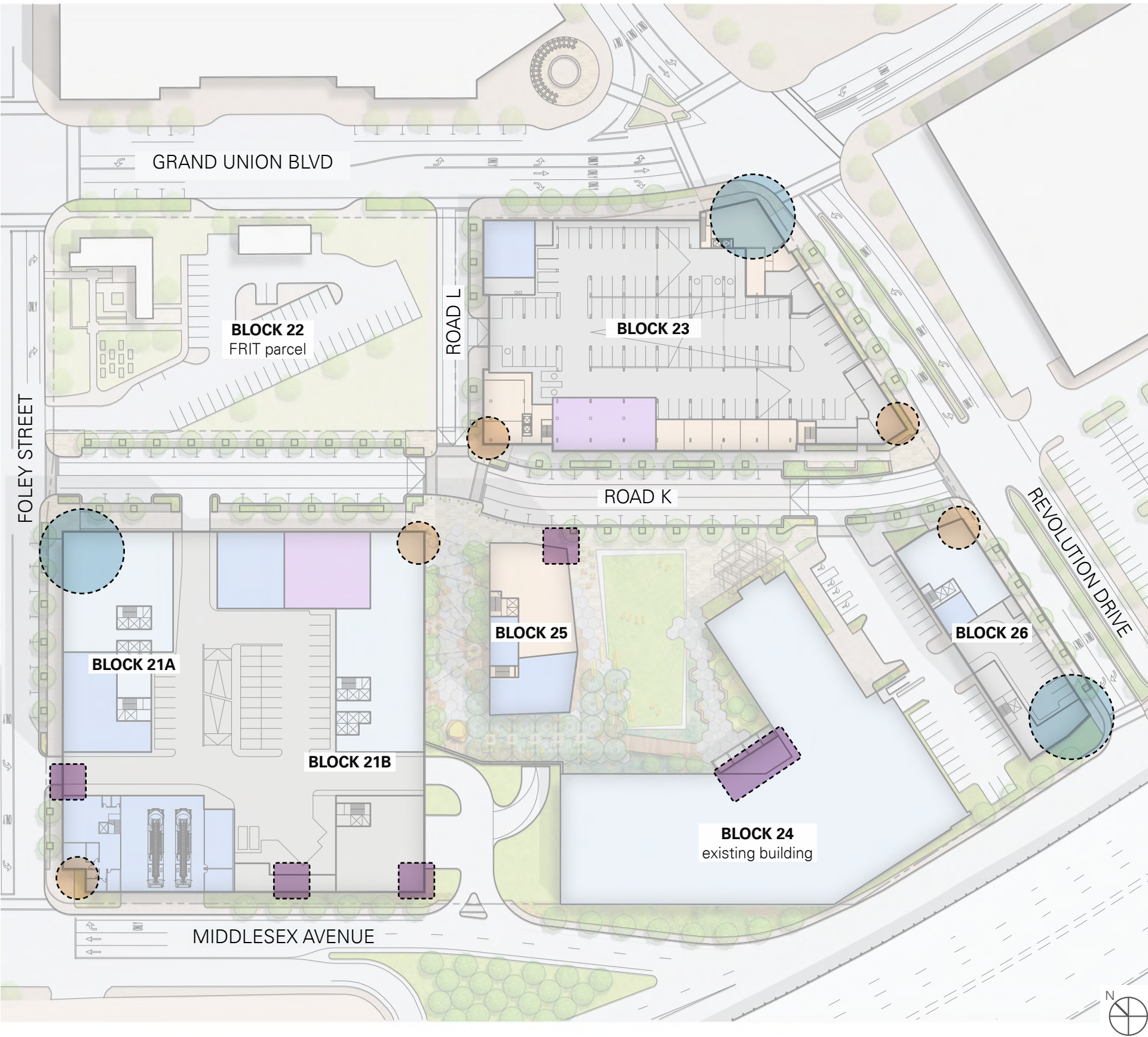
The site’s key entry points have been identified as “gateway corners” and are oriented towards major points of pedestrian access. These include the corner of Grand Union Boulevard and Revolution Drive, which welcomes pedestrians to the site from the nearby MBTA Assembly Station, and the corner of Foley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

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.

STREETWALL TYPE A

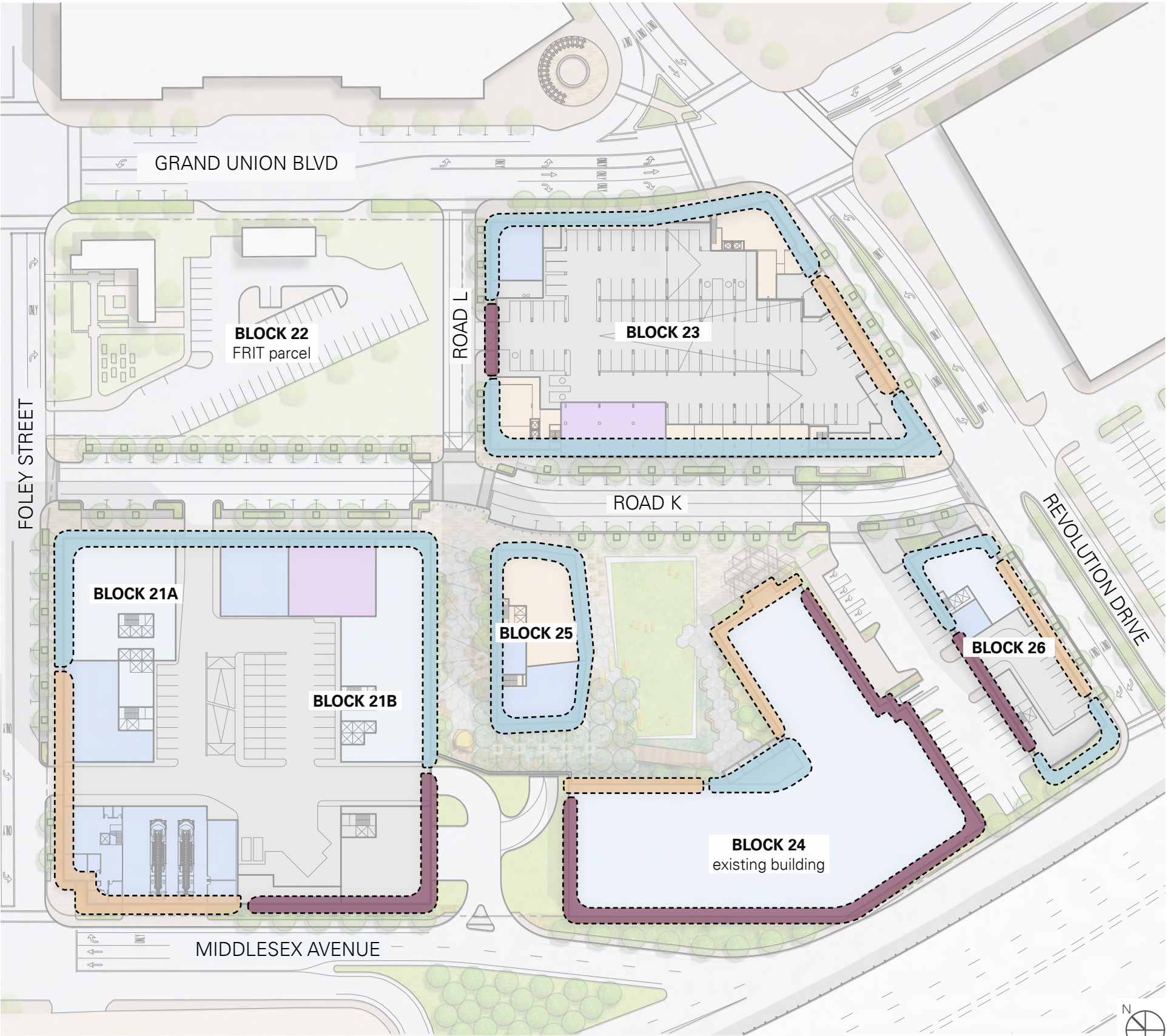
At the ground level, these critical edges are intended to activate the public realm and to frame the site's most important open spaces. These edge conditions are located primarily along Road K and at the site's central open space. These streetwalls are encouraged to provide a high level of transparency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



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

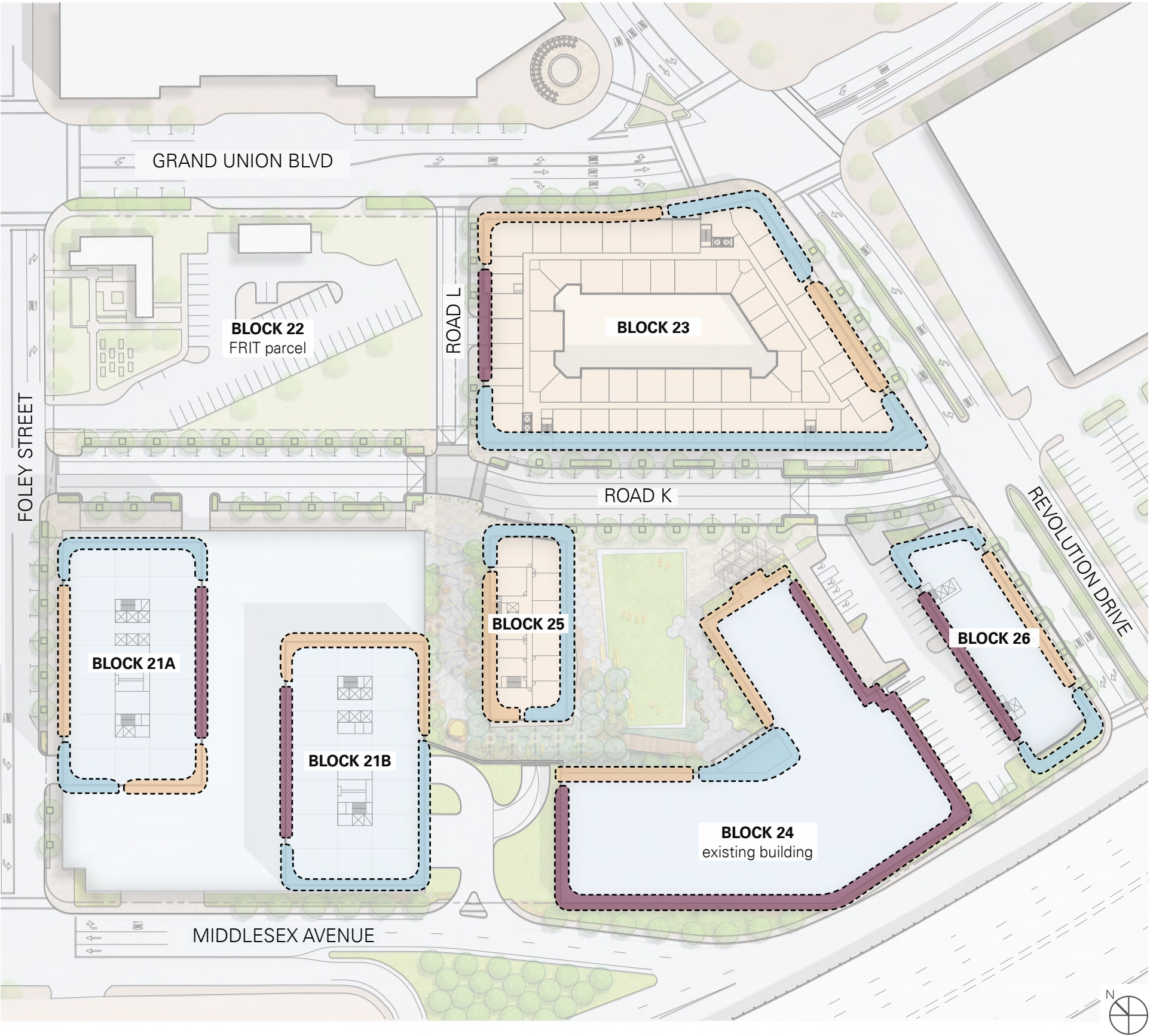
At the upper levels, these significant building façades are meant to highlight prominent corners and building faces through a strong emphasis on architectural form, material quality and design expression. These streetwalls are primarily oriented towards Road K and the central open space to serve as a 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.

STREETWALL TYPE C

This streetwall condition, located at the building's more utilitarian edges along Mystic Avenue, Road L and typical inward facing façades, is meant to defer to the more prominent streetwall types.



STREETWALL TYPOLOGY | PARKING LEVEL

For podium style buildings, architectural screening at the parking levels is intended to respond to the façade language of the building above. Close integration into the building language is encouraged at important streetwall conditions to allow these façades to support the public realm experience.

PARKING TYPE A

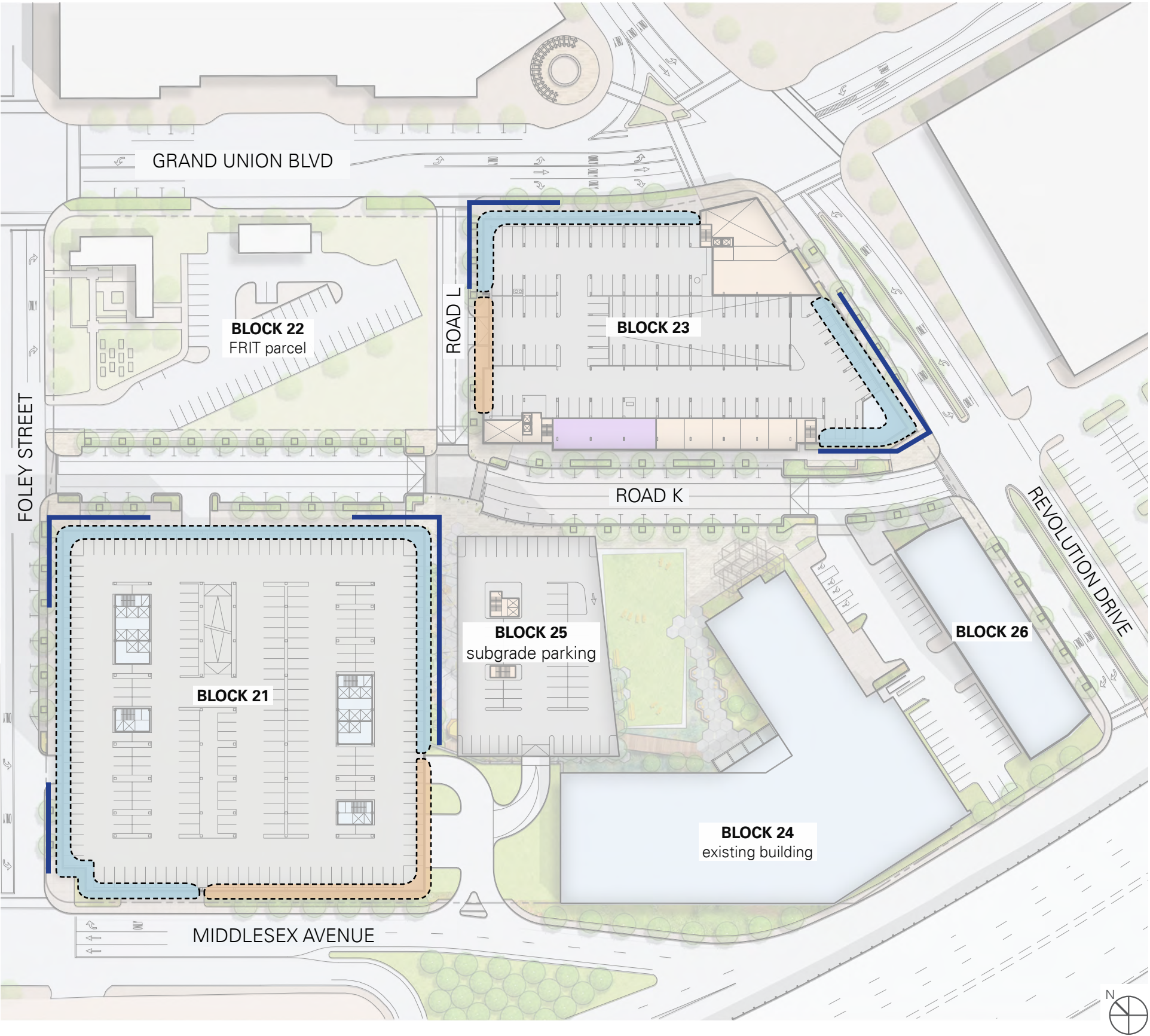
At prominent building conditions, garage screening which is integrated into the architectural expression is critical to provide a cohesive and holistic architectural statement. At locations facing Road K and the site’s central open space, careful consideration is encouraged to incorporate building materials, façade rhythm and other architectural elements into the façade design at the parking levels.

PARKING TYPE B

At secondary building conditions, though it is still highly important that the façades at the parking levels relate to the primary building language, material expression and rhythm can be less dense when oriented towards Road L and Middlesex Avenue.

FACADE INTEGRATION

At gateway and secondary corners, facades which face primary public realm zones and other important streetwall conditions, the façade language at the parking levels is encouraged to be highly integrated into the overall building language.



TYPE A TYPE B FACADE INTEGRATION

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 Block 25 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 Block 21, 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

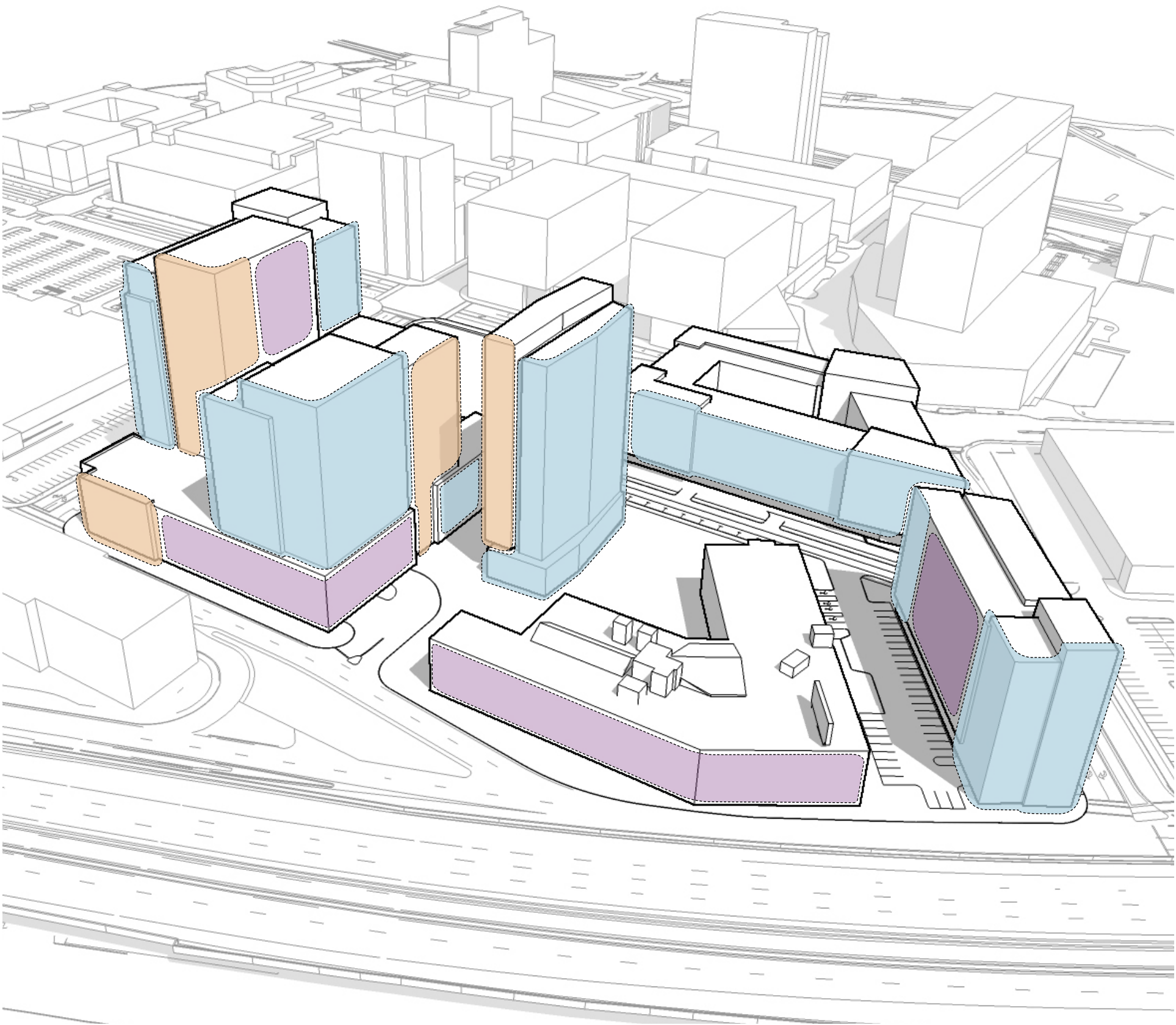
The architectural language at the secondary building façade type is intended to express rhythm and scale both at the ground plane and the upper levels. Organized and rhythmic fenestration and material patterns are encouraged for this façade type to contrast with areas of more prominent architectural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

TERTIARY BUILDING FACADE

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 Block 21 and 25, the roof screen presents an opportunity to create a strong visual marker, support signage opportunities and to emphasize the building's verticality.



 PRIMARY  SECONDARY  TERTIARY

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

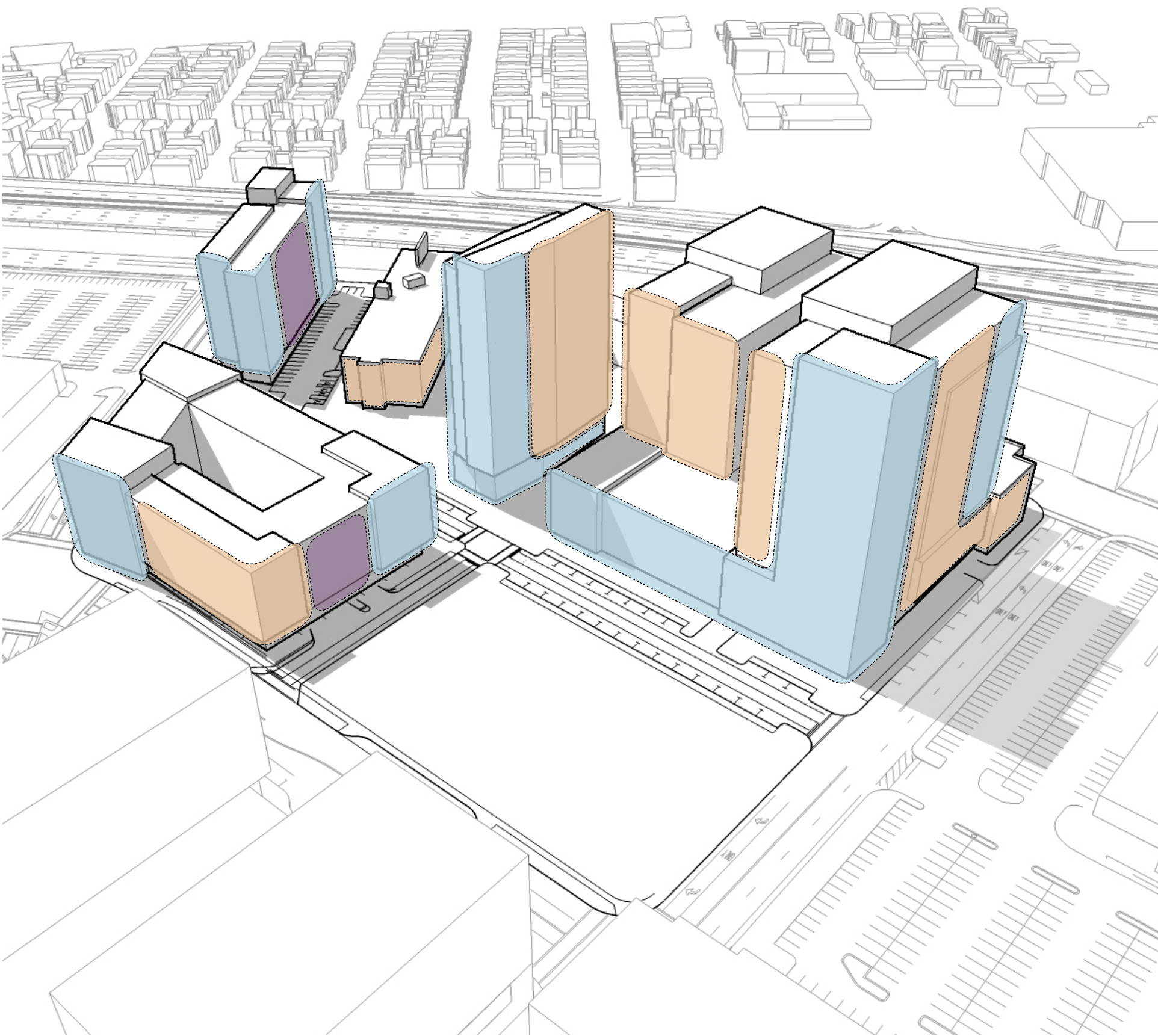
The architectural language at the secondary building façade type is compliment the more prominent expressions offered by the Primary Building Façade type. Organized and rhythmic fenestration and material patterns are encouraged for this façade type, which is intended to be employed at the ground level along Grand Union Boulevard and Foley Street. At the upper levels, this façade type is intended to express the north and east façades at Block 21 and 25 and is captured primarily between building corners.

TERTIARY BUILDING FACADE

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

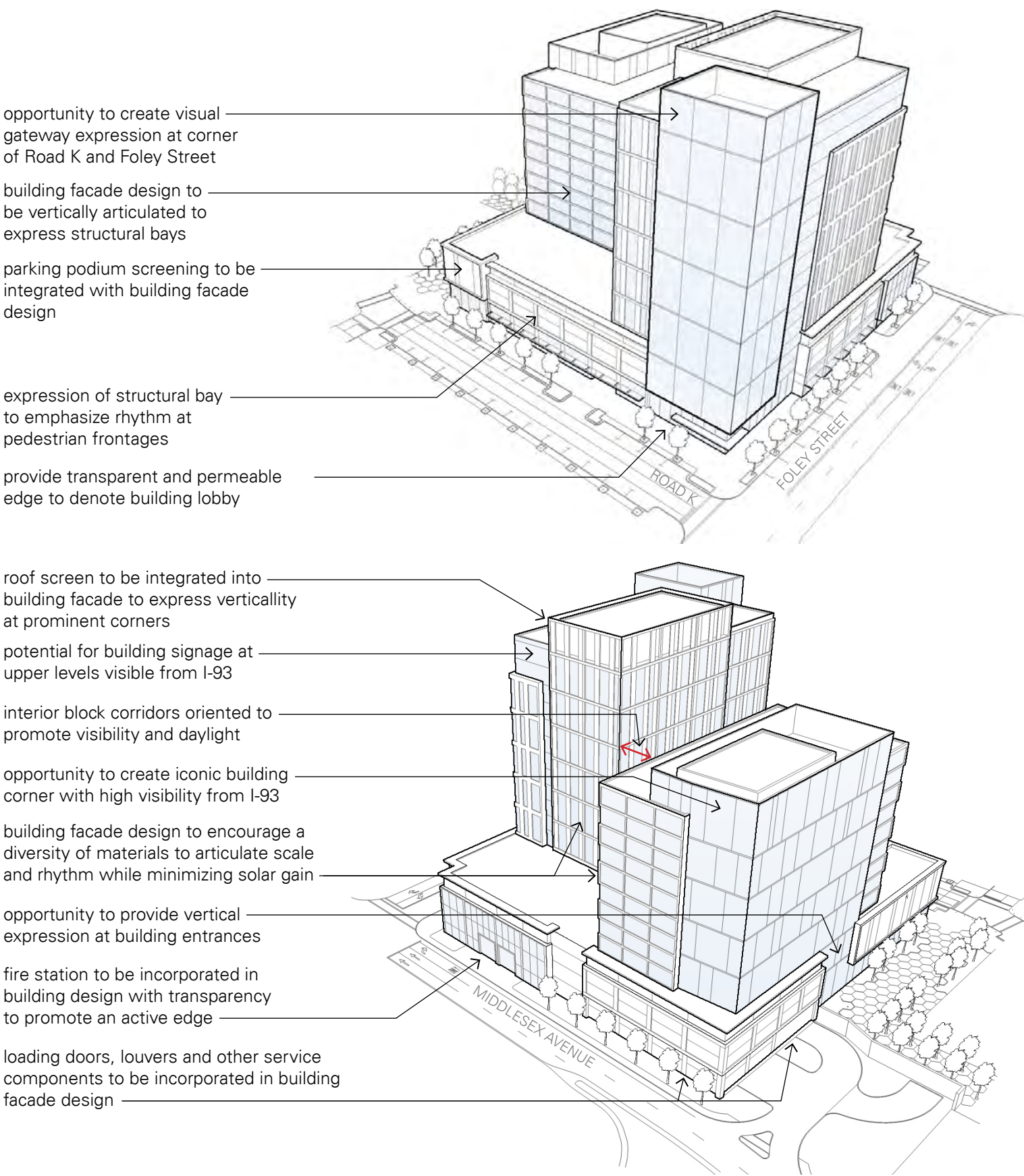
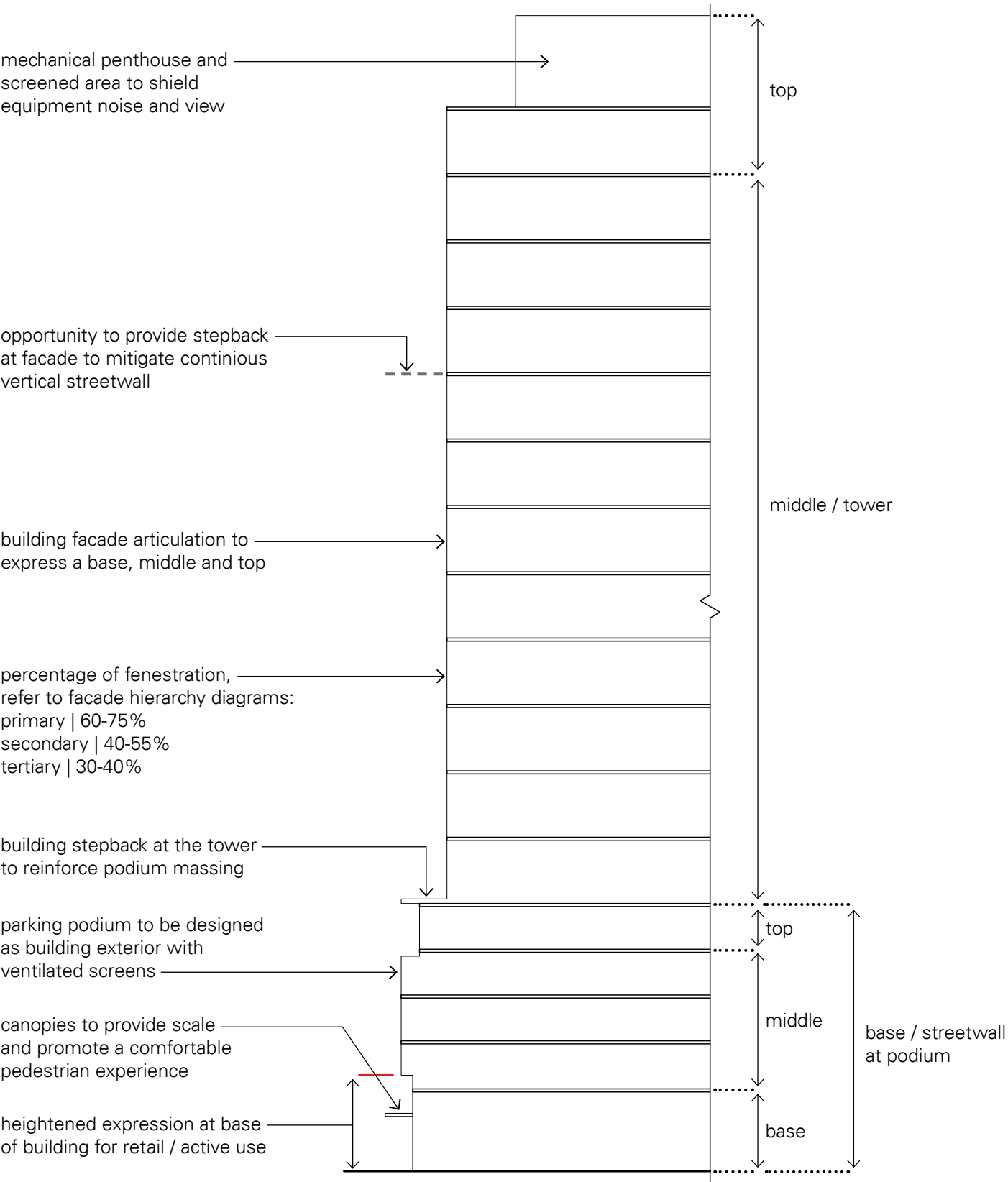
At critical corners, the roof screen presents an opportunity to express verticality to highlight a significant moment within the master plan. At Block 21, the corner of Foley Street and Road K presents the opportunity to create a strong visual marker. At Block 25, the roof screen is intended to provide variation at the roof plane to contribute to the diversity of the Somerville Skyline.



 PRIMARY  SECONDARY  TERTIARY

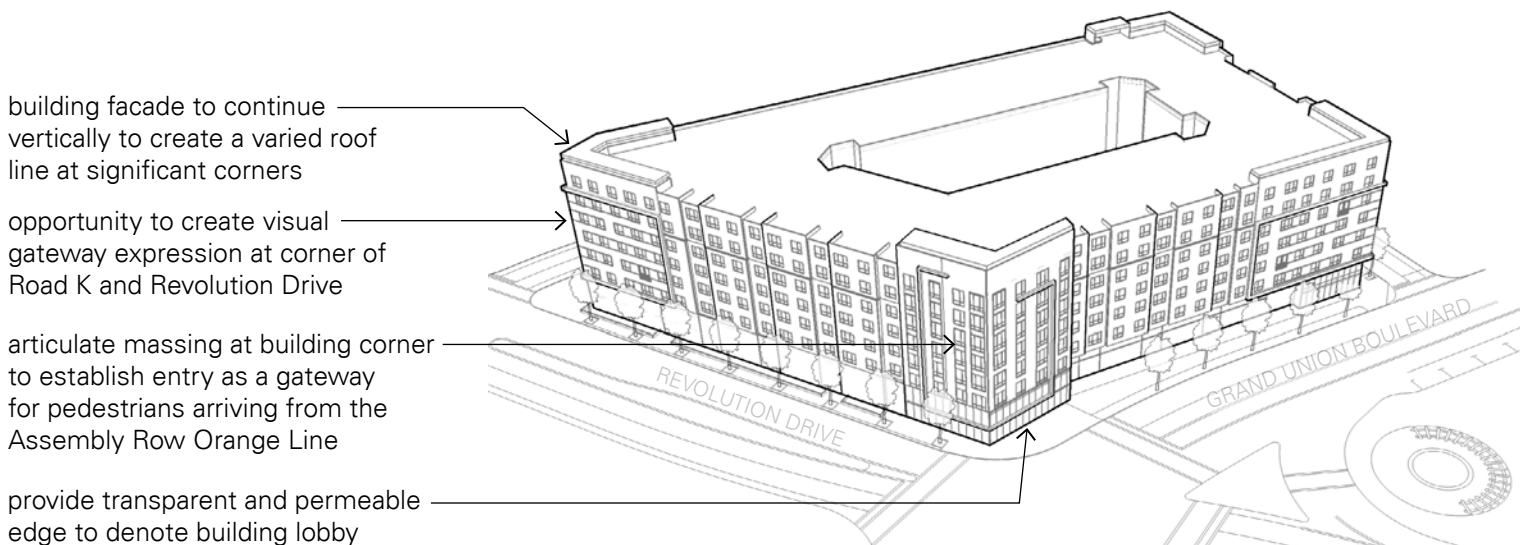
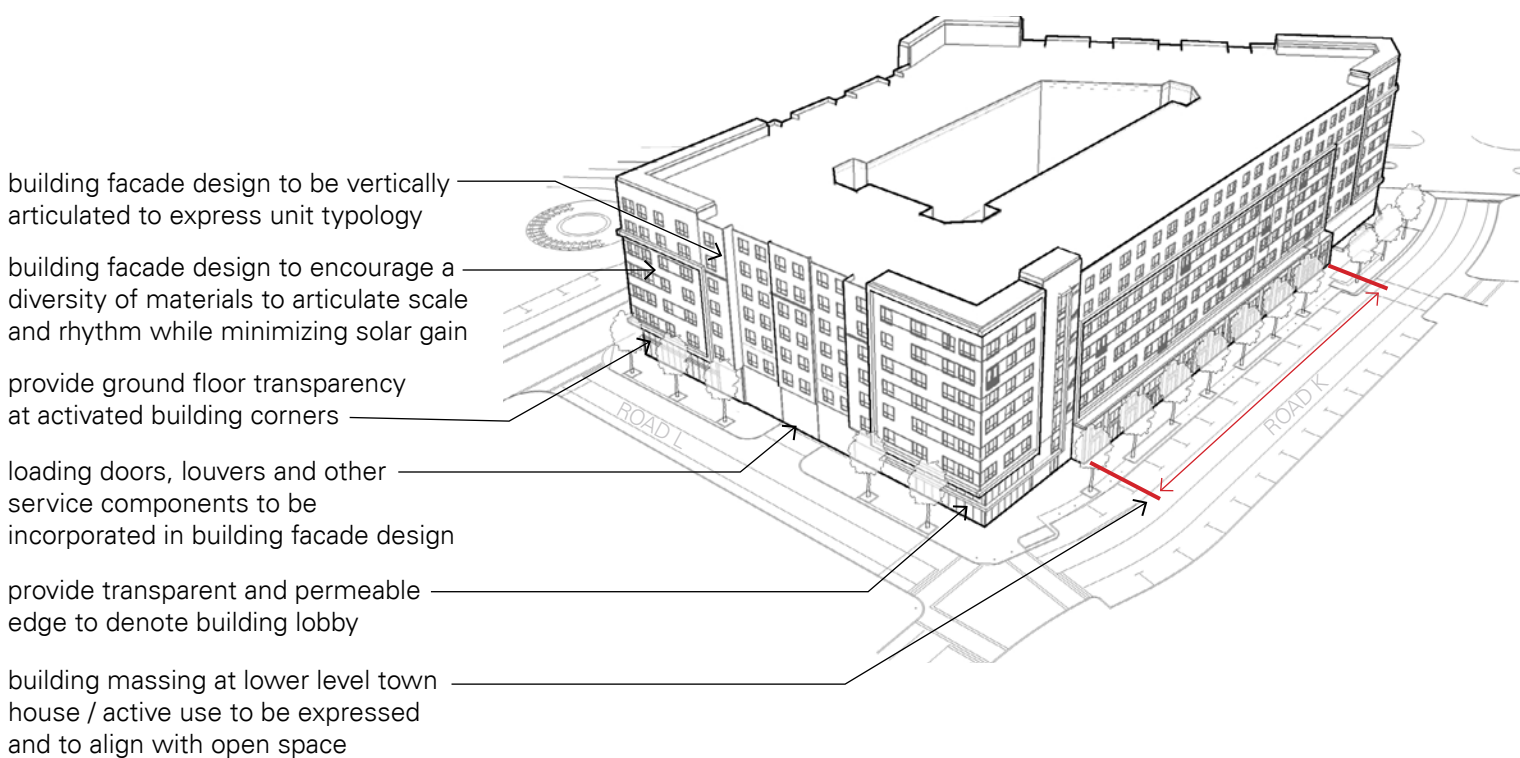
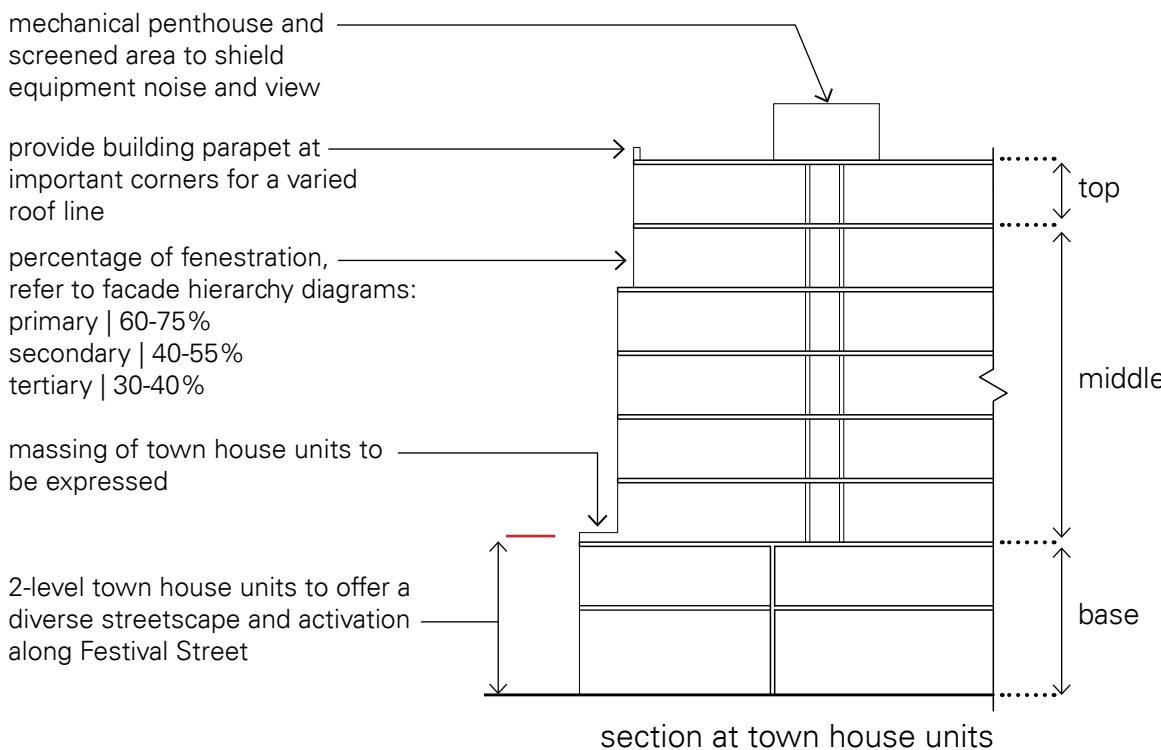
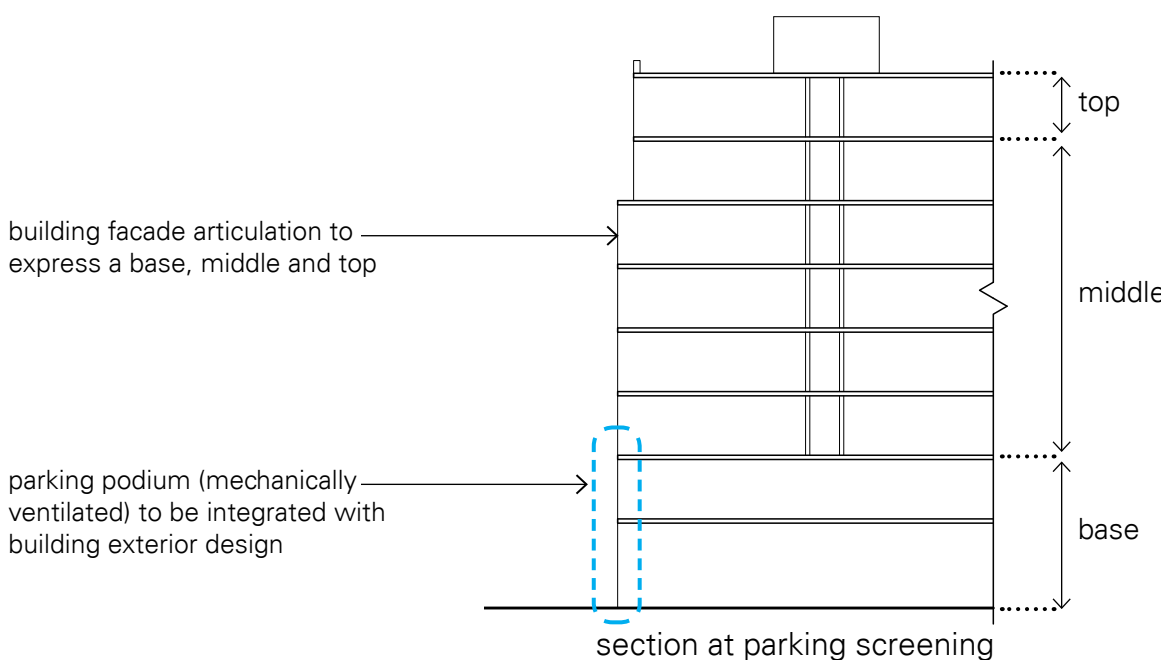
BLOCK 21 | CONCEPTUAL GUIDELINES

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



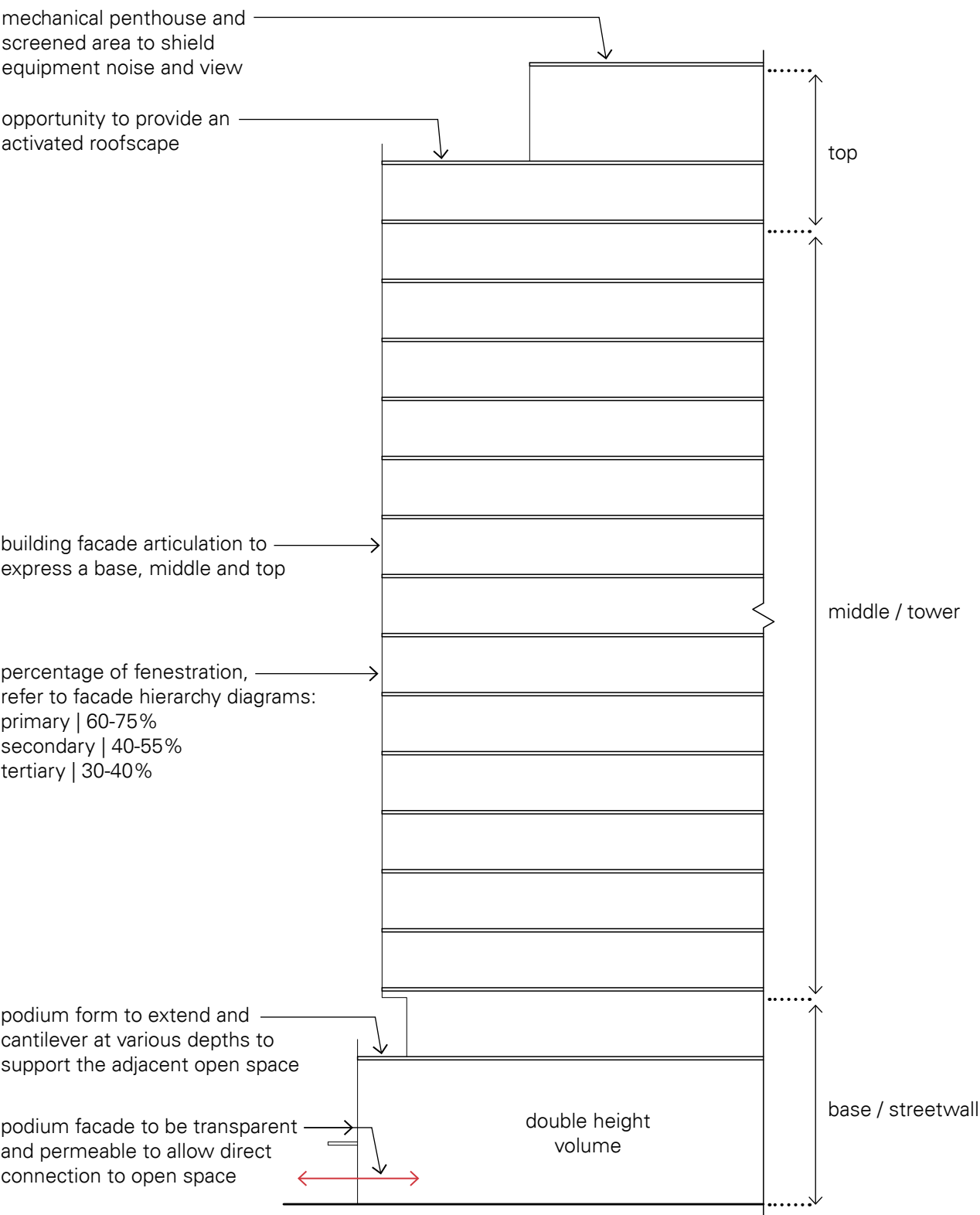
BLOCK 23 | CONCEPTUAL GUIDELINES

BUILDING PROGRAM | RESIDENTIAL
BUILDING TYPE | BLOCK BUILDING



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

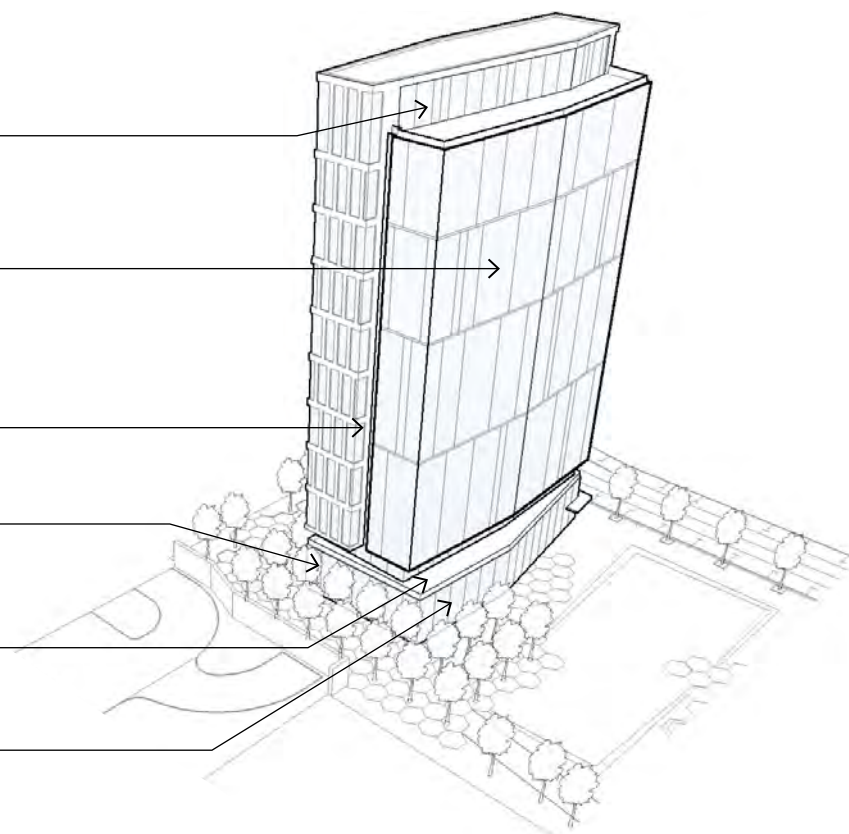
opportunity to create an iconic presence as a backdrop to the open space and to act as a visual beacon from surrounding neighborhoods

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

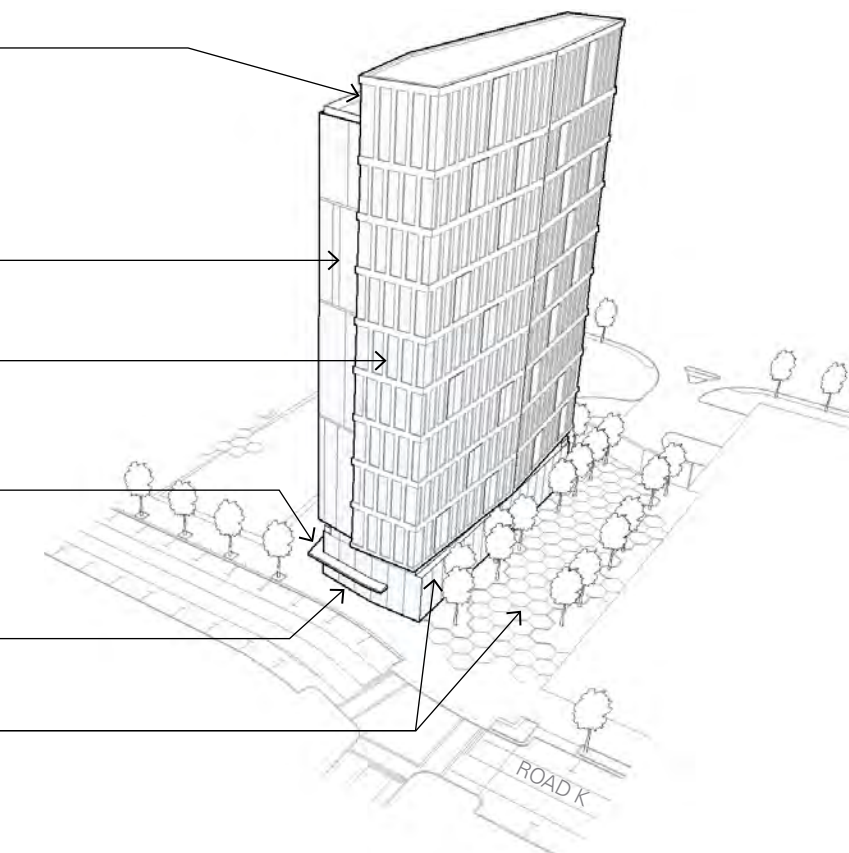
building facade design to be vertically articulated to express structural bays

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

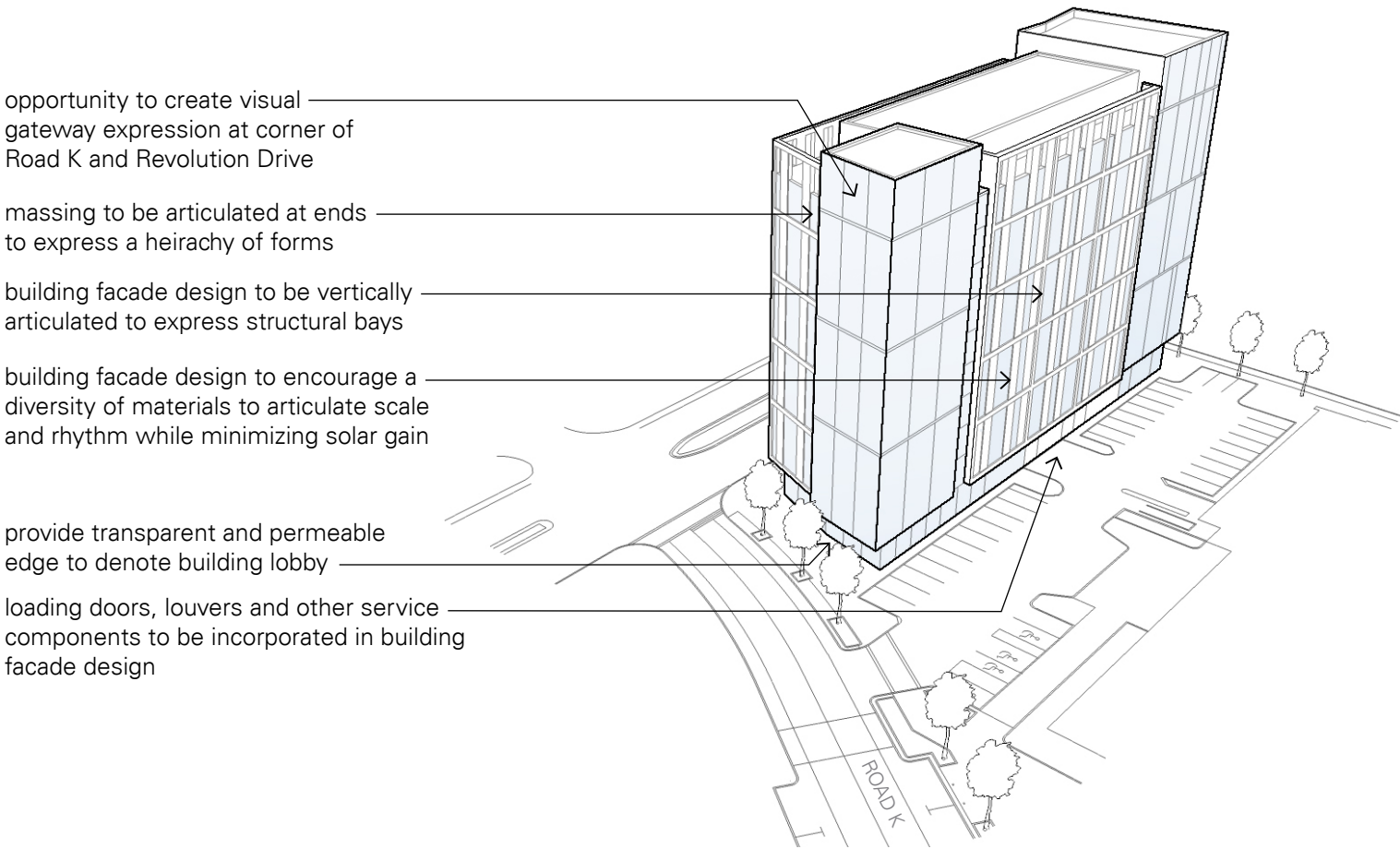
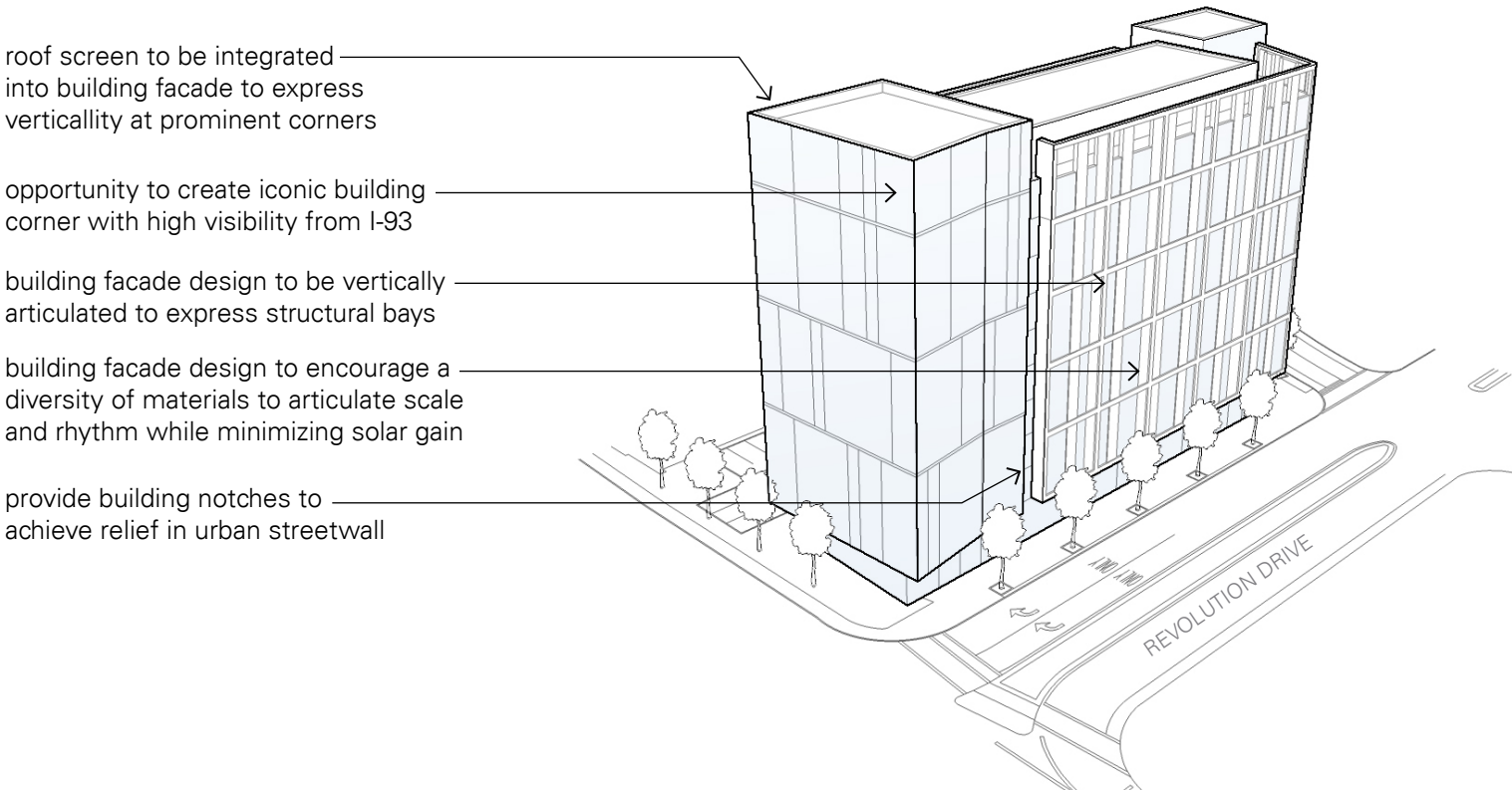
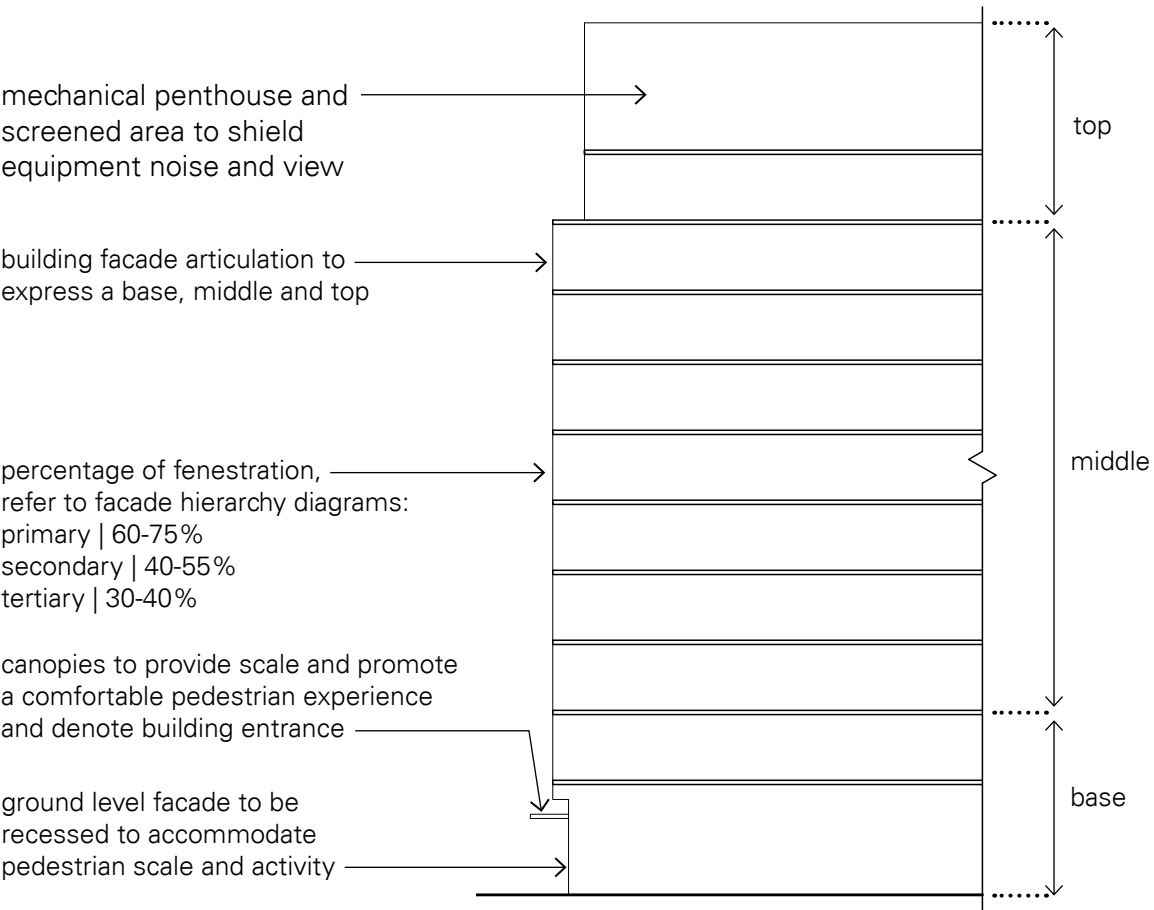
provide transparent and permeable edge to denote building lobby

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



BLOCK 26 | CONCEPTUAL GUIDELINES

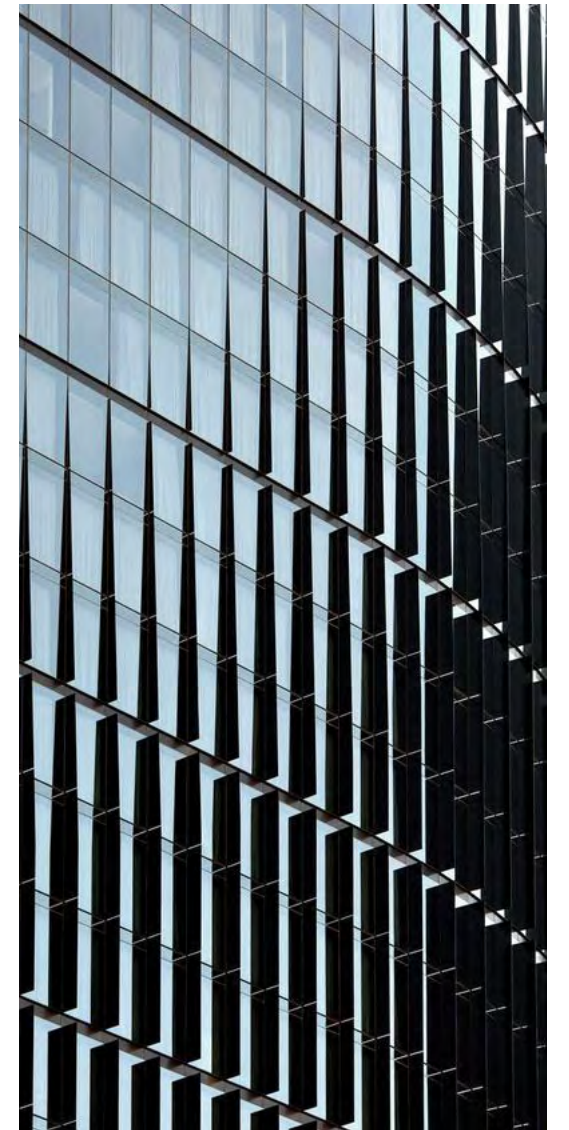
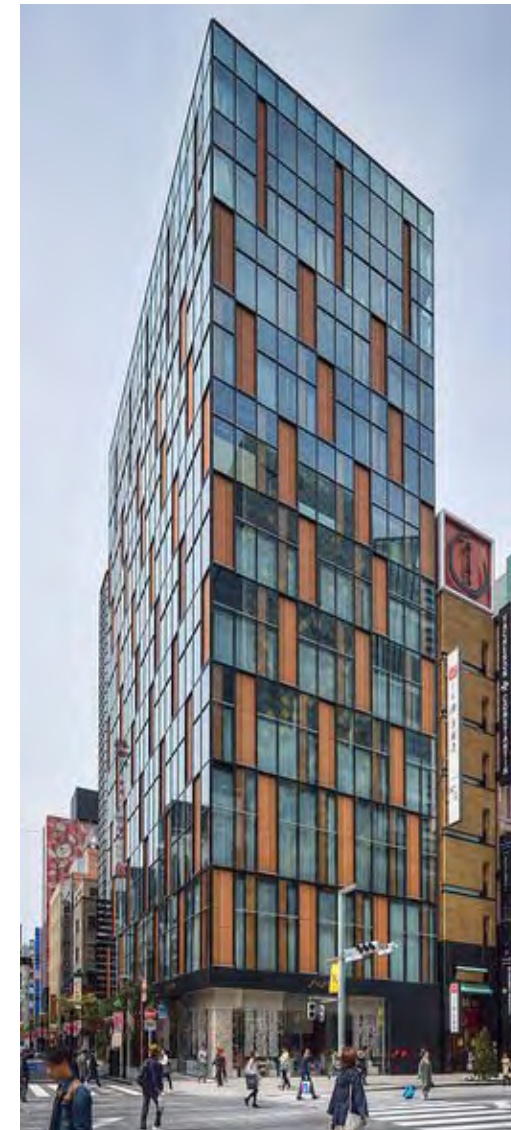
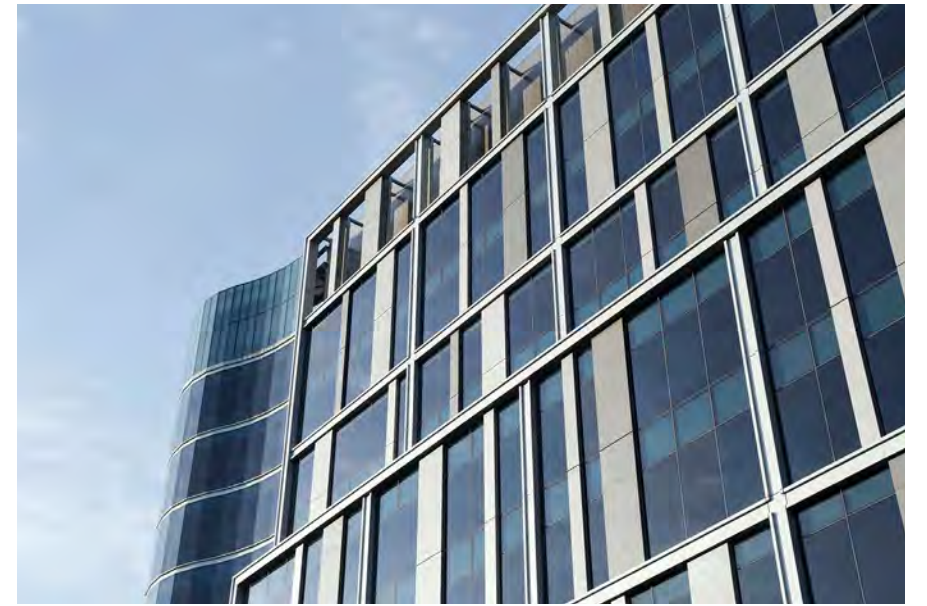
BUILDING PROGRAM | COMMERCIAL / R+D / HOTEL
BUILDING TYPE | COMMERCIAL BUILDING



ARCHITECTURAL EXPRESSION | COMMERCIAL

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 façades 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 | 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:

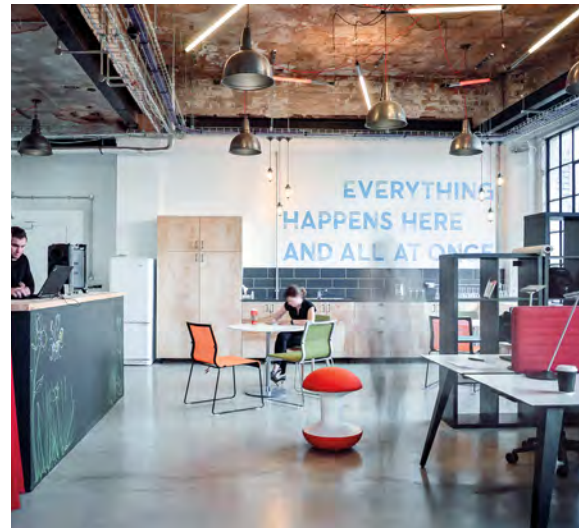
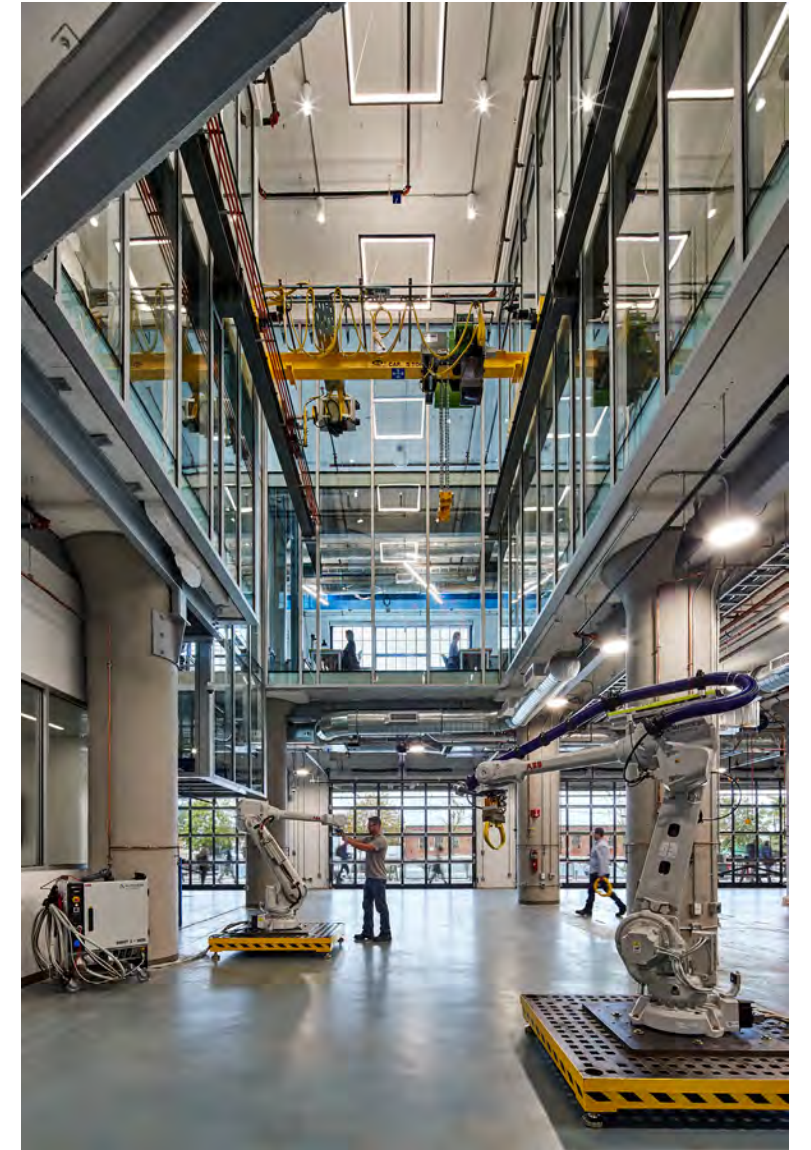
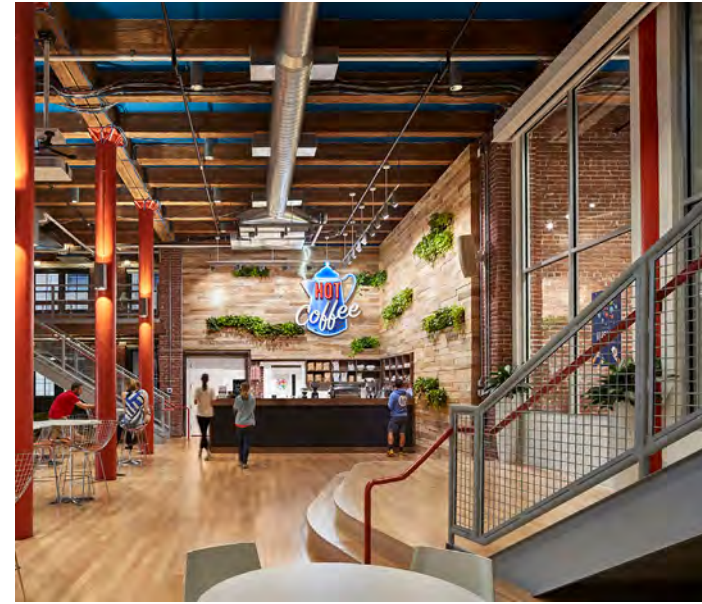
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- Flat façades should be avoided through the incorporation of recessed or projected bays, canopies, awnings and other architectural elements. Building massing should respond to the surrounding context and façade planar variation is encouraged to mitigate 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 façades 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

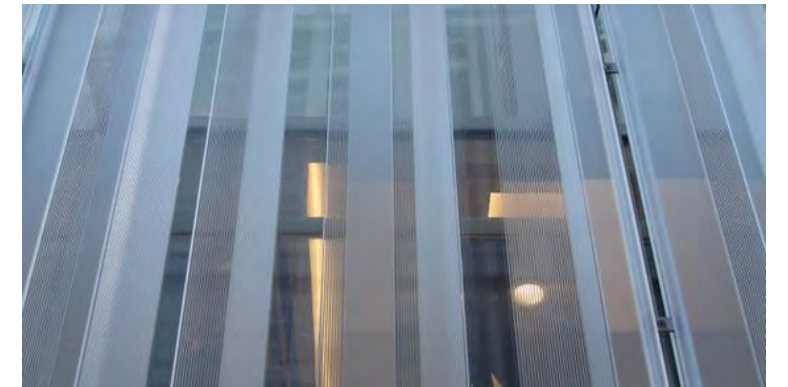
A primary objective of the master plan at XMBLY is to provide a vibrant and active pedestrian experience. Public realm improvements, in the form of publically accessible open space, pedestrian-friendly streetscapes and active gathering areas, are complemented by the incorporation of active uses at the 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 heightened 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



ARCHITECTURAL EXPRESSION | PARKING SCREENING

For podium style buildings, architectural screening at the parking levels is intended to respond to the façade language of the building above. Close integration into the building language is encouraged at important streetwall conditions to allow these façades to support the public realm experience. At prominent building conditions, garage screening which is integrated into the architectural expression is critical to provide a cohesive and holistic architectural statement. At gateway and secondary corners, facades which face primary public realm zones and other important streetwall conditions, the façade language at the parking levels is encouraged to be highly integrated into the overall building language. At secondary building conditions, though it is still highly important that the façades at the parking levels relate to the primary building language, material expression and rhythm can be less dense when oriented towards areas of less frequent pedestrian access.



An aerial architectural rendering of a large-scale urban development. The scene features a complex arrangement of modern buildings, including several tall glass-fronted skyscrapers and numerous lower-rise rectangular structures. A large, multi-level parking lot filled with cars is situated to the left of the central building cluster. In the foreground, a wide, multi-lane highway with multiple overpasses and ramps is shown, with many cars traveling in both directions. To the right of the highway, there are more parking areas and green spaces with trees. In the background, a large body of water, possibly a river or bay, is visible, with a bridge crossing it. The overall style is a high-quality 3D digital rendering, likely used for architectural visualization and marketing purposes.

04 RENDERINGS

AERIAL VIEW



STREETSCAPE | VIEW FROM ROAD K



STREETSCAPE | VIEW FROM CENTRAL OPEN SPACE



STREETSCAPE | VIEW FROM ROAD L

