



Boston, MA, USA

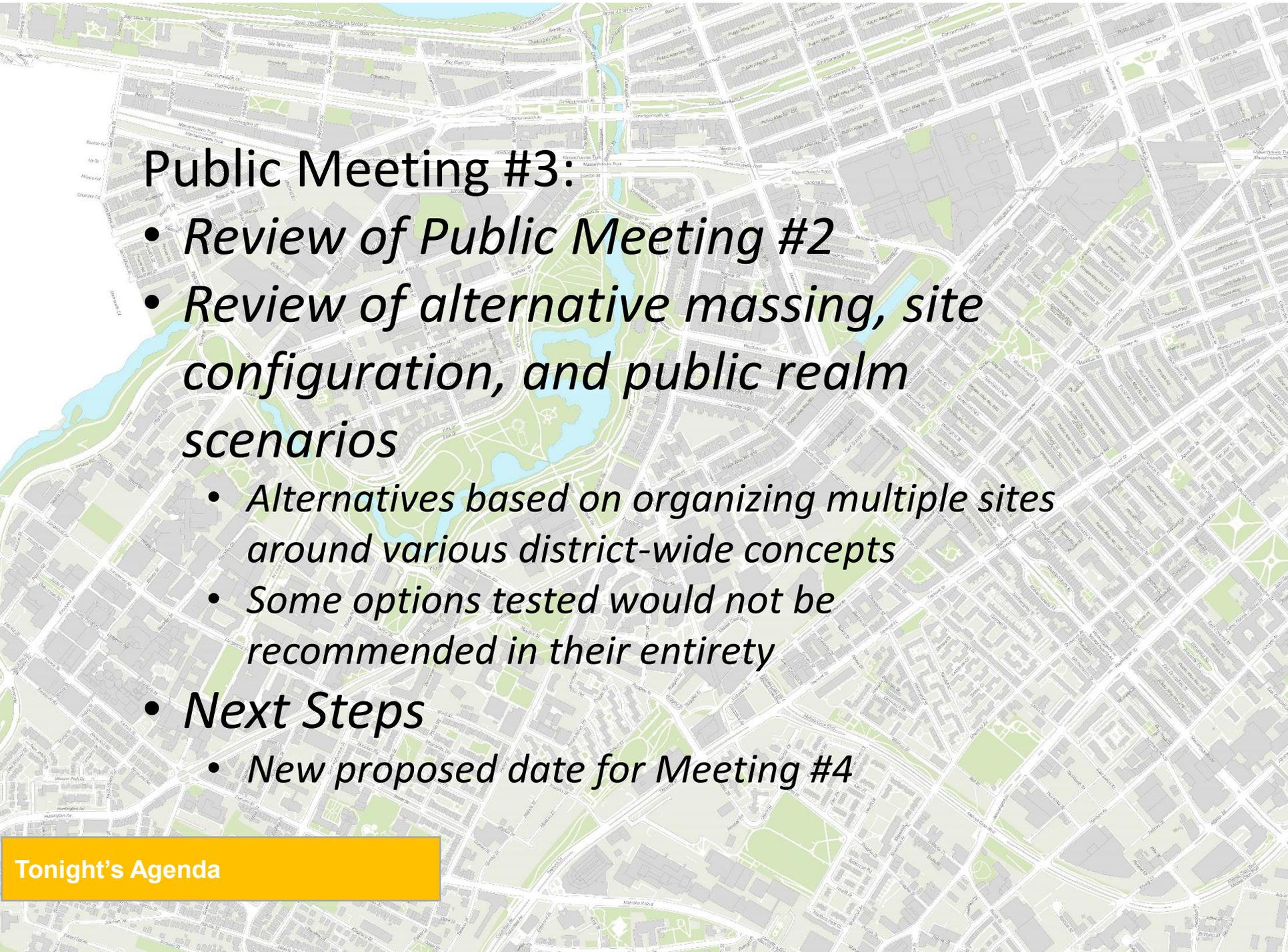
# AVENUE OF THE ARTS

## DESIGN GUIDELINES STUDY

Review of massing alternatives  
for Board Approved projects and  
potential development sites  
**5.27.2015**

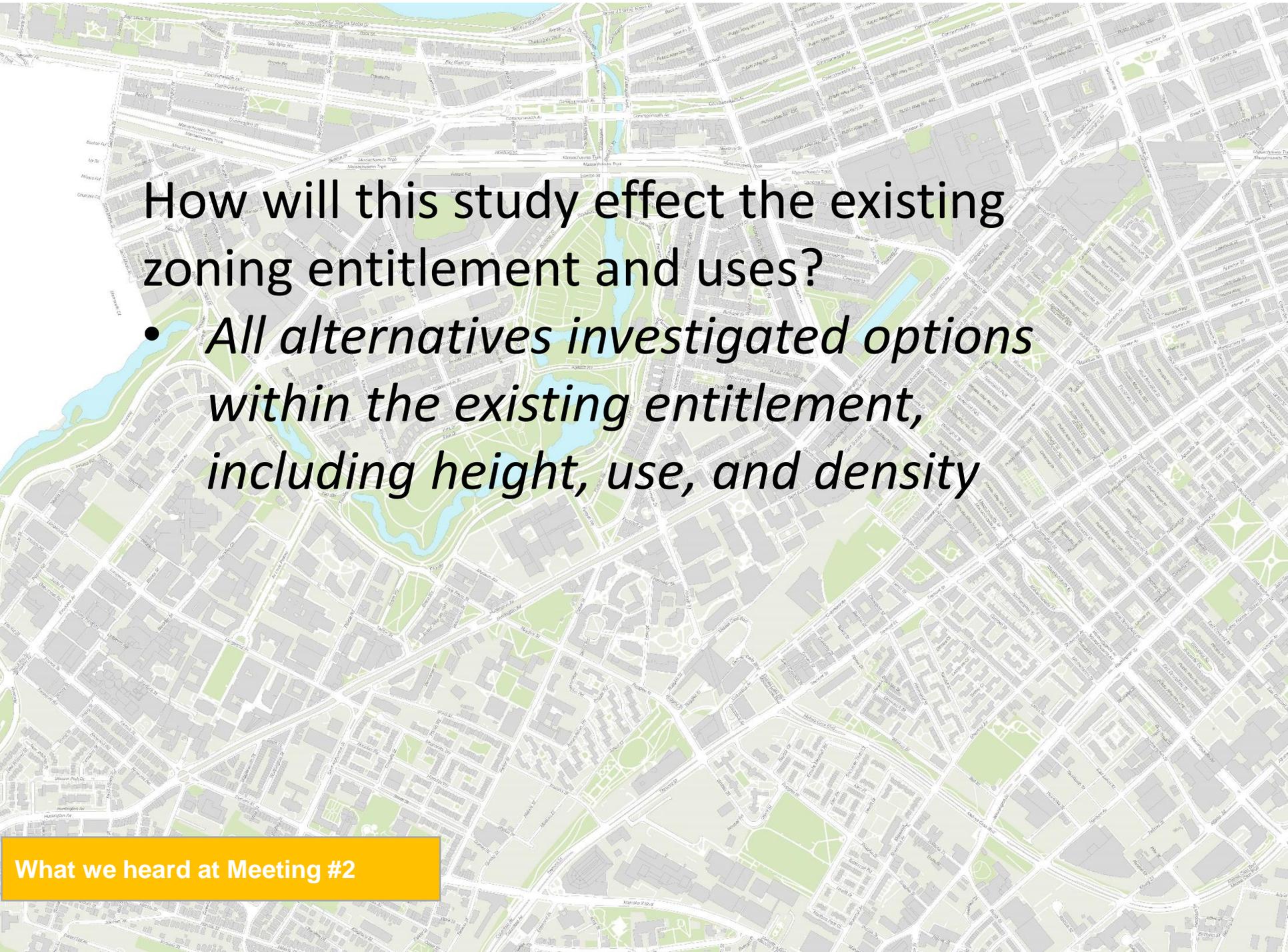
S A S A K I

RWDI



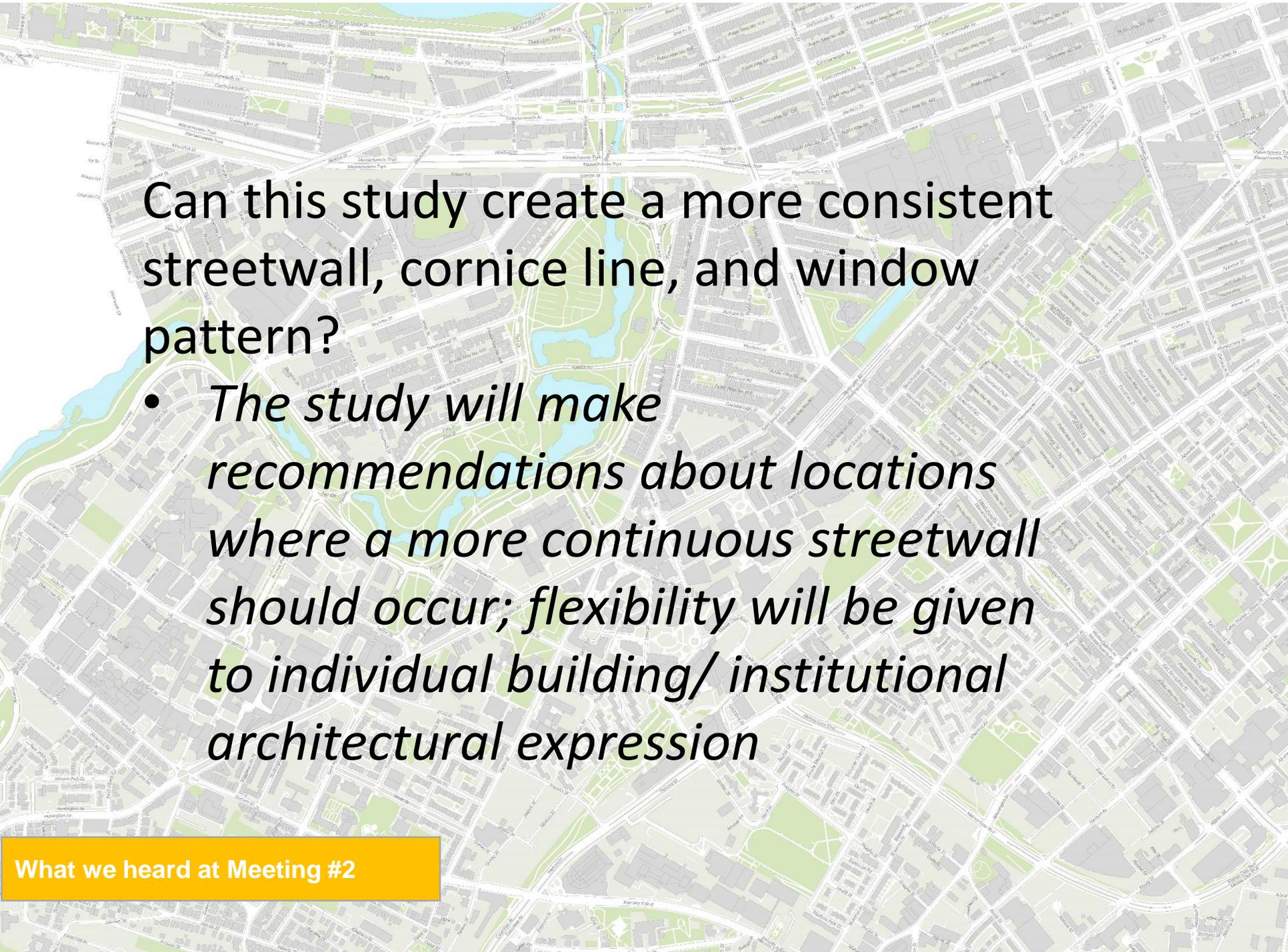
## Public Meeting #3:

- *Review of Public Meeting #2*
- *Review of alternative massing, site configuration, and public realm scenarios*
  - *Alternatives based on organizing multiple sites around various district-wide concepts*
  - *Some options tested would not be recommended in their entirety*
- *Next Steps*
  - *New proposed date for Meeting #4*

An aerial photograph of a city grid, likely Cambridge, Massachusetts, showing a dense network of streets, buildings, and green spaces. A river flows through the center of the city. The map is overlaid with text and a bullet point.

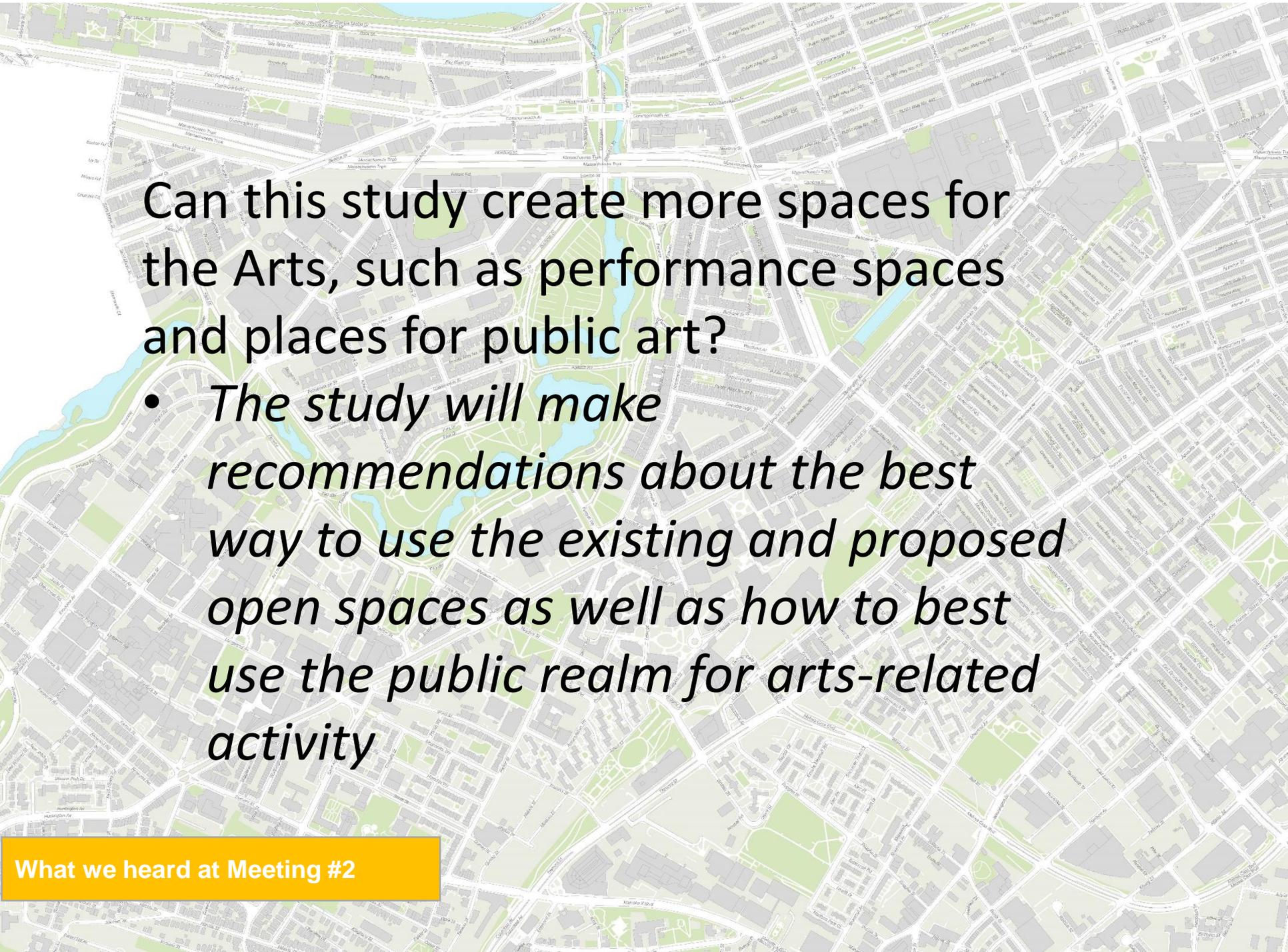
How will this study effect the existing zoning entitlement and uses?

- *All alternatives investigated options within the existing entitlement, including height, use, and density*

An aerial photograph of a city grid, likely Cambridge, Massachusetts, showing a dense network of streets and buildings. A large green park area with a blue lake is visible in the center. The text is overlaid on the left side of the image.

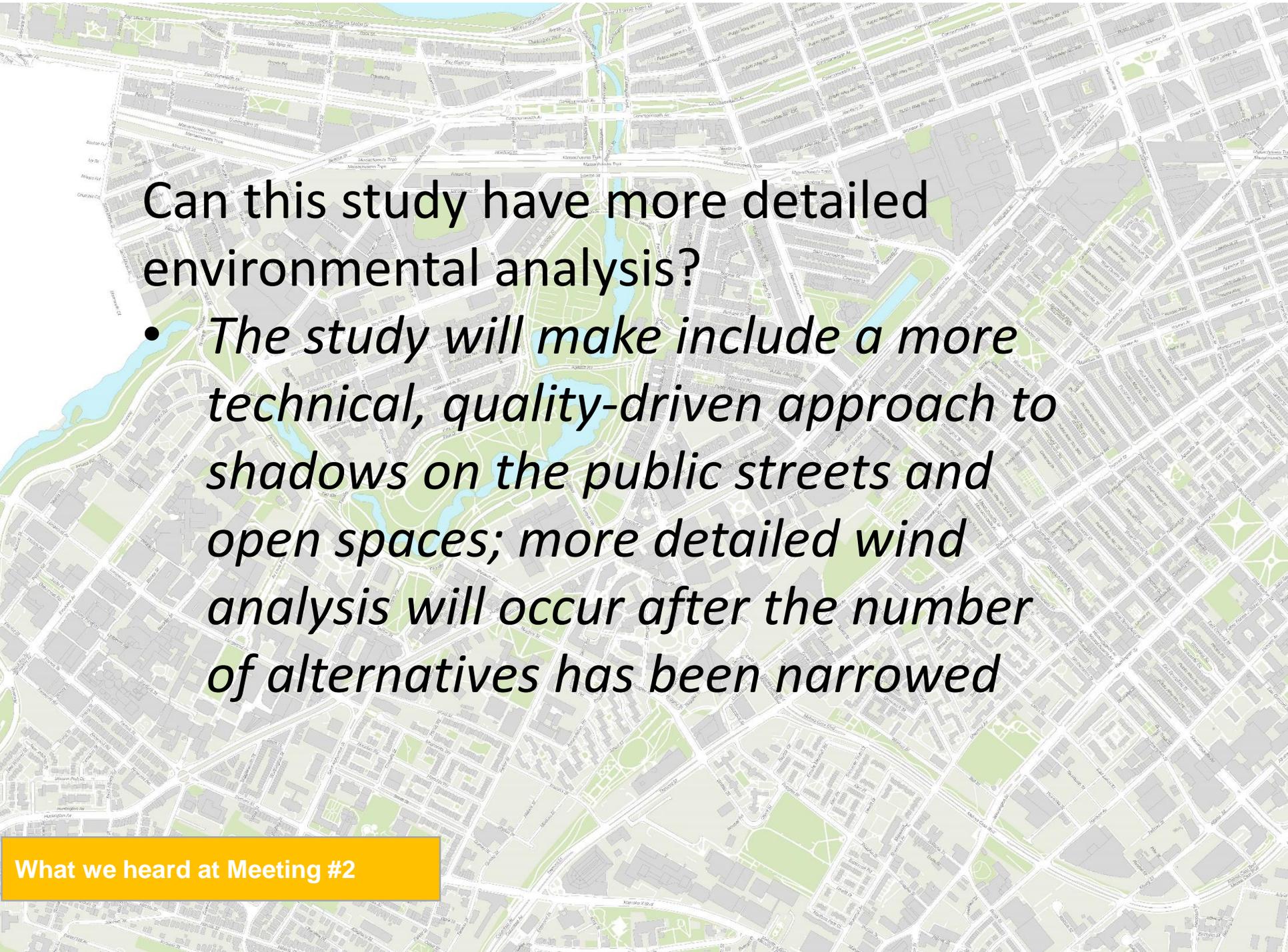
Can this study create a more consistent streetwall, cornice line, and window pattern?

- *The study will make recommendations about locations where a more continuous streetwall should occur; flexibility will be given to individual building/ institutional architectural expression*



Can this study create more spaces for the Arts, such as performance spaces and places for public art?

- *The study will make recommendations about the best way to use the existing and proposed open spaces as well as how to best use the public realm for arts-related activity*

An aerial photograph of a city grid, likely Cambridge, Massachusetts, showing a dense network of streets, buildings, and green spaces. A river is visible on the left side. The map is overlaid with text.

Can this study have more detailed environmental analysis?

- *The study will make include a more technical, quality-driven approach to shadows on the public streets and open spaces; more detailed wind analysis will occur after the number of alternatives has been narrowed*



Where are the proposed uses that will encourage civic life?

- *No substantial city or BRA land ownership in study area...except public streets and the public realm; study will identify strategies to enhance the notion that the Avenue of the Arts is a civic destination and improve connections to the existing civic resources like the Back Bay Fens*



To ensure a successful future, the Avenue of the Arts must address the following themes:

## **MOBILITY**

Organize the safe and efficient movement of people, cars, bikes and transit

## **PLACEMAKING**

Provide visual continuity and identity through building form and landscape

## **PROGRAMMING**

Create a vibrant mix and appropriate scale for a variety of uses

## **COMFORT**

Provide a comfortable pedestrian environment year round

# MOBILITY



# MOBILITY

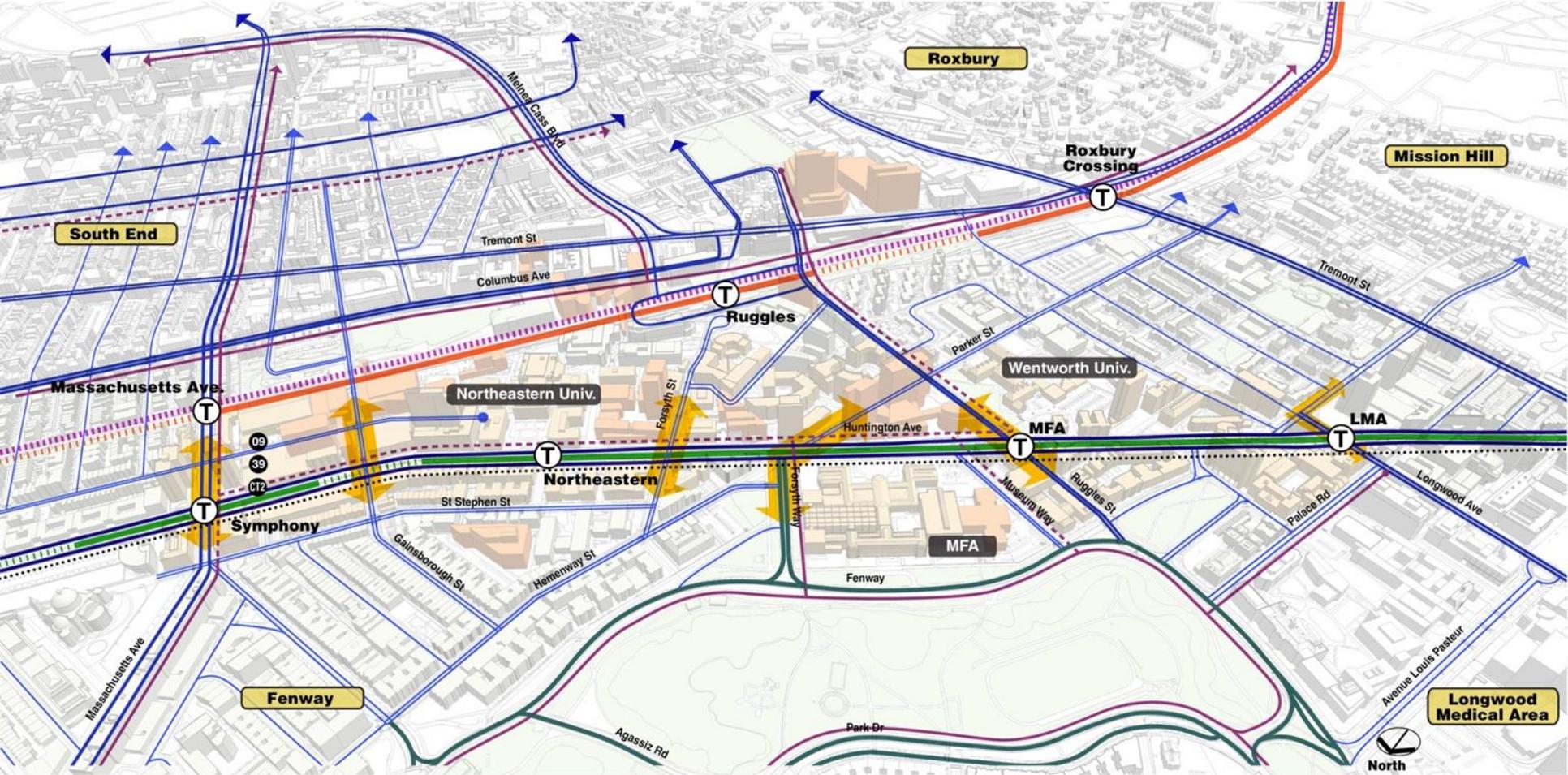
**Principle: Create a clear, safe, well-connected pedestrian experience**

***Tactics:***

- ***Future development must provide sufficient sidewalk width for pedestrians***
- ***Clarify the cadence of pedestrian crossing along Huntington Avenue through massing, landscape and site lines***

# MOBILITY

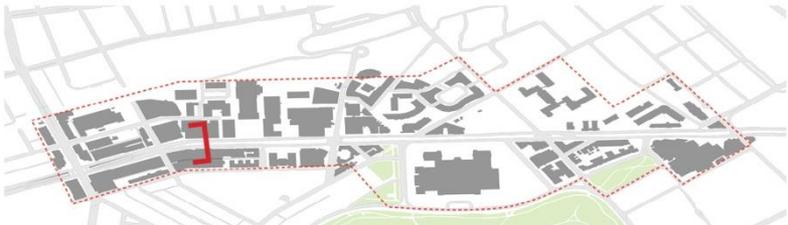
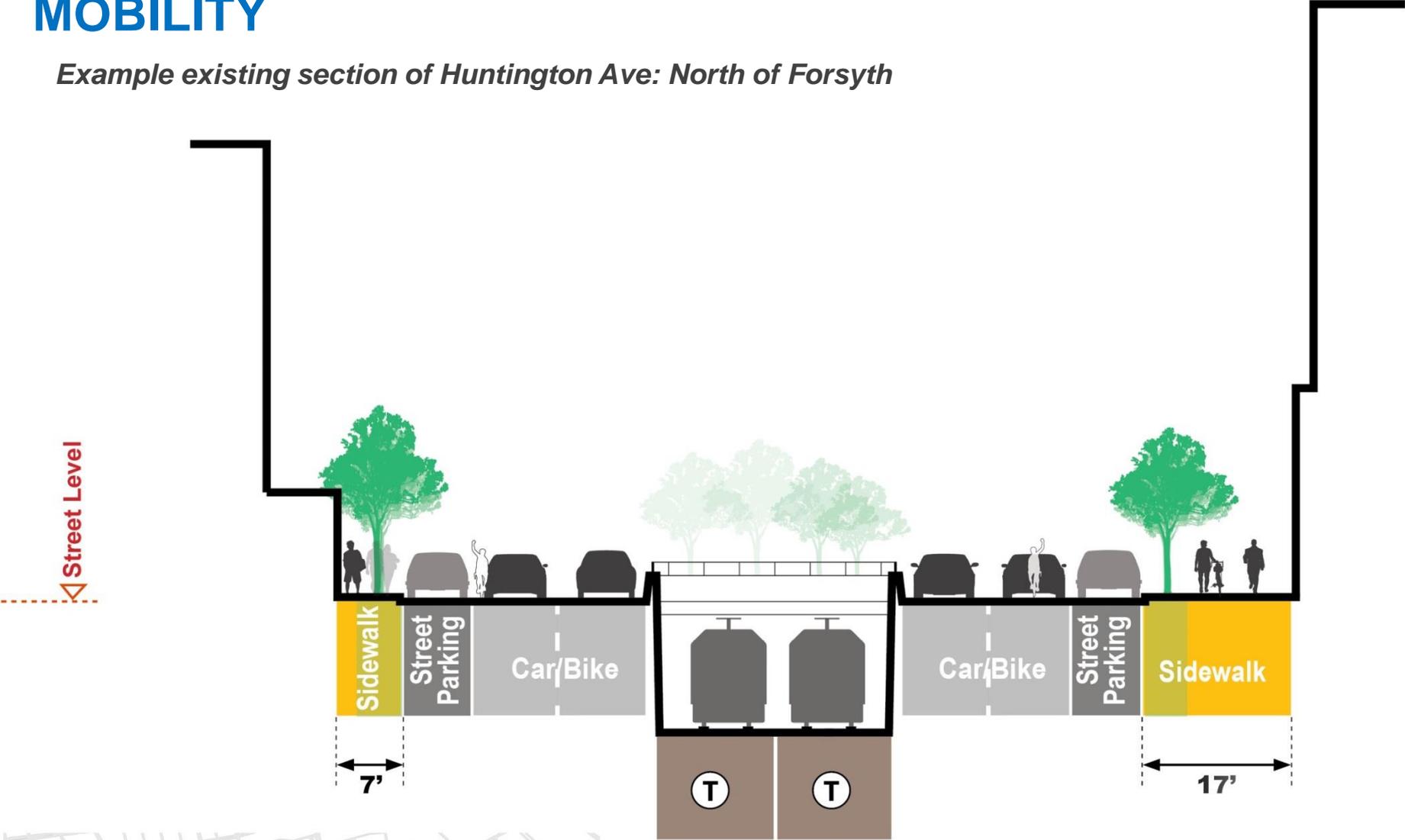
Multiple modes of transportation share Huntington Avenue



- Bike Lane
- Orange Line
- Shared Road
- Green E Line
- Commuter Rail
- MBTA Bus Lines

# MOBILITY

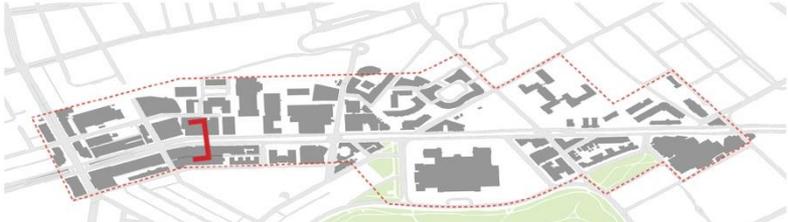
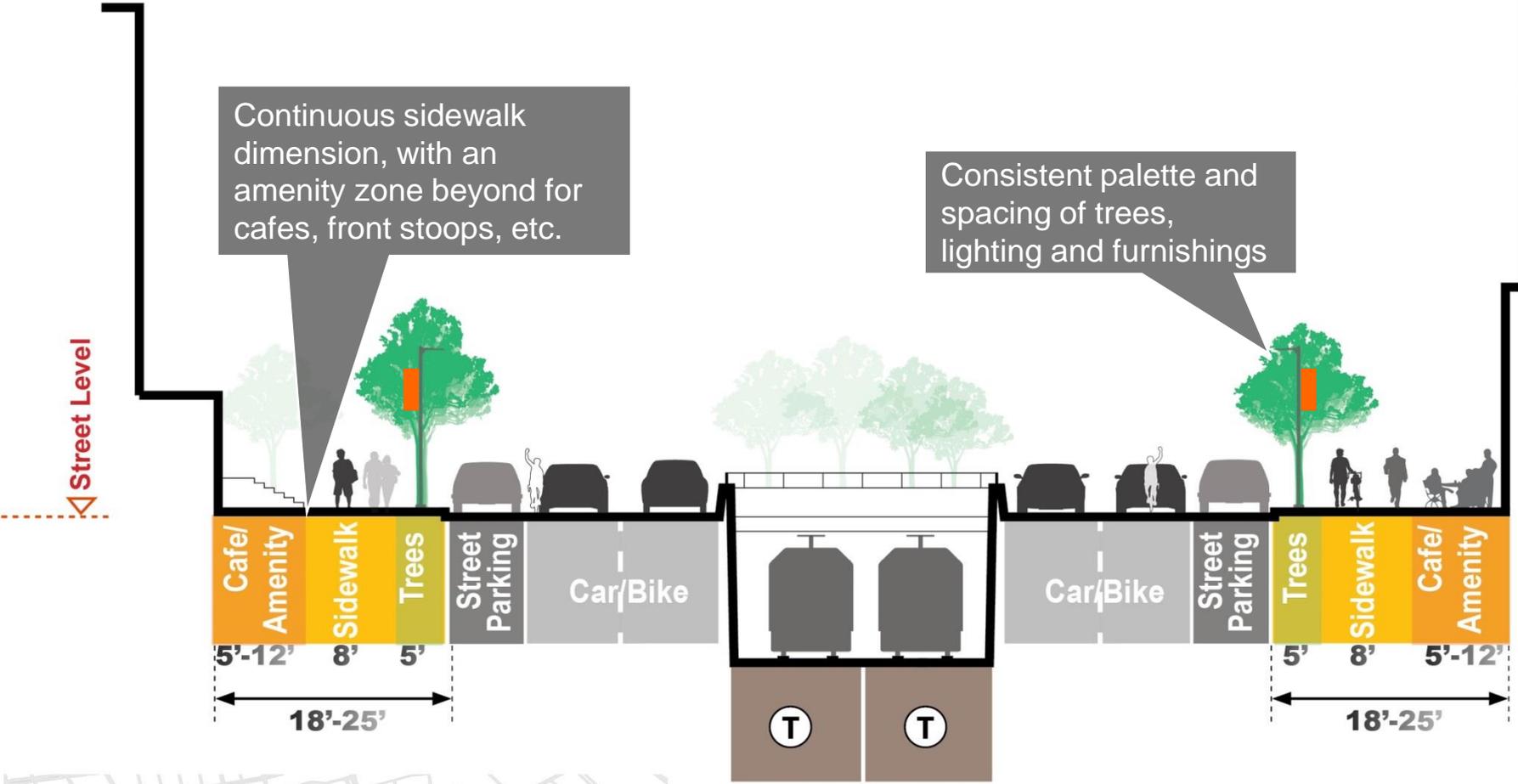
Example existing section of Huntington Ave: North of Forsyth



Green Line

# MOBILITY

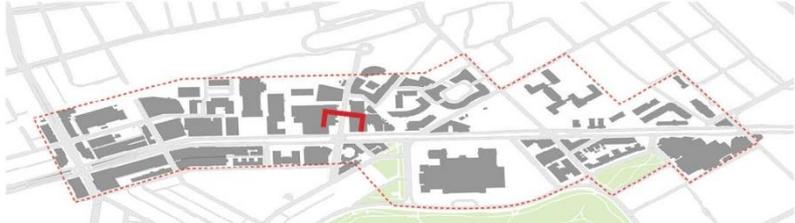
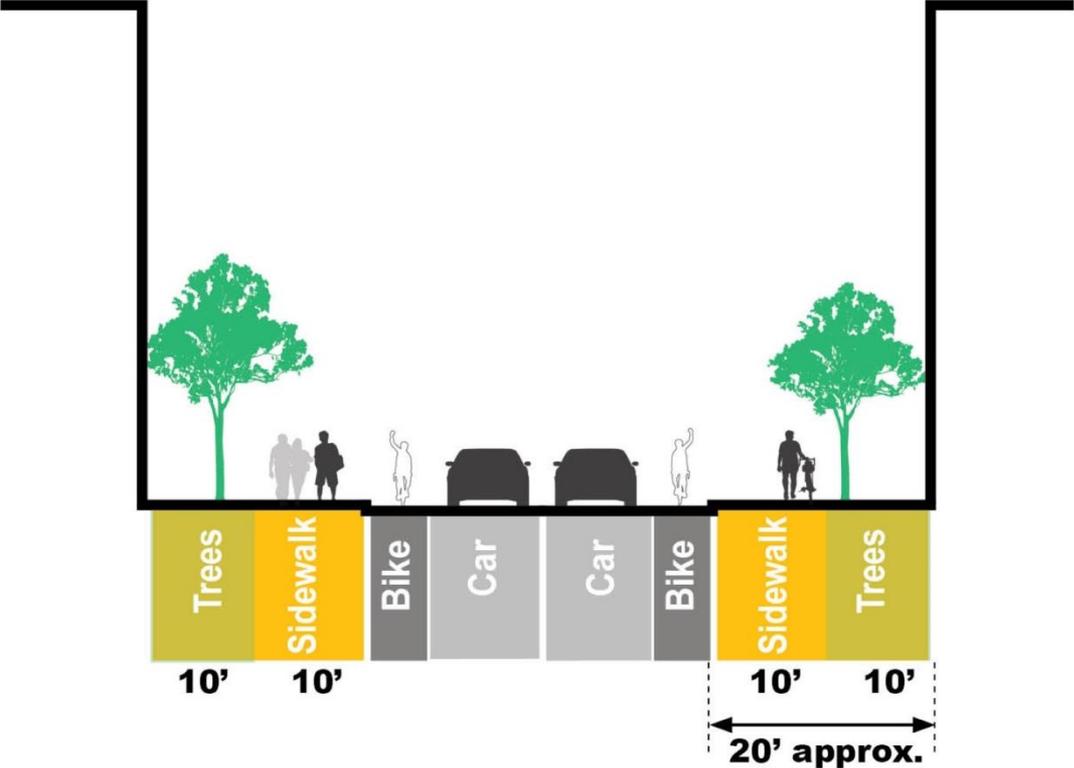
## Proposed Typical Section for Huntington Avenue



Green Line

# MOBILITY

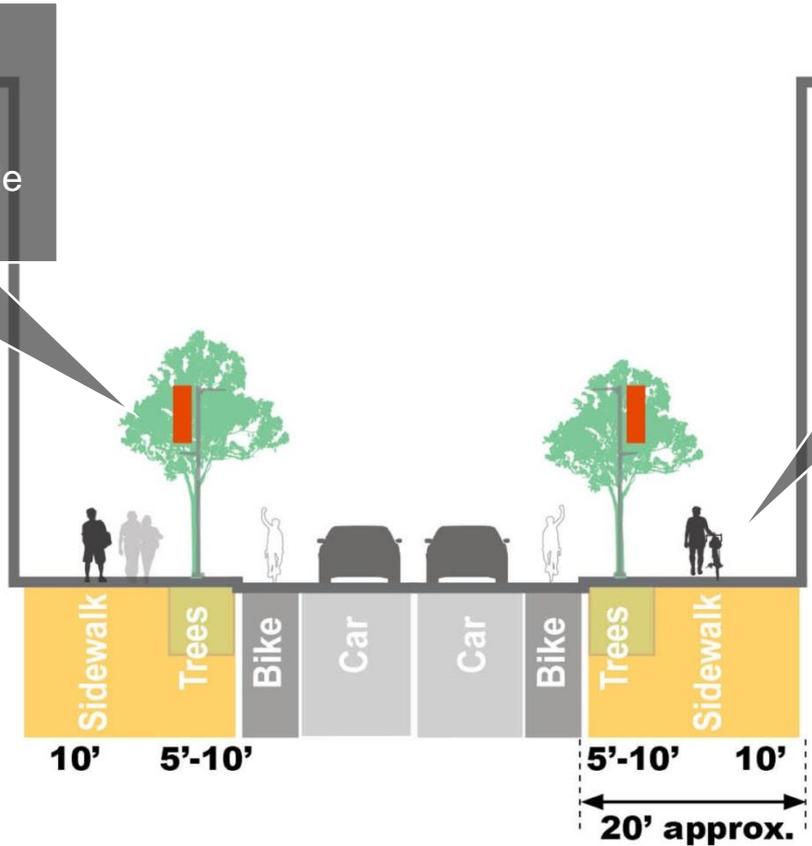
Existing Typical Section for Cross Streets (Forsyth Street Shown)



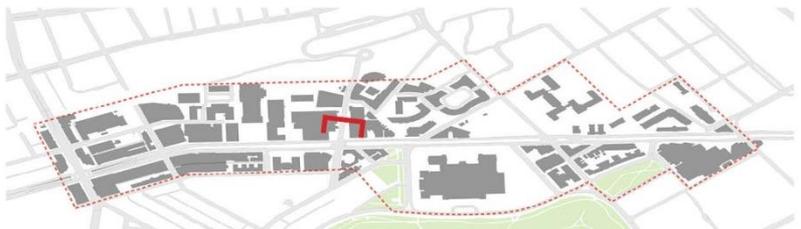
# MOBILITY

## Proposed Typical Section for Cross Streets (Forsyth Street Shown)

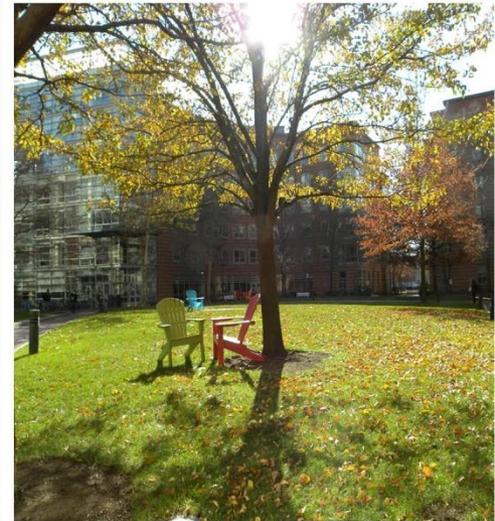
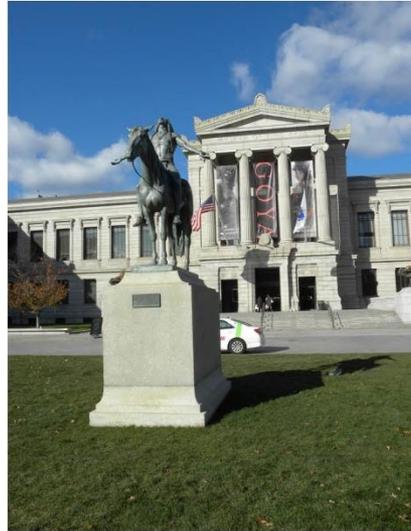
Trees in grates, combination pedestrian / street lighting and signature banners provide continuity



10' wide minimum clear sidewalk zone, separated from street by 5' planting zone with trees and lighting



# PLACEMAKING



# PLACEMAKING

**Principle: Huntington Avenue should be a cohesive, high quality environment. Institutions should be able to express their identity through iconic buildings and signature open spaces.**

***Tactics:***

- ***“Fabric” buildings relate in scale and material to their surroundings***
- ***“Connecting” open spaces facilitate pedestrian movement both along the Avenue and within surrounding blocks***
- ***A continuous streetwall highlights “signature” open spaces and “iconic” buildings***
- ***“Iconic” buildings express institutional identity***

# PLACEMAKING

*The Avenue, DC*

- Continuous high-quality material language
- Consistent cadence of lighting, trees, plantings and furnishings
- Design creates distinct district identity



# PLACEMAKING

*King Street, Kitchener Canada*

- Continuous high-quality material language
- Amenity Zone with trees, benches, bike racks, trash receptacles
- Meets Complete Streets Guidelines



# PLACEMAKING

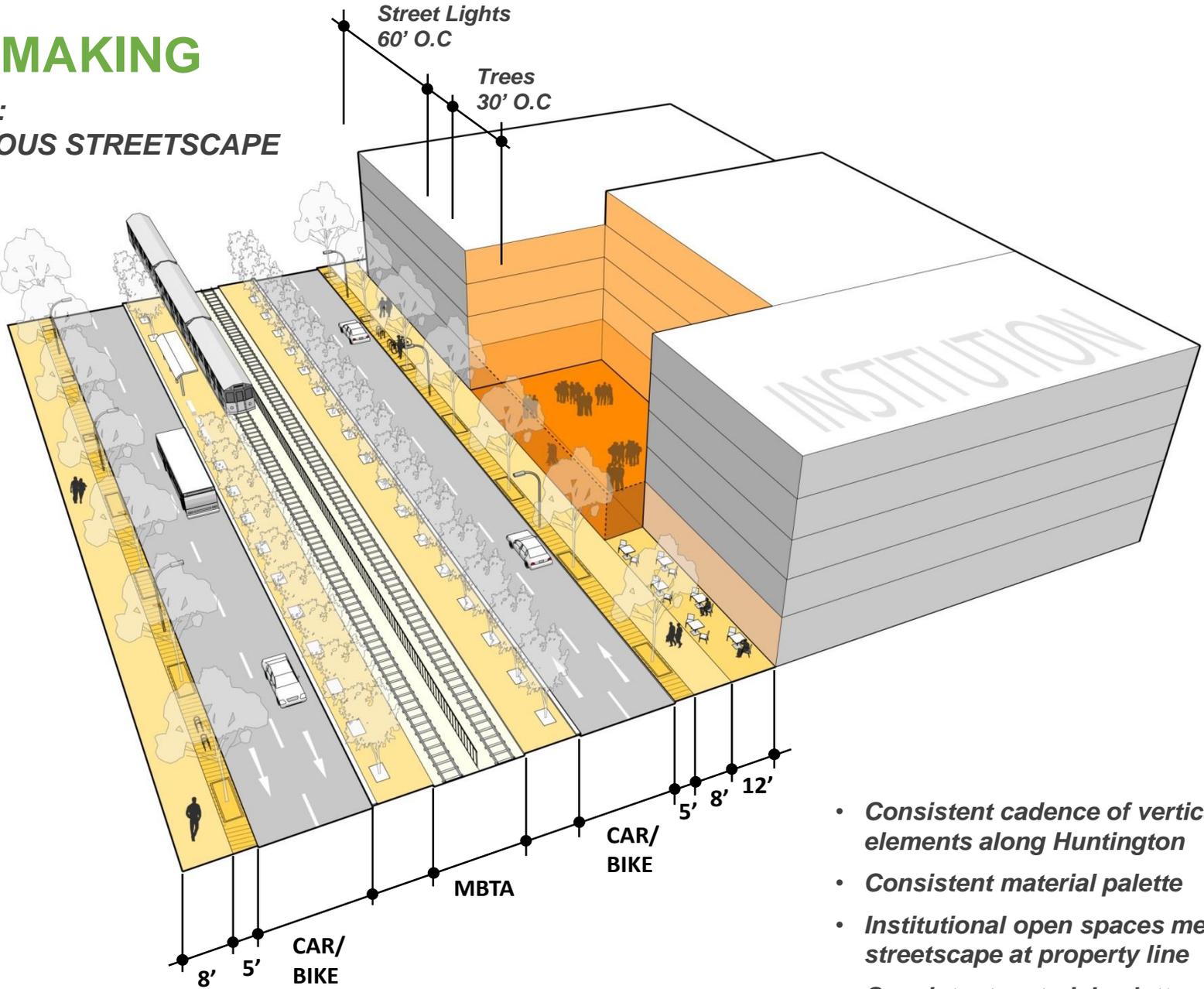
*Liberty Wharf, Boston*

- Accessible Concrete Sidewalk
- Permeable Pavers in Amenity Zone
- High-quality consistent furnishings, canopy trees, and lighting



# PLACEMAKING

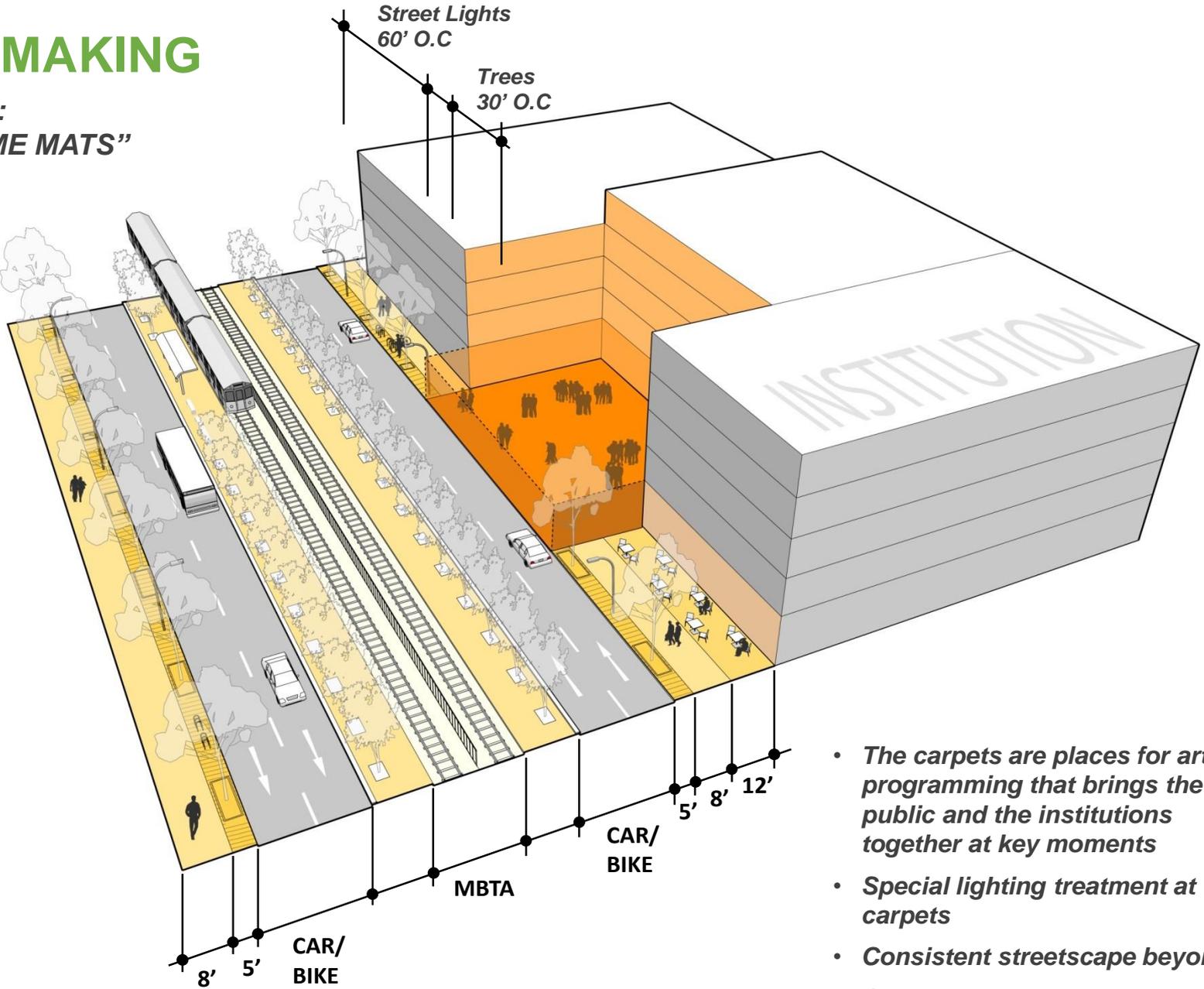
## OPTION 1: CONTINUOUS STREETScape



- *Consistent cadence of vertical elements along Huntington*
- *Consistent material palette*
- *Institutional open spaces meet streetscape at property line*
- *Consistent material palette*

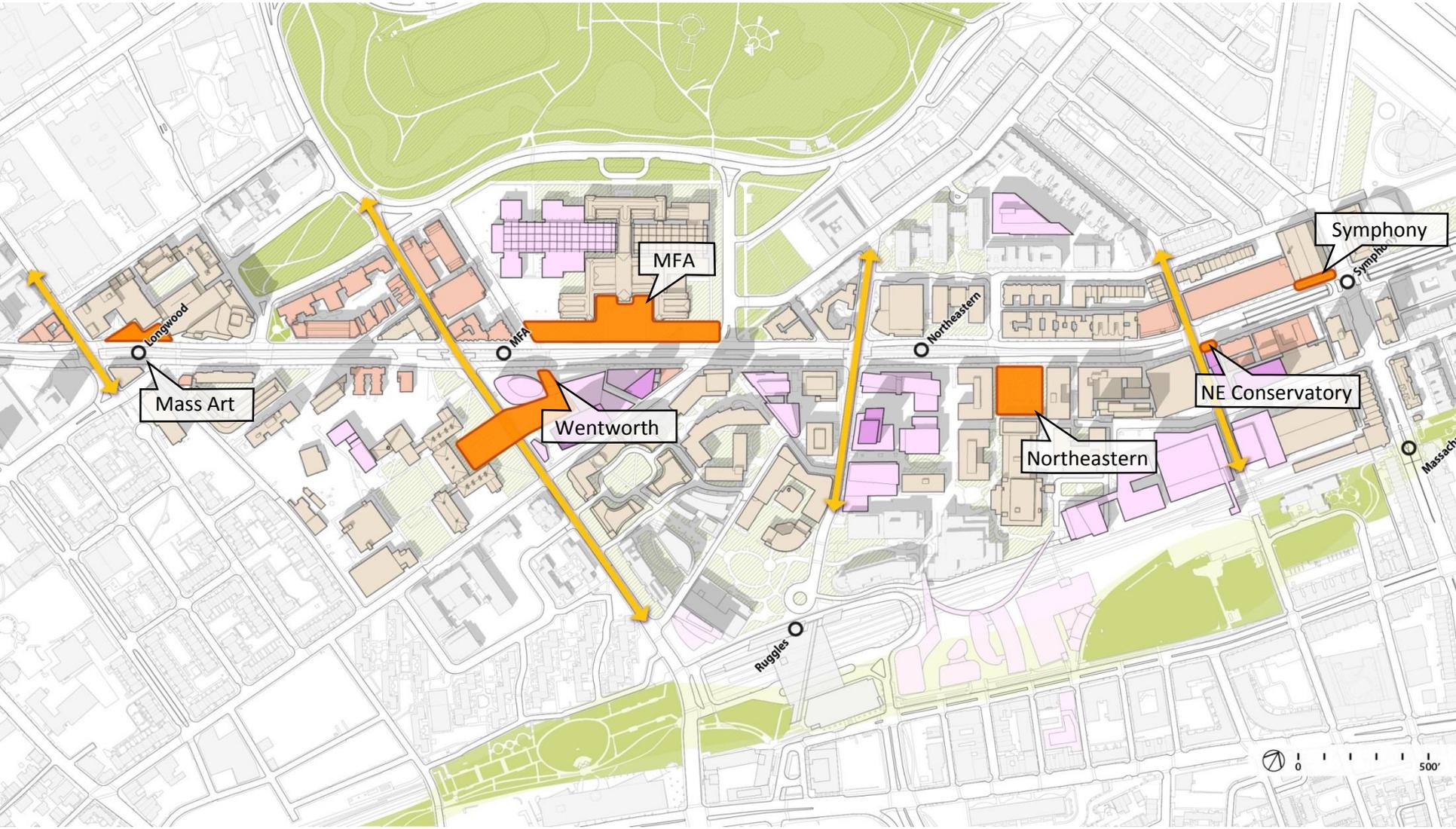
# PLACEMAKING

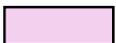
## OPTION 2: "WELCOME MATS"



- *The carpets are places for arts programming that brings the public and the institutions together at key moments*
- *Special lighting treatment at carpets*
- *Consistent streetscape beyond*
- *Consistent material palette*

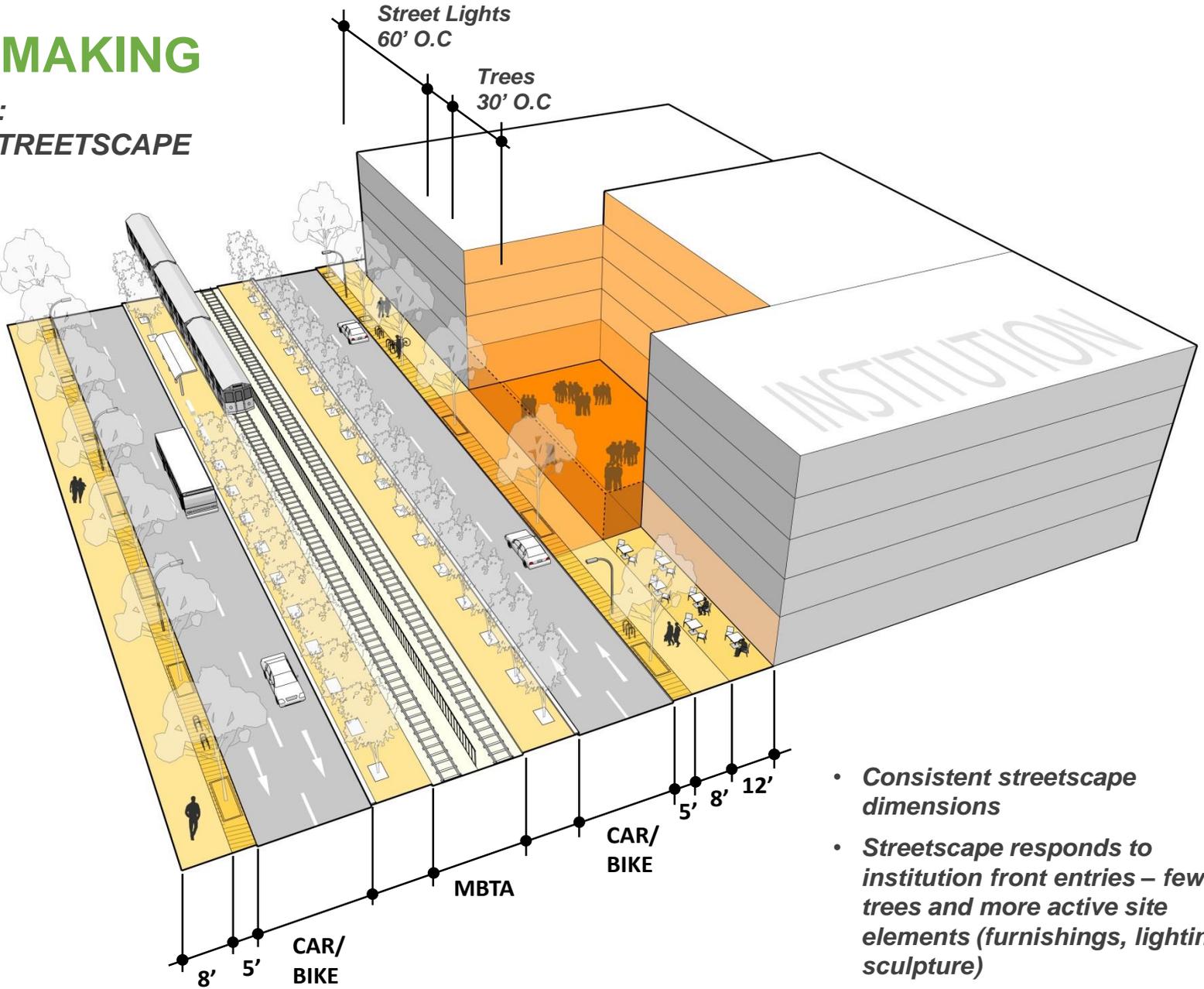
# PLACEMAKING



-  Board Approved Projects
-  Potential "Welcome Mat" locations
-  Potential Development Sites

# PLACEMAKING

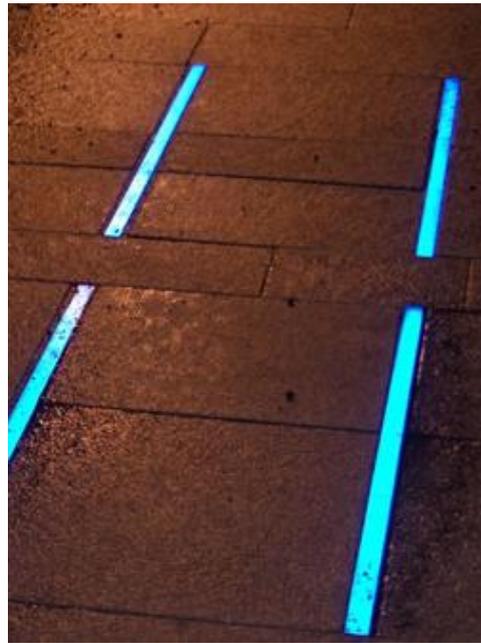
## OPTION 3: ACTIVE STREETSCAPE



- *Consistent streetscape dimensions*
- *Streetscape responds to institution front entries – fewer trees and more active site elements (furnishings, lighting, sculpture)*
- *Consistent material palette*

# PLACEMAKING

*HIGHLIGHT "WELCOME MATS" WITH LIGHT*



# PLACEMAKING

*HIGH-QUALITY SITE FURNISHINGS CAN HELP TO UNIFY THE AVENUE*



# PLACEMAKING

*A CONSISTENT , HEALTHY TREE CANOPY CAN HELP TO UNIFY THE AVENUE*



*Existing Oaks and Maples Along Huntington make strong statement but are discontinuous*

*Some Maples along the Avenue's median struggle due to a small root zone*

*London Plane Trees have winter interest*

*Honey Locusts provide dappled shade and clear yellow seasonal color*

# PROGRAMMING



# PROGRAMMING

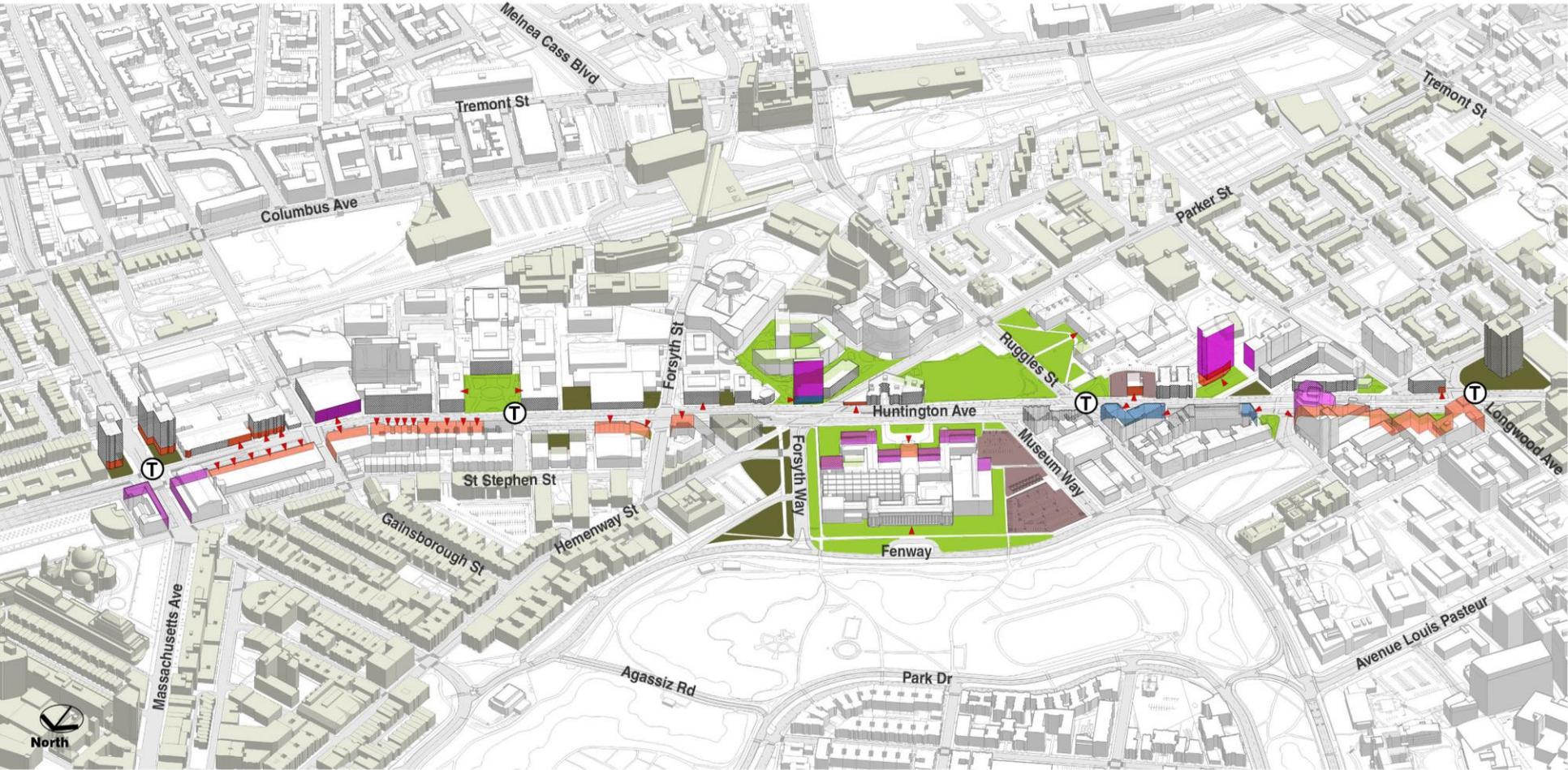
**Principle: Huntington Avenue should be an active, inclusive urban environment.**

***Tactics:***

- ***New buildings should have active ground floors; existing buildings should add active ground floor uses where possible***
- ***New and existing open spaces should be actively programmed***

# PROGRAMMING

*Existing activity and programming along the Avenue*



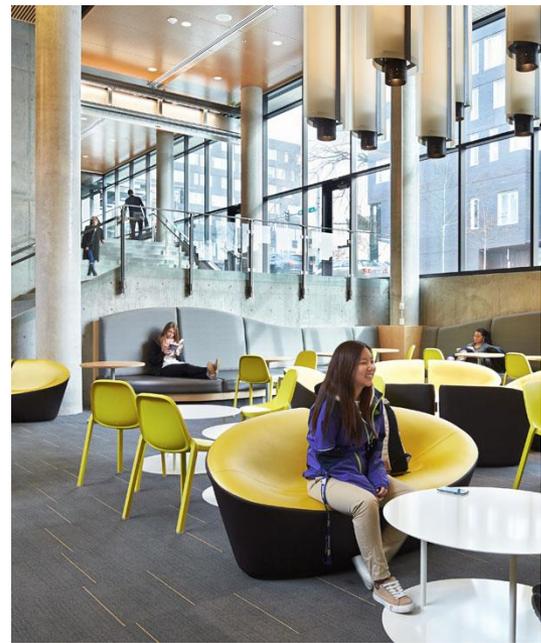
# PROGRAMMING

*ACTIVATE OPEN SPACES ALONG THE AVENUE*



# PROGRAMMING

*ACTIVATE OPEN SPACES ALONG THE AVENUE*



# COMFORT



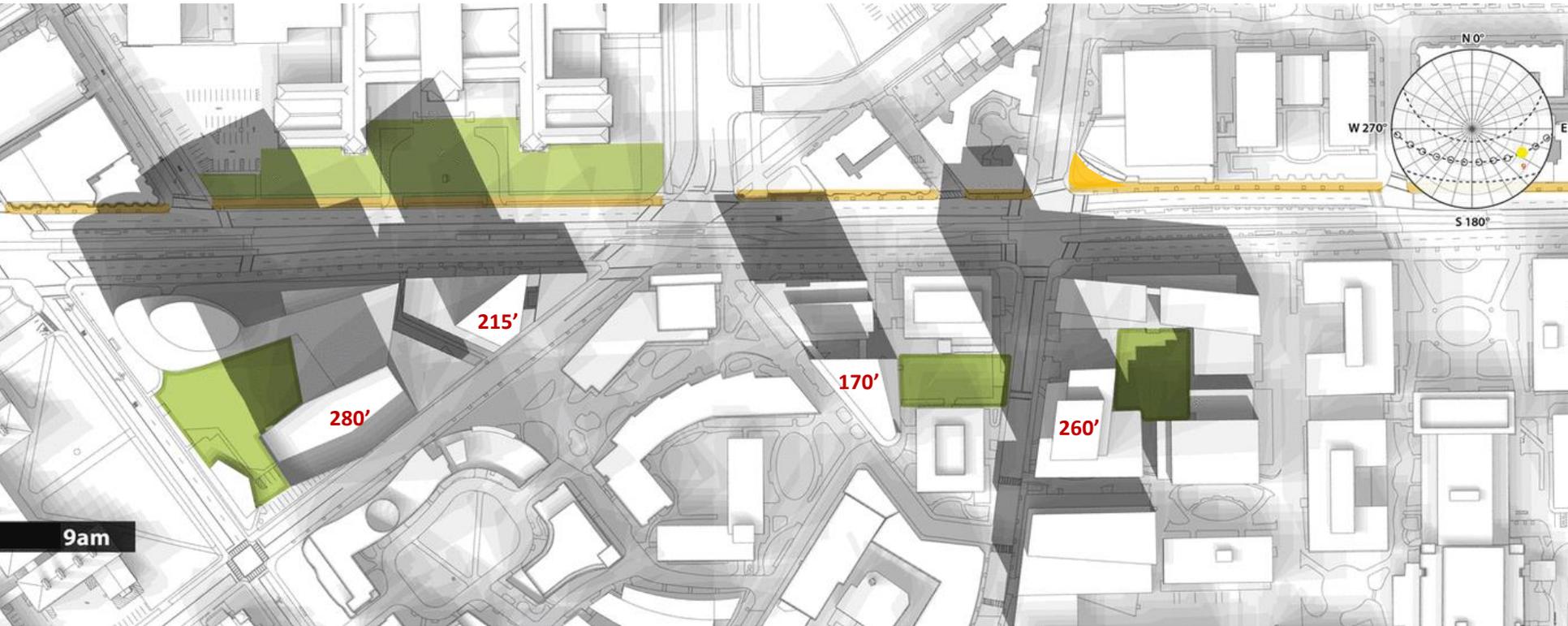
# COMFORT

**Principle: New development and initiatives should promote pedestrian comfort in the public realm.**

***Tactics:***

- ***Minimize building shadow impacts, particularly on active buildings and open spaces***
- ***Minimize negative wind impacts on new and existing open spaces***
- ***Employ landscape strategies that promote comfort by providing seasonal shade***

# COMFORT



How do we measure shadow impacts?

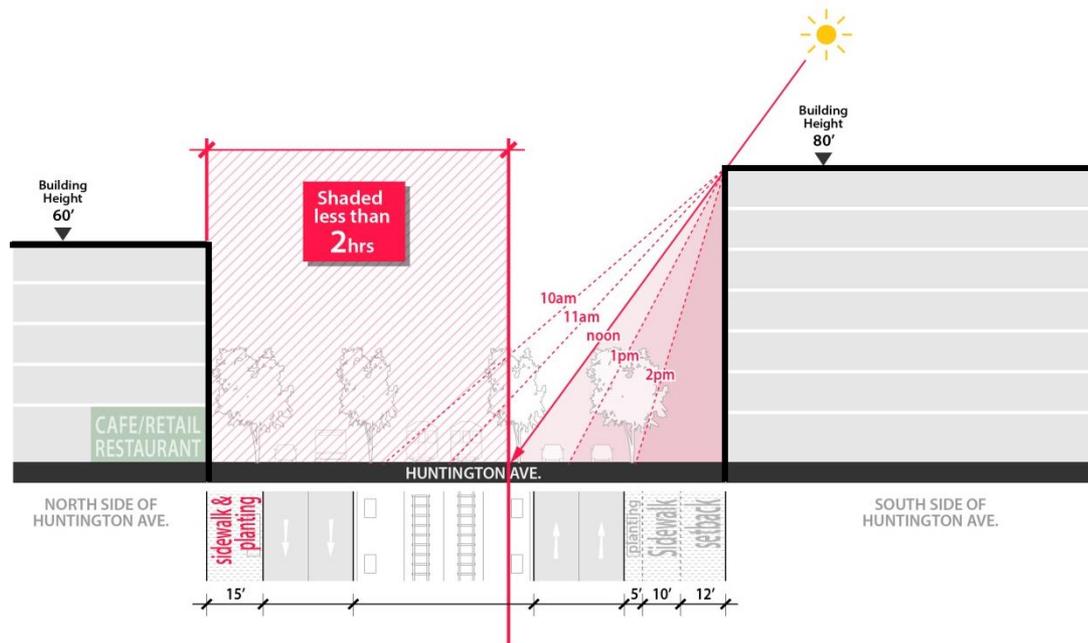
March 21, hourly shadows from 9am – 3pm



# COMFORT

## Shadow Study on Huntington Avenue

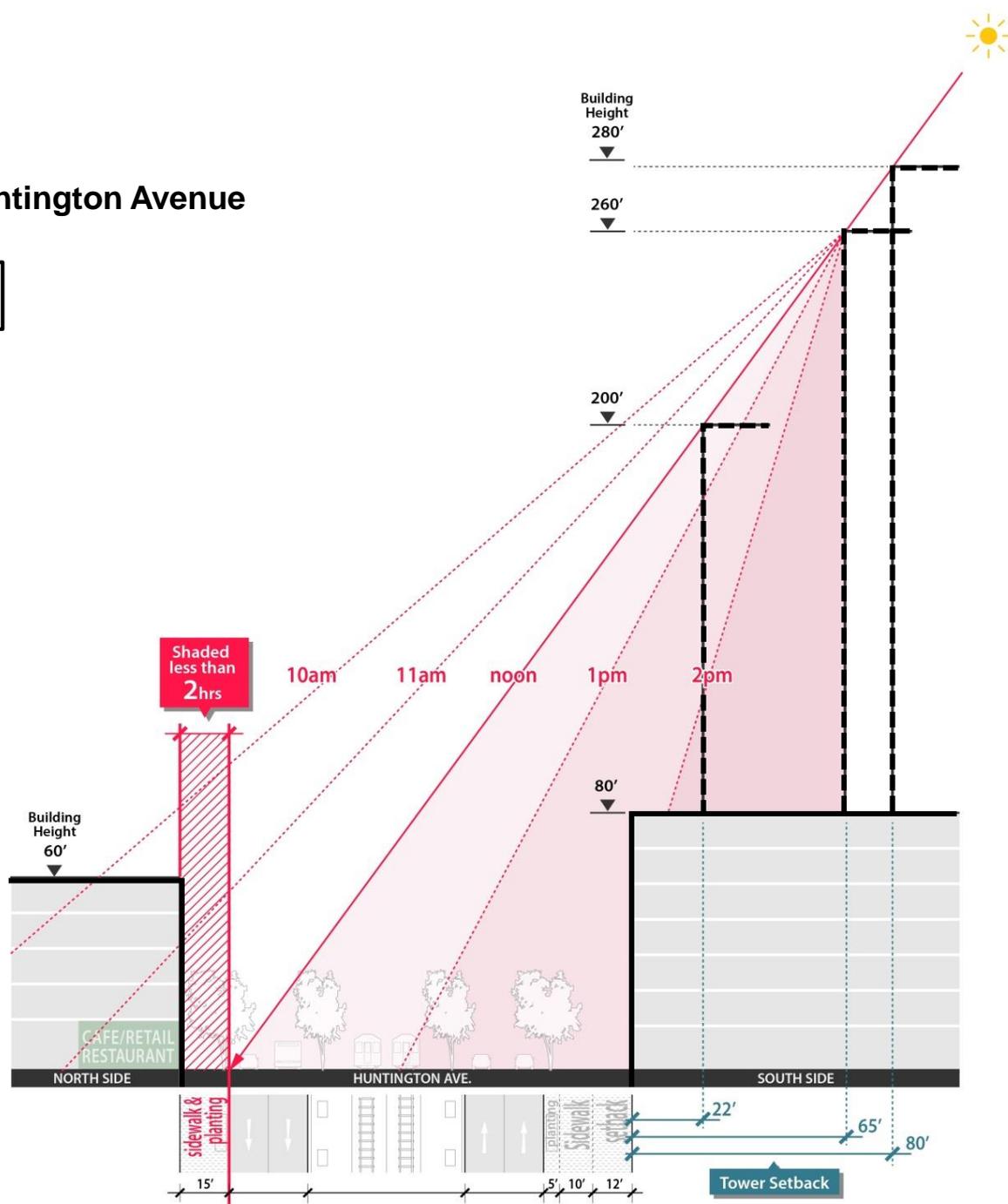
Mar. 21 / Sep.21



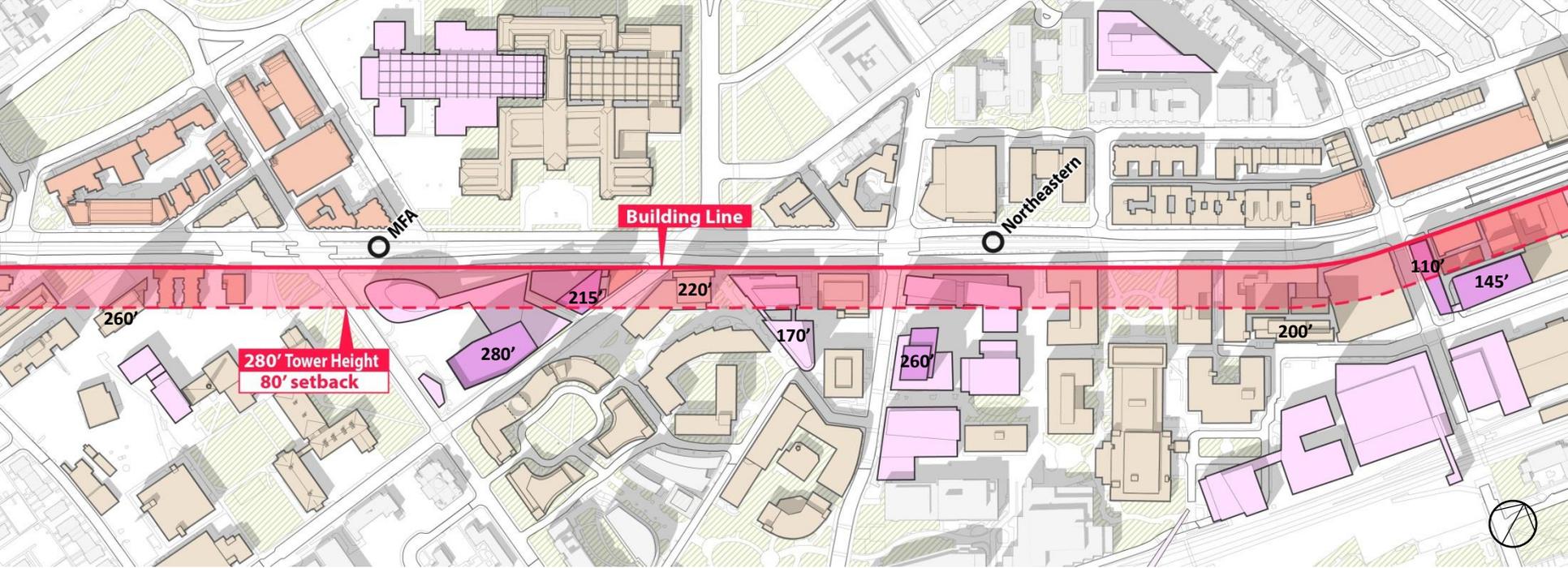
# COMFORT

## Shadow Study on Huntington Avenue

Mar. 21 / Sep.21



# COMFORT



Permitted

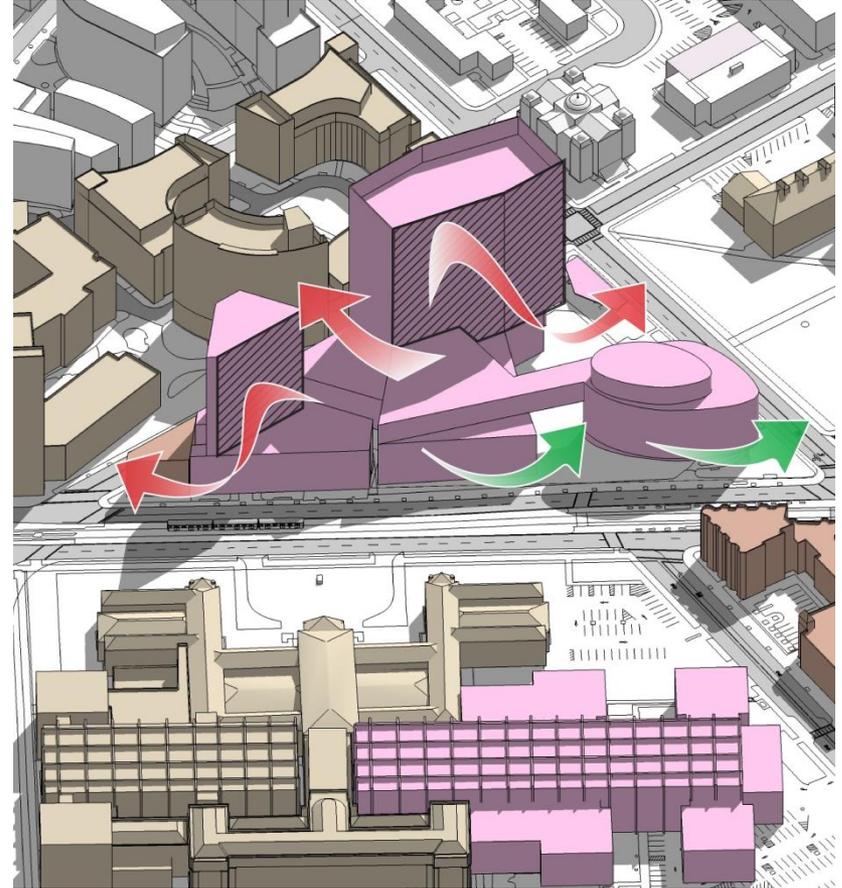
Shadow Study on Huntington Avenue

# COMFORT

## Wind Analysis

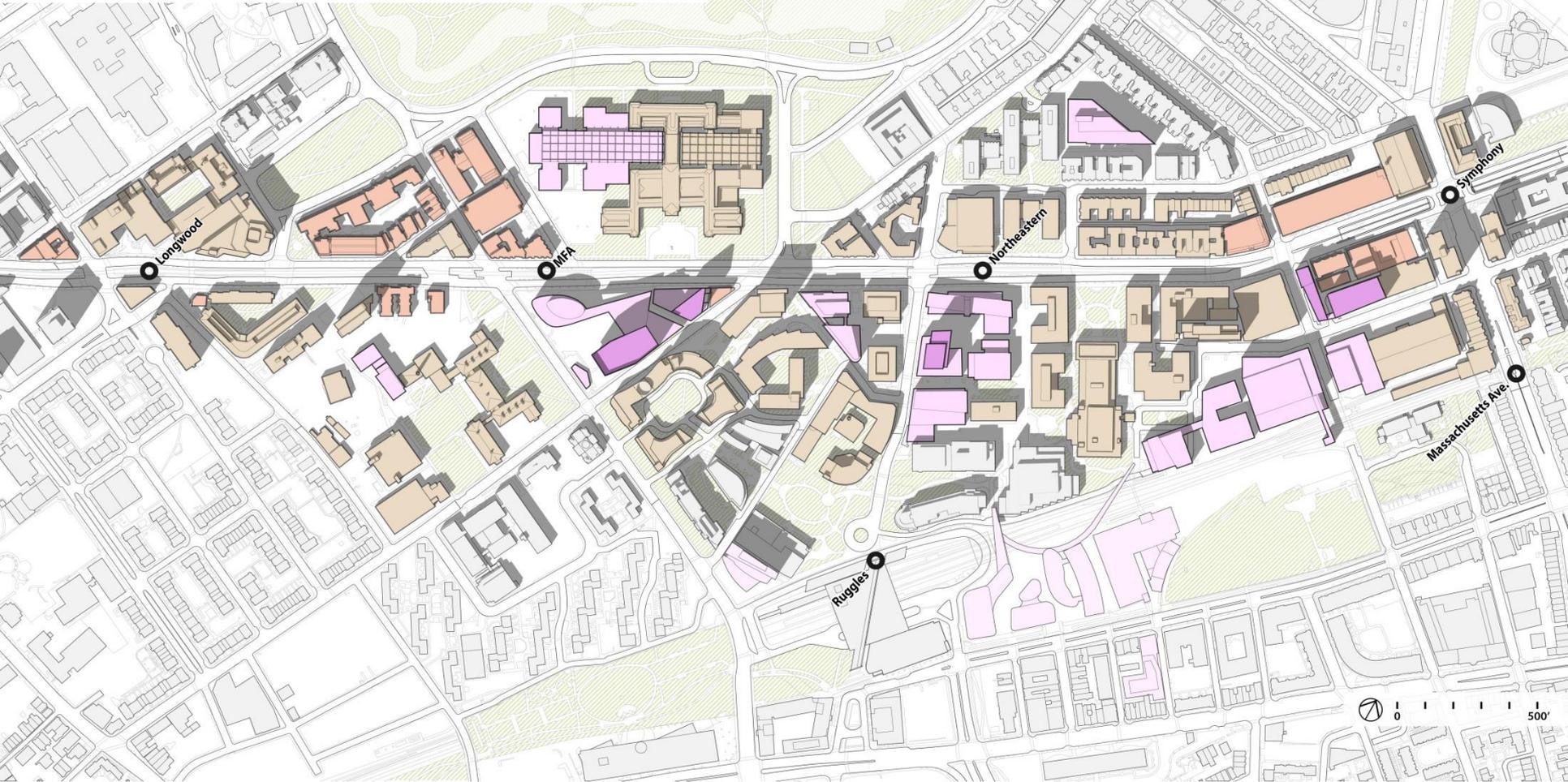


- A narrow façade exposed to the prevailing northwest winds
- A low podium structure around the tower
- A partially enclosed courtyard, but the area close to the tower could be too windy for a courtyard



- Limited wind impact on Ave, Arts and Ruggles due to lower heights and setbacks
- Larger façade perpendicular to the prevailing winds
- Flow downwashing and accelerations tower corners
- Channeling flow between the towers

# PERMITTED PROJECTS

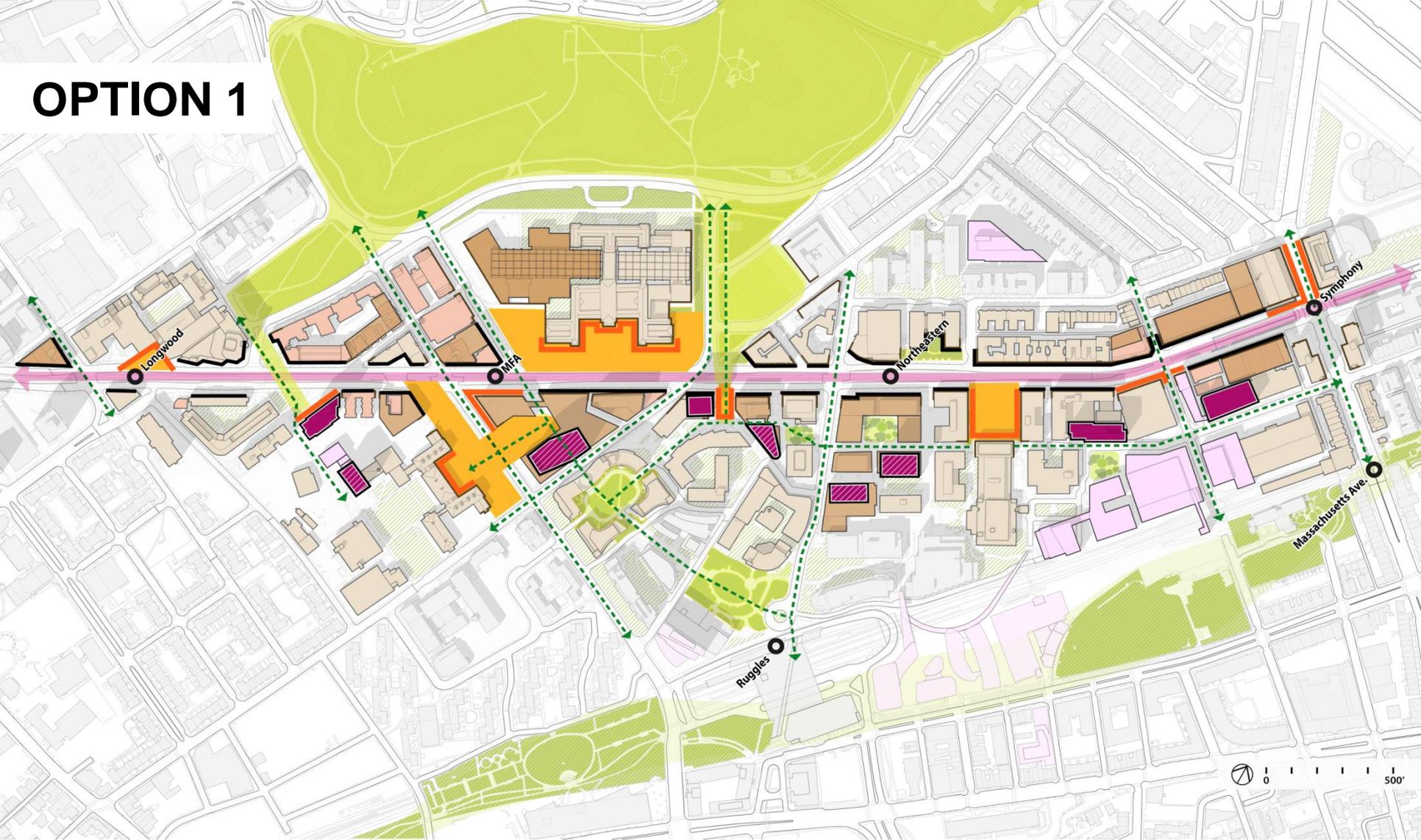


**Board Approved Projects**



**Potential Development Sites**

# OPTION 1



Continuity in scale and form among “background buildings” on the Avenue highlight “iconic” architectural and landscape moments that express each institution’s identity

- Building Opportunities for Institutional Identity
- Landscape Opportunities for Institutional Identity
- Board Approved Projects
- Potential Development Sites
- Existing and proposed tower locations
- Proposed base buildings

# OPTION 2



**Clarify opportunities to cross the Avenue by locating towers along key cross streets. Amplify the importance of cross streets by providing generous amenity zones along their sunny sides.**

- Public Realm Improvements on Side Streets
- Board Approved Projects
- Potential Development Sites
- Existing and proposed tower locations
- Proposed base buildings

# OPTION 3



**Prioritize active building edges and open spaces by minimizing shadows and increasing programming. Enhance pedestrian links among active open spaces.**

-  Sites for Increased Landscape Programming
-  Existing and Proposed Active Building Edges
-  Landscape Opportunities for Institutional Identity
-  Board Approved Projects
-  Potential Development Sites
-  Existing and proposed tower locations
-  Proposed base buildings

# VIEW AT CABOT SITE



**Permitted**



**Option 1**



**Option 2**



**Option 3**



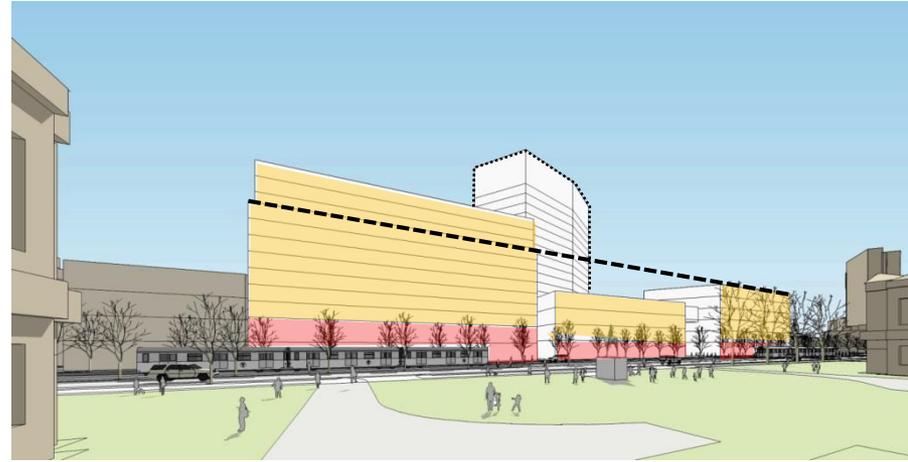
# VIEW FROM THE MFA



Permitted



Option 1



Option 2



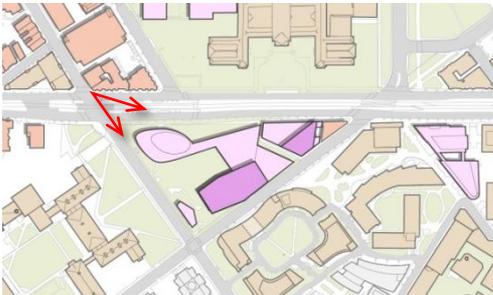
Option 3



# VIEW AT WENTWORTH



Permitted



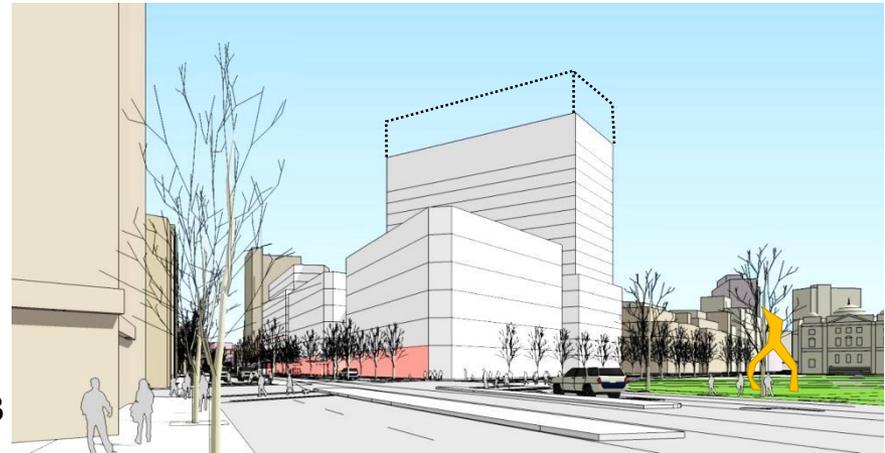
Option 1



Option 2



Option 3



# VIEW AT MASSACHUSETTS AVENUE



**Permitted**



**Permitted**

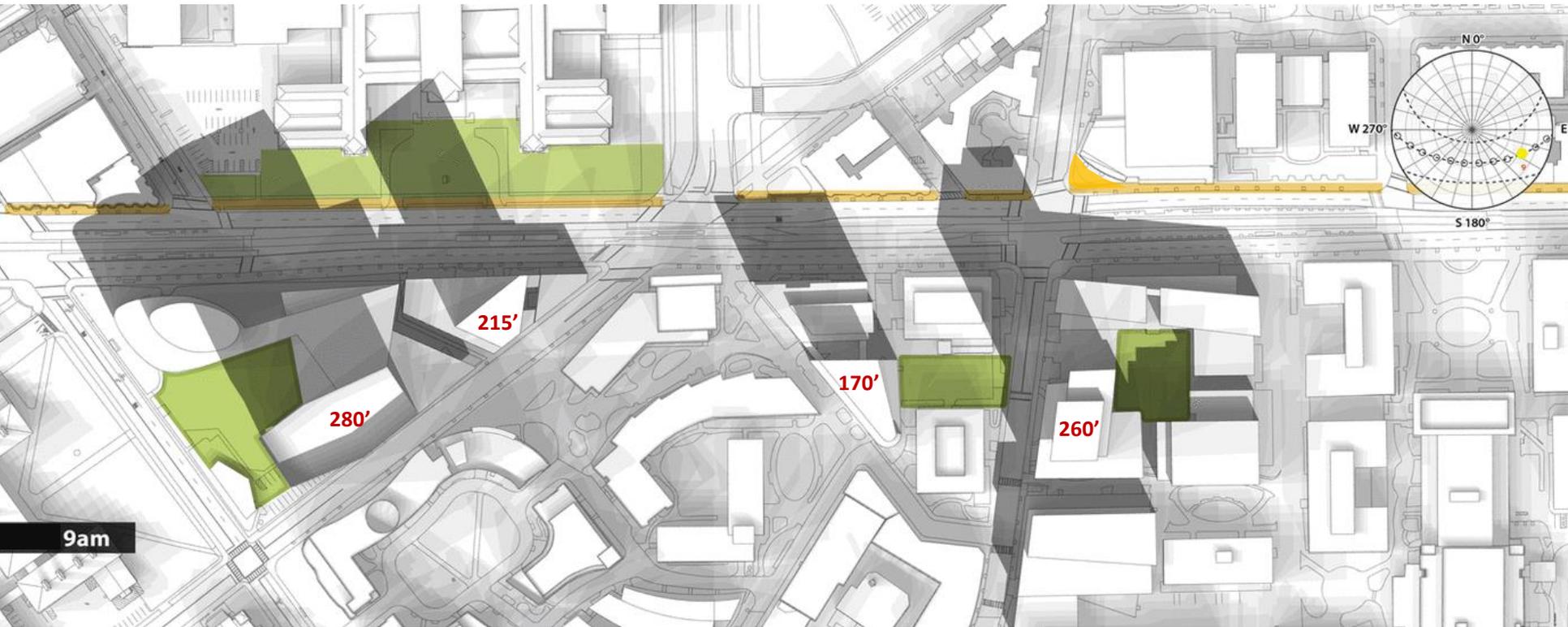


**Proposed**



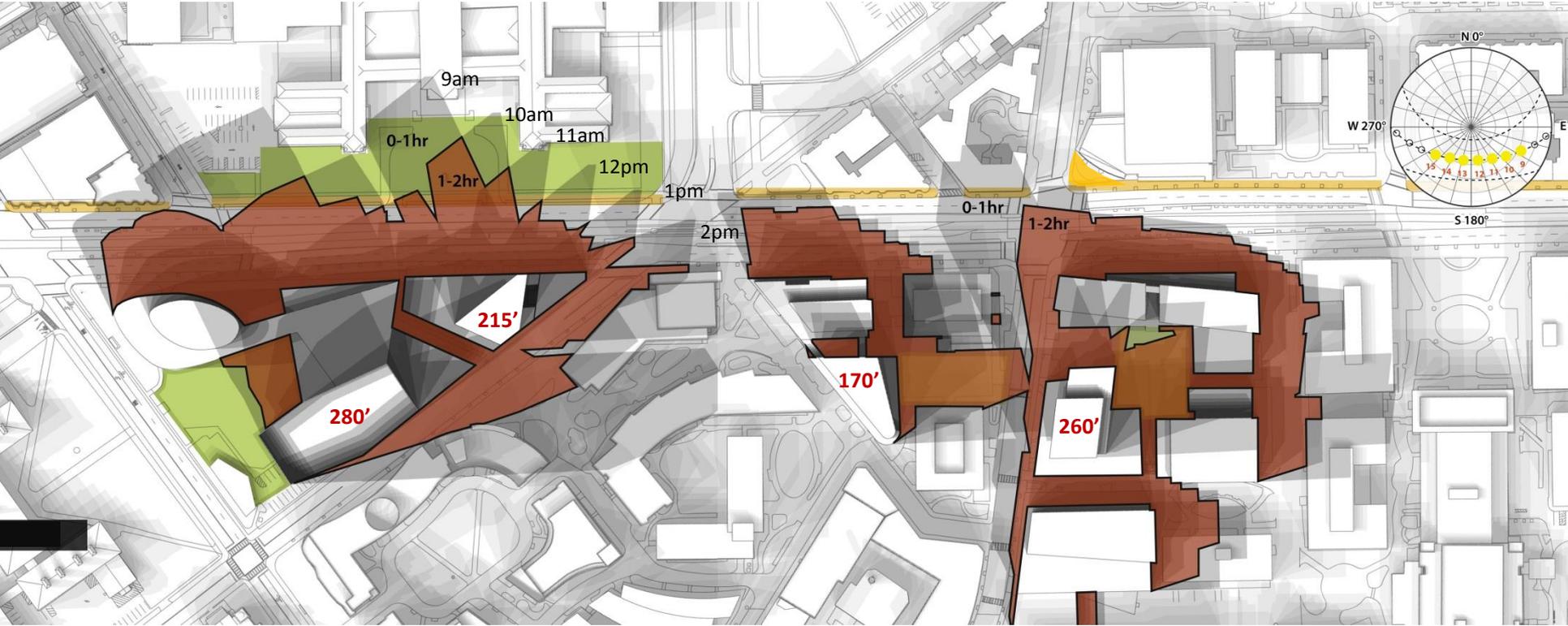
**Proposed**

# SHADOW IMPACTS: PERMITTED



March 21, hourly shadows from 9am – 3pm

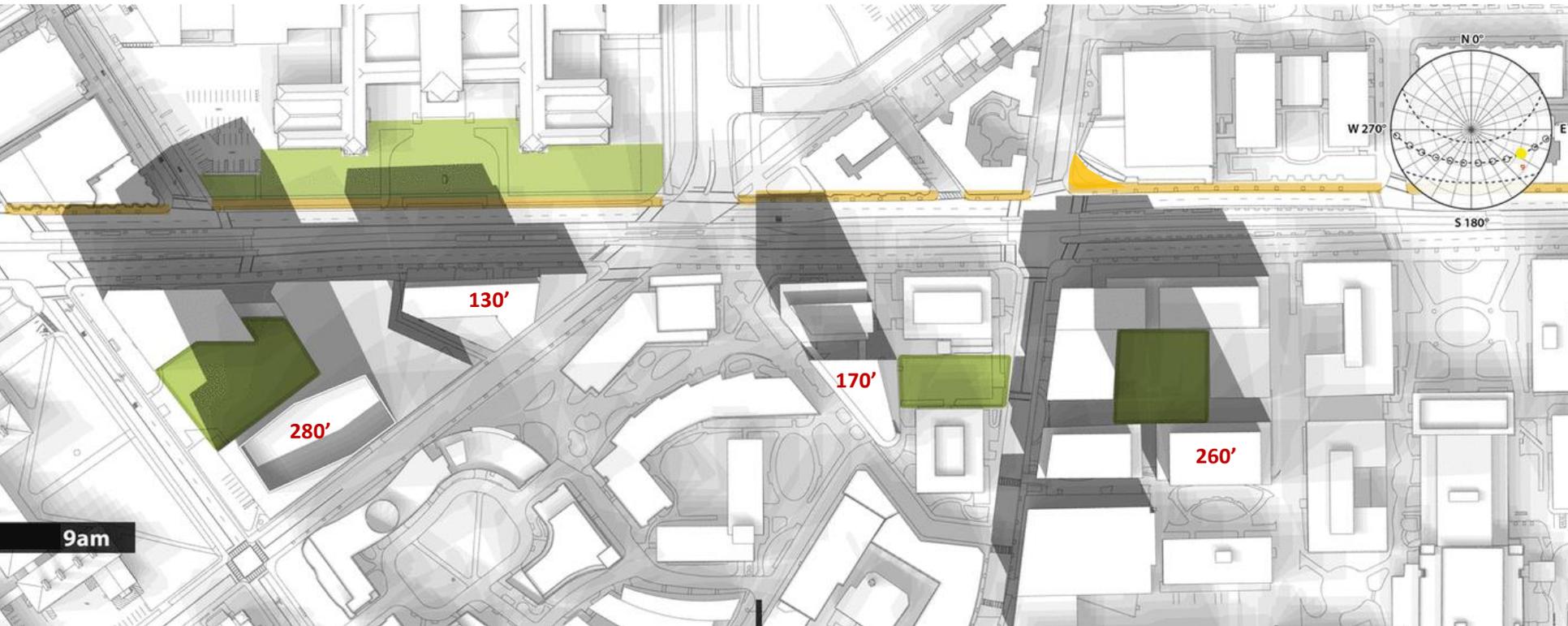
# SHADOW IMPACTS: PERMITTED



March 21, hourly shadows from 9am – 3pm



# SHADOW IMPACTS: OPTION 1



March 21, hourly shadows from 9am – 3pm

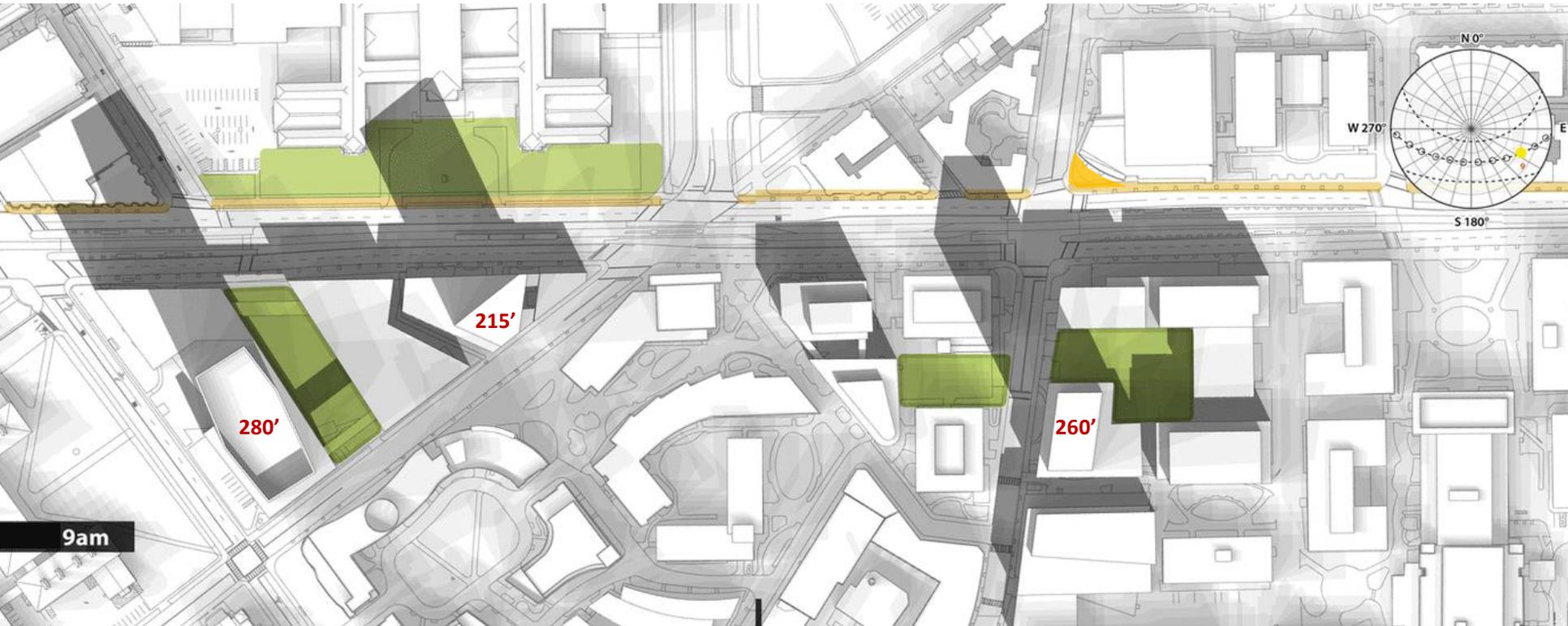
# SHADOW IMPACTS: OPTION 1



March 21, hourly shadows from 9am – 3pm

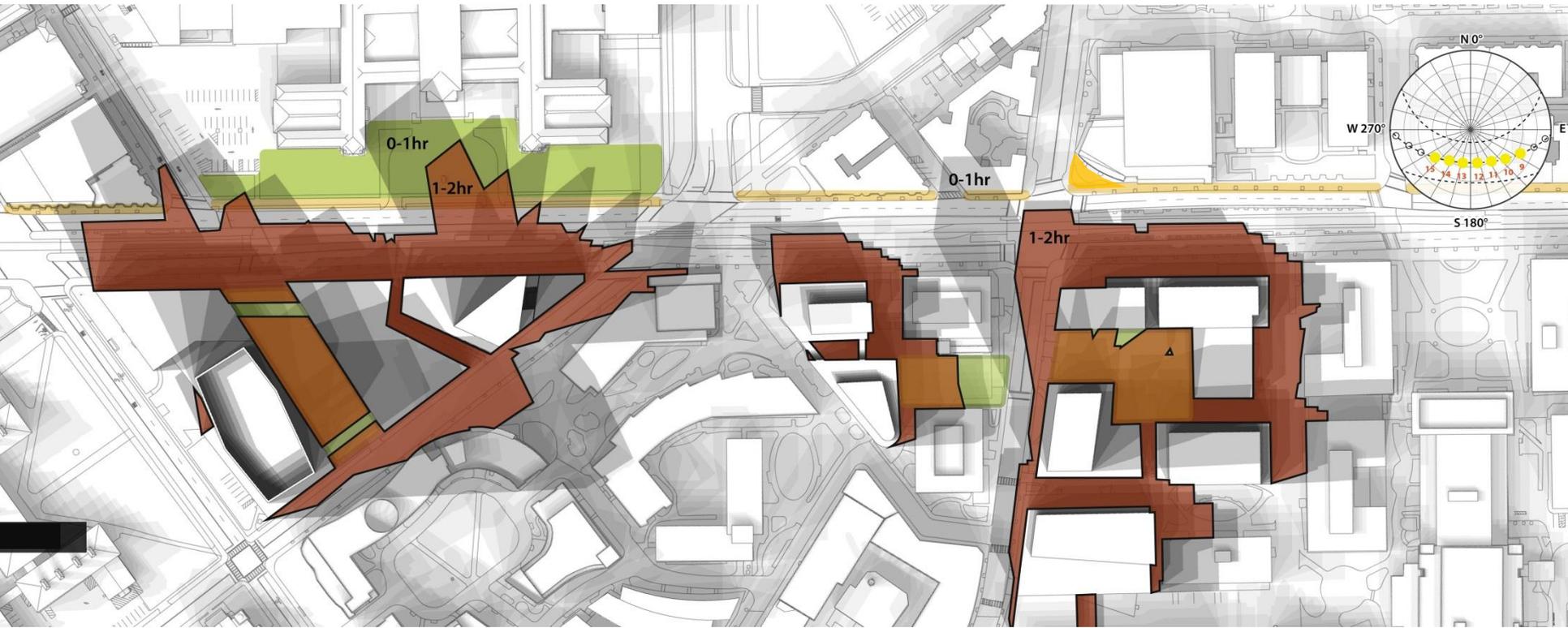


# SHADOW IMPACTS: OPTION 2



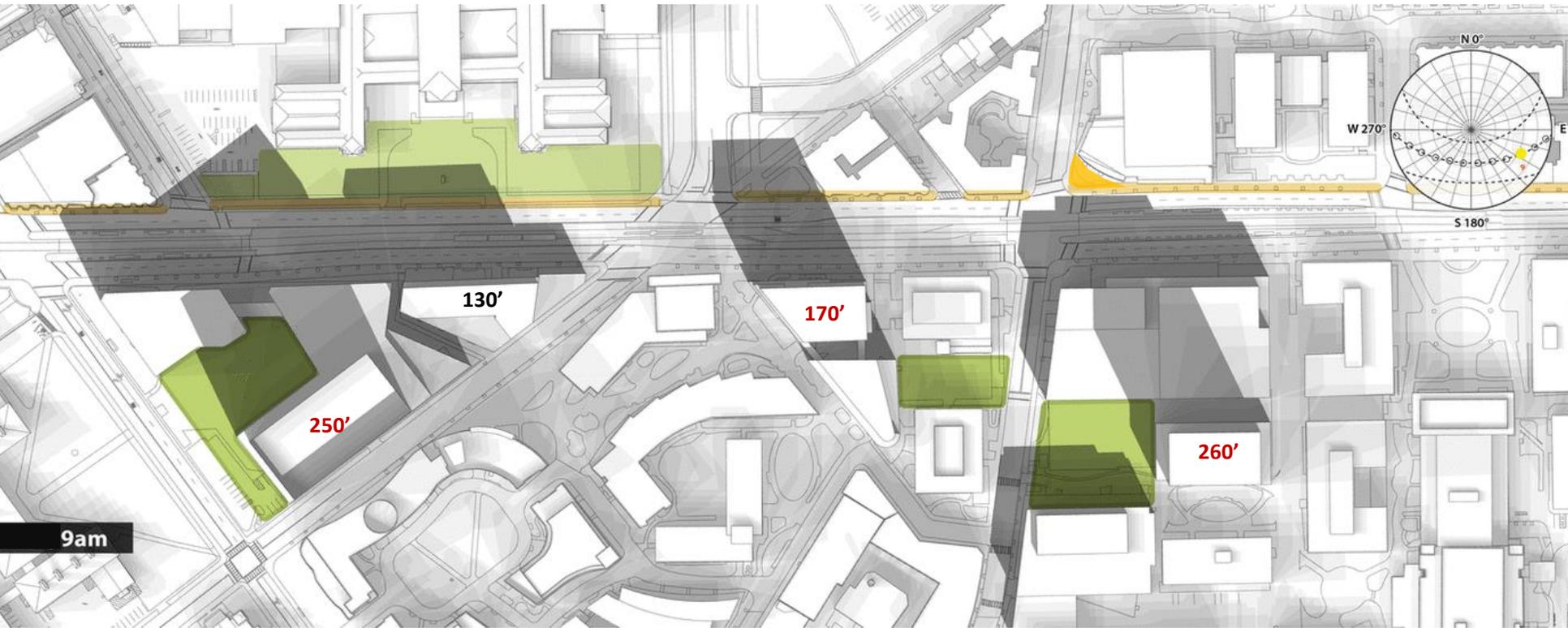
March 21, hourly shadows from 9am – 3pm

# SHADOW IMPACTS: OPTION 2



March 21, hourly shadows from 9am – 3pm

# SHADOW IMPACTS: OPTION 3



March 21, hourly shadows from 9am – 3pm

# SHADOW IMPACTS: OPTION 3



March 21, hourly shadows from 9am – 3pm





To ensure a successful future, the Avenue of the Arts must address the following themes:

## **MOBILITY**

Organize the safe and efficient movement of people, cars, bikes and transit

## **PLACEMAKING**

Provide visual continuity and identity through building form and landscape

## **PROGRAMMING**

Create a vibrant mix and appropriate scale for a variety of uses

## **COMFORT**

Provide a comfortable pedestrian environment year round

# Evaluation Matrix

## Mobility

Future development must provide sufficient sidewalk width for pedestrians  
 Clarify the cadence of pedestrian crossing along Huntington Avenue through massing, landscape and site lines

Permitted	Option1	Option2	Option3
0-3	0-3	0-3	0-3

## Placemaking

“Fabric” buildings relate in scale and material to their surroundings  
 “Connecting” open spaces facilitate pedestrian movement both along the Avenue and within surrounding blocks  
 A continuous streetwall highlights “signature” open spaces and “iconic” buildings


## Programming

New buildings should have active ground floors; existing buildings should add active ground floor uses where possible  
 New and existing open spaces should be actively programmed

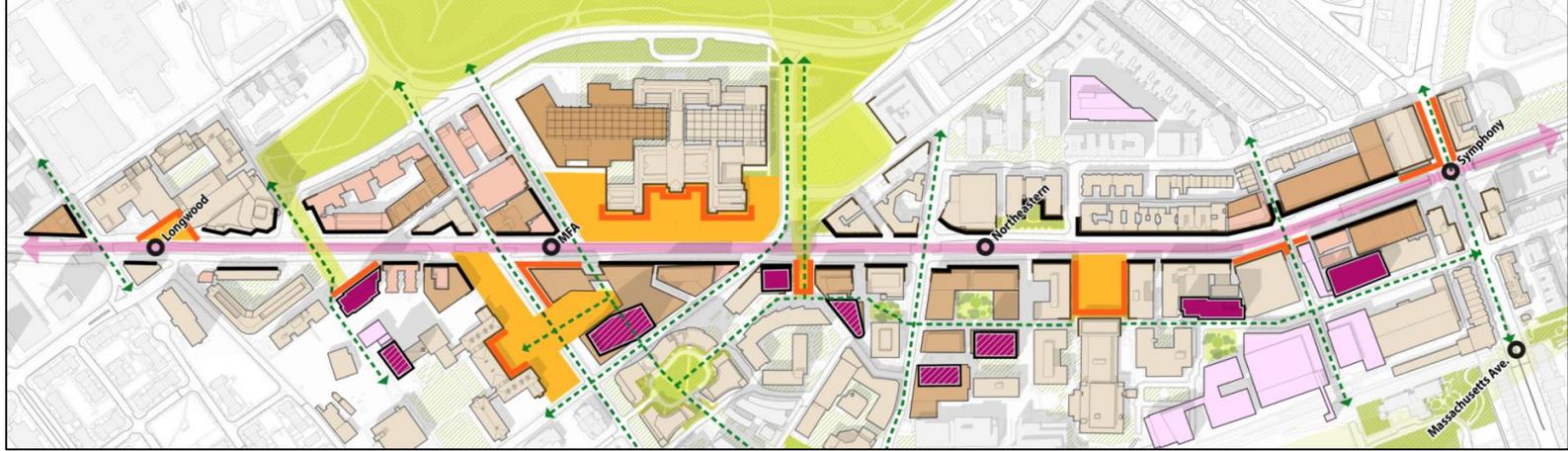

## Comfort

Minimize building shadow impacts, particularly on active buildings and open spaces  
 Minimize negative wind impacts on new and existing open spaces  
 Employ landscape strategies that promote comfort by providing seasonal shade

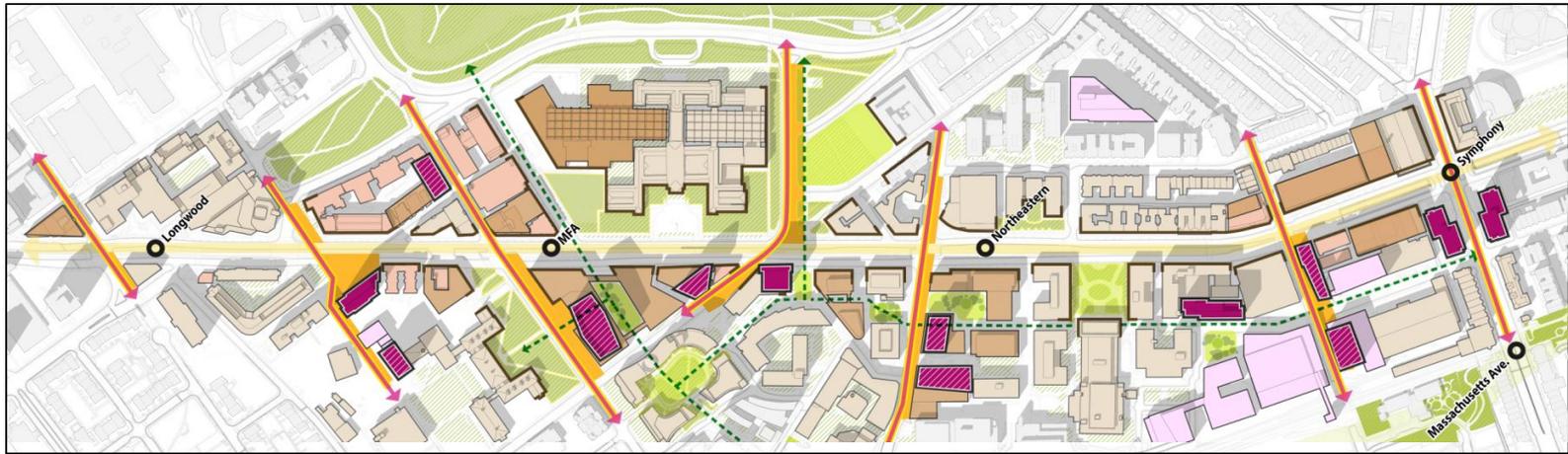

Sub-total  
 Total

0	0	0	0
0	0	0	0

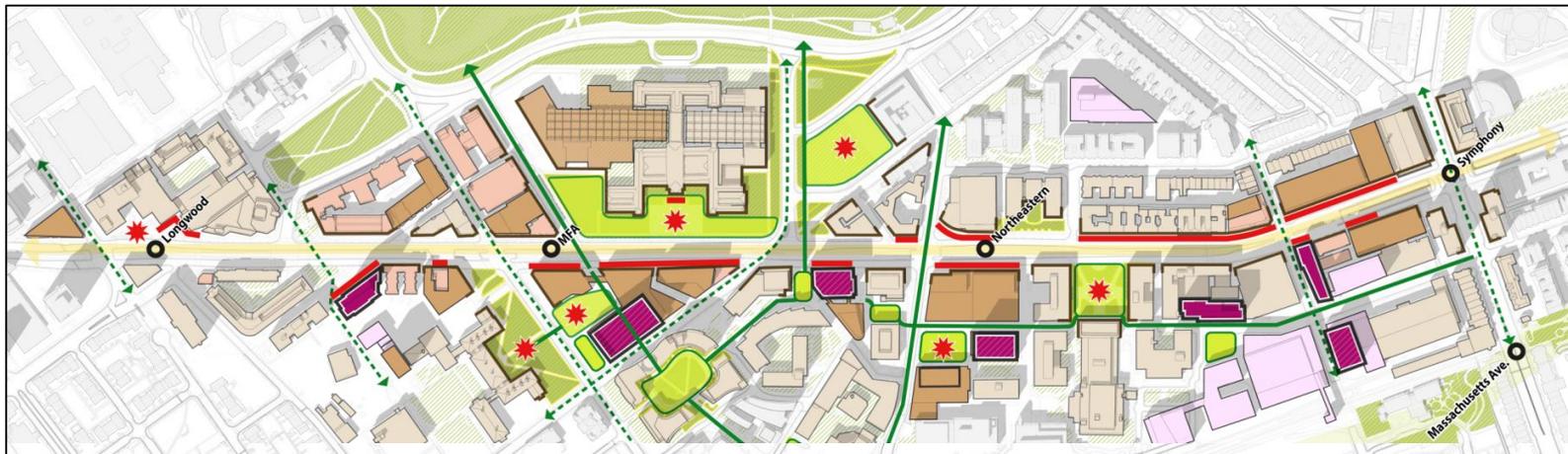
**OPTION 1**

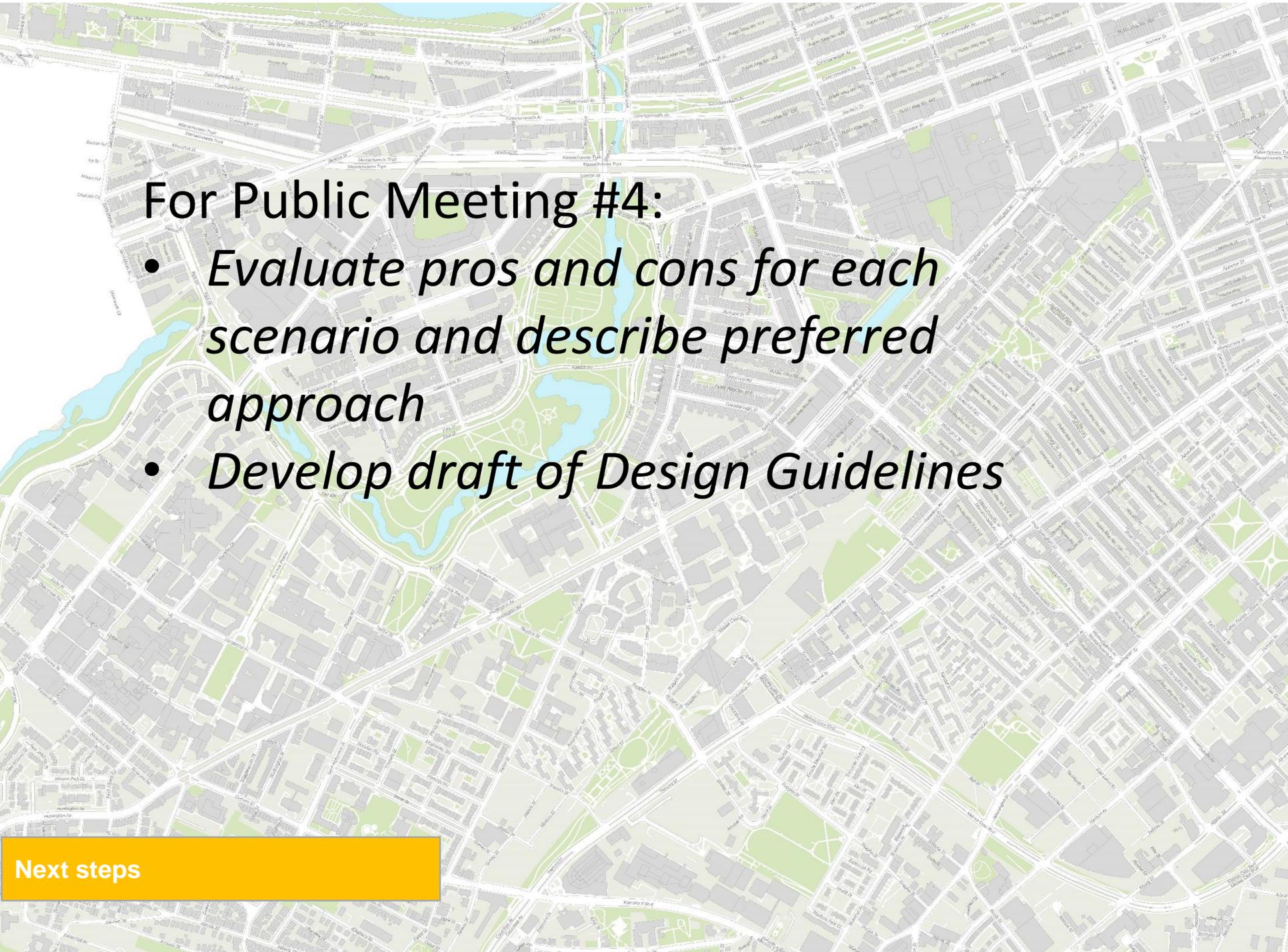


**OPTION 2**



**OPTION 3**





For Public Meeting #4:

- *Evaluate pros and cons for each scenario and describe preferred approach*
- *Develop draft of Design Guidelines*

Next steps