

UNDERSTANDING THE CONTEXT



*Berklee's
Institutional Master Plan
and Air Rights Parcels 12-15*

PRESENTATION TO THE
CITIZENS ADVISORY COMMITTEE ON
MASS TURNPIKE AIR RIGHTS PARCELS 12-15

APRIL 5, 2012

Berklee at a glance

- Founded 1945
- 4,000 FTE undergraduates
- 27% international students from 80 countries



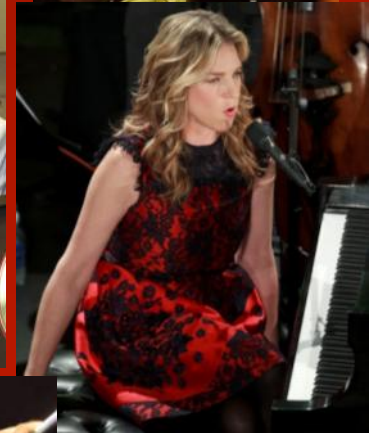
Berklee at a glance

- The largest college of contemporary music in the world.
- Students train for careers in music performance, creation and teaching.
- On-line music education courses through Berkleemusic.com.



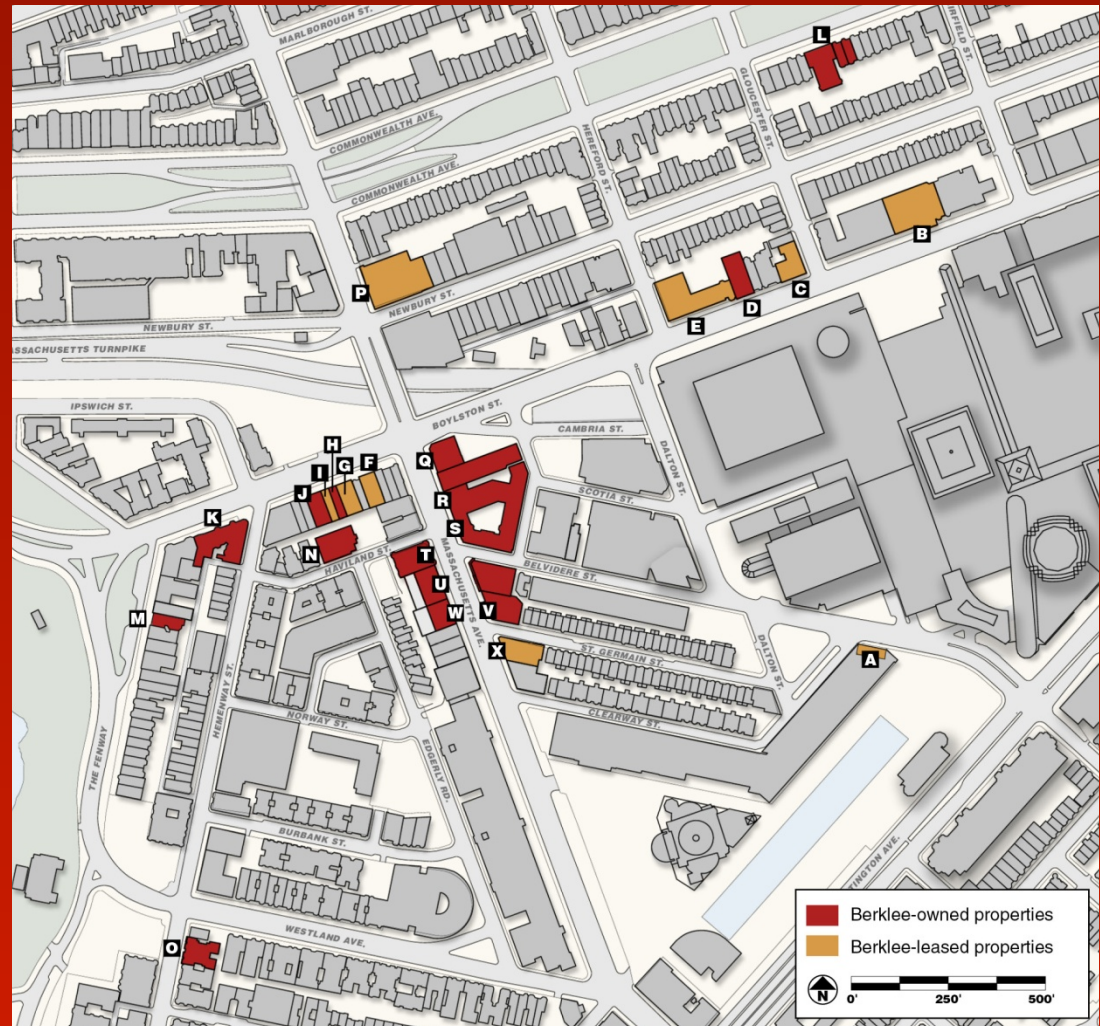
Berklee at a glance

- Alumni have won 205 Grammys and 64 Latin Grammys.
- 80% of graduates work in music industry.



Campus

- No traditional campus
- Total of approximately 765,000SF in 24 buildings owned or leased in the Back Bay and the Fenway



Campus: facilities

- Academic space:
 - 13 professional recording studios
 - hundreds of workstations and synthesizers in labs
 - 5 fully equipped film/video scoring/editing labs
 - 60 classrooms
- Dorm space for roughly 800 students in three buildings
- About 1,000 student/faculty performances annually in three venues, including Berklee Performance Center

Campus: physical constraints

- Enrollment growth without corresponding facilities growth has produced overcrowded academic facilities, limited student-life space, and inability to house most students—who turn to off-campus housing.
- 800 beds accommodate only 20% of the student body—not even the entire incoming class.



Berklee's IMP

To address these problems we launched a planning process that identified IMP goals:

- Address chronic overcrowding (particularly music-technology facilities).
- Develop better performance spaces.
- Provide more student housing to improve students' campus experience.
- Respond to City's/neighbors' desire to move students out of housing market and into

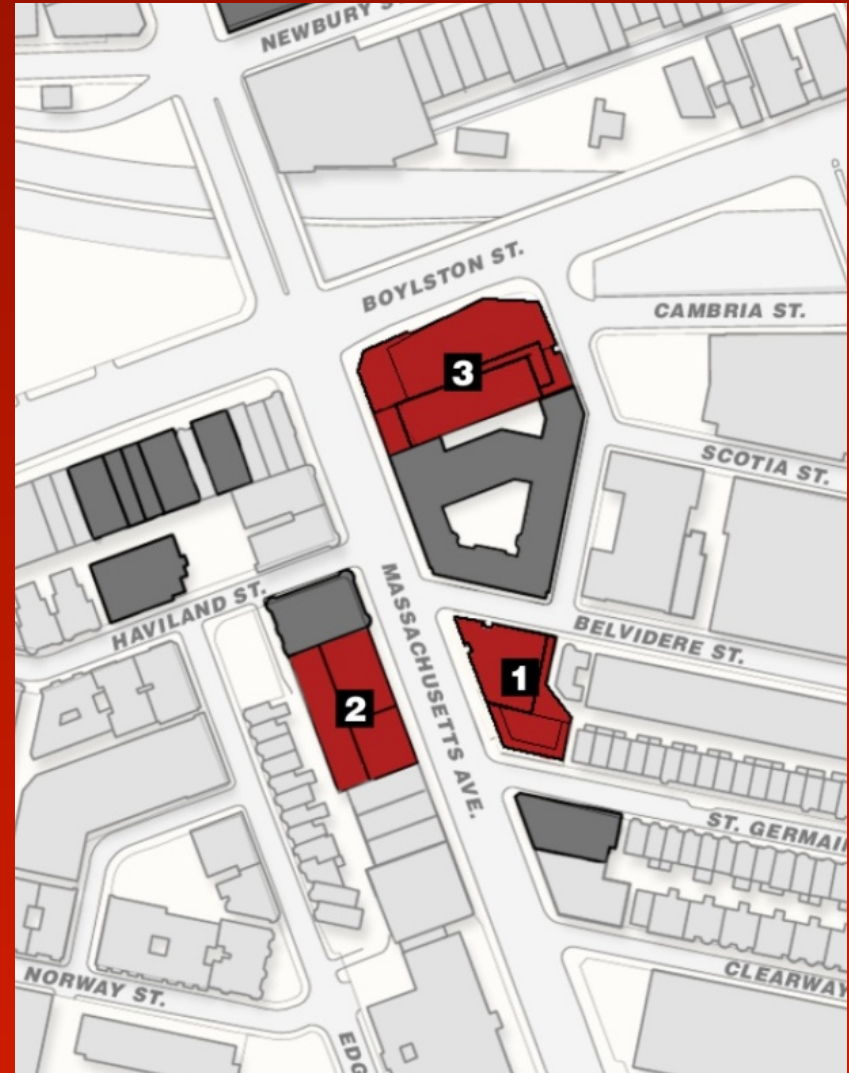


Berklee's IMP

Recent acquisitions:

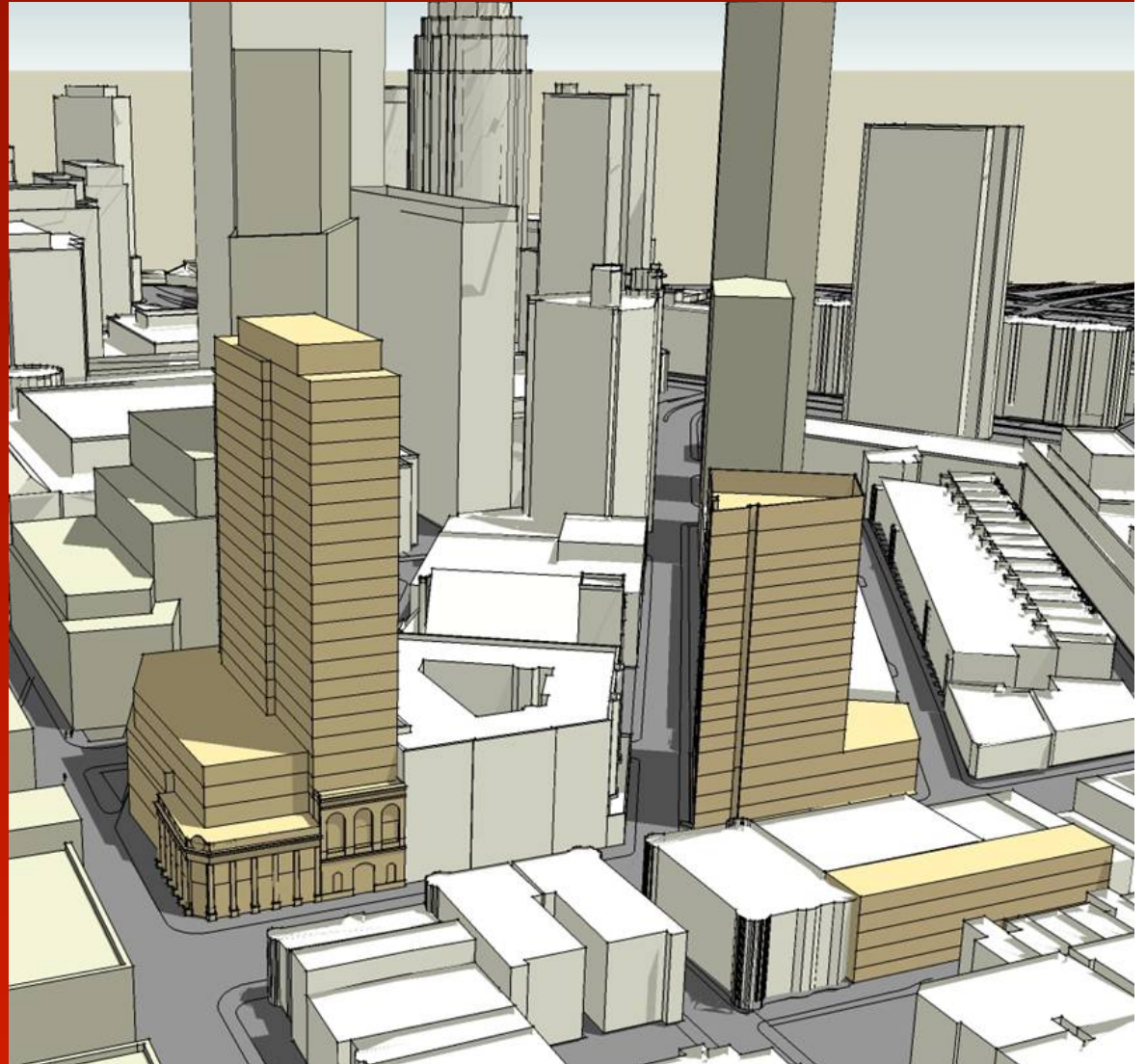
- Former Fenway Community Health Center (7 Haviland Street)
- Three retail/office buildings on the west side of Mass. Ave. south of Haviland
- East side of Mass. Ave. between Belvidere and St. Germain

4.5-year community process (27 meetings) yielded IMP, approved in May 2011. Ground broken for 168 Mass. Ave. in September 2011.



Berklee's IMP: Three key projects

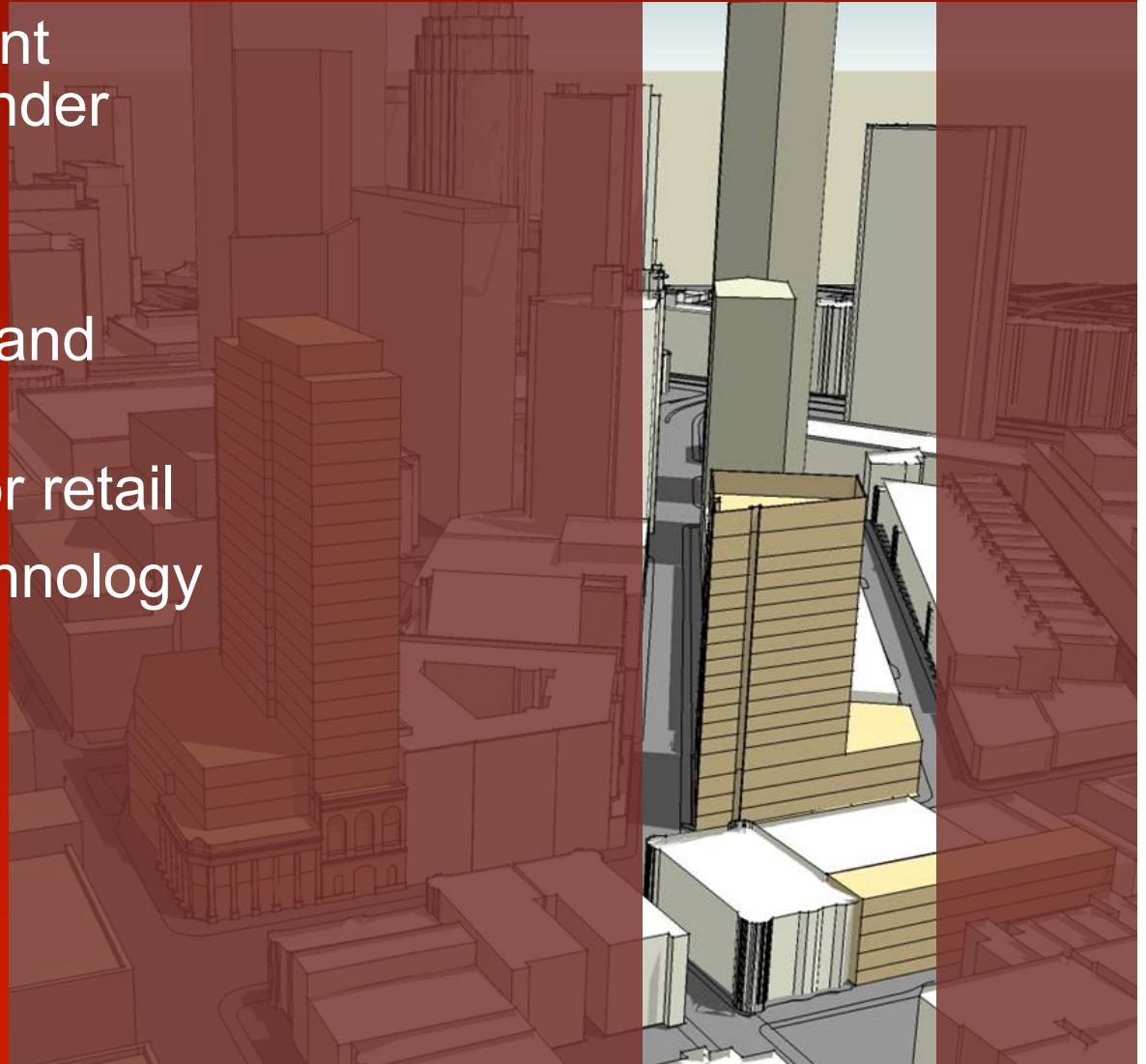
- 168 Mass. Ave.
- 161-171 Mass. Ave.
- Berklee Crossroads



160 Massachusetts Avenue


Mixed-use development
totaling 155,000SF (under
construction)

- 370 beds
- 400-seat dining hall and
“caf show” venue
- 4,500SF ground-floor retail
- 18,000SF music technology
spaces
- Opens fall 2013



160 Massachusetts Avenue

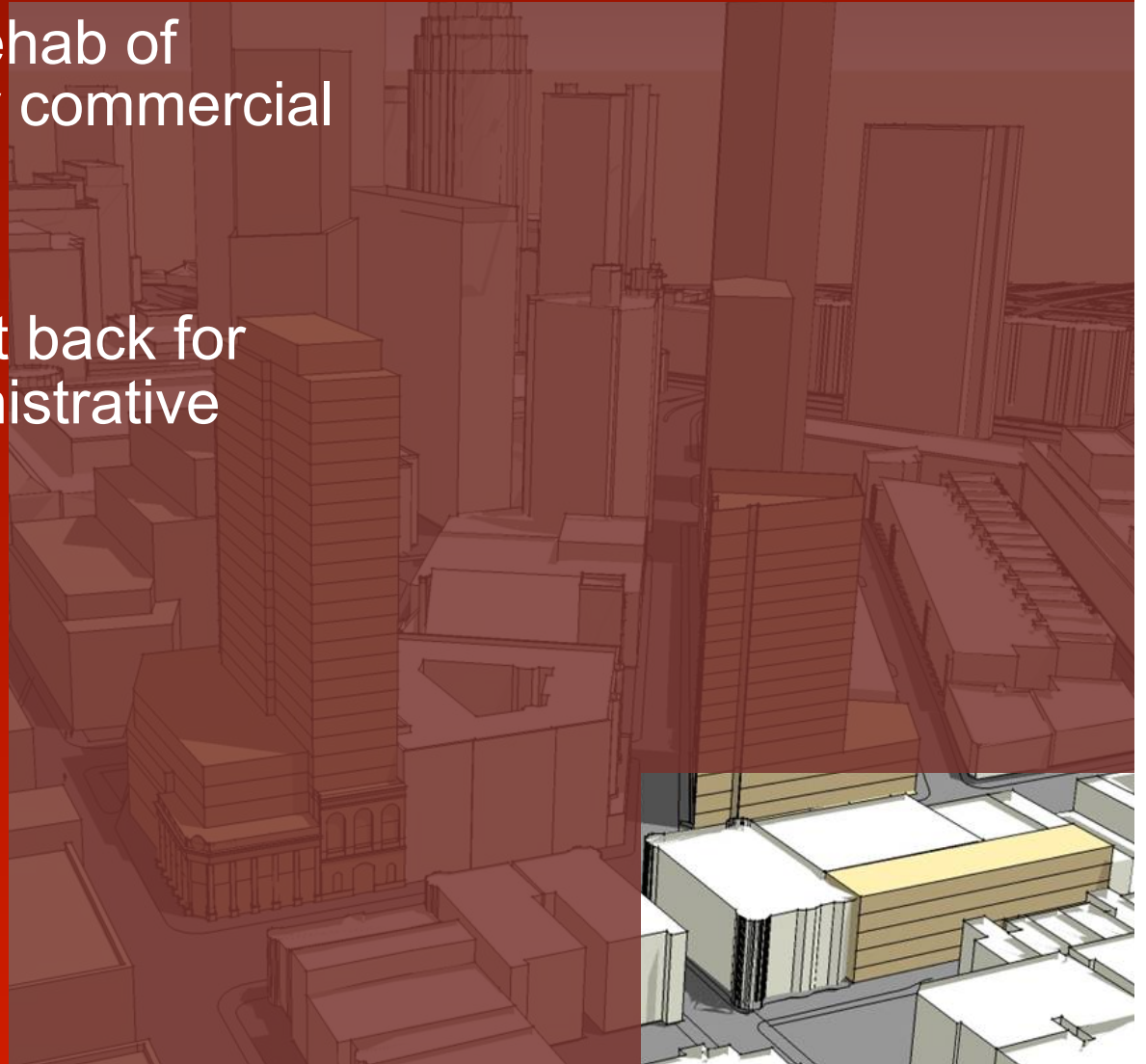


- ↑  VIEW DOWN BELVIDERE STREET TOWARD PRUDENTIAL CENTER
- ← VIEW TOWARD BOYLSTON STREET WITH SILHOUETTES OF CROSSROADS PROJECT AND PARCEL 15 BUILDING (BASED ON CIVIC VISION CONCEPTUAL MASSING)

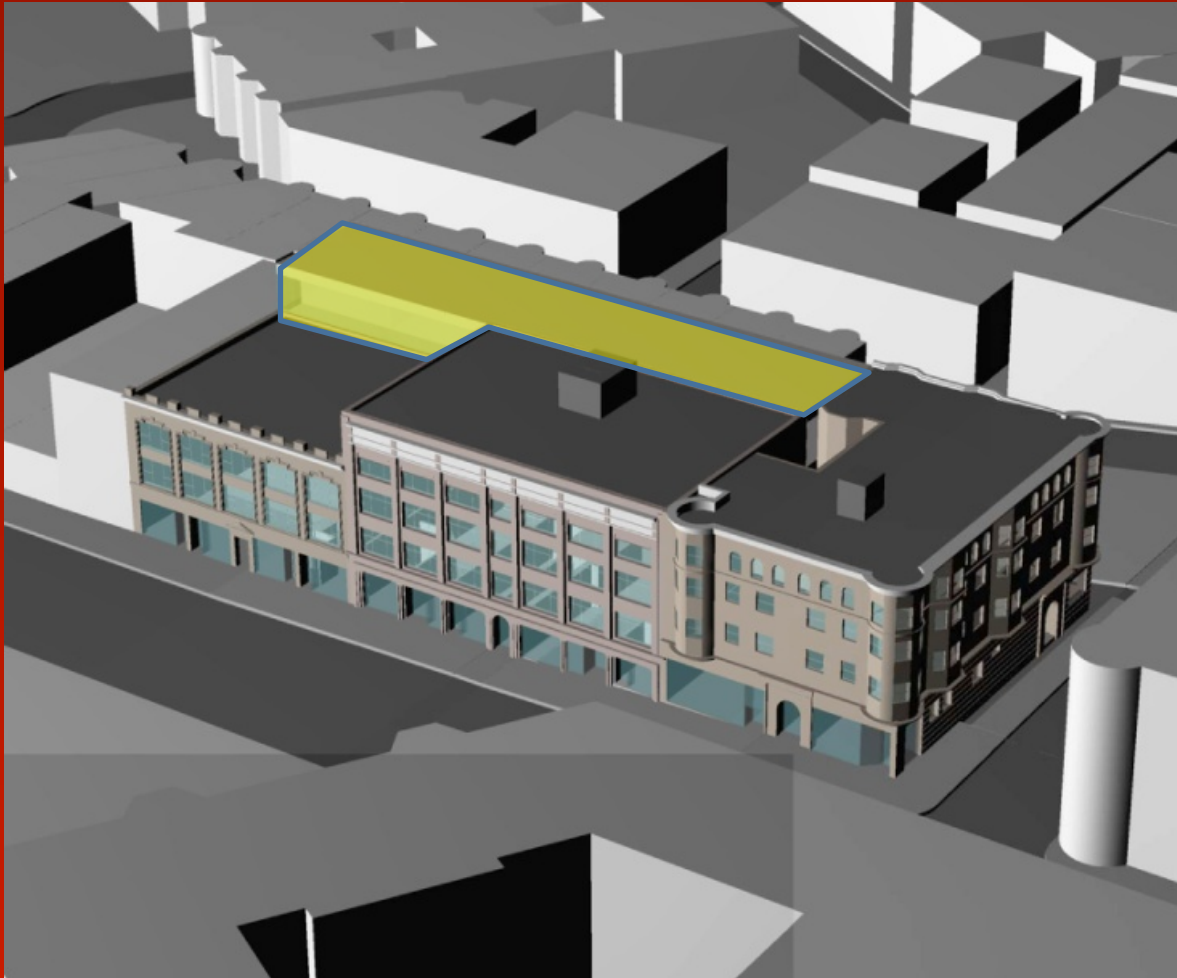
161-171 Massachusetts Avenue


Planned substantial rehab of existing 3- and 4-story commercial buildings:

- Ground-floor retail
- 75,000SF addition at back for academic and administrative uses



161-171 Massachusetts Avenue

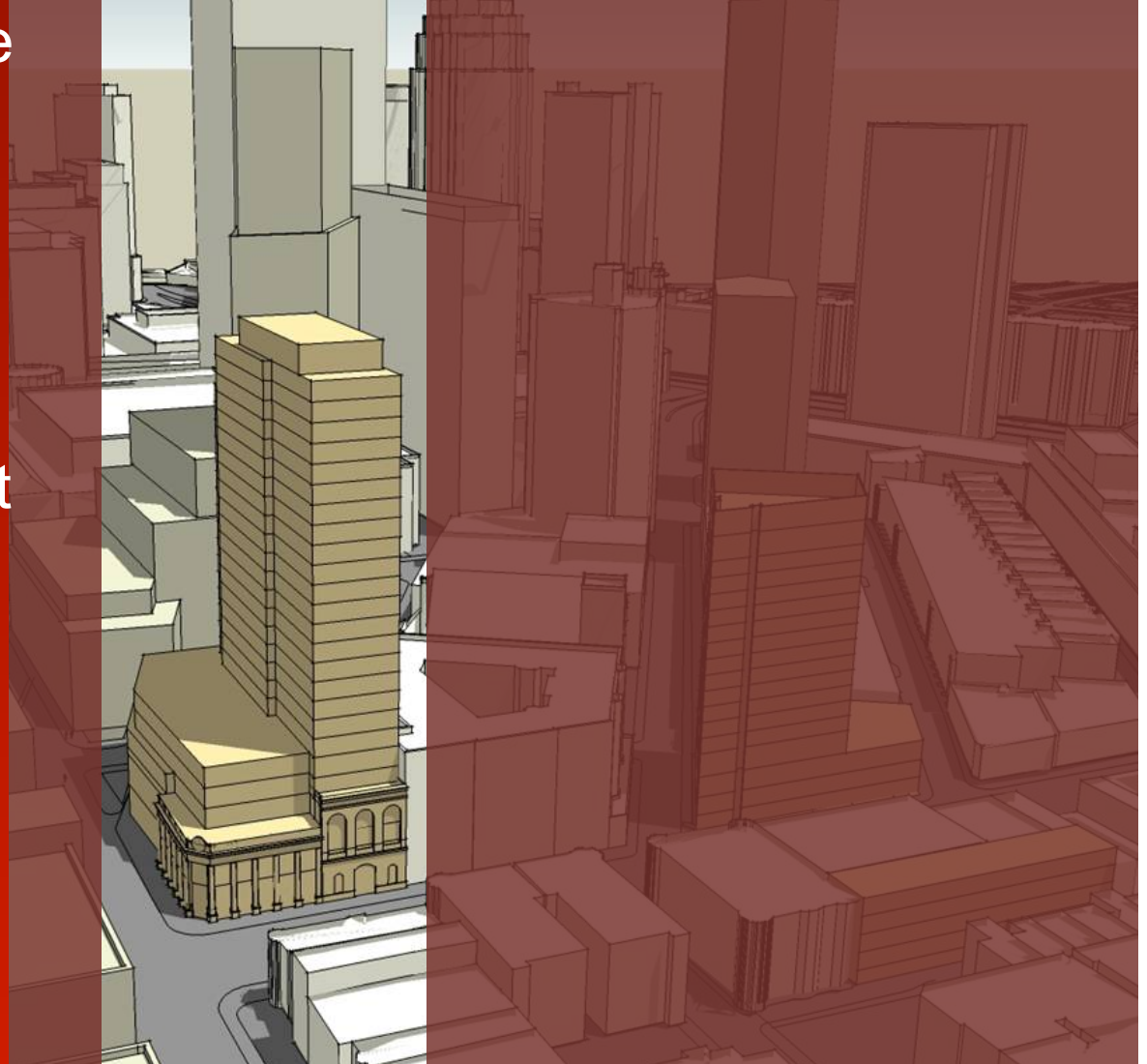


- ↑  EXISTING CONDITIONS;
VIEW TOWARD THE
NORTHWEST
- ← CONCEPTUAL MASSING OF
PROPOSED ADDITION; VIEW
TOWARD THE SOUTHWEST

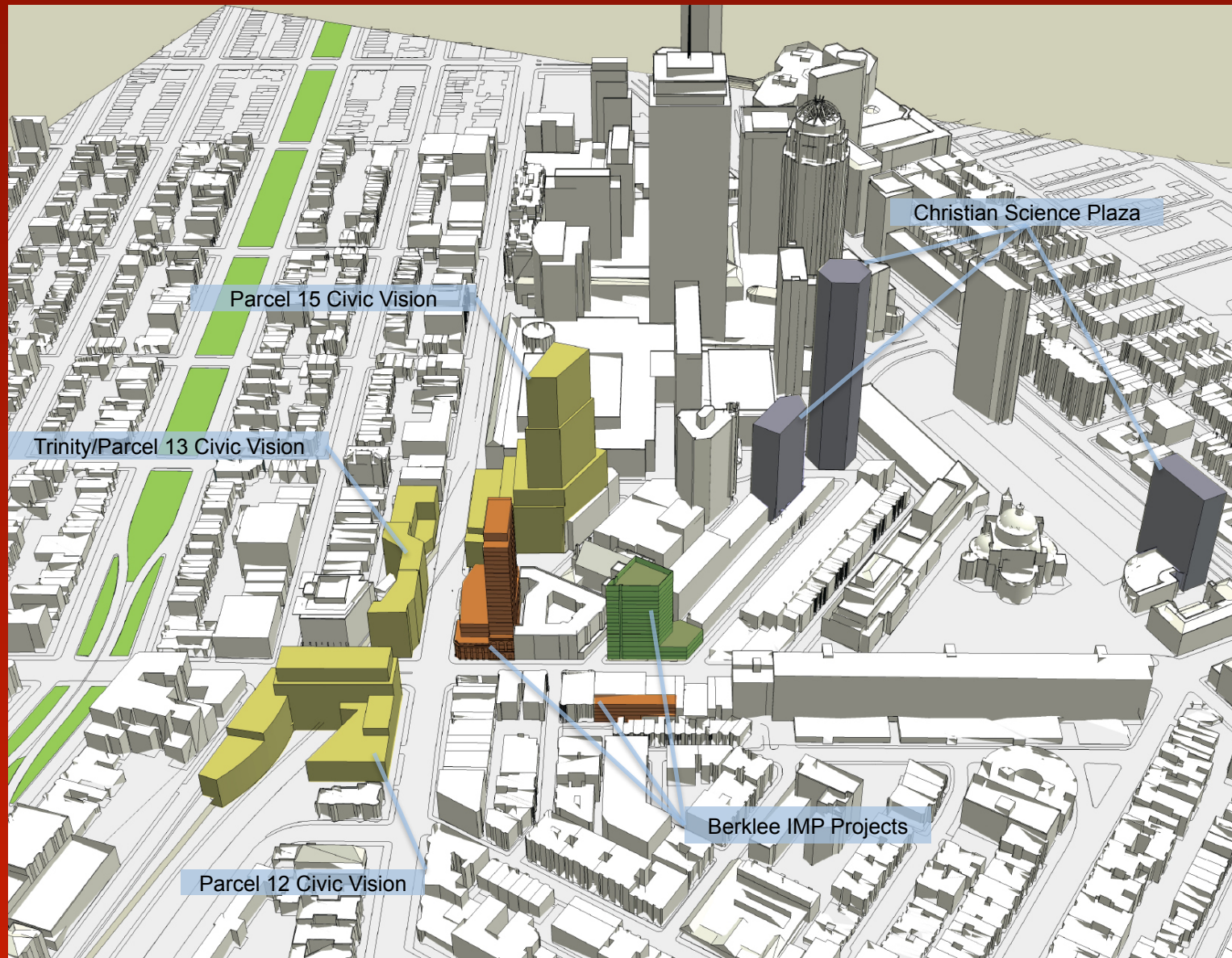
Berklee Crossroads

290,000SF mixed-use development:

- 450 beds
- New performance center with 1,200 seats
- 45,000SF of student life, administrative or academic space



IMP projects in context



168 Mass. Ave.

Crossroads Project,
161-171 Mass. Ave.

Conceptual
Parcels 13, 14, 15
development

Conceptual Christian
Science Center
development

Berklee IMP Projects

Parcel 15 Civic Vision

Trinity/Parcel 13 Civic Vision

Parcel 12 Civic Vision

Christian Science Plaza

Berklee Crossroads in focus

- Replaces existing 1,200-seat Berklee Performance Center. Built as a movie theater, dimensions serve performance needs poorly.
- Replaces academic space in the former State Street Bank building.
- Contemplates acquisition of some Cambria Street right-of-way, subject to City approvals.
- Will undergo full Article 80 review.



Berklee Crossroads in focus



Intermediate height makes transition from Prudential Center to the Fenway (Civic Vision conceptual massing for parcel 15).

Upper-level pulled back 75 feet from Boylston Street, similar to Hynes and 222 Boylston setbacks.

Podium creates pedestrian scale and strong relationship with surrounding buildings, existing and proposed.

Buildout to property line restores streetwall along Boylston.

Massing allows for potential reuse of existing facades at 130-136 Mass. Ave.

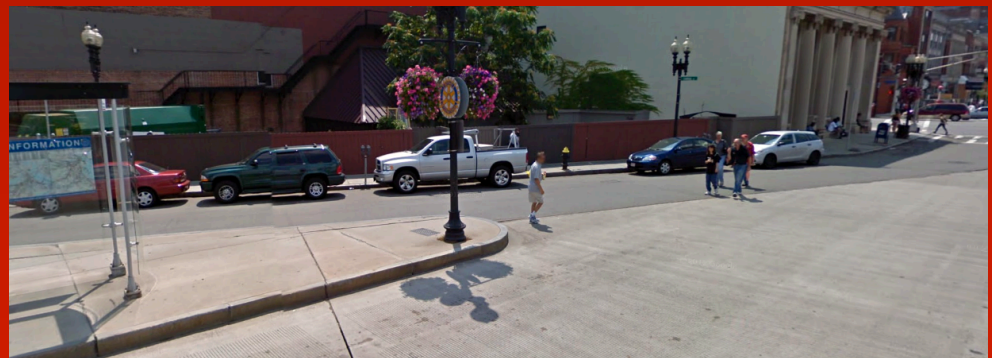
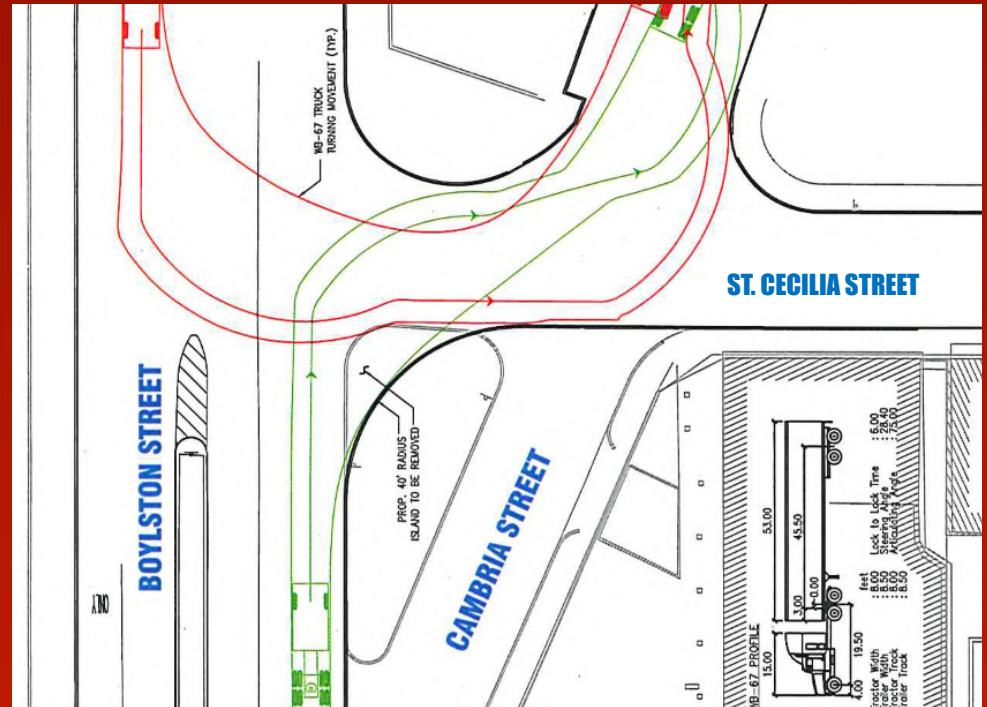
Massing helps distinguish various uses and entry points.

Berklee Crossroads in focus

- Lower level:
 - performance center lobby/gathering place for Berklee community
 - Publicly accessible retail/coffee kiosk
- Upper level:
 - set back
 - residential element presents slim profile to neighbors west and east

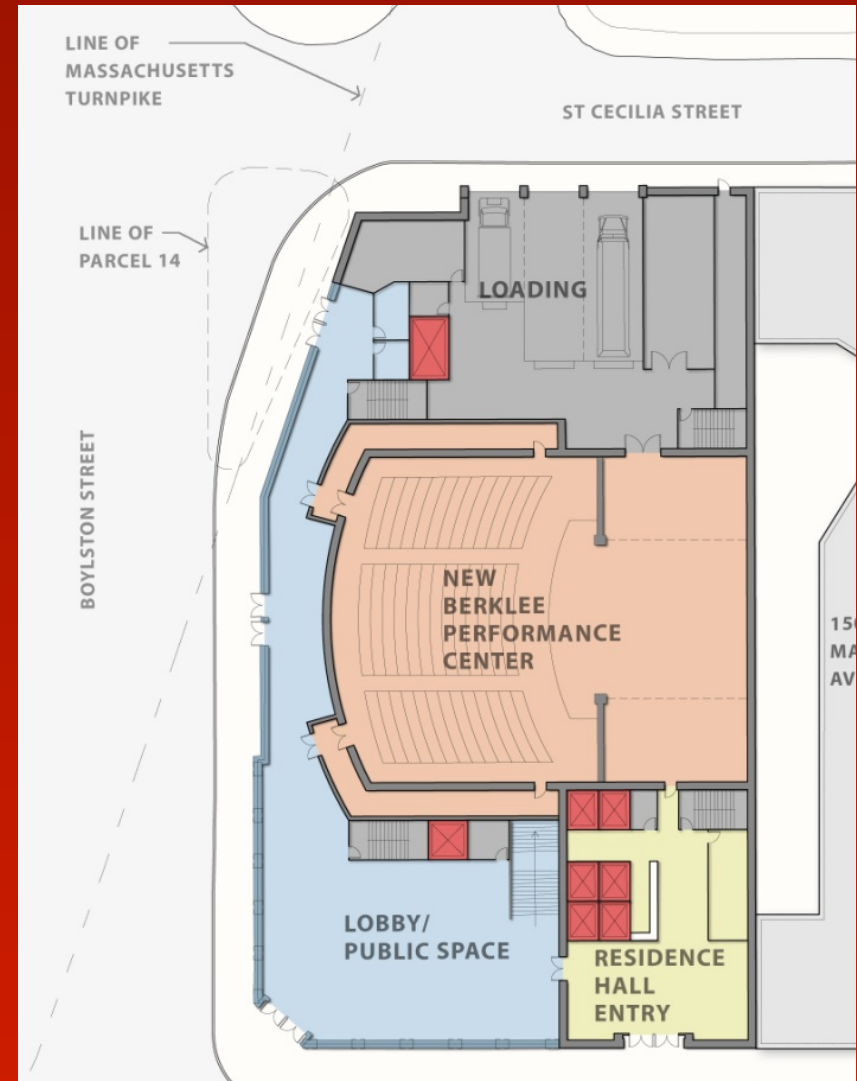
Berklee Crossroads: Parcel 14

- With approvals, the plan would incorporate more of Parcel 14, maintaining full truck access to Hynes loading area from both west (from Mass. Ave. via Boylston) and east.
- Including Cambria ROW eliminates confusing, dangerous configuration for pedestrians and removes major mobility barriers for people with disabilities.



Berklee Crossroads: Parcel 14

- Present plan pulls the building edge back to avoid any structure on Parcel 14.
- P14 could accommodate a sidewalk, access ramps and a weather-protected bus shelter.



Berklee Crossroads: Parcel 14

Any of the three Parcel 15 proposals is compatible with the Crossroads plan. We are pleased to work with whichever team the CAC recommends and the MassDOT designates.



SHADOW STUDY - 3PM DRAFT

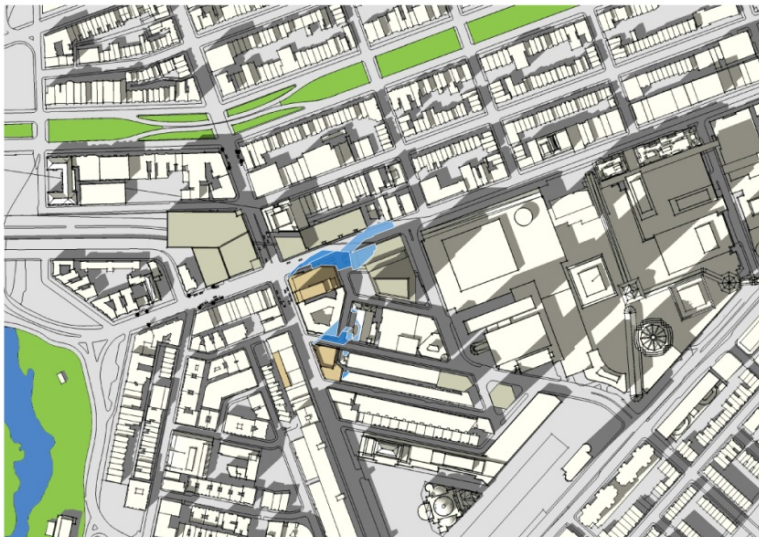
GOODY CLANCY
ARCHITECTURE
PLANNING
PRESERVATION



MARCH 21 - 3PM



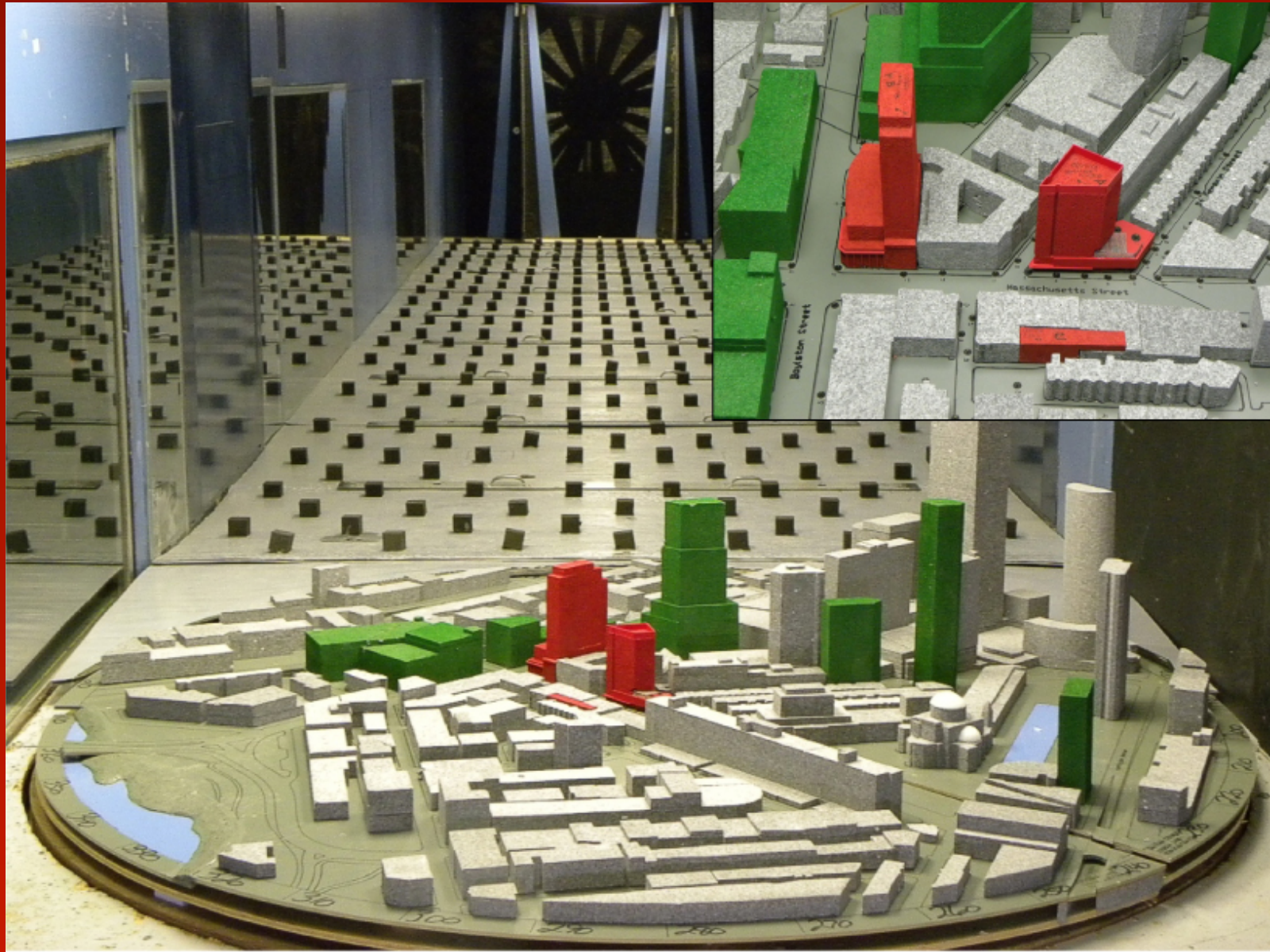
JUNE 21 - 3PM



SEPTEMBER 21 - 3PM



DECEMBER 21 - 3PM



Wind Tunnel Study Model
Full Build (with mitigation on 168 Massachusetts podium)

Berklee College of Music - Boston, MA

Project #1100634

Figure:	1d
Date:	January 12, 2011

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SHADOW STUDY - 9AM DRAFT

GOODY CLANCY
ARCHITECTURE
PLANNING
PRESERVATION



MARCH 21 - 9AM



JUNE 21 - 9AM



SEPTEMBER 21 - 9AM

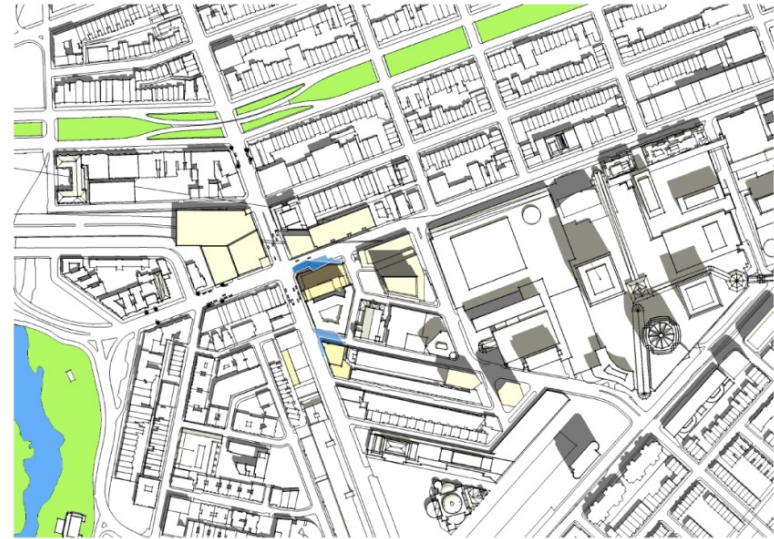


DECEMBER 21 - 9AM

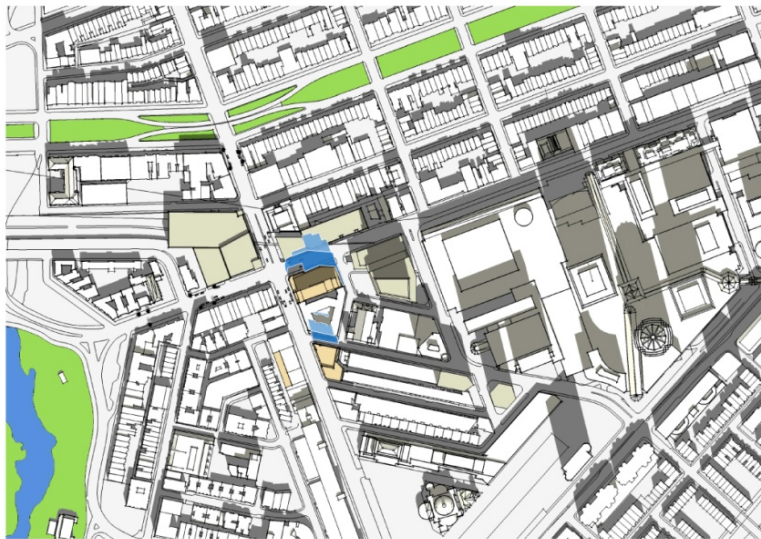
SHADOW STUDY - 12PM DRAFT



MARCH 21 - 12PM



JUNE 21 - 12PM



SEPTEMBER 21 - 12PM



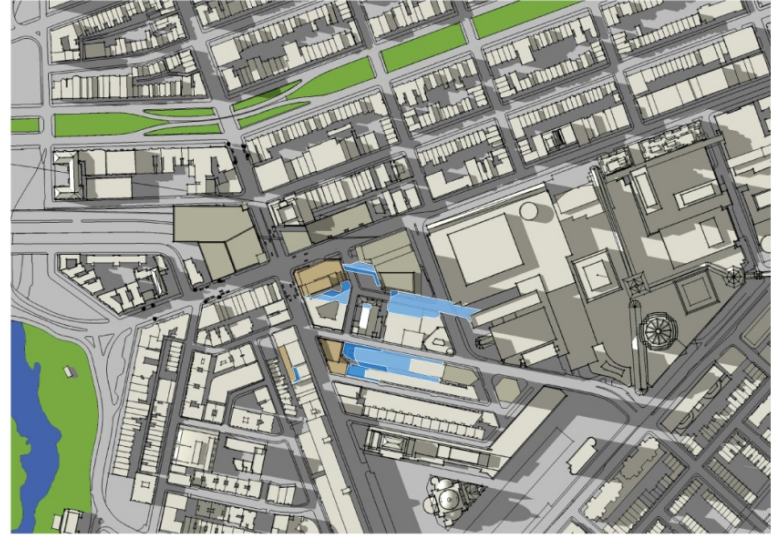
DECEMBER 21 - 12PM

SHADOW STUDY - 6PM

DRAFT



MARCH 21 - 6PM



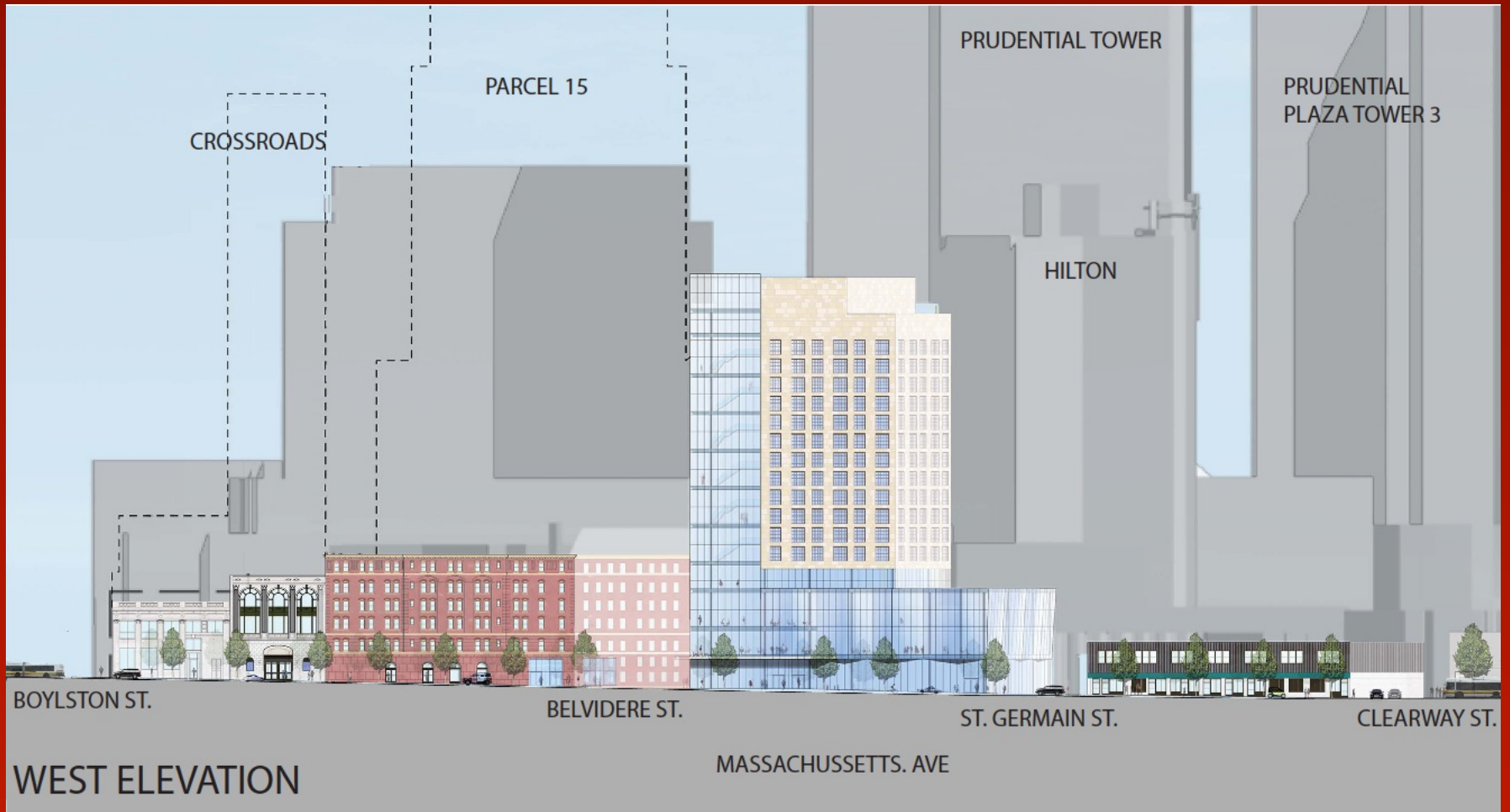
JUNE 21 - 6PM



SEPTEMBER 21 - 6PM



DECEMBER 21 - 6PM



CROSSROADS

PARCEL 15

PRUDENTIAL TOWER

PRUDENTIAL PLAZA TOWER 3

HILTON

BOYLSTON ST.

BELVIDERE ST.

ST. GERMAIN ST.

CLEARWAY ST.

WEST ELEVATION

MASSACHUSETTS. AVE



To Copley Square

Prudential Center

Church of Christ,
Scientist

Civic Vision P15 Berklee Crossroads

