

A photograph of a city street scene on Avenue of the Arts. The image is overlaid with a warm, orange-tinted filter. In the foreground, several pedestrians are walking on a brick-paved sidewalk. A woman in a white t-shirt and dark pants is walking towards the camera, carrying a bag. To her right, another woman in a white t-shirt and dark pants is walking away. Further right, a woman in a dark jacket and glasses is walking towards the camera, carrying a brown bag. In the background, there are trees with yellowing leaves, a red fire truck, and a building with a sign that reads "MARINO RECREATION". The overall atmosphere is bright and sunny.

# AVENUE OF THE ARTS



## SUMMARY OF PROCESS

- BRA Board authorization for RFP in August 2014.
- RFP issued in September 2014 and consultant approved in November 2014.
- 3 public meetings, March 24, April 8, and May 27.
- Scope of the study defined in order to think about the approved zoning entitlements collectively and understand core issues in anticipation of Article 80 Large Project Review.
- Provide some early environmental study for wind and shadow in the context of the overall Avenue.
- Provide a vision for the public realm
- Provide forum for community feedback



# WHAT ARE DESIGN GUIDELINES?

- Urban design principles
- Massing and scale
- Site organization and landscape
- Relationship of building to street
- Public realm
- Site furnishings
- Environmental comfort
- Identity (institutional and district)
- Materials

GOAL: A cohesive, high quality urban environment

METHOD: Investigate a range of concepts and alternatives which highlight key design issues

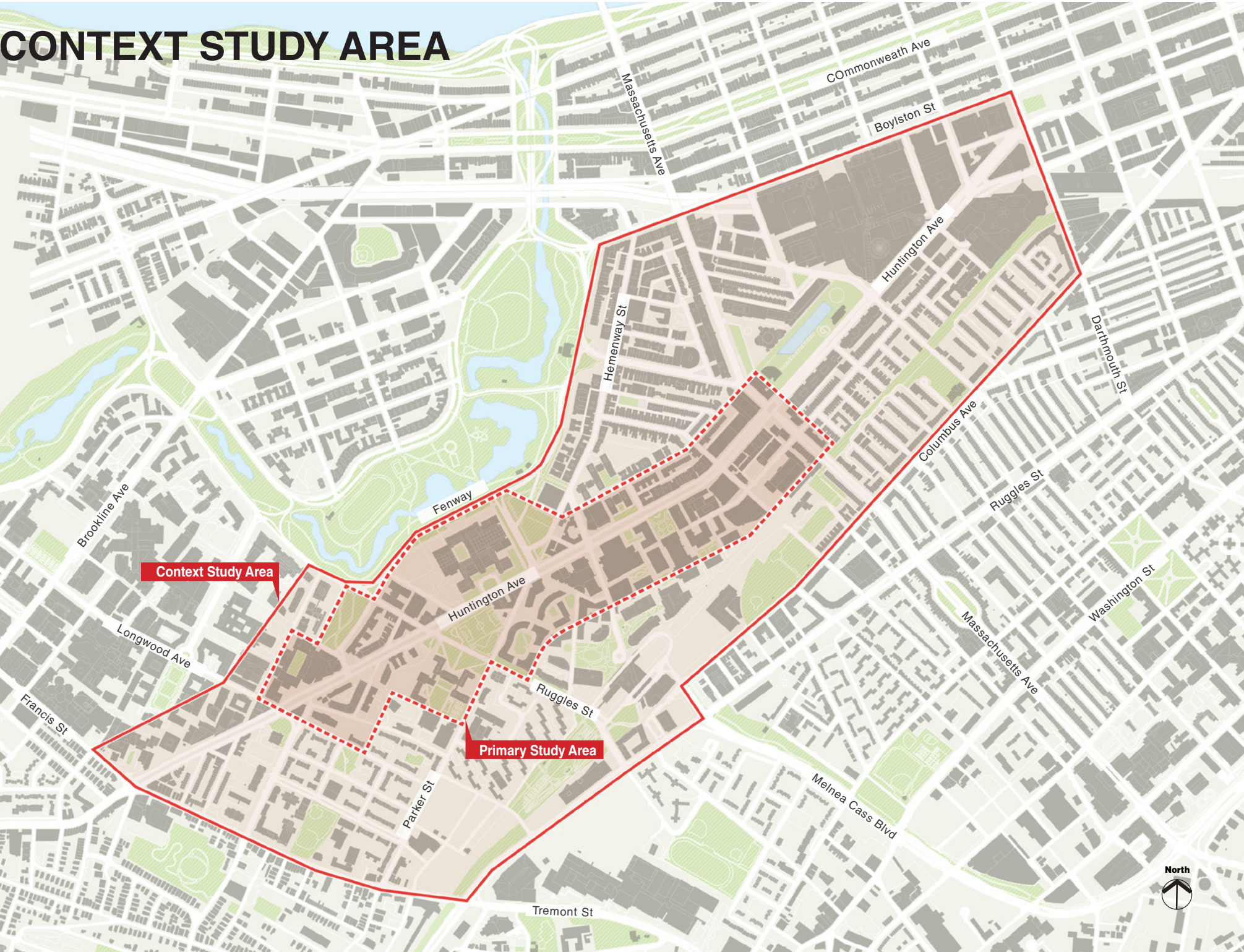


## WHAT ARE DESIGN GUIDELINES?

- Work of the Sasaki team outlines a vision for the public realm which balances overall corridor identity with institutional identity and rationalizes thinking about building height, placement, and its relationship to the quality of open spaces.
- Provides ability to inform the Large Project Review process for each individual project while considering the entire Avenue
- Will be adopted by the BRA Board but will not modify existing zoning



# CONTEXT STUDY AREA



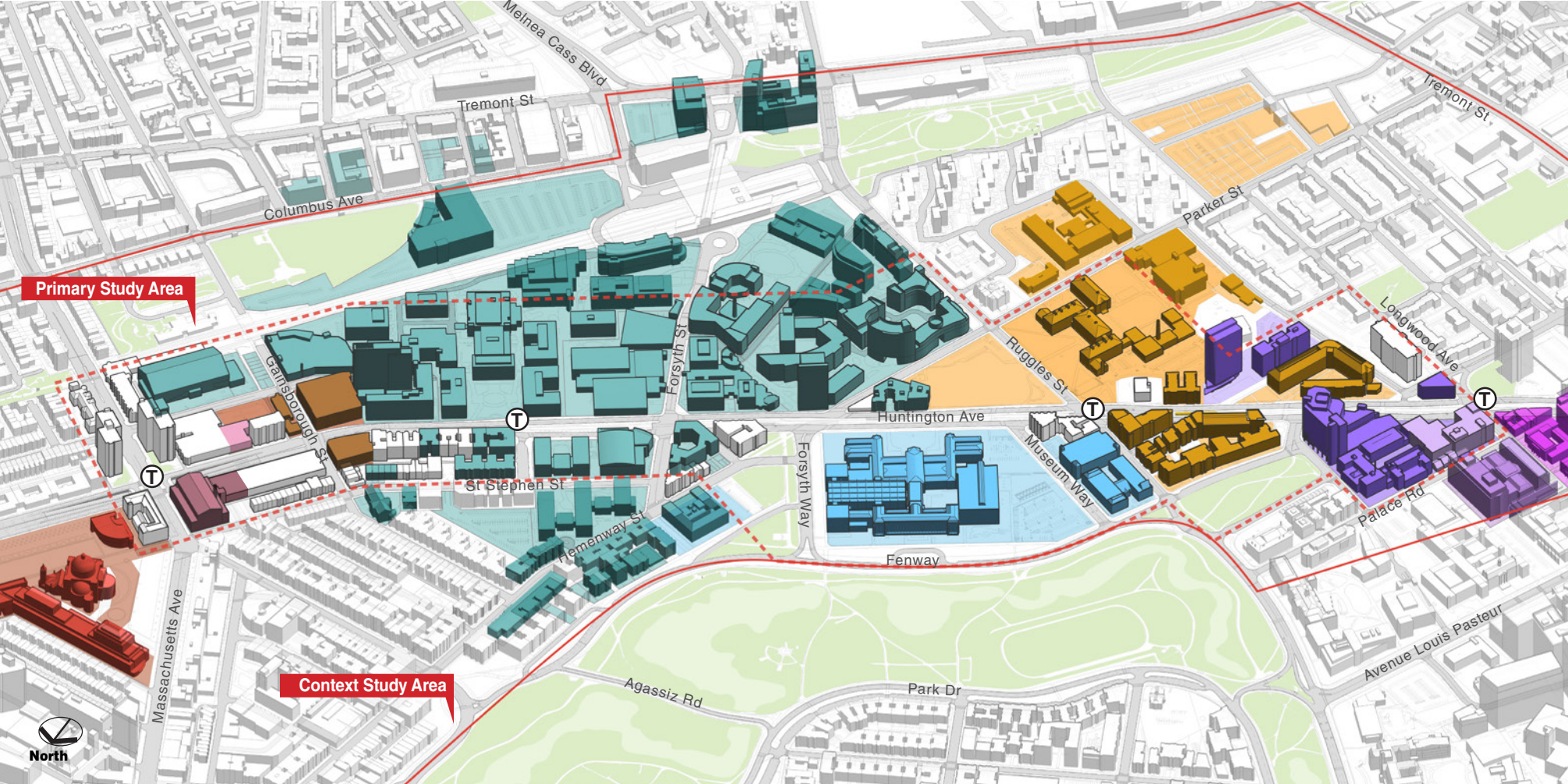
**Context Study Area**

**Primary Study Area**





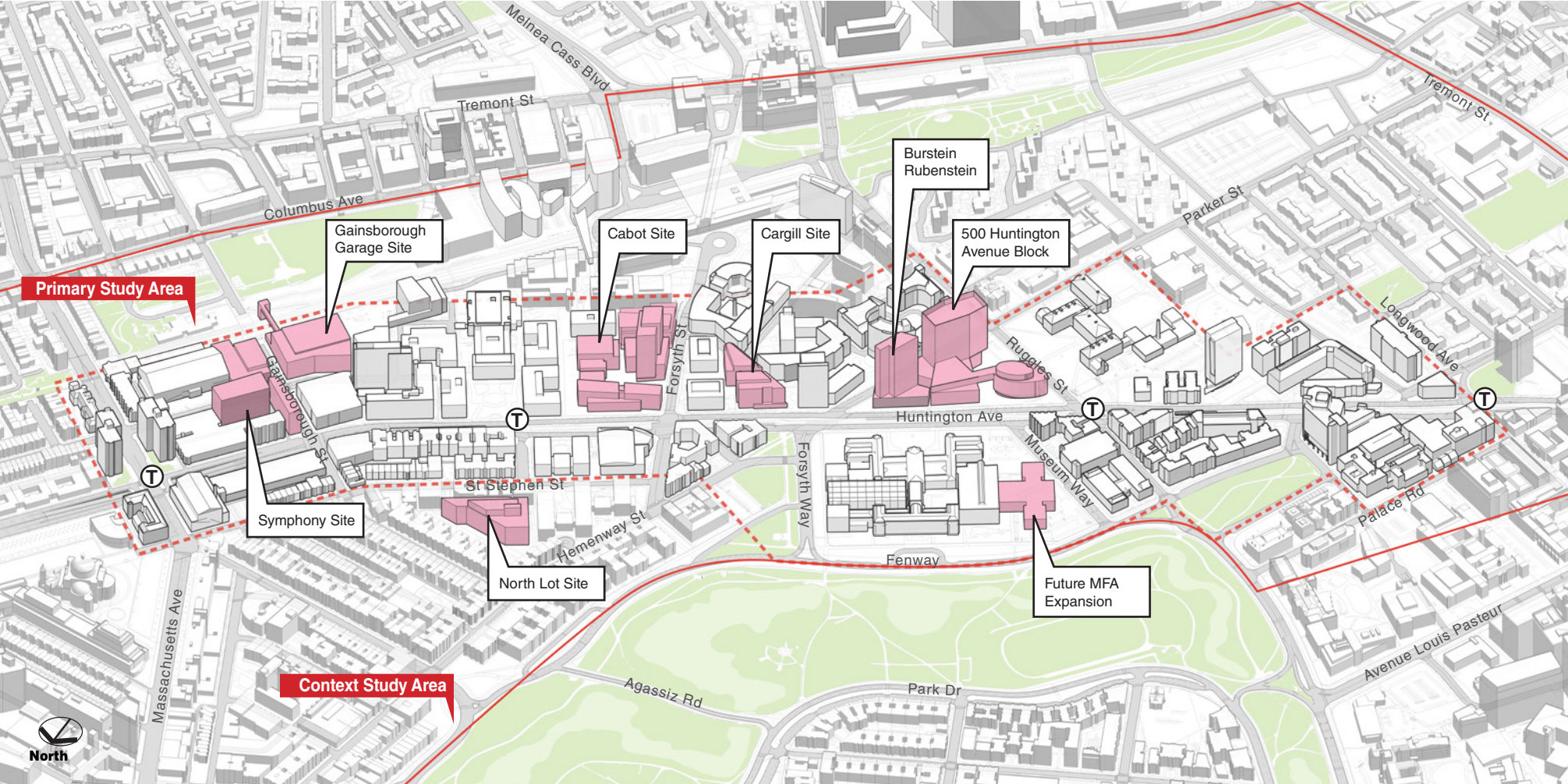
# PRIMARY STUDY AREA: INSTITUTIONAL OWNERSHIP



- |  |   |
|--|---|
| <span style="color: teal;">■</span> Northeastern University      | <span style="color: brown;">■</span> New England Conservatory       |
| <span style="color: gold;">■</span> Wentworth Institute          | <span style="color: pink;">■</span> Huntington Theatre Company      |
| <span style="color: blue;">■</span> Museum of Fine Arts          | <span style="color: purple;">■</span> MASS College of Arts & Design |
| <span style="color: red;">■</span> FCCS Christian Science Center | <span style="color: lightpurple;">■</span> Mass College of Pharmacy |
| <span style="color: maroon;">■</span> Boston Symphony Orchestra  | <span style="color: magenta;">■</span> Harvard Medical School       |



# PRIMARY STUDY AREA: PERMITTED PROJECTS



Permitted Projects



# PRINCIPLES AND TACTICS

## MOBILITY

**PRINCIPLE:**

Create a clear, safe, well-connected pedestrian experience.

**TACTICS:**

- Future development must provide sufficient sidewalk width for pedestrians' comfortable and safe passage
- Clarify the cadence of pedestrian crossings along the Avenue through massing, landscape, and site lines

## PLACEMAKING

**PRINCIPLE:**

The Avenue should be a cohesive, high quality environment. Institutions should express their identity through architecture and open spaces.

**TACTICS:**

- "Fabric" buildings must relate in scale and material to the buildings that surround them
- "Connecting" open spaces facilitate pedestrian movement both along the Avenue and within surrounding blocks
- A continuous streetwall will highlight "signature" open spaces and "iconic" buildings
- "Iconic" buildings should express institutional identity

## PROGRAMMING

**PRINCIPLE:**

The Avenue should be an active, inclusive urban environment.

**TACTICS:**

- New buildings must have active ground floors; existing buildings should add active ground floor uses where possible
- New and existing open spaces should be actively programmed throughout the year and for a wide range of audiences

## COMFORT

**PRINCIPLE:**

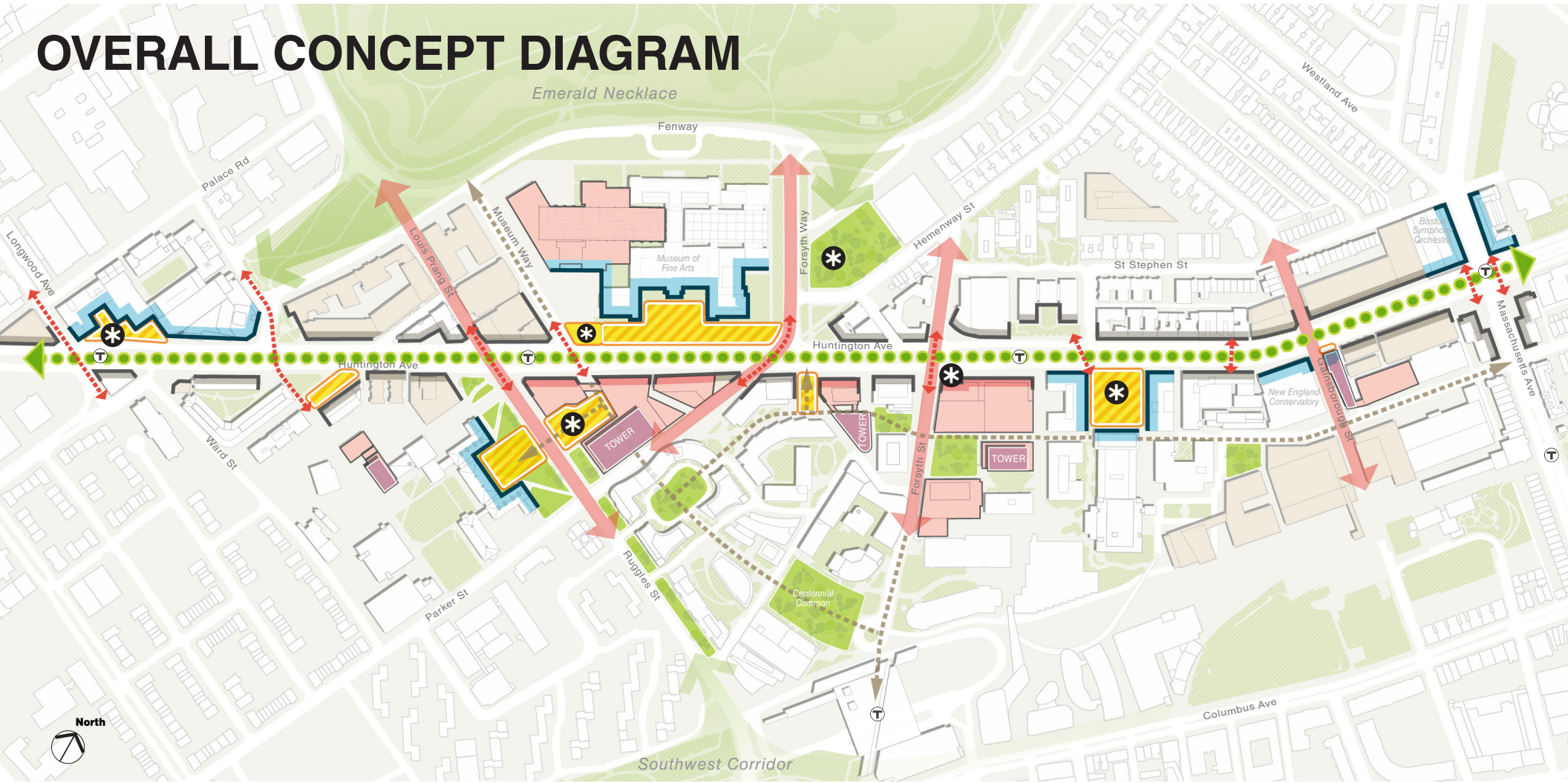
New development and initiatives should promote pedestrian comfort in the public realm.

**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



# OVERALL CONCEPT DIAGRAM



- Huntington Ave
- Major Crossings
- Pedestrian Crossings
- Pedestrian Paths
- Existing "Front Door" Edges
- Proposed "Front Door" Edges
- Streetwall Edge
- Programming Opportunity
- "Welcome Mat" Primary Landscape Zones
- Connections to Regional Open Space Systems

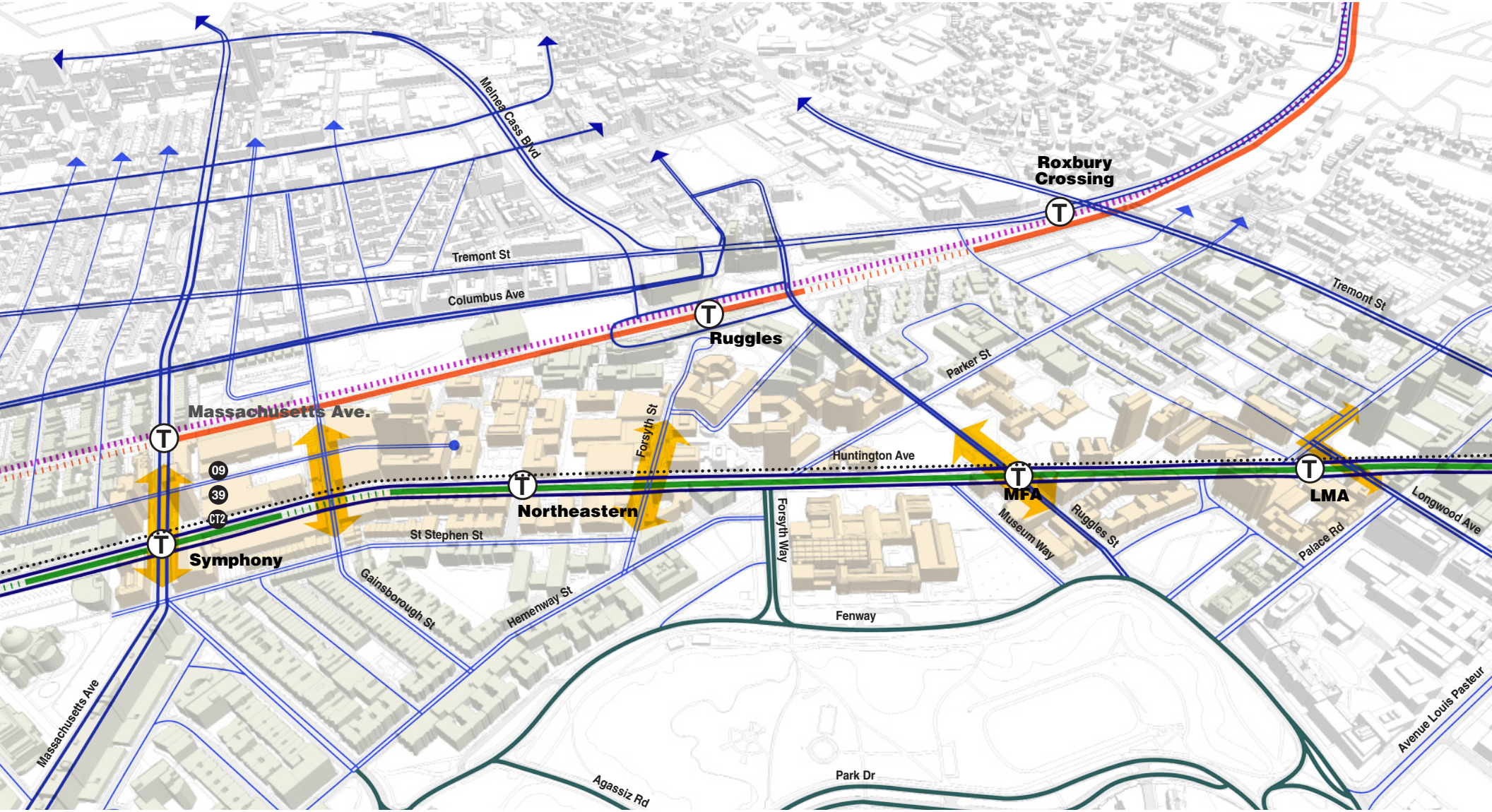


# MOBILITY





# EXISTING MOBILITY SYSTEMS

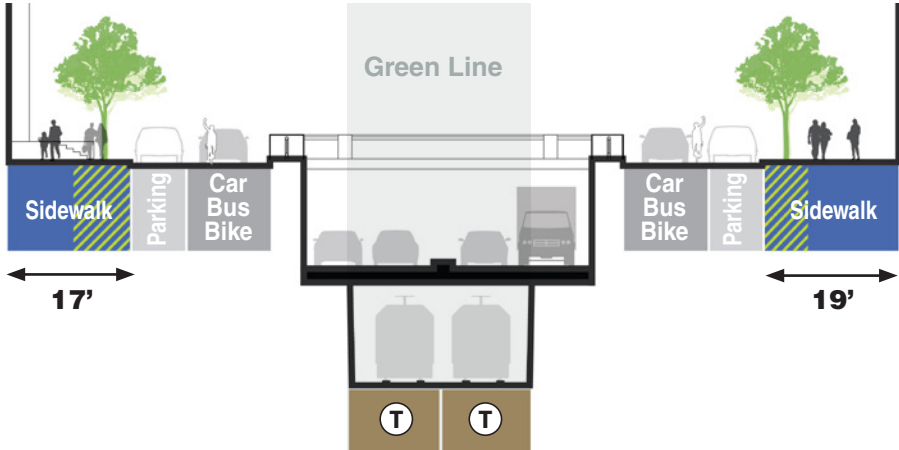


- Orange Line
- Green E Line
- Commuter Rail
- MBTA Bus Lines

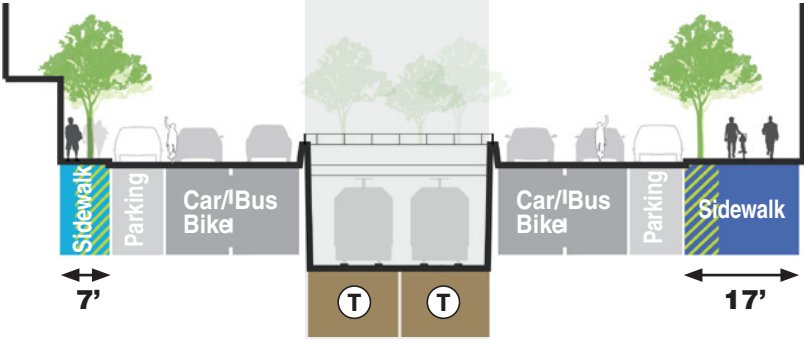


# EXISTING SIDEWALK CONDITIONS

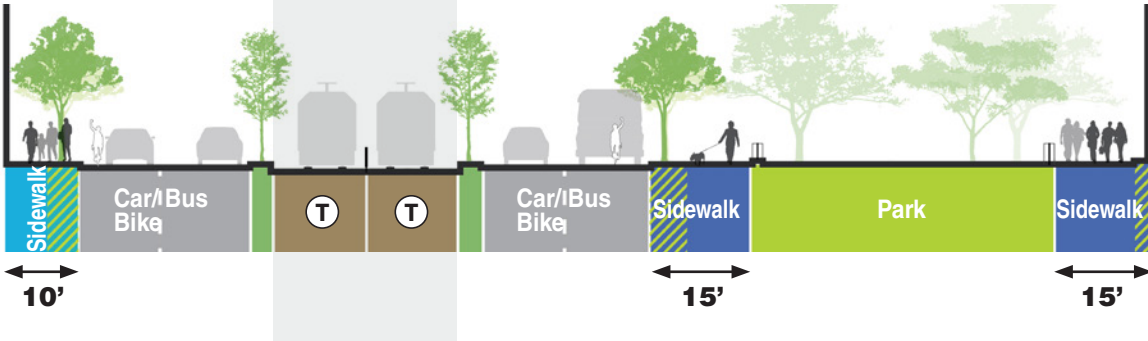
Section A - North of Gainsborough Street



Section B - North of Forsyth Street

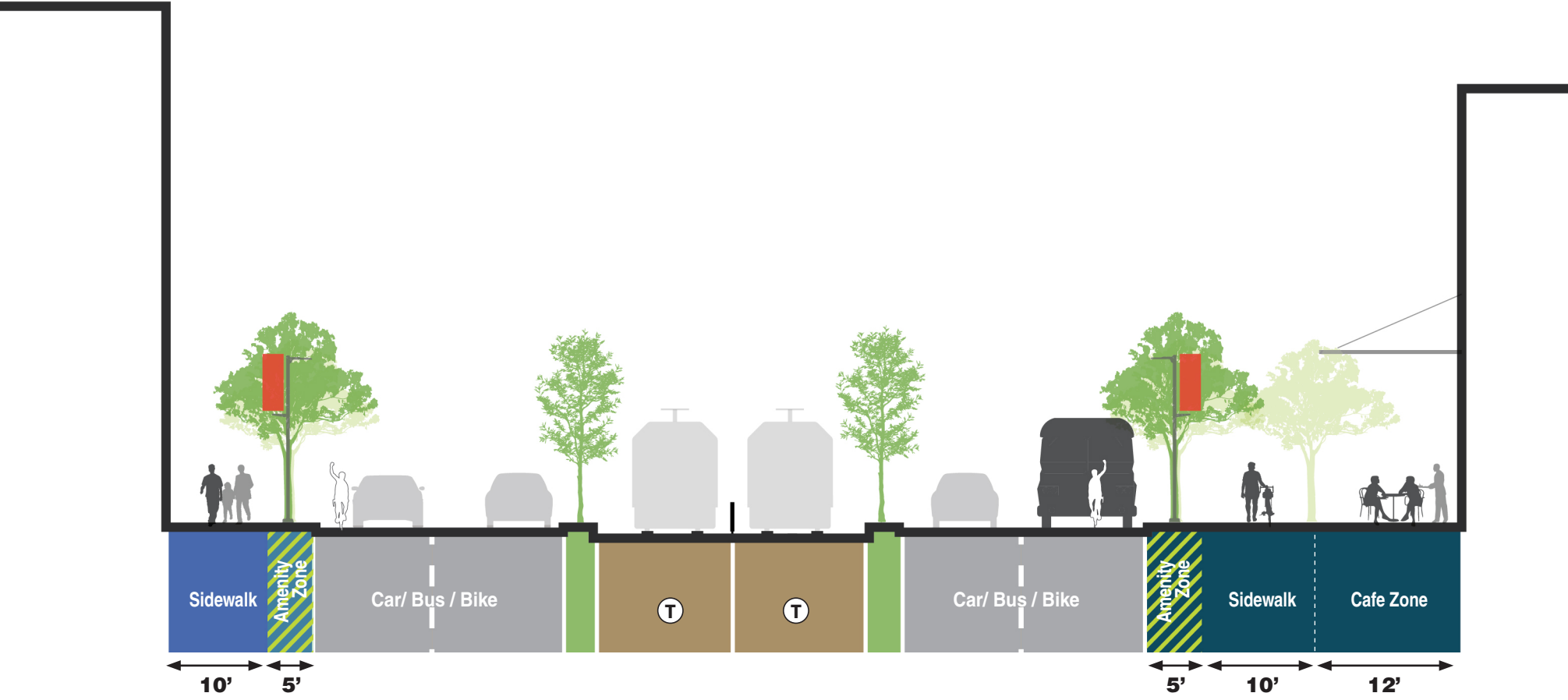


Section C - North of St. Alphonsus Street



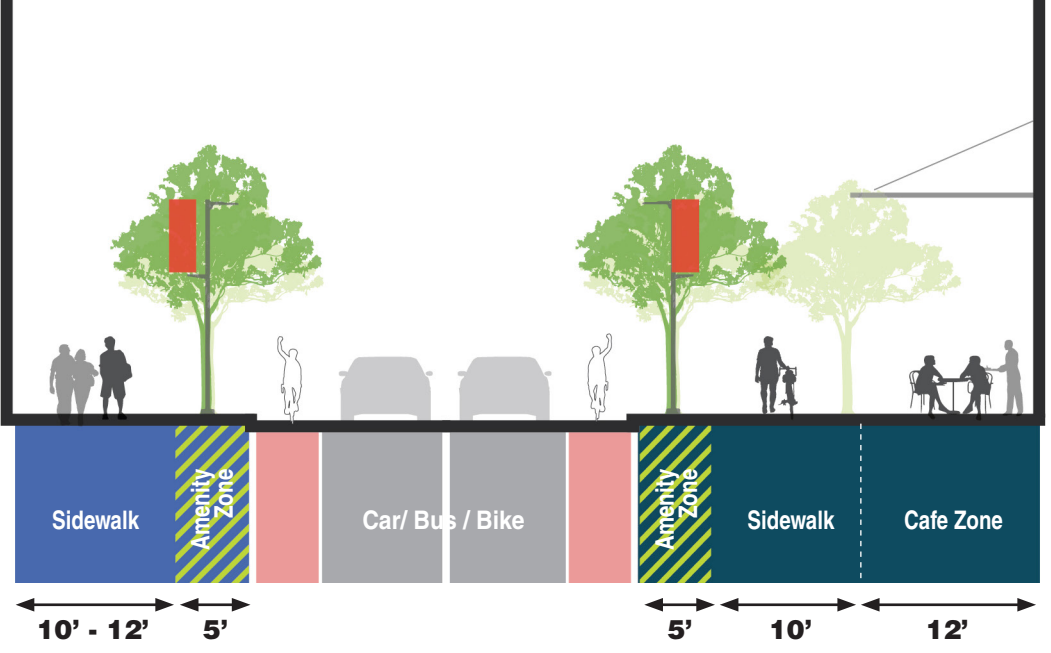
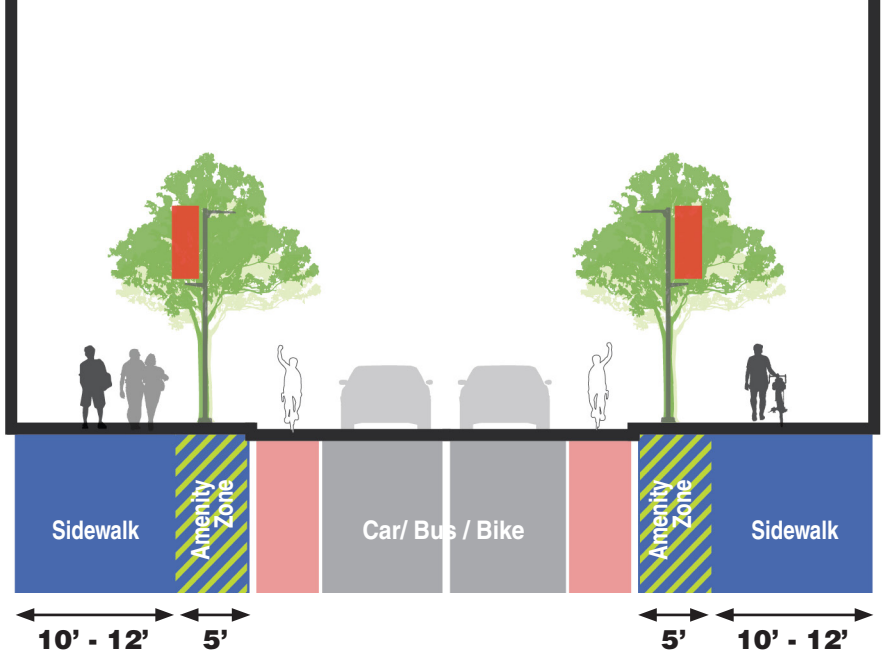


# PROPOSED SIDEWALK CONDITIONS - HUNTINGTON





# PROPOSED SIDEWALK CONDITIONS - SIDE STREETS





# PLACEMAKING





# PUBLIC REALM



- Proposed Green Space
- Existing Institutional Green
- Welcome Mat
- \* Programming Opportunity
- Pedestrian Path
- Street Trees
- Median Trees
- Connections to Regional Open Space Systems





# COHESIVE LANDSCAPE MATERIALS GUIDELINES

Planting Materials - Huntington Ave



Planting Materials - Cross Streets



Paving Materials





# COHESIVE LANDSCAPE MATERIALS GUIDELINES

## Site Furnishings



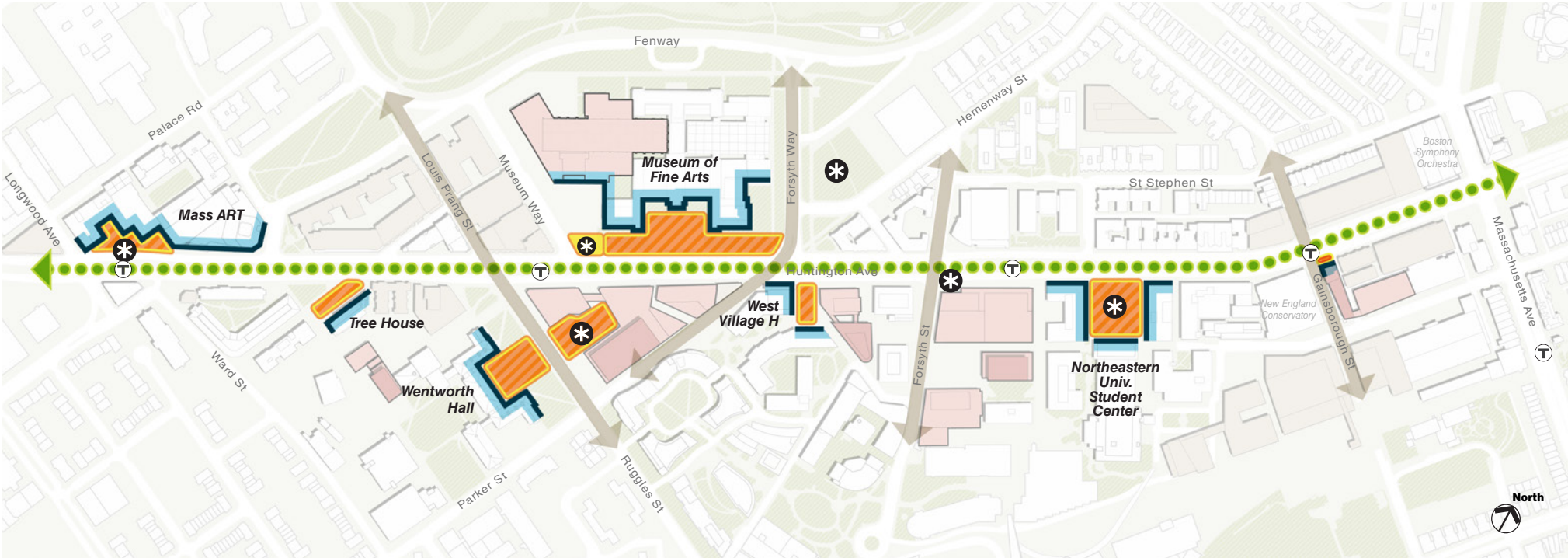
Seating

Bike Rack

Trash



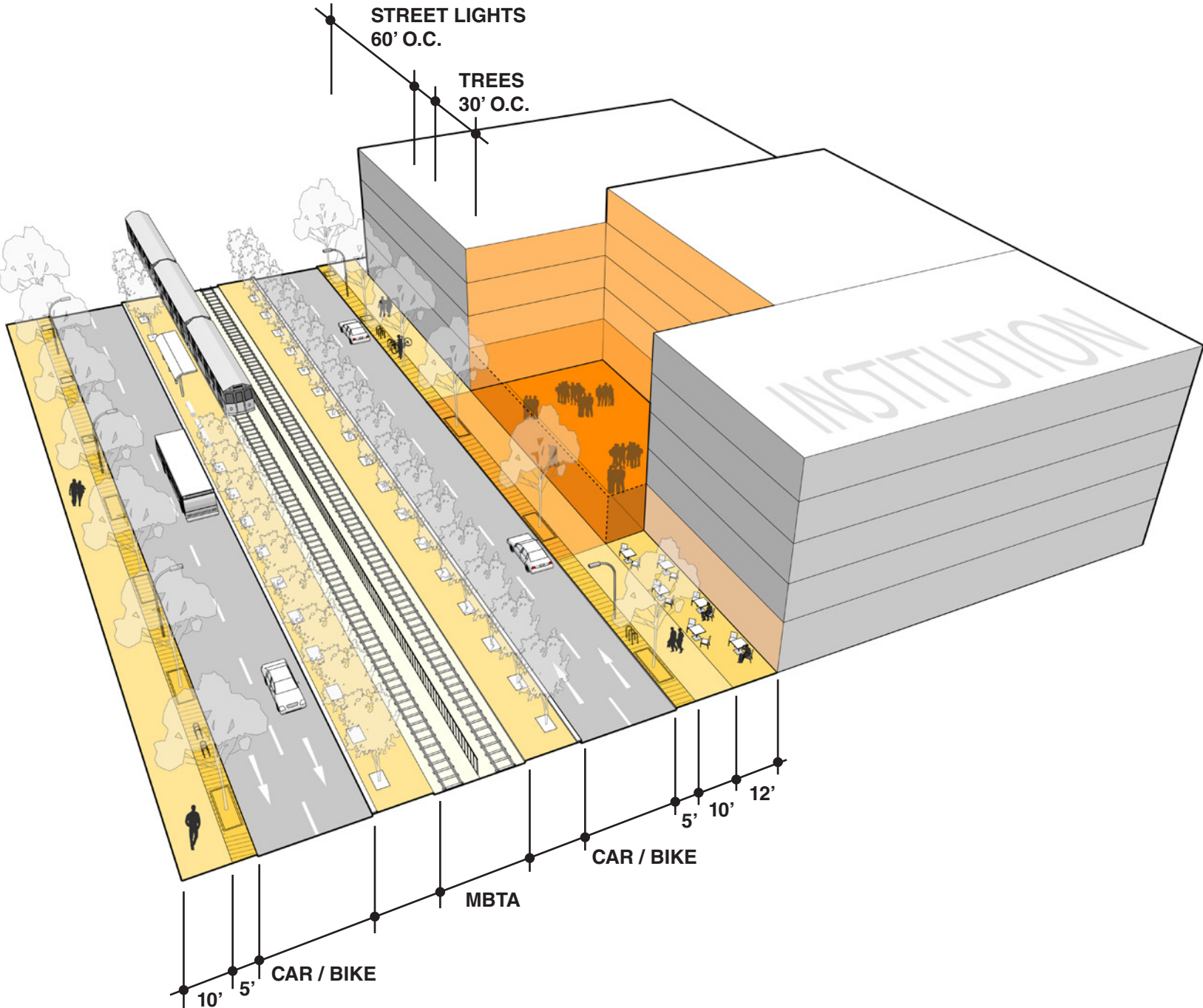
# HUNTINGTON AVENUE CONCEPT - WELCOME MATS



-  Huntington Ave
-  Major Crossings
-  Existing "Front Door" Edges
-  Programming Opportunity
-  "Welcome Mat" Primary Landscape Zones



# HUNTINGTON AVENUE CONCEPT - WELCOME MATS





# WELCOME MATS MATERIALS GUIDELINES

## Integrated Lighting





# WELCOME MATS MATERIALS GUIDELINES

## Site Furnishings



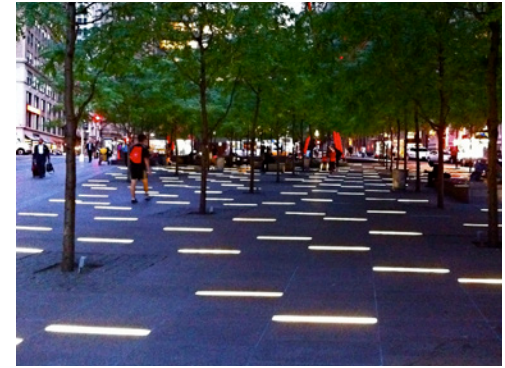


# WELCOME MATS MATERIALS GUIDELINES

## Planting Materials



## Paving Materials



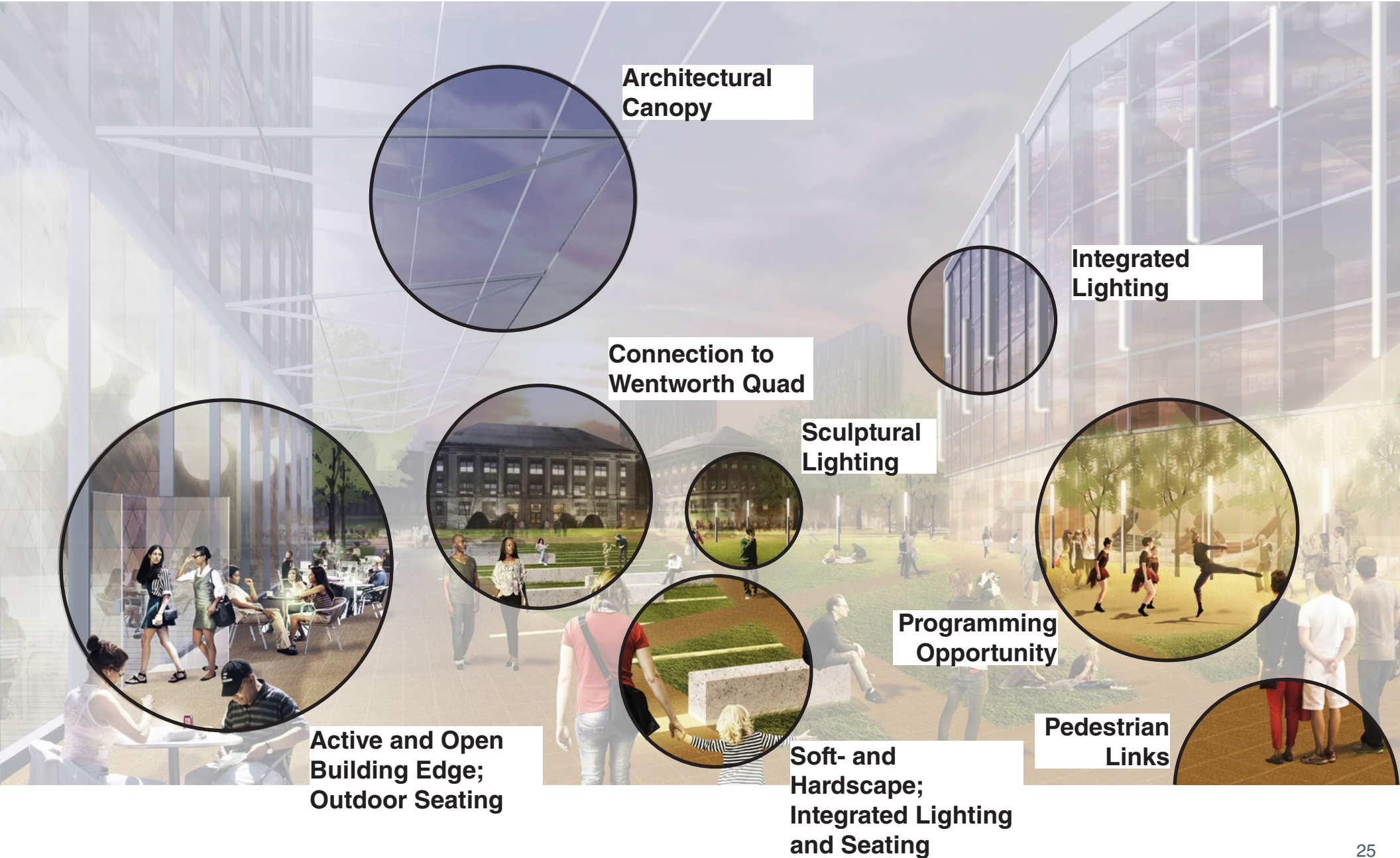


# WELCOME MAT CONCEPT





# WELCOME MAT CONCEPT



**Architectural  
Canopy**

**Integrated  
Lighting**

**Connection to  
Wentworth Quad**

**Sculptural  
Lighting**

**Programming  
Opportunity**

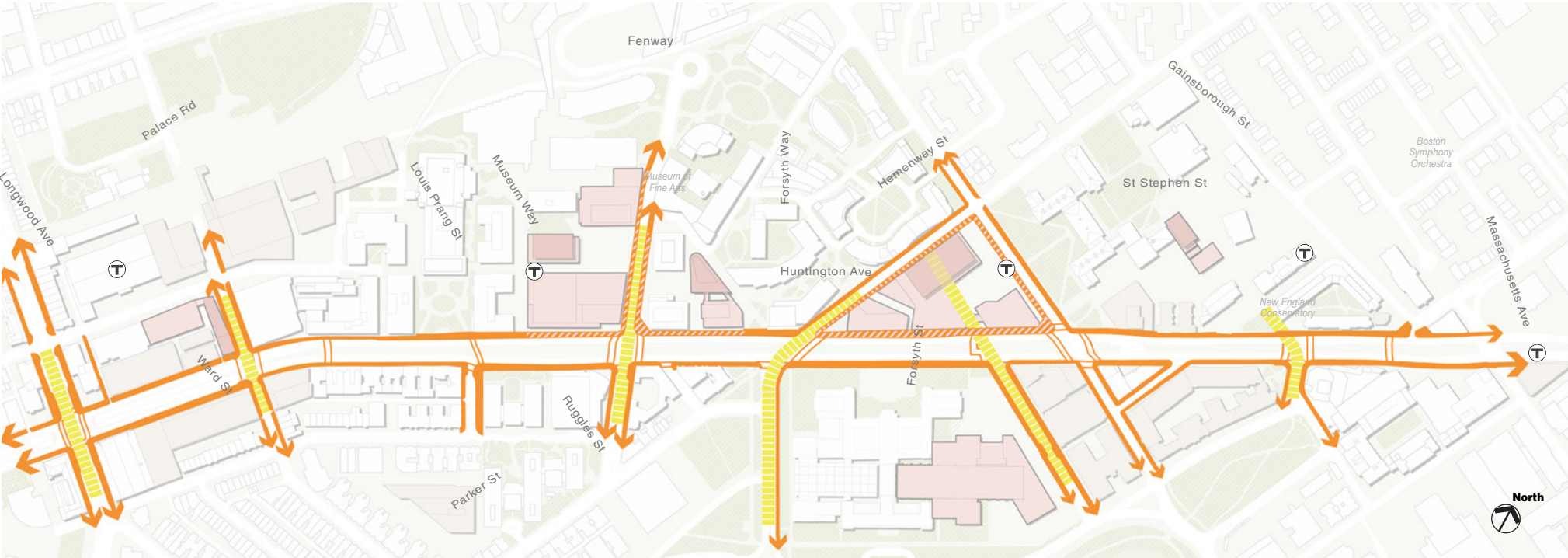
**Active and Open  
Building Edge;  
Outdoor Seating**

**Soft- and  
Hardscape;  
Integrated Lighting  
and Seating**

**Pedestrian  
Links**



# SIDE STREET CONCEPT



	Sidewalks
	Major Side Streets

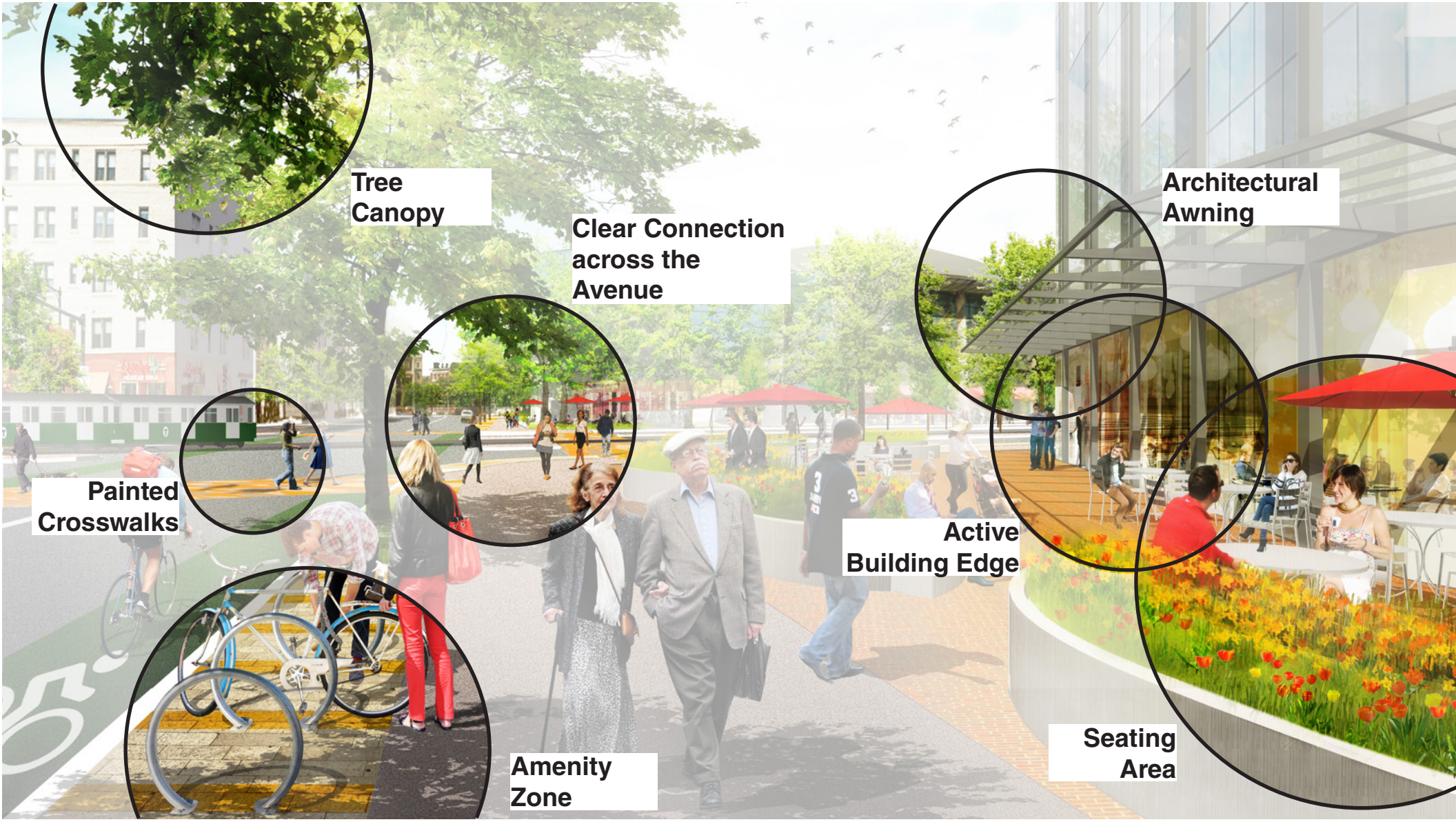


# SIDE STREET CONCEPT





# SIDE STREET CONCEPT



**Tree Canopy**

**Clear Connection across the Avenue**

**Architectural Awning**



**Painted Crosswalks**



**Active Building Edge**



**Amenity Zone**



**Seating Area**

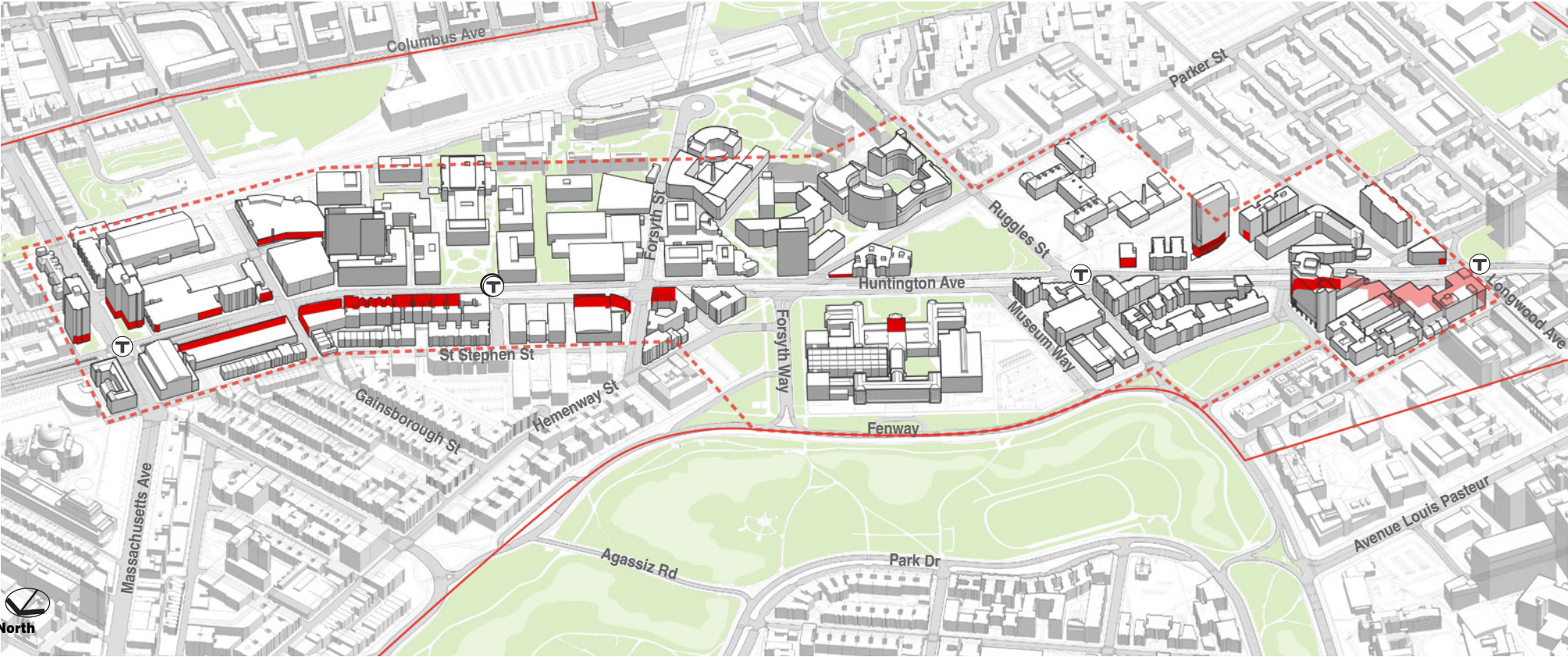



# PROGRAMMING





# EXISTING PROGRAMMING ALONG THE AVENUE



 Existing Active Edges



# PROPOSED PROGRAMMING ALONG THE AVENUE



- Existing & Proposed Active Edges
- Transparent Facade
- Welcome Mat
- \* Programming Opportunity
- Building Entrance

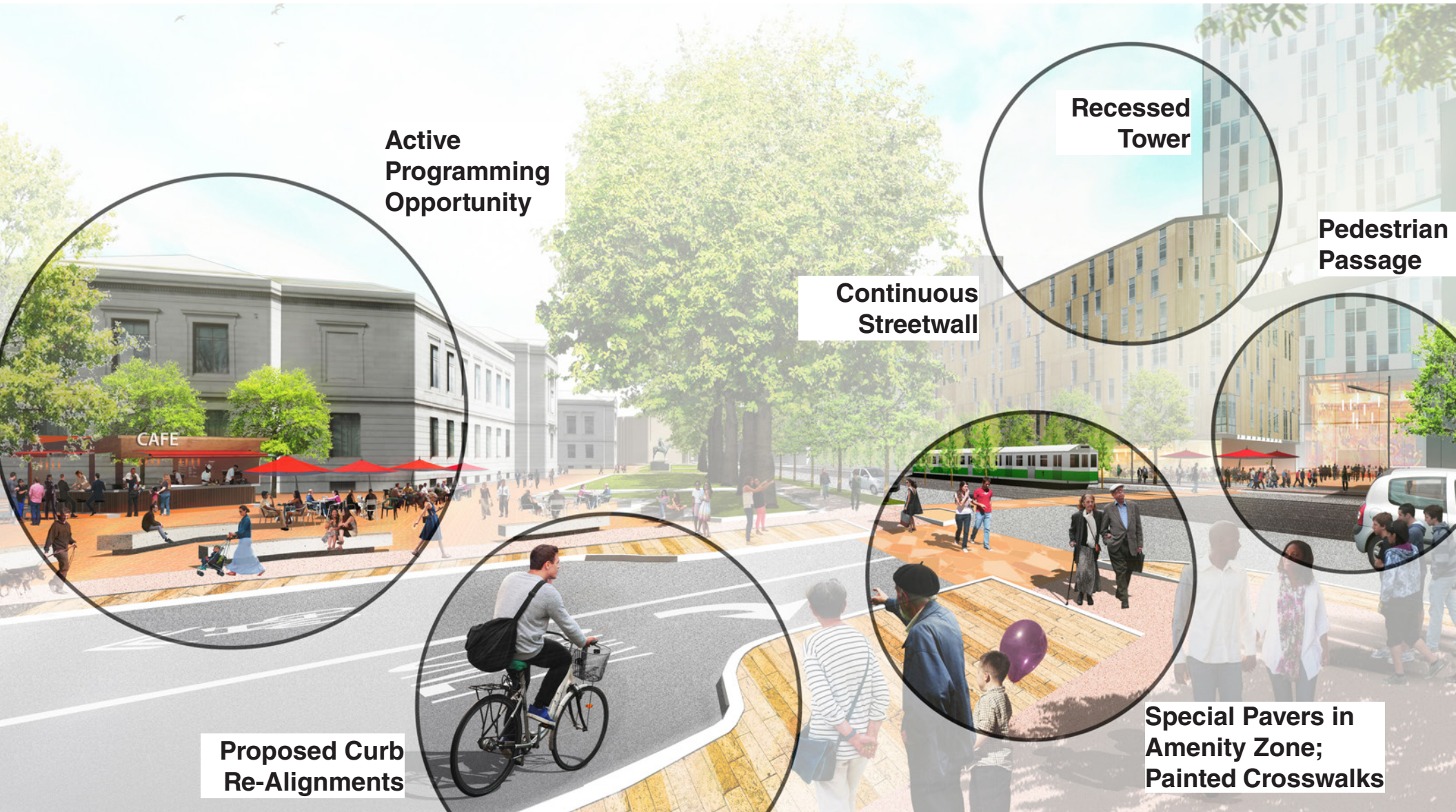


# ACTIVE PROGRAMMING CONCEPT AT MFA





# ACTIVE PROGRAMMING CONCEPT AT MFA



Active  
Programming  
Opportunity

Recessed  
Tower

Pedestrian  
Passage

Continuous  
Streetwall

Proposed Curb  
Re-Alignments

Special Pavers in  
Amenity Zone;  
Painted Crosswalks

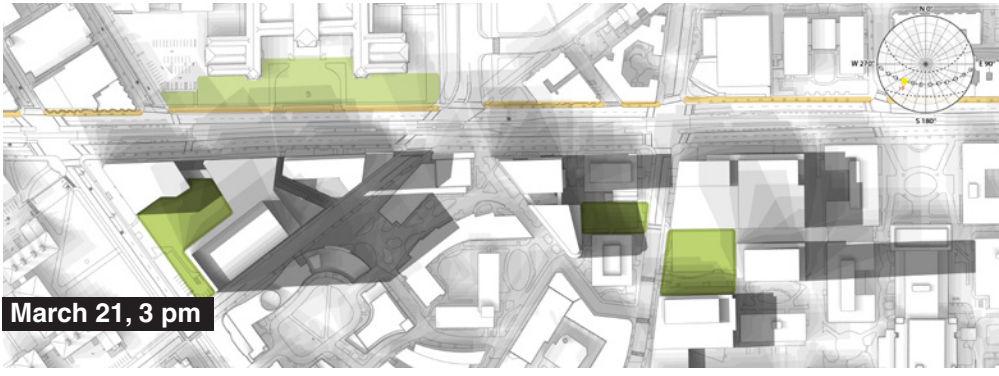
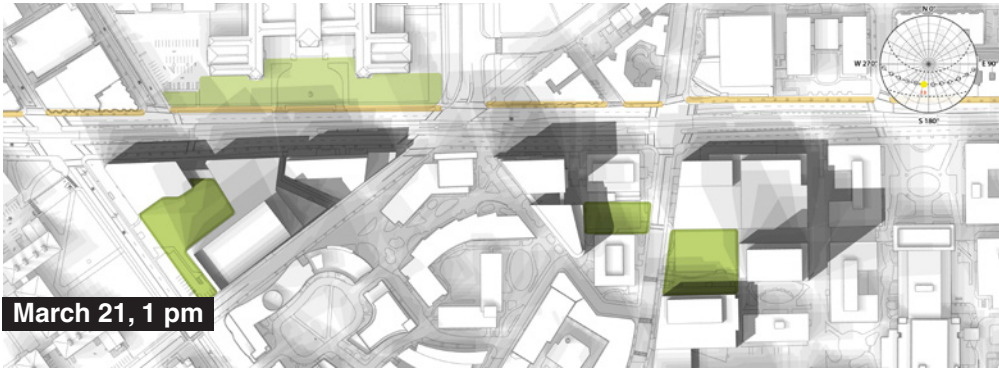
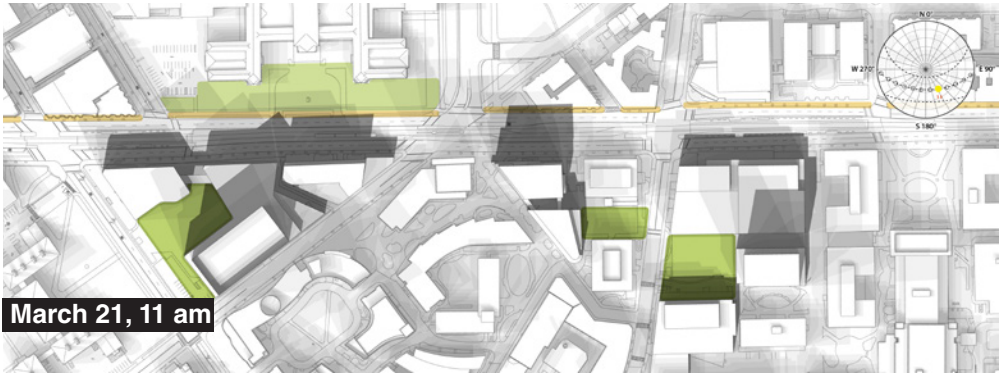
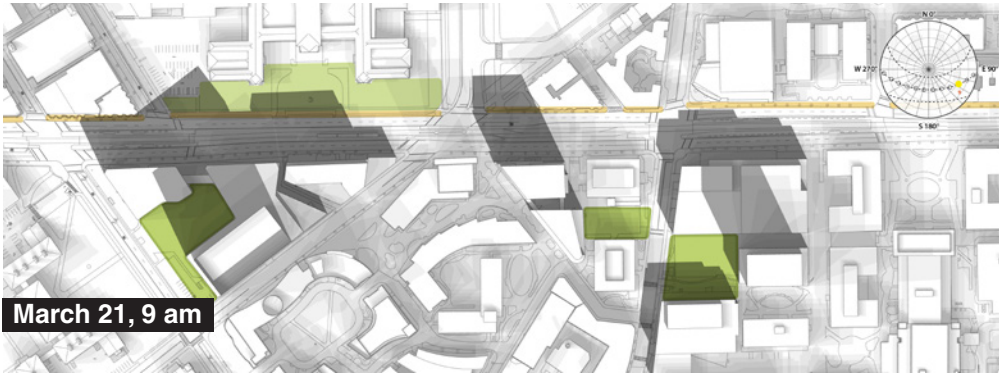


# COMFORT





# SHADOW STUDIES



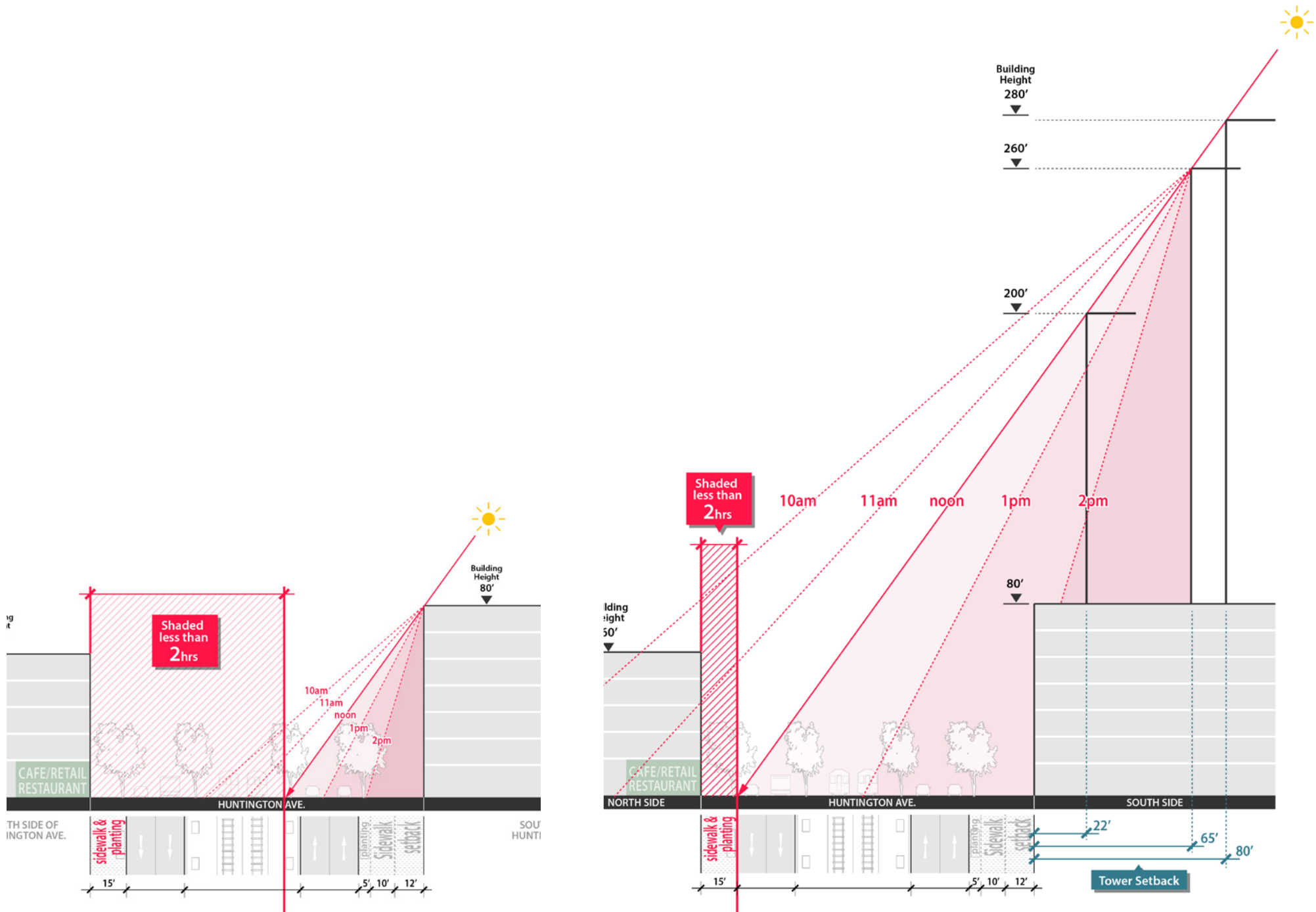


# SHADOW STUDIES



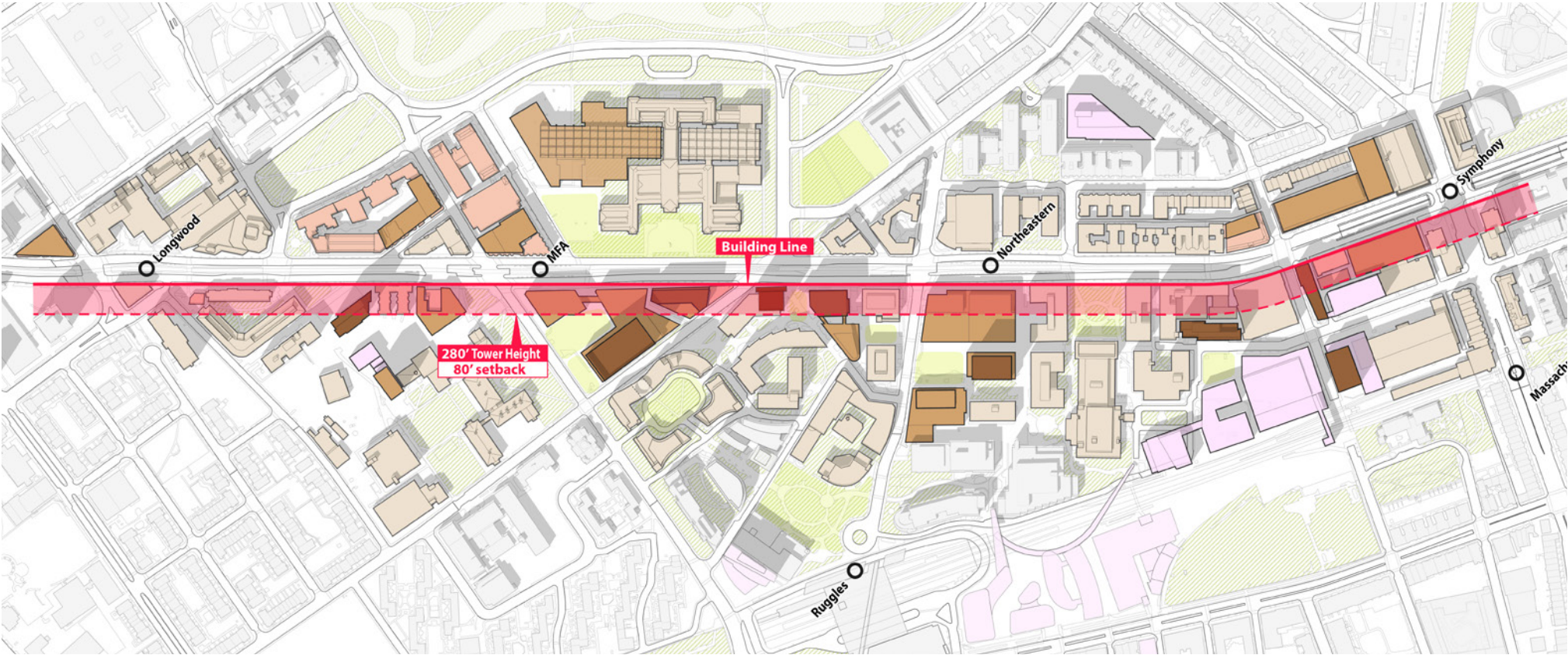


# SHADOWS AND BUILDING SETBACKS





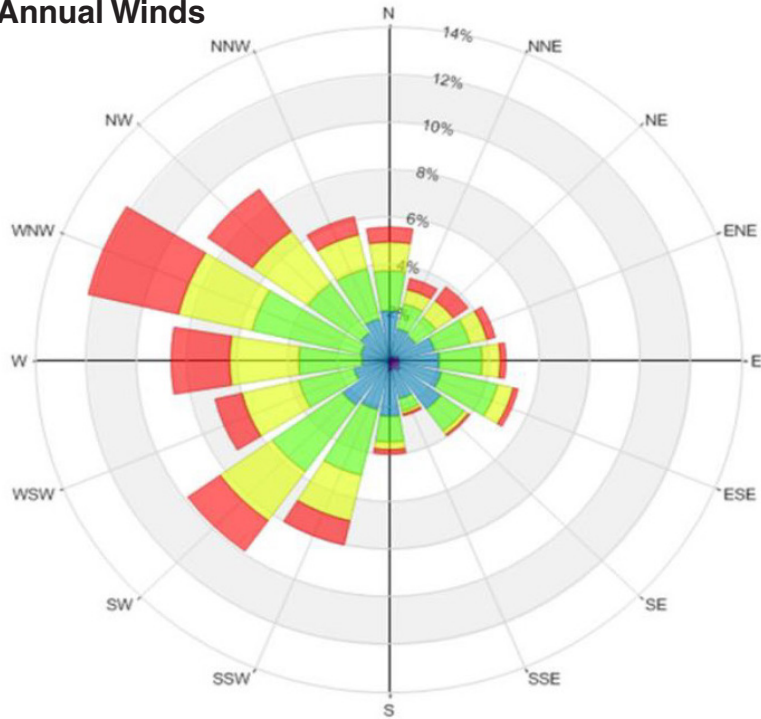
# SHADOWS AND BUILDING SETBACKS



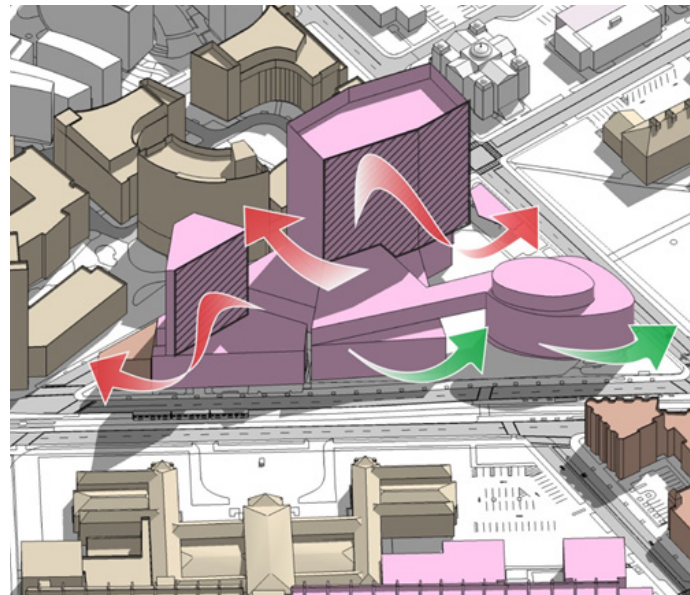
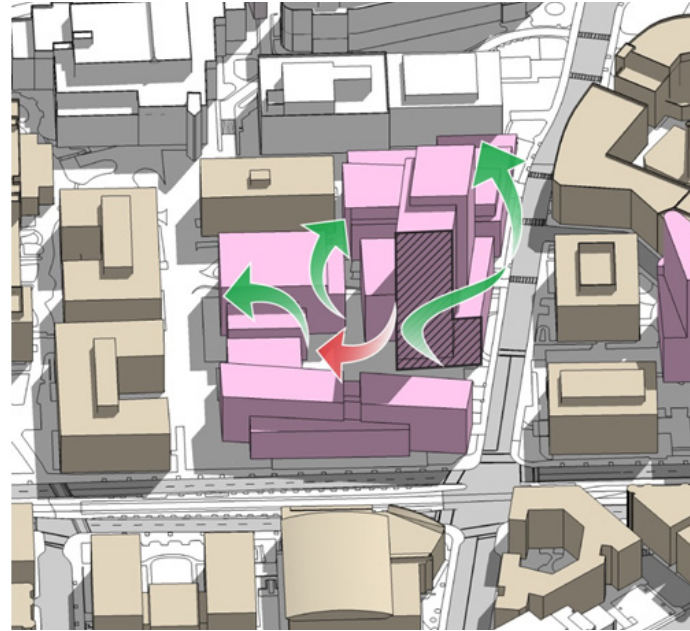
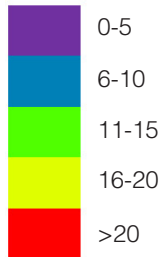


# WIND CONDITIONS AND WIND MITIGATION STRATEGIES

Annual Winds



Wind Speeds (mph)

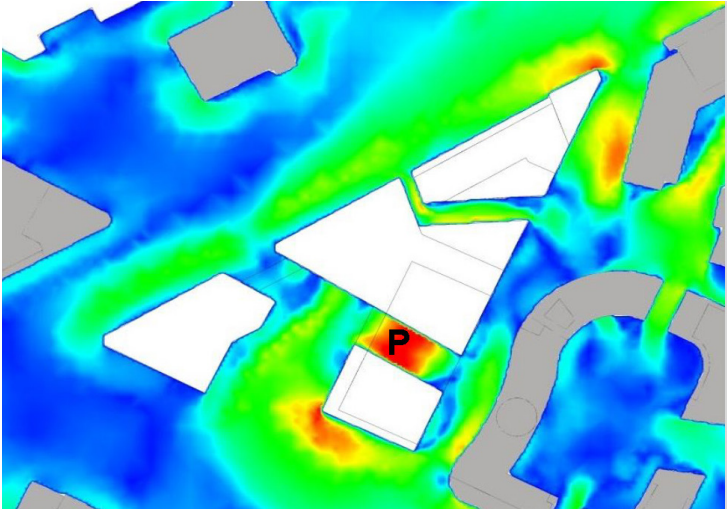


## Suggestions to Mitigate Wind Impacts:

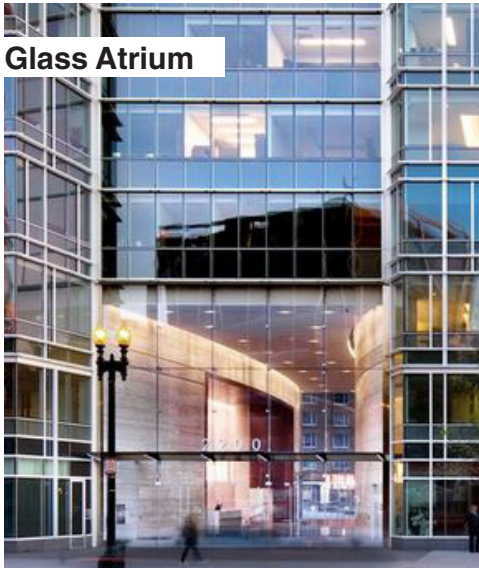
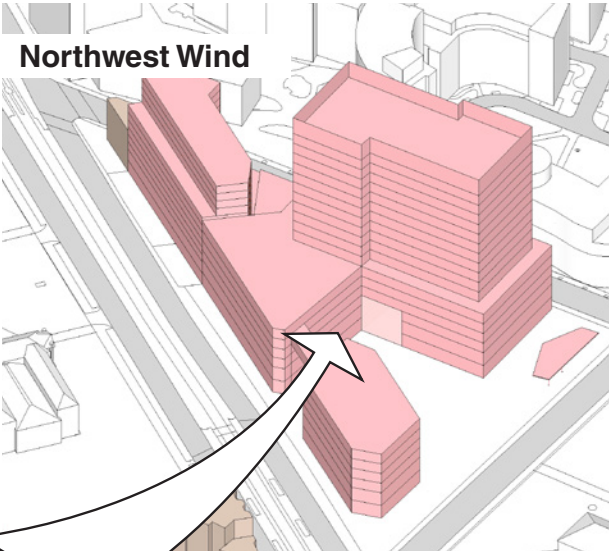
- Orient towers such that their long sides are perpendicular to prevailing winds (west-northwesterly)
- Avoid siting two towers close together; this can create a vortex effect
- Step back tower facades above a deeper base to provide a “shelf” that will offset downdraft effects
- Incorporate trees and canopies



# WIND CONDITIONS AND WIND MITIGATION STRATEGIES

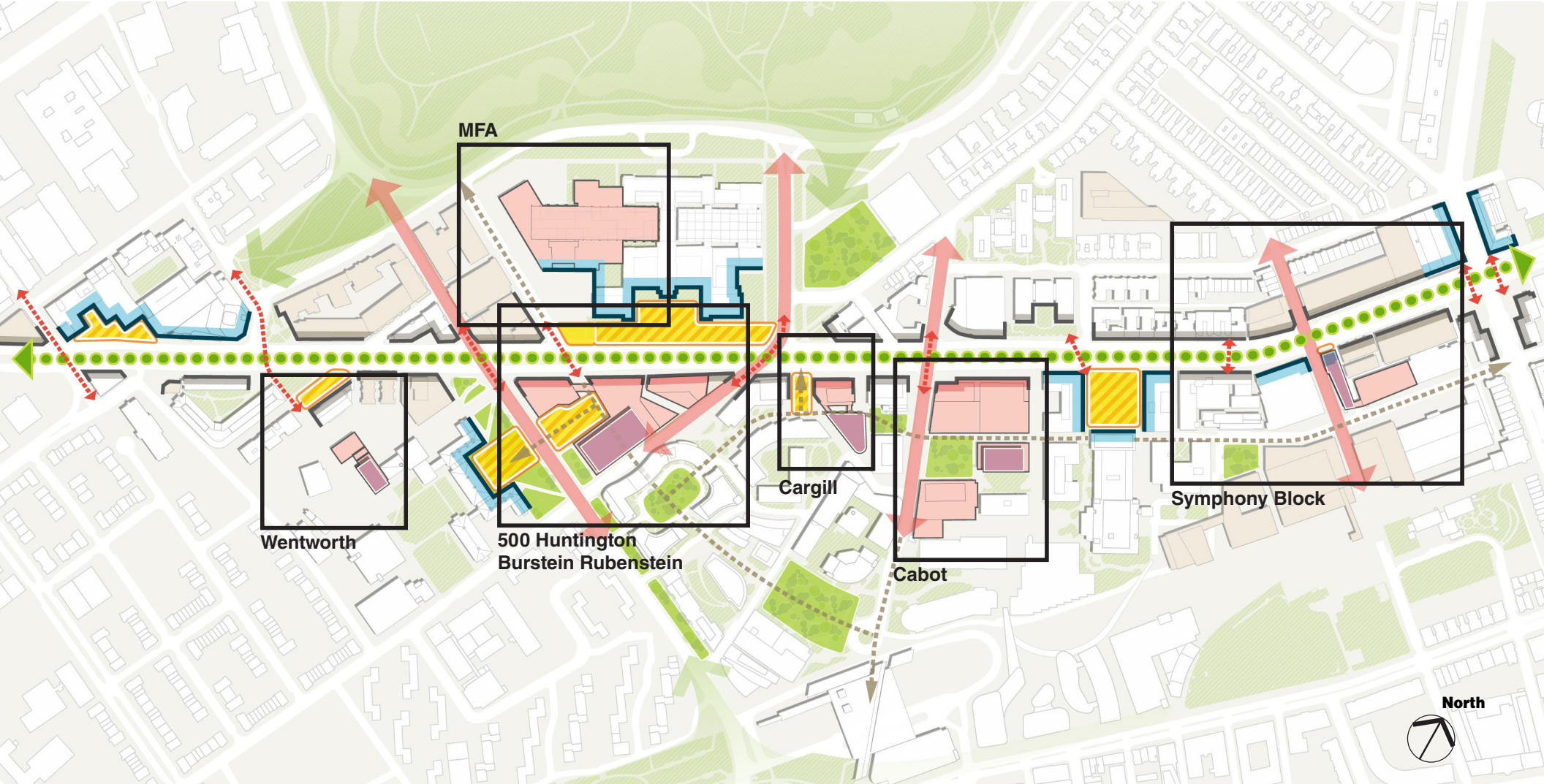


Sitting    Standing    Walking    Uncomfortable    Dangerous



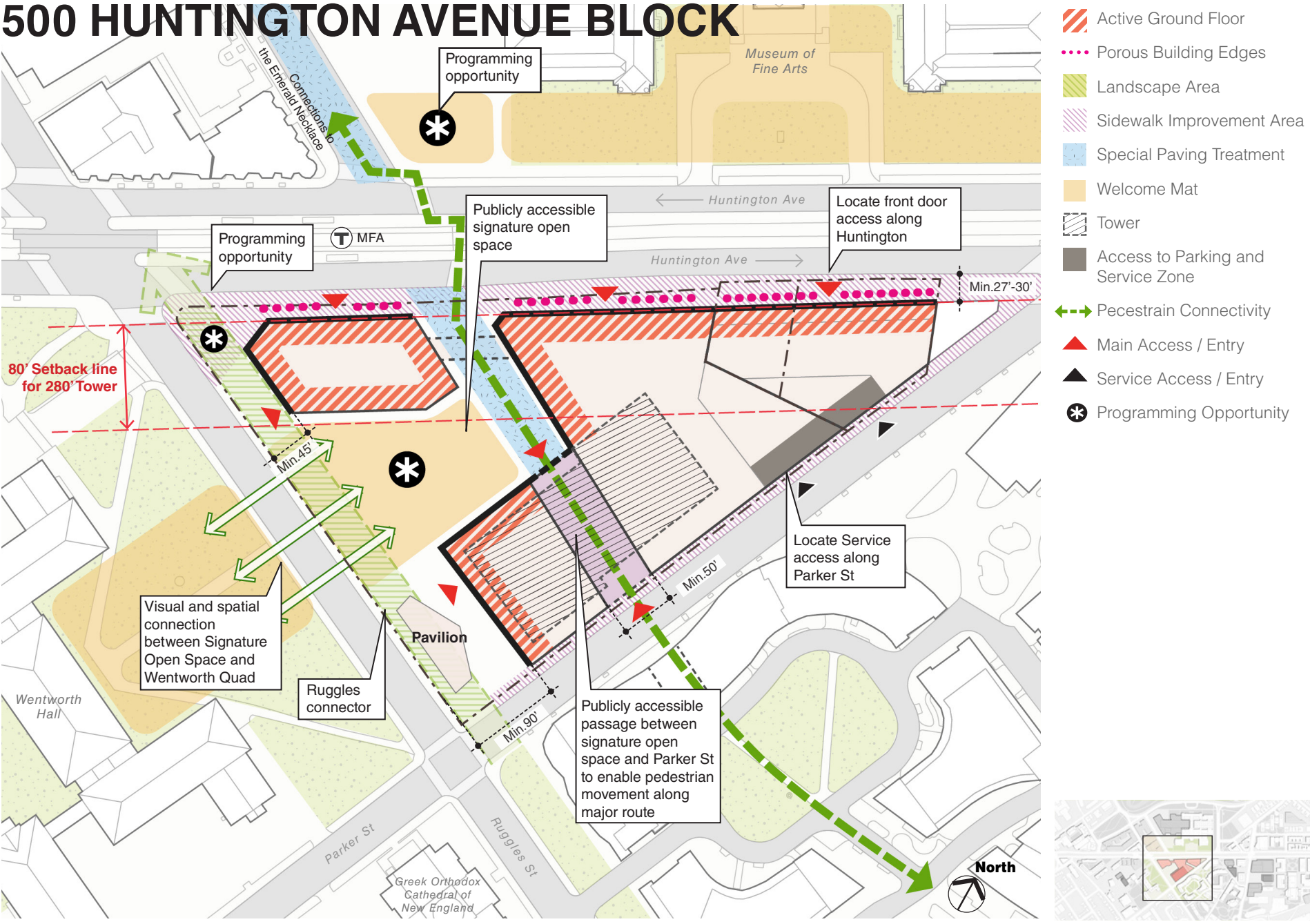


# BLOCK BY BLOCK DESIGN GUIDELINES





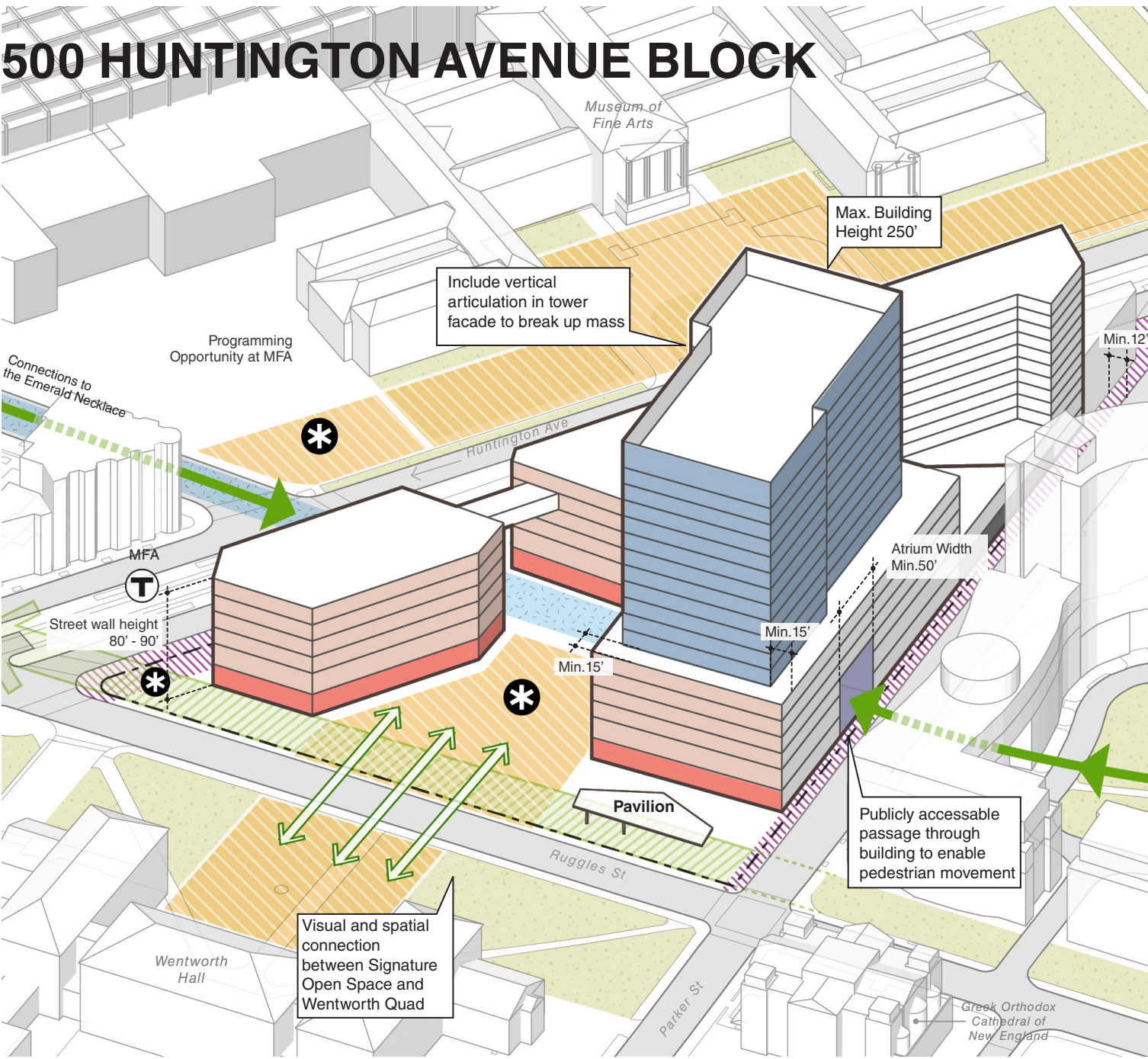
# 500 HUNTINGTON AVENUE BLOCK



Ground Floor Plan



# 500 HUNTINGTON AVENUE BLOCK

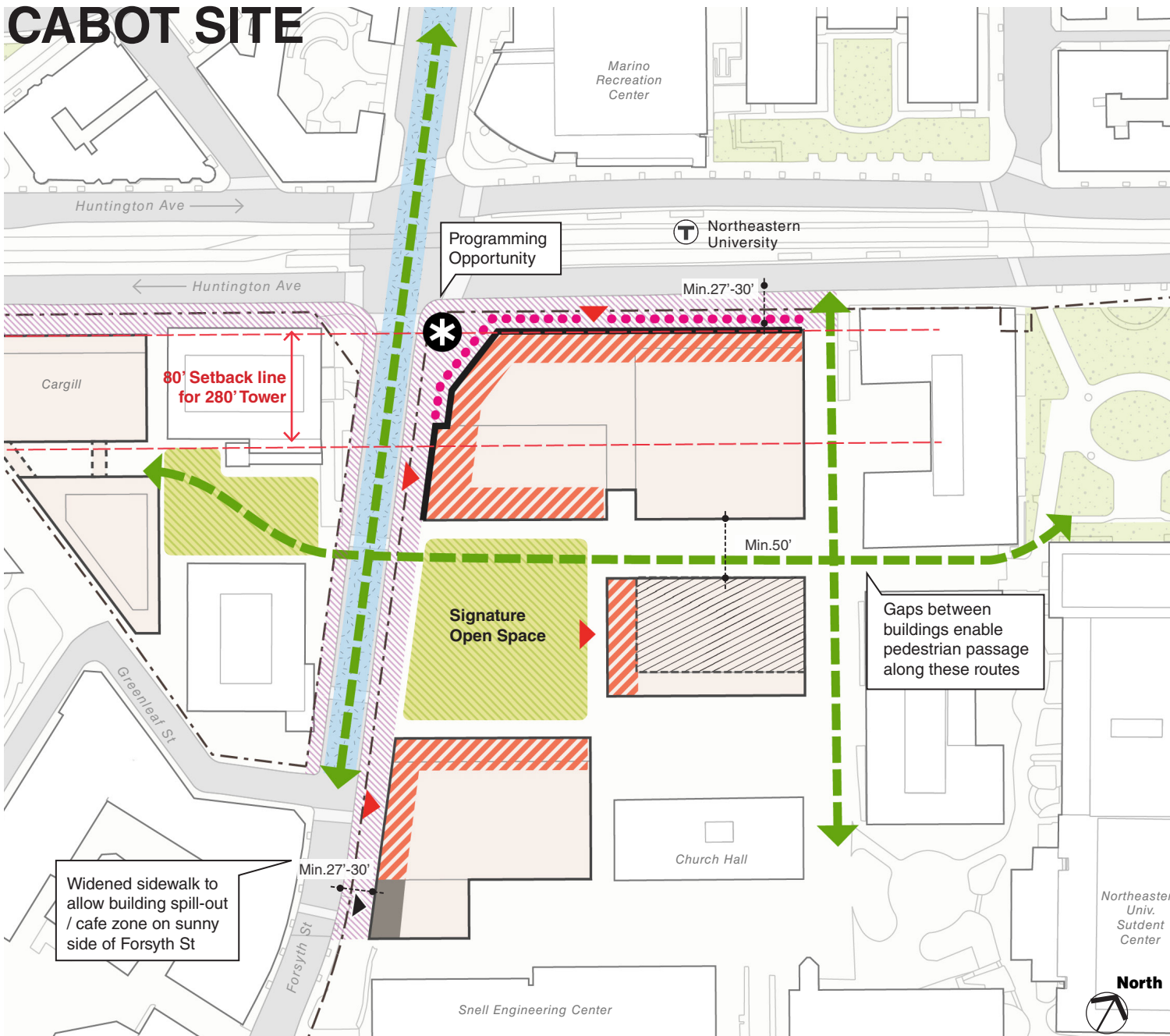


- Streetwall Facade and Massing
- Active Ground Floor
- Setback Mass
- Tower Facade
- Landscape Area
- Sidewalk Improvement Area
- Welcome Mat
- Special Paving Treatment
- Atrium
- Service Access / Entry

Southwest View



# CABOT SITE



- Active Ground Floor
- Porous Building Edges
- Landscape Area
- Sidewalk Improvement Area
- Special Paving Treatment
- Welcome Mat
- Tower
- Access to Parking and Service Zone
- Pedestrian Connectivity
- Main Access / Entry
- Service Access / Entry
- Programming Opportunity

Gaps between buildings enable pedestrian passage along these routes

Widened sidewalk to allow building spill-out / cafe zone on sunny side of Forsyth St

80' Setback line for 280' Tower

Signature Open Space

Programming Opportunity

Northeastern Univ. Student Center

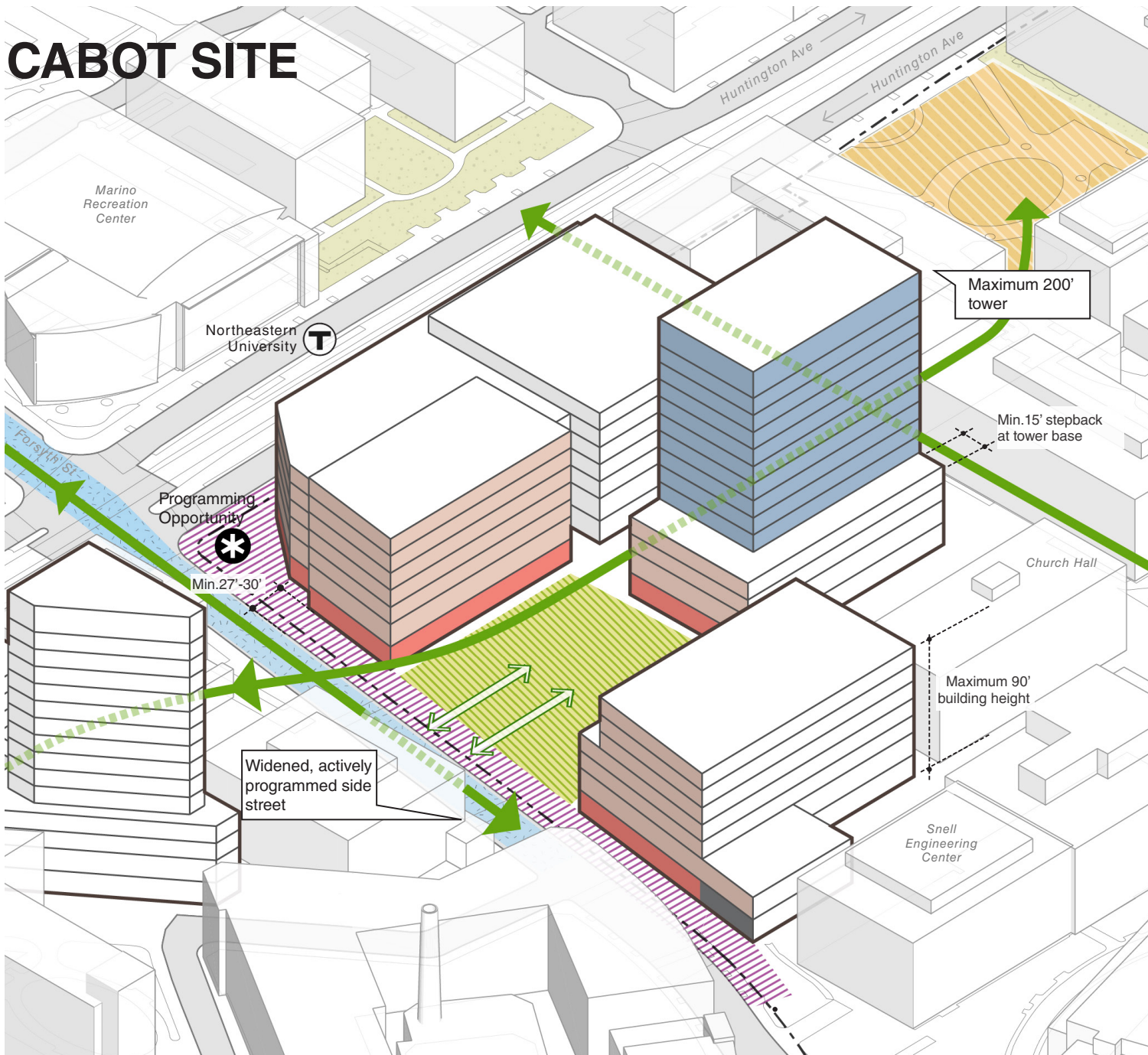
**North**



Ground Floor Plan



# CABOT SITE



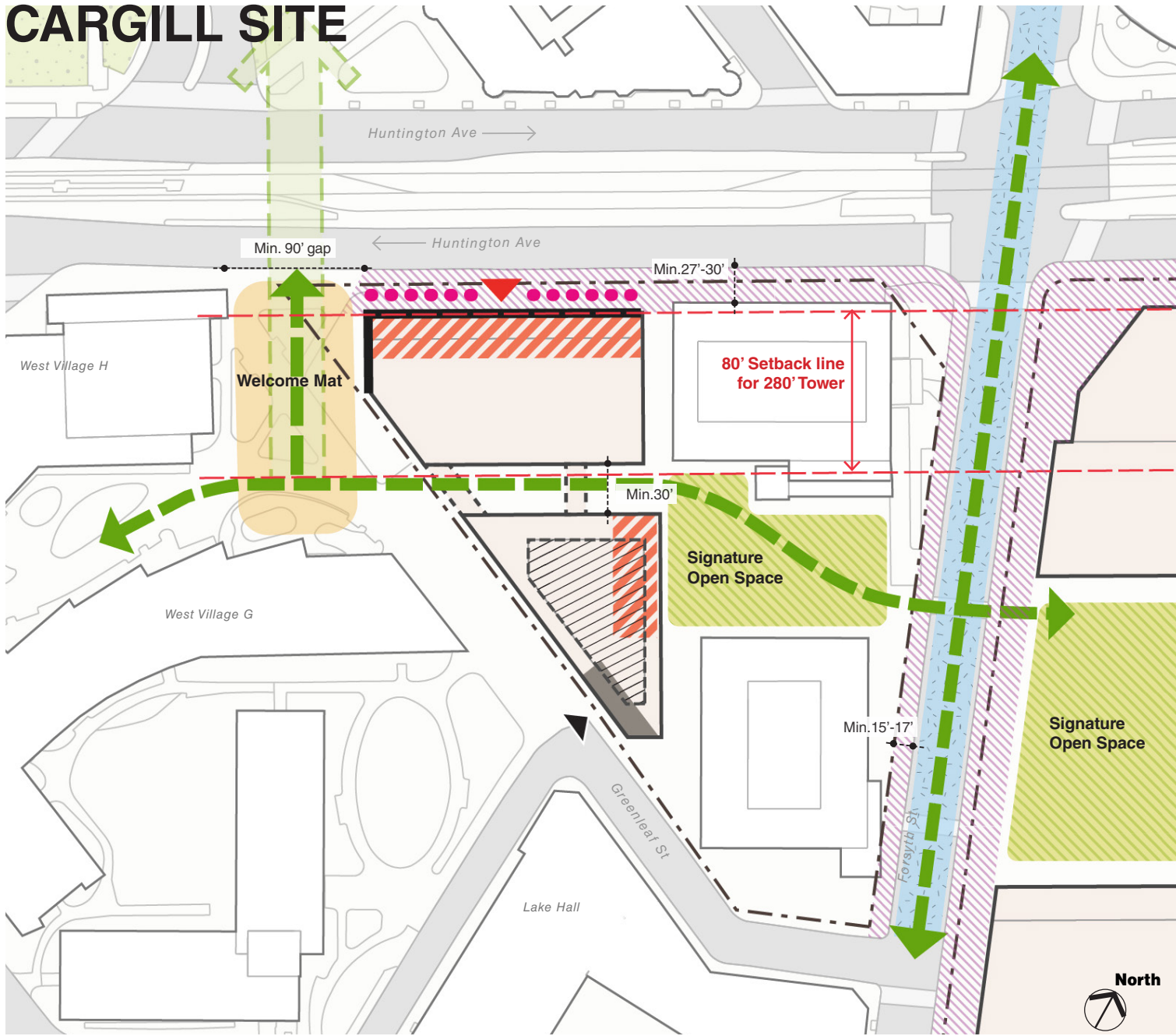
- Streetwall Facade and Massing
- Active Ground Floor
- Setback Mass
- Tower Facade
- Landscape Area
- Sidewalk Improvement Area
- Welcome Mat
- Special Paving Treatment
- Atrium
- Service Access / Entry



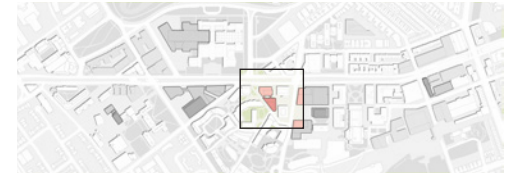
Southwest View



# CARGILL SITE



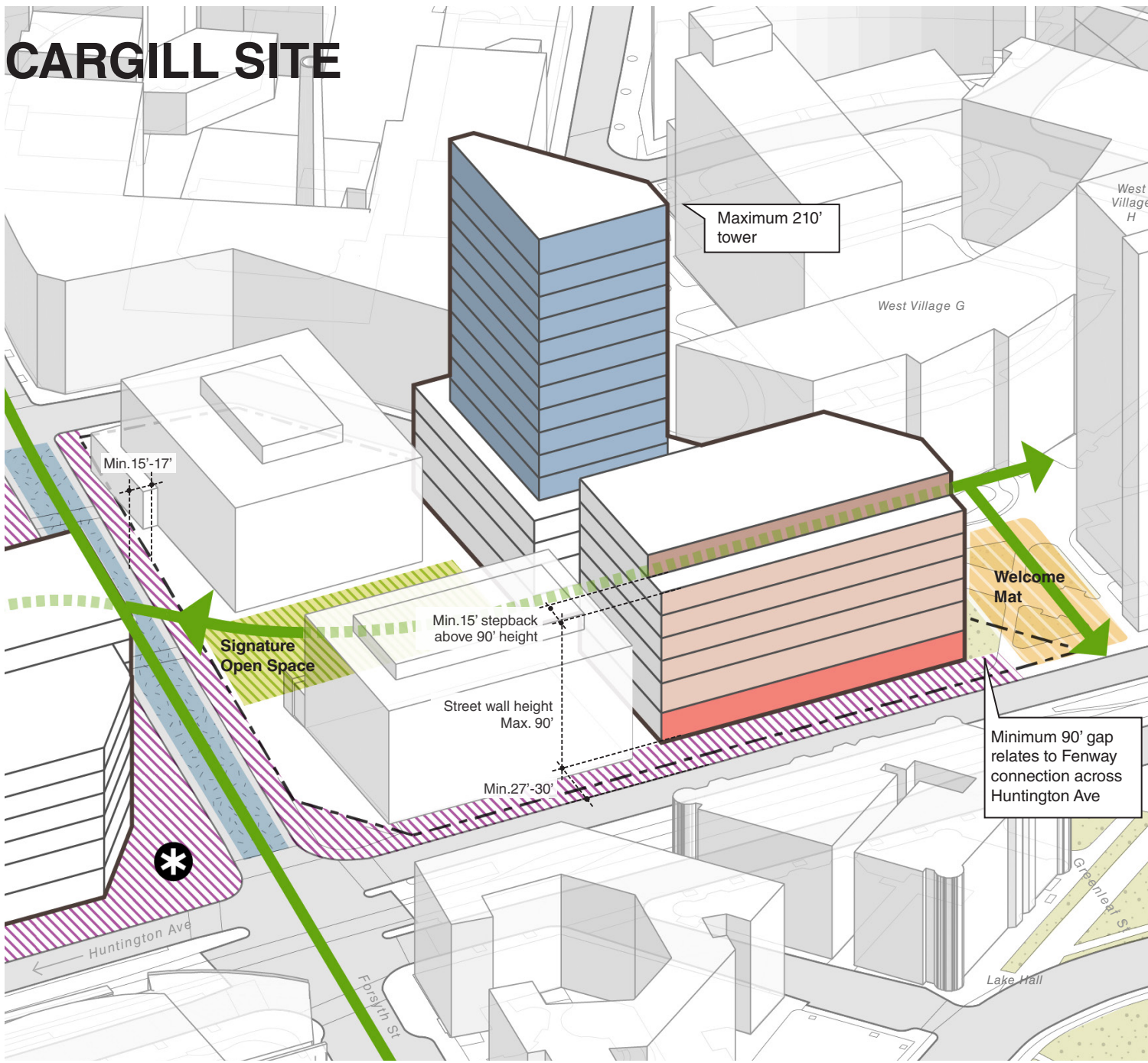
- Active Ground Floor
- Porous Building Edges
- Landscape Area
- Sidewalk Improvement Area
- Special Paving Treatment
- Welcome Mat
- Tower
- Access to Parking and Service Zone
- Pecestrain Connectivity
- Main Access / Entry
- Service Access / Entry
- Programming Opportunity



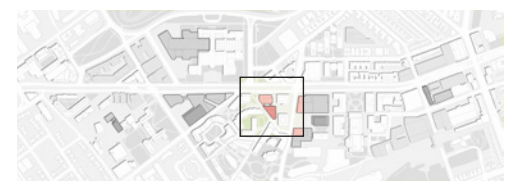
Ground Floor Plan



# CARGILL SITE



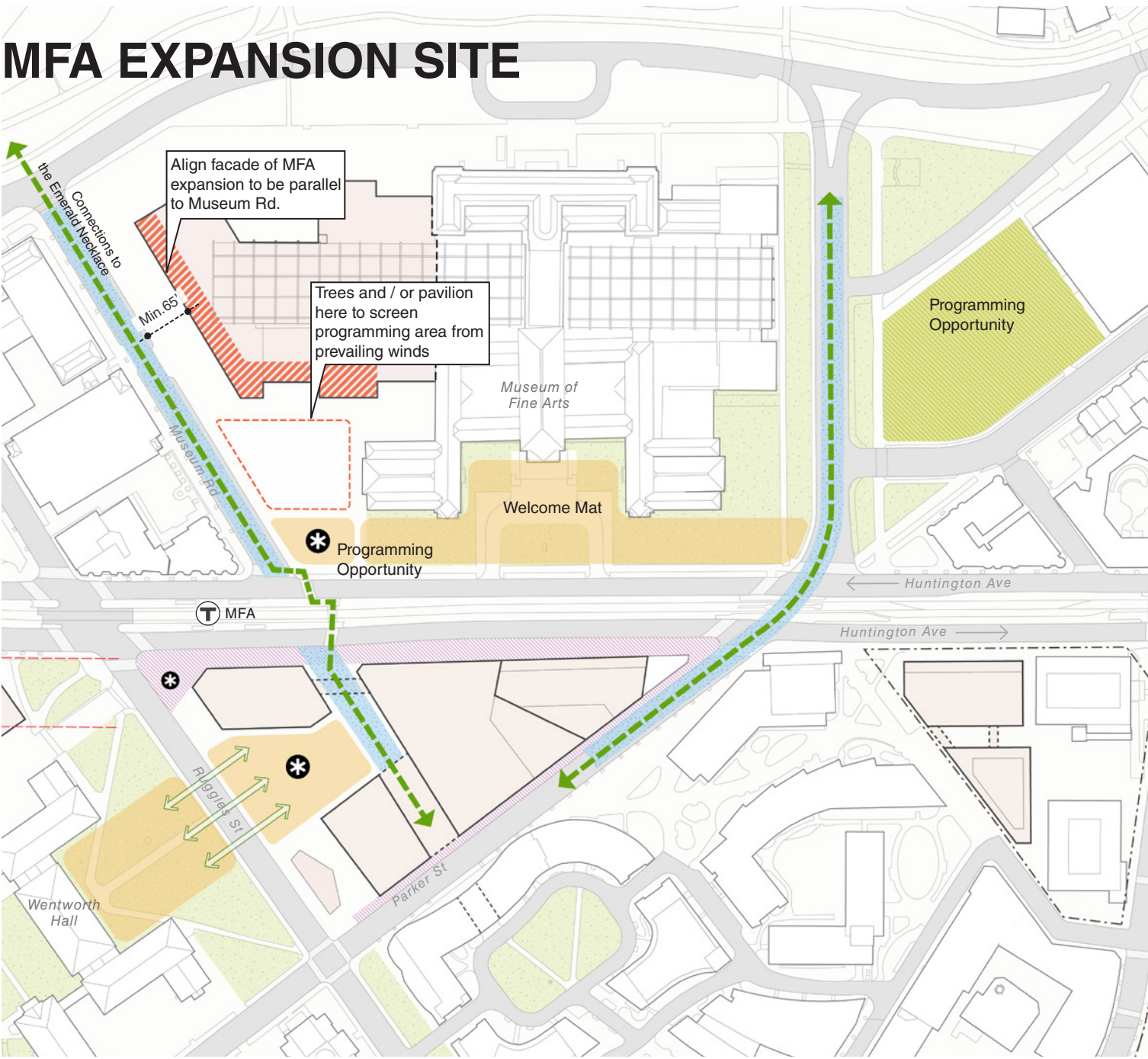
- Streetwall Facade and Massing
- Active Ground Floor
- Setback Mass
- Tower Facade
- Landscape Area
- Sidewalk Improvement Area
- Welcome Mat
- Special Paving Treatment
- Atrium
- Service Access / Entry




Northeast View



# MFA EXPANSION SITE



-  Active Ground Floor
-  Landscape Area
-  Sidewalk Improvement Area
-  Special Paving Treatment
-  Landscape Programming Opportunity
-  Pecestrain Connectivity





# BUILDING MATERIAL GUIDELINES

Active Ground Floors



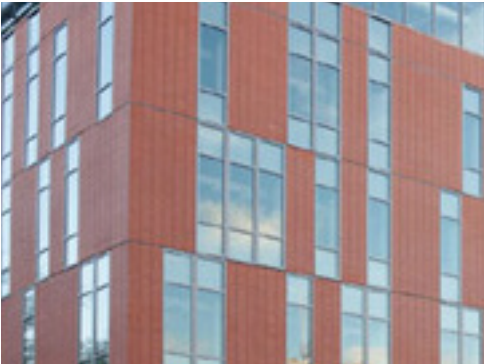
Cafe Zone



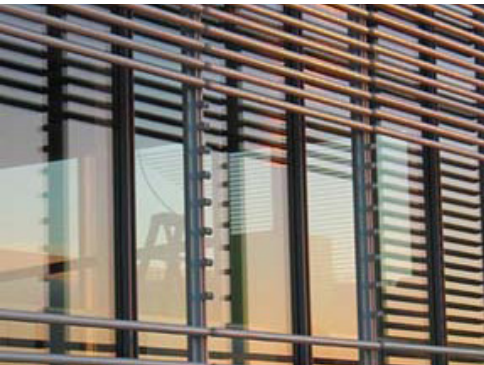


# BUILDING MATERIAL GUIDELINES

Streetwall Facade

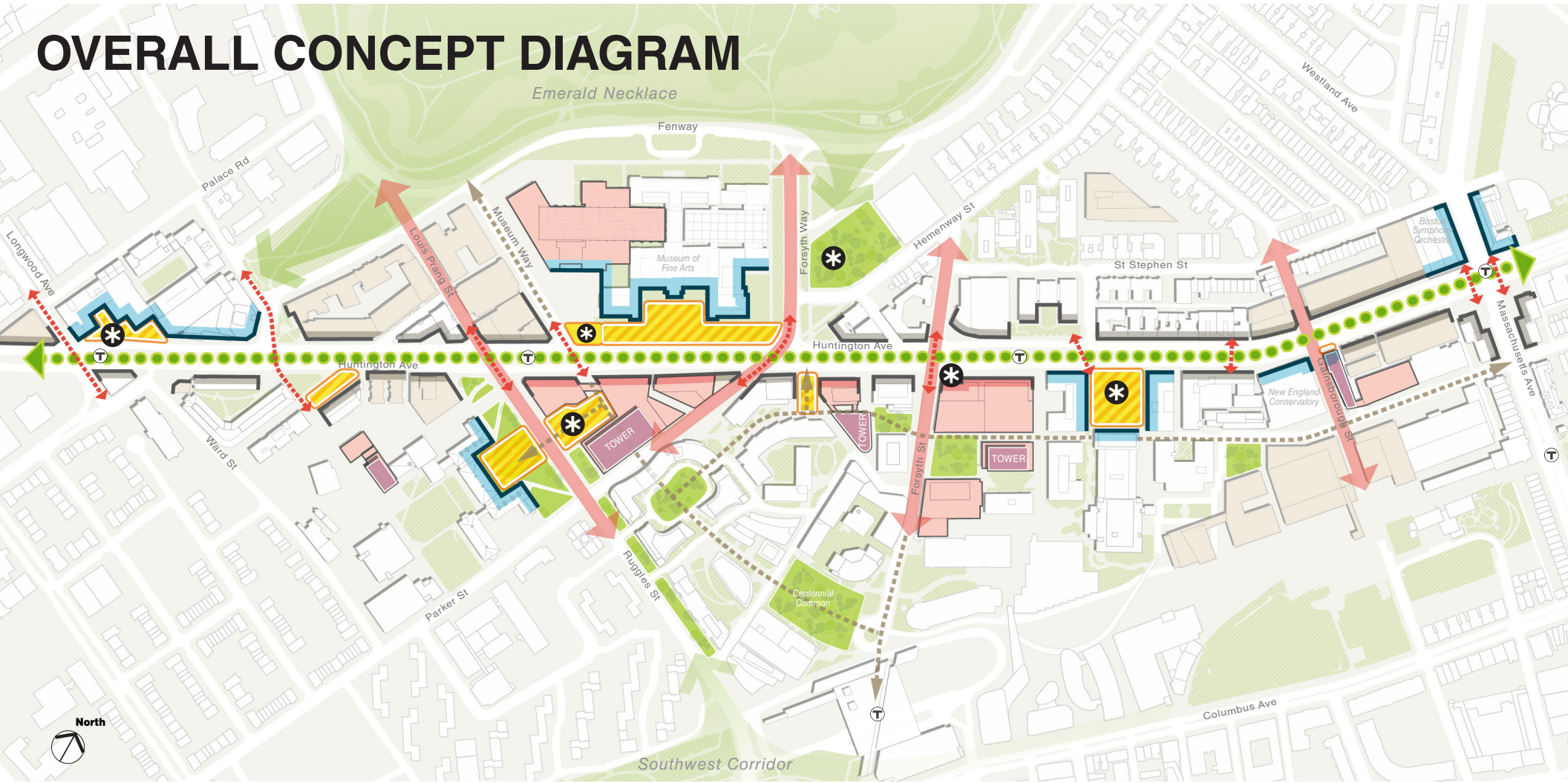


Towers





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