



CONCEPTS

18 NEWBURY ST.

BACK BAY ARCHITECTURAL COMMISSION APPLICATION

JULY 24TH 2019

Front facade

NEWBURY STREET STOREFRONT

Existing Conditions

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Golden moldings

White cast metal

Golden cupolas

Black fabric canopy

3 piece bay windows

Black door

Beige painted steel canopy support

Black painted door frame and wood moldings

* Door, hardware, bay windows and canopy are not original to the building.

Historical references



Ludwig Furs built the building around 1927

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18 Newbury St. - Picture was taken in the 1950's estimation

Source : https://dome.mit.edu/bitstream/handle/1721.3/34794/KL_001178_cp.jpg?sequence=2

Existing situation



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Step 1 : Alignment with commercial street basilaria



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Step 2 : Division according to the architectural grid of the building



Proposal

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No change to second floor

New infill storefront and building entry

Proposal

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Embedded potlights
in between the steel
plates

Black steel panels

Embedded potlights
downlighting glass door

Backlit white acrylic
address number

18

Black steel door
handle

New glass door with
black steel frame

New large glass panel

Backlit white acrylic with
laser cut steel pattern

Black steel frame flush with
existing facade

Laser cut steel logo

- 9

New large glass panel

New large glass panel

New glass door with black
steel frame

Black steel door
handle

Black steel panels



Proposal - Close-up

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Backlit white acrylic with laser cut steel pattern

Embedded potlights downlighting glass door

Laser cut steel logo

Black steel frame

New large glass panel

New glass door with black steel frame

Black steel door handle

Embedded potlights in between the steel plates

Black steel panels

Material References

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Black powder coated panels



White backlit acrylic



Black powder coated panels

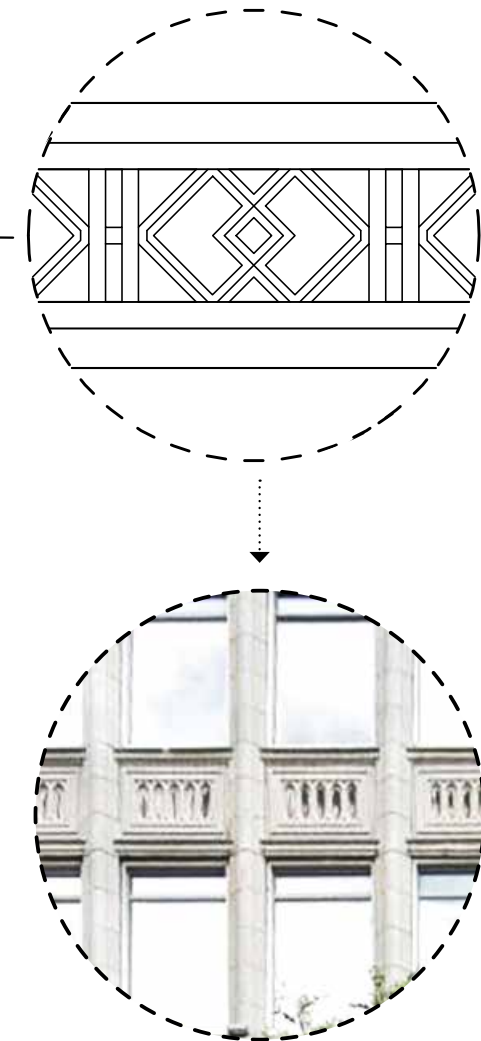
Art Deco Steel Pattern References



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Art Deco Laser Cut Steel Pattern

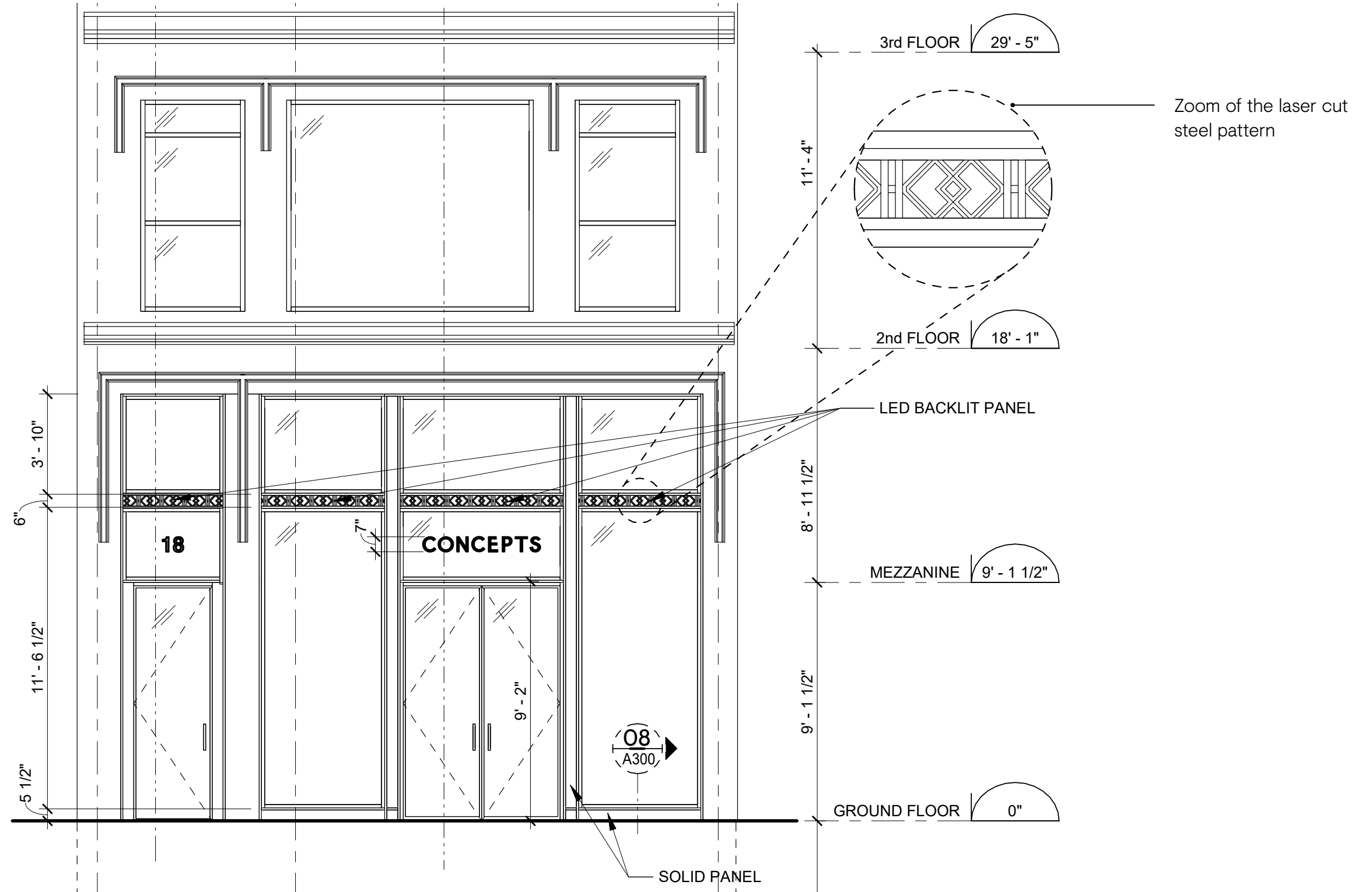
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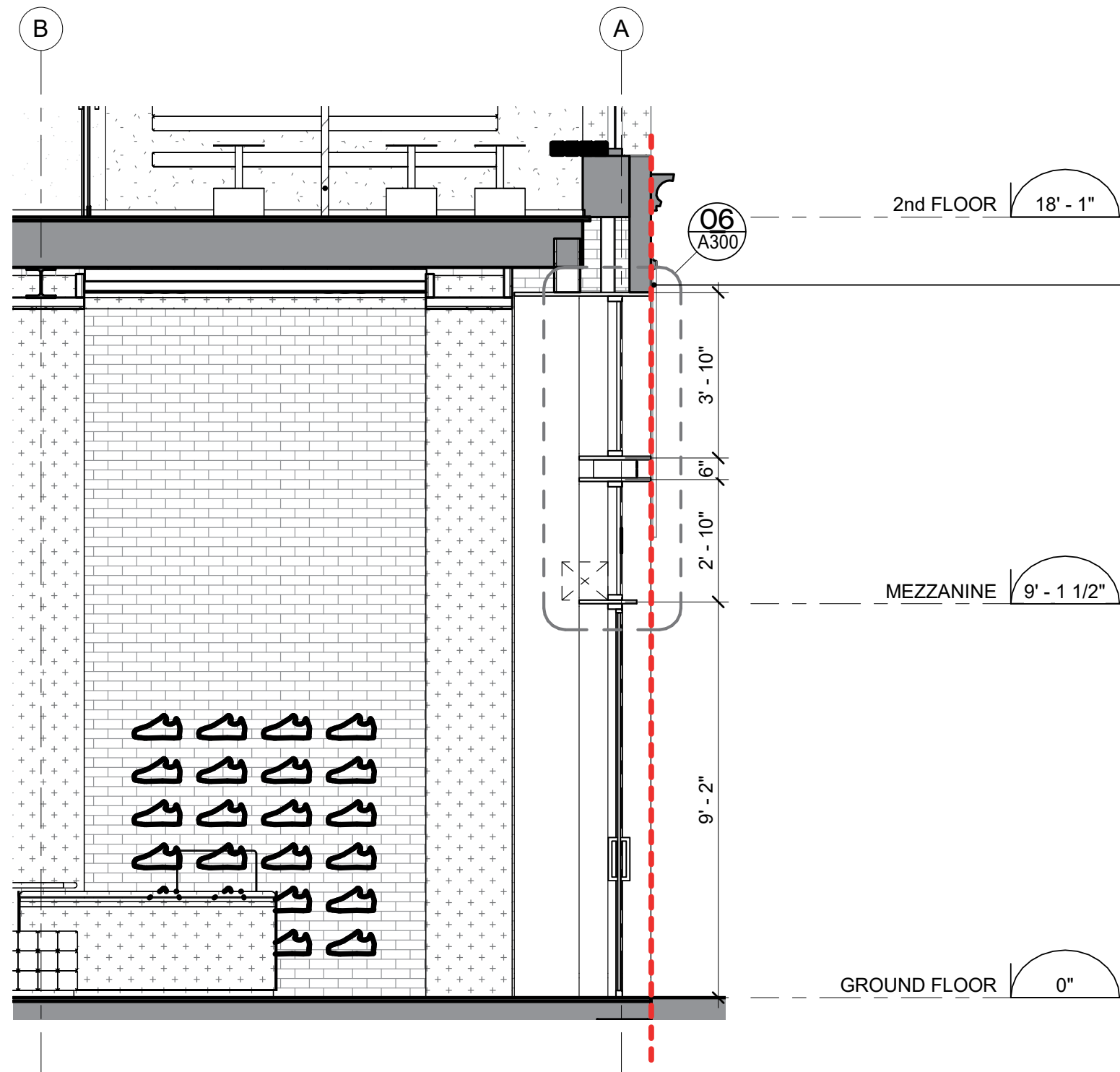
The pattern is a reinterpration of the existing stone pattern on the building mixed with a more traditional art deco style.

Facade Elevation Proposition

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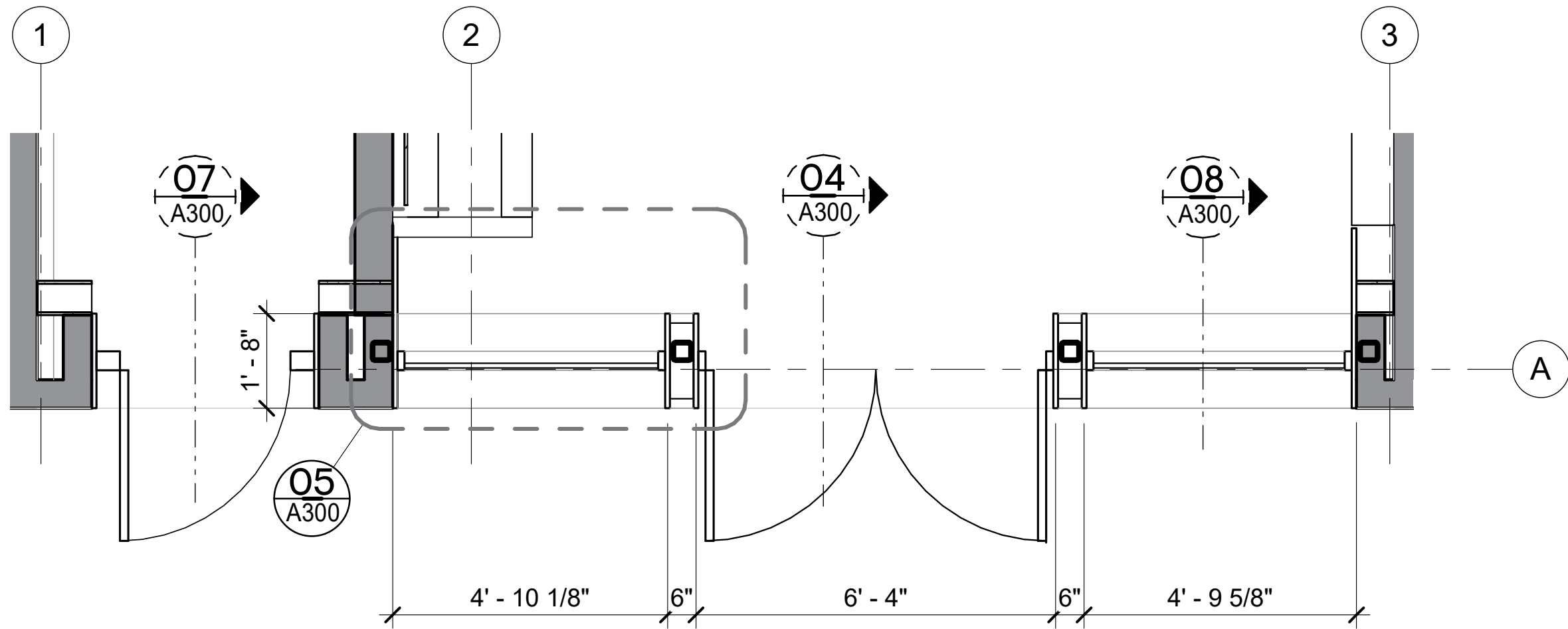
Facade Section Proposition



STOREFRONT SECTION 04

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Facade Plan Proposition

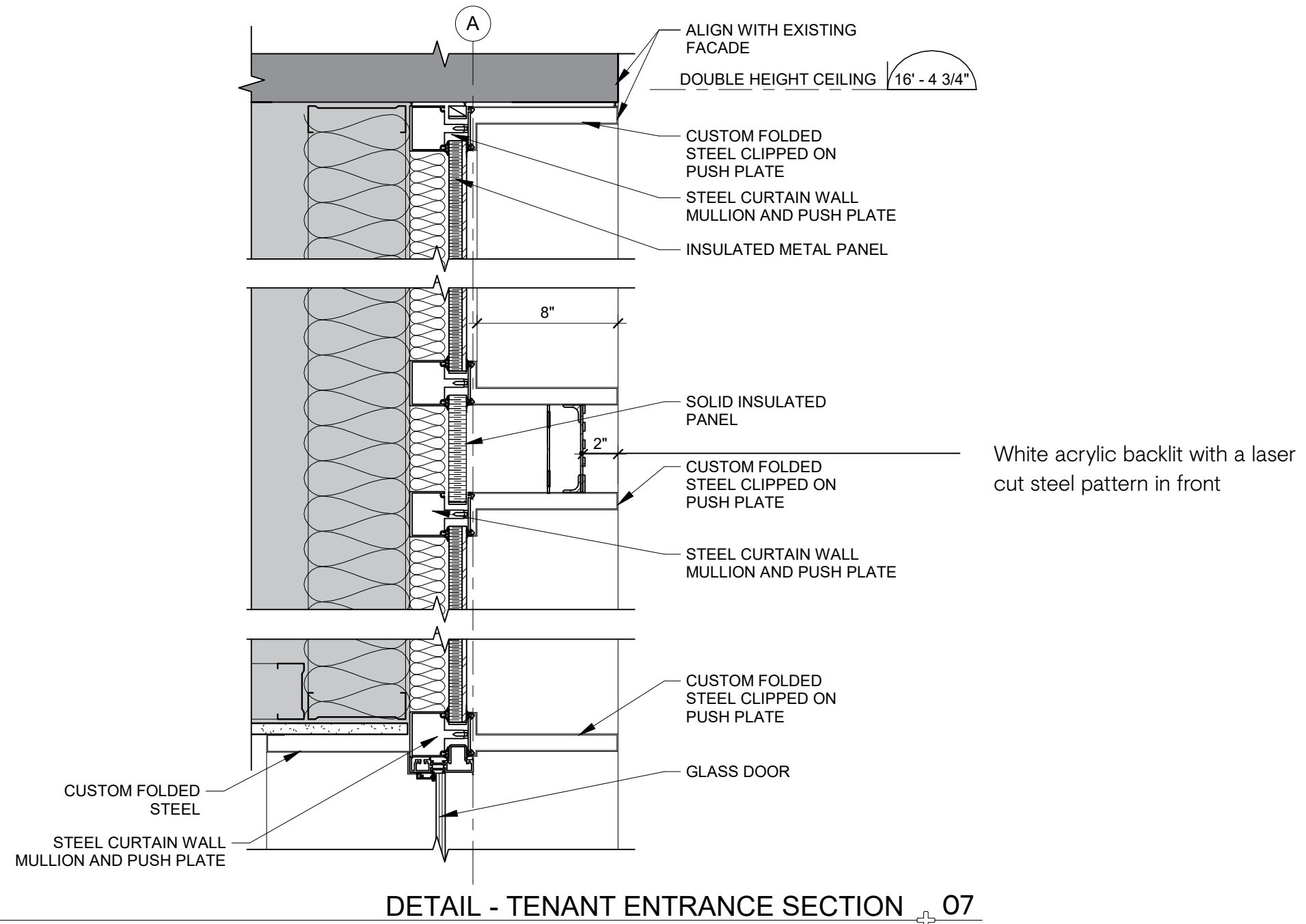


STOREFRONT PLAN

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Facade Details

Tenants Entrance Proposition

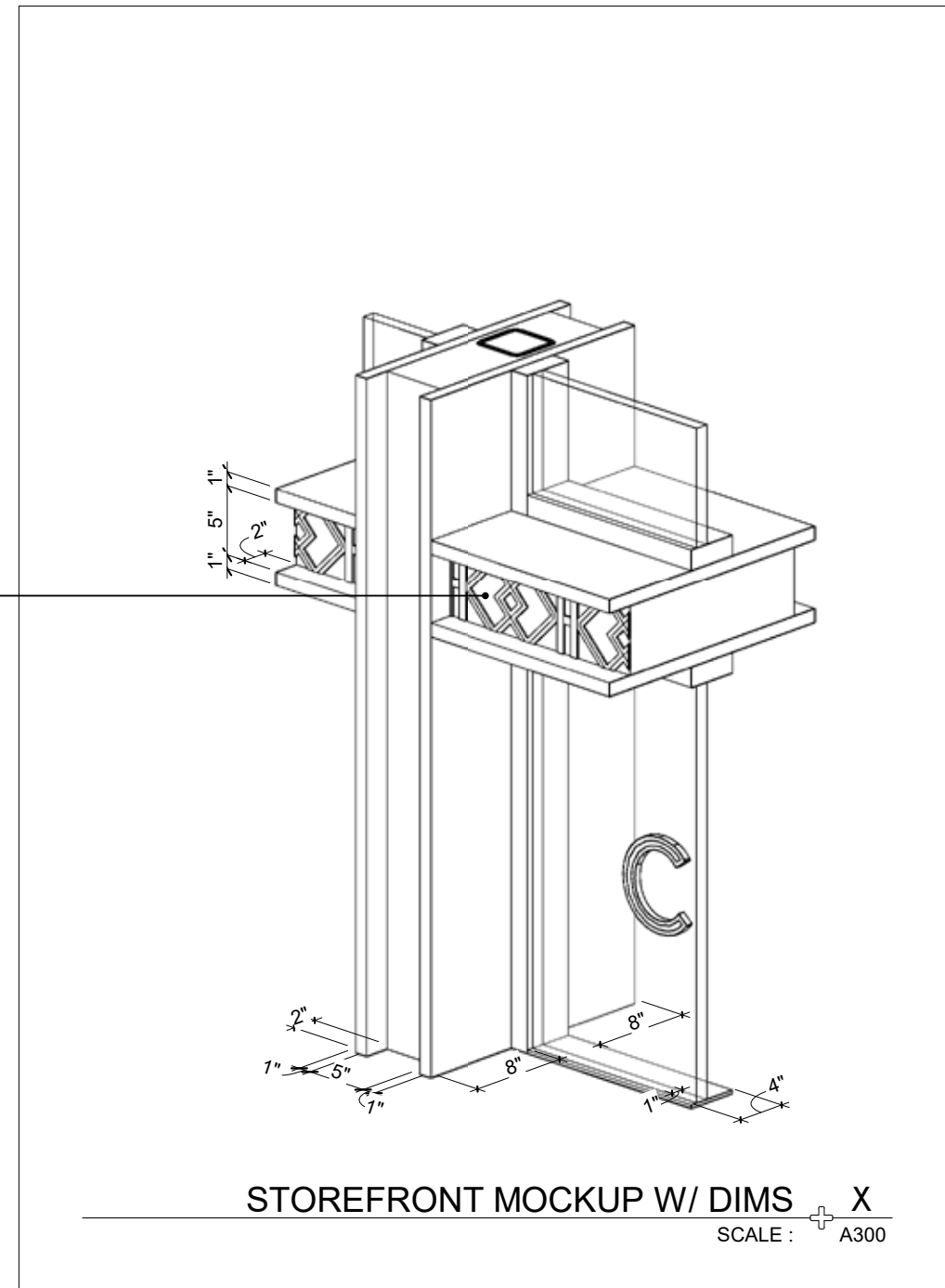
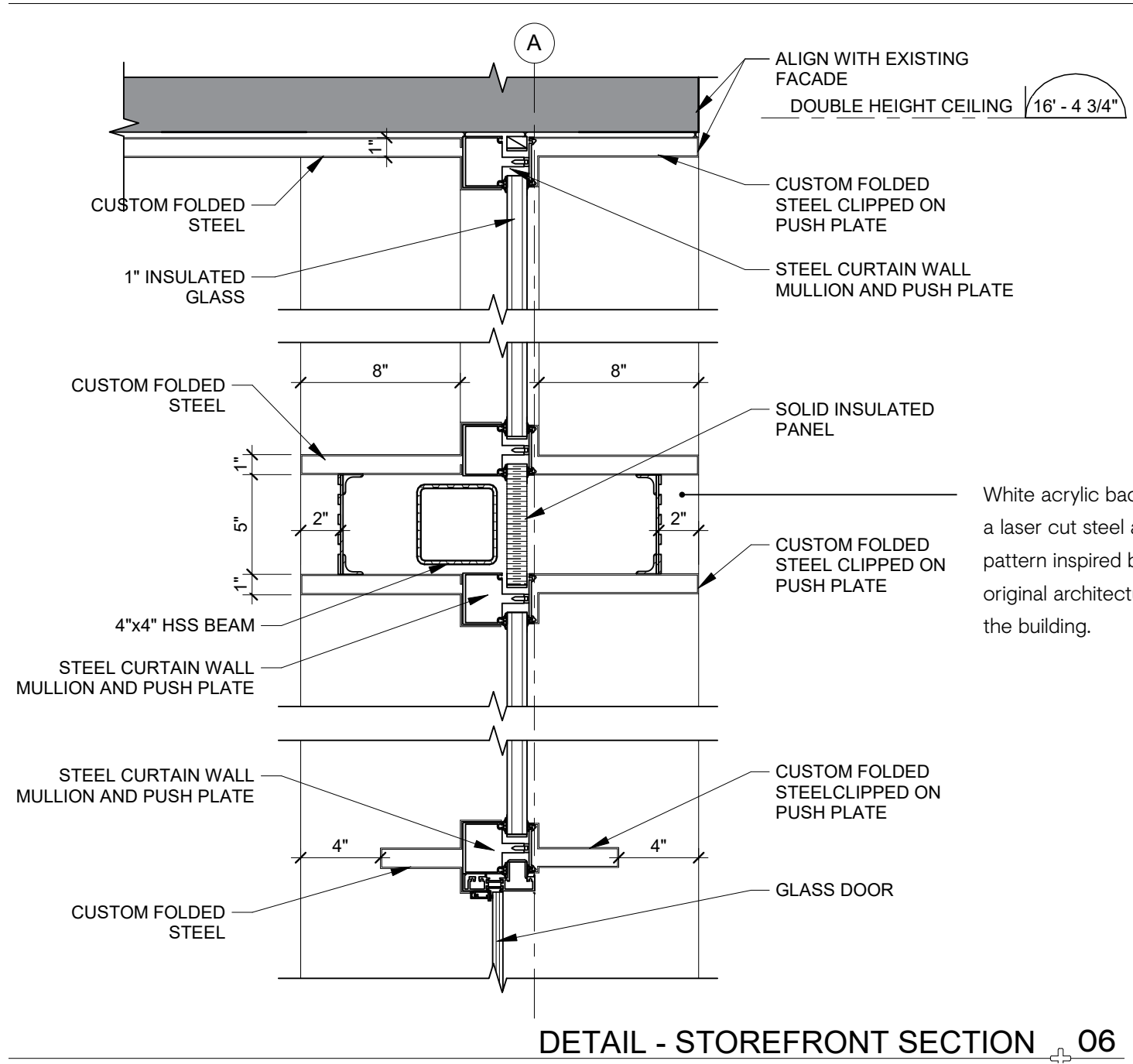


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Facade Details

Concepts Entrance Proposition

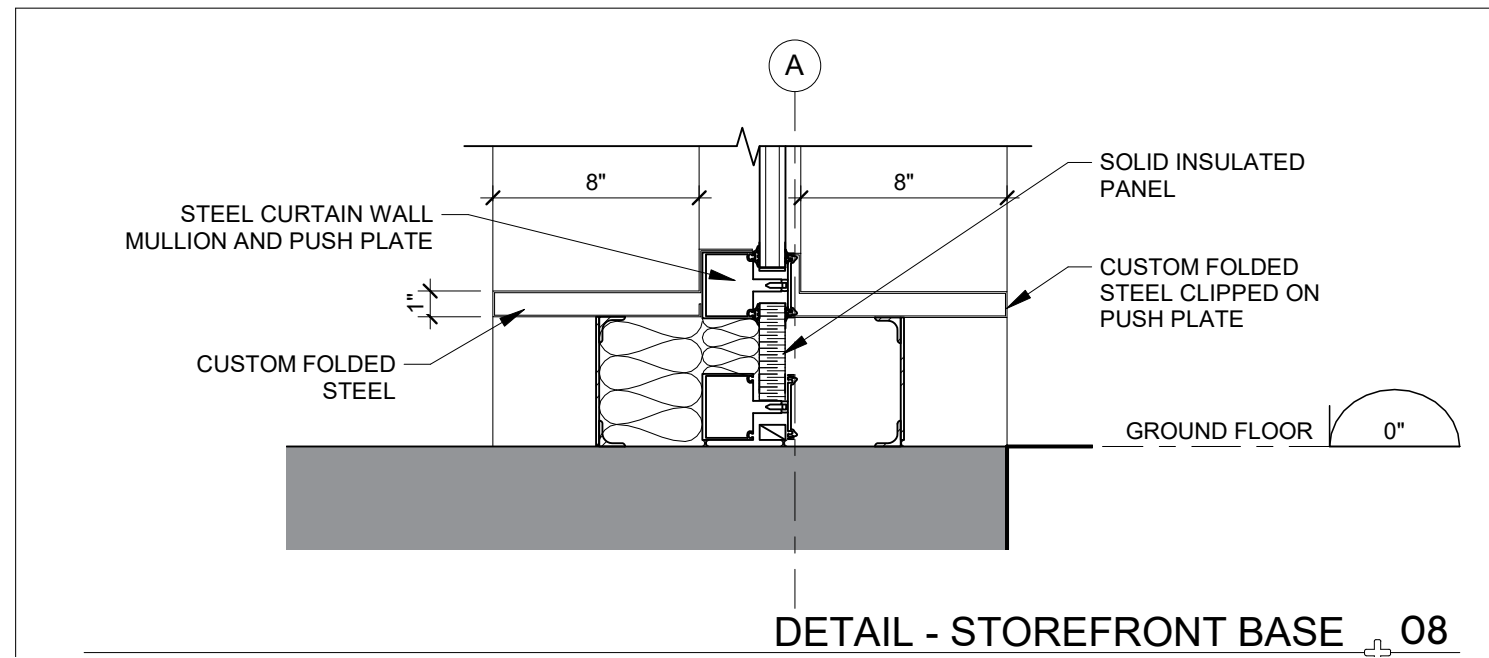
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Facade Details

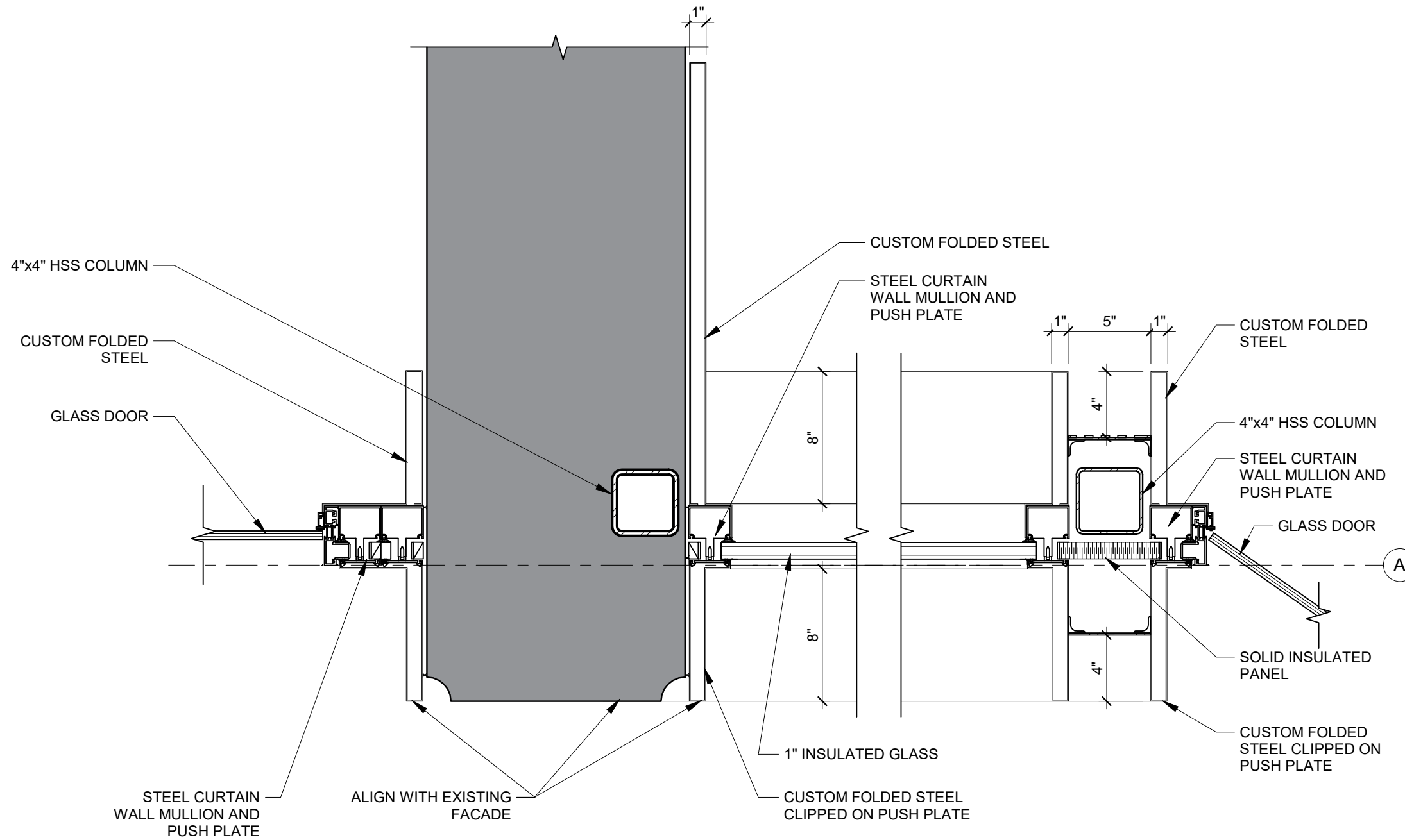
Storefront Base Proposition

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Facade Details

Typical Storefront Mullions



DETAIL - TYPICAL STOREFRONT MULLIONS 05

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Exterior Elevations and Details

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DETAIL - TENANT ENTRANCE SECTION 07
SCALE: 1/12" = 1'-0" A300

DETAIL - STOREFRONT SECTION 06
SCALE: 1/12" = 1'-0" A300

DETAIL - TYPICAL STOREFRONT MULLIONS 05
SCALE: 1/12" = 1'-0" A300

DETAIL - STOREFRONT BASE 08
SCALE: 1/12" = 1'-0" A300

STOREFRONT MOCKUP W/ DIMS X
SCALE: A300

STOREFRONT SECTION 04
SCALE: 1/4" = 1'-0" A300

ALLEY ELEVATION 02
SCALE: 3/16" = 1'-0" A300

NEWBURY ST. ELEVATION 01
SCALE: 3/16" = 1'-0" A300

STOREFRONT PLAN 03
SCALE: 1/4" = 1'-0" A300

CONCEPTS

CONCEPTS STORE
18 NEWBURY ST.
BOSTON, MA

CONCEPTS

4 BRATTLE ST. #309
CAMBRIDGE, MA
02138
sidlee architecture
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2050-1 PLACE VILLE-MARIE, MONTRÉAL, QC, H3B 2C4
1 514 282 6834 1 514 284 5583
SID.LEE ARCHITECTURE.COM

NO.	REVISION	REVISION	DATE
3	95% PRELIMINARY		2019.07.22
2	85% PRELIMINARY		2019.07.12
1	COORDINATION		2019.07.05

A. Vérifier toutes les dimensions apparaissant au dessin de même que les conditions sur l'implémentation.
B. Faire rapport immédiatement à l'architecte ou à l'ingénieur de toute inexactitude.
C. Ne pas prendre de mesure à l'échelle sans les dessins.

EXTERIOR ELEVATIONS

PROJET NO. : 150203790
CREATION DATE : 2019.06
DRAFTED BY : J.L.
VERIFIED BY : A.D.
SCALE : AS SHOWN

REVISION : 02 **A300**

Reasons behind the modification

1. Architectural design intents of the building :

The building is composed of a series of stone pilasters organized on a regular and strict rhythm. Oppositely, the openings are delicate and with wide glass panels. The entire front facade of the building is designed following those intentions. This said, the current composition of the storefront does not respect the core design intents of the building. The cupolas, the black fabric canopy and the golden moldings are in contrast with the existing symmetrical quality of the facade and to a certain extent debalances the facade. With our renovation, we aim to be coherent with the strong symmetry of the building, to preserve the strength of the stone pilasters and to add transparency to the entrance. The integration of the steel plates as dividers for the front entrance are a subtle contemporary addition to the patrimonial building, but also elements that reinforce the symmetry and existing lines of the building.

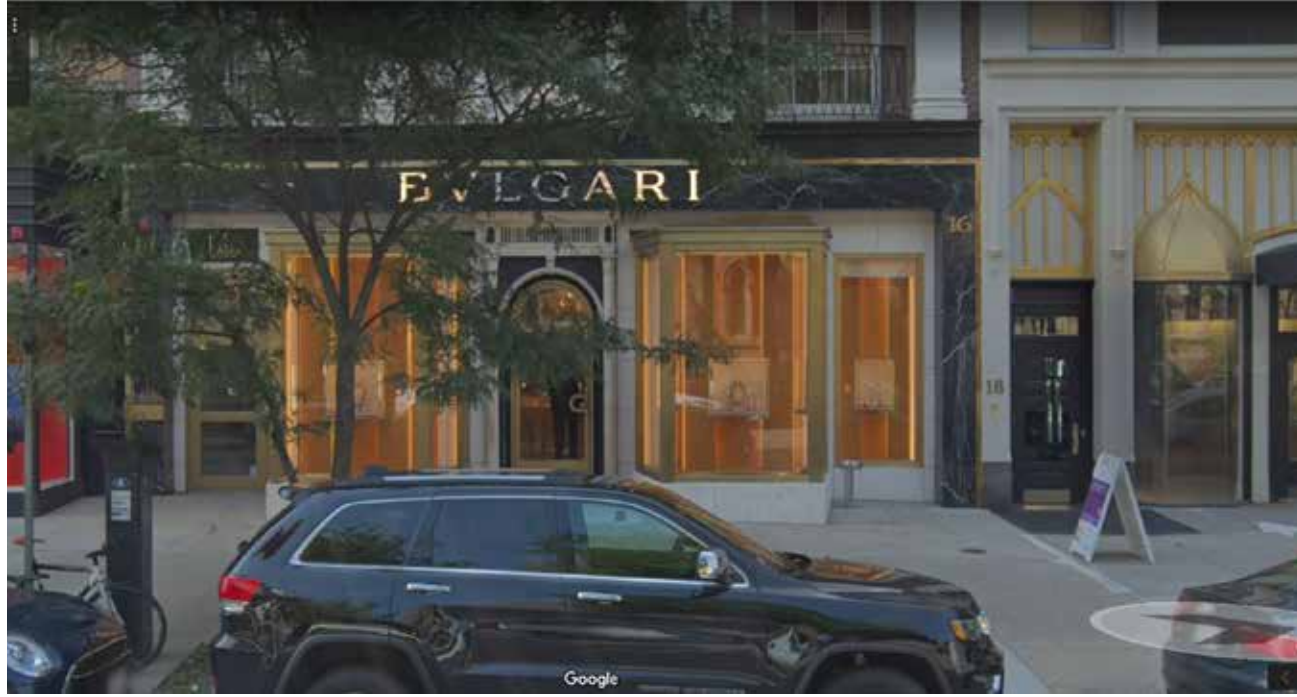


Reasons behind the modification

2. Coherence with the urban context :

The adjacent commercial facades and store fronts next to 18 Newbury street have, in a lot of cases, tall windows with a more contemporary treatment for exterior finishes and general design. With our renovations, we are striving to integrate the facade into the existing urban fabric and speak to the commercial context that is at the base of the surrounding buildings. By enlarging the glass openings, we are also bringing more visibility to the activities inside the store, adding more life to an already vibrant street.





Reasons behind the modification

3. Authenticity of the cupolas :

The architectural language and style of the islamic cupolas are not part of the core identity of Boston architecture and neither of the Newbury Street urban fabric. Even though we could not find a picture of the building the year it opens, we believe those arches are not an essential part of the original design and that they could easily be remove without impacting the integrity of the original design intents of the building.

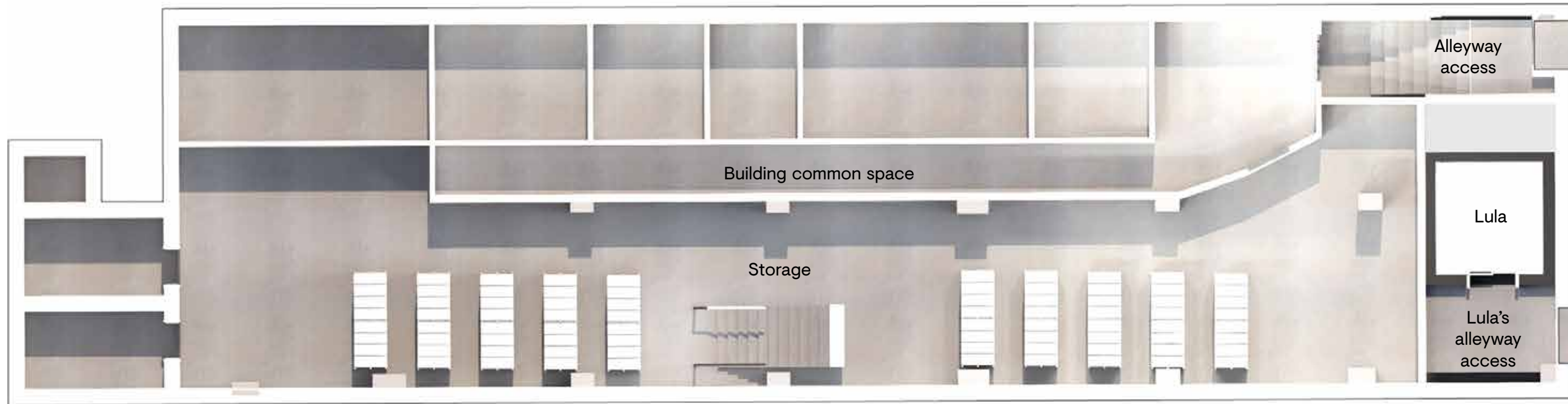
City building permit records to show the building was built in 1927 by Benjamin H. Ludwig, whos family operated a furrier store until about 1984 when the Ann Taylor store was built on 1st and mezzanine. They expanded to the second floor in 1987.

We found photos back from 1943, but our impression is this facade, although totally out of context is original. We did not find any permits that document a facade alternation, except for awning and doors added, and stone window bases removed. The 1927 building permit lists the architect as F.A Norcross.



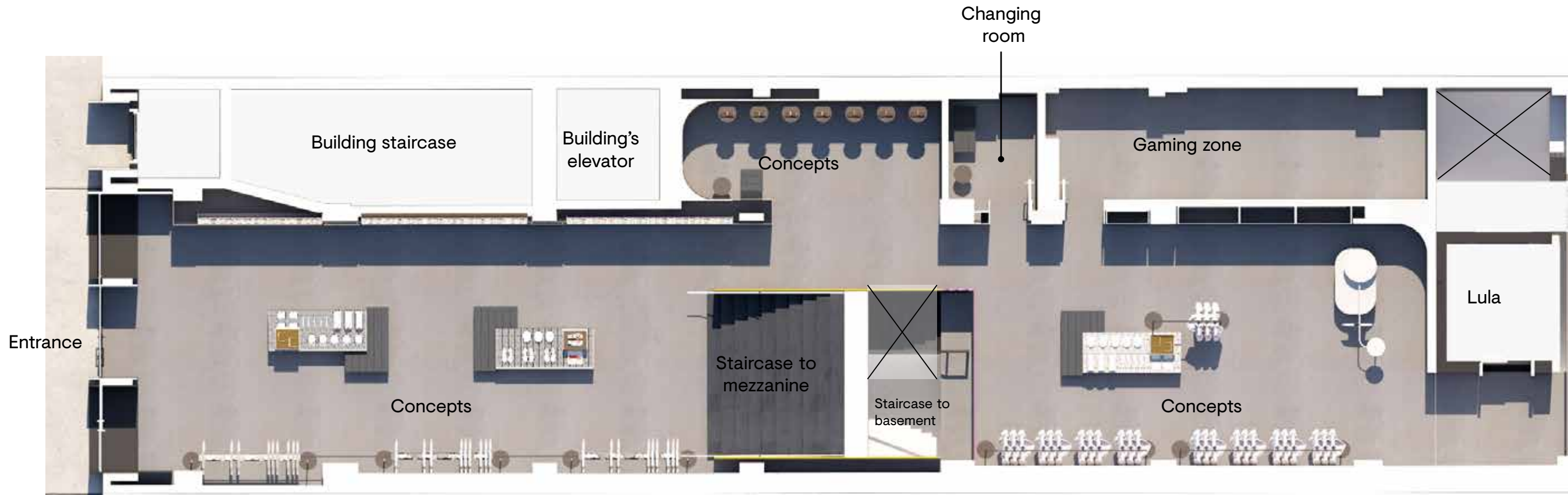
Basement lay-out

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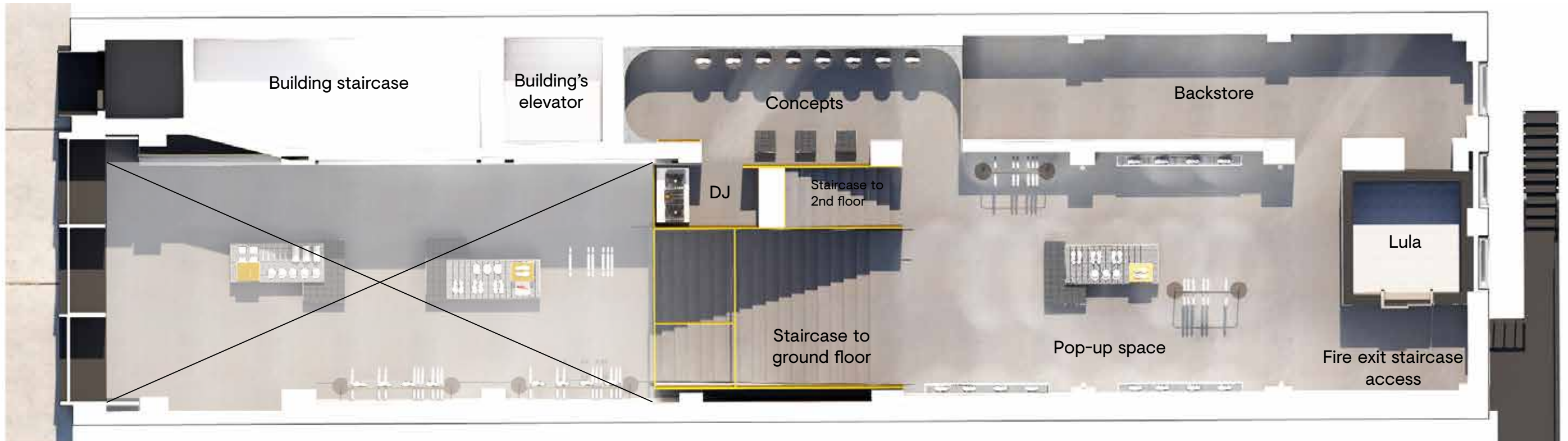
Ground Level lay-out

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Mezzanine lay-out

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Second floor lay-out



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Thank you