



149 NEWBURY STREET

DESIGN UPDATE - 02-18-2021

TABLE OF CONTENTS

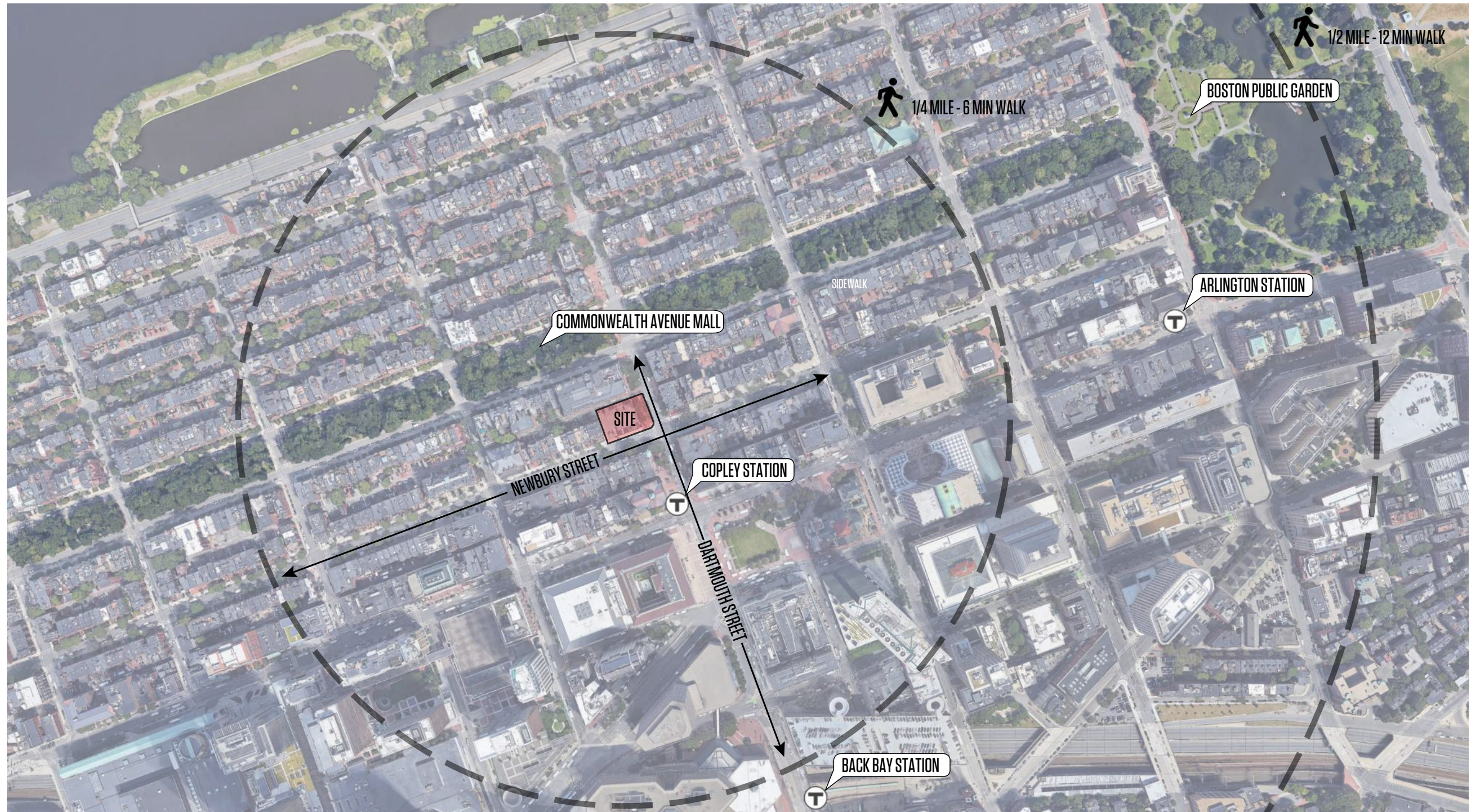
I. SITE ANALYSIS & PREVIOUS DESIGN RECAP

II. DESIGN IMPROVEMENTS

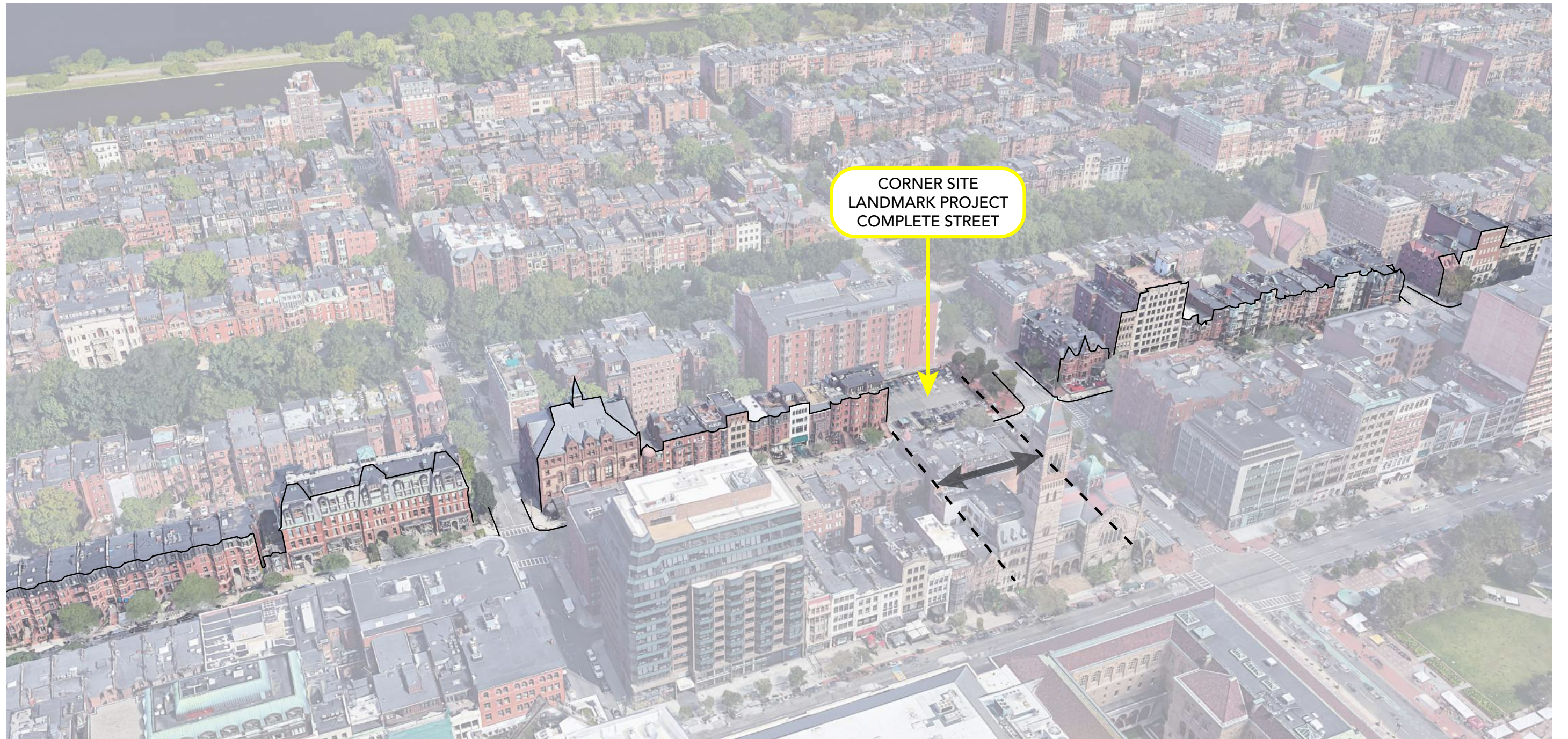
III. ELEVATIONS, PLANS, VIEWS & SHADOW STUDIES

I. SITE ANALYSIS & PREVIOUS DESIGN RECAP

PROJECT SITE
SITE PLAN



SITE OPPORTUNITY
COMPLETING NEWBURY STREET



DARTMOUTH STREET MALL FRONT DOORS



NEWBURY STREET SITE CONTEXT
SURROUNDING BUILDING FACADE PROFILES



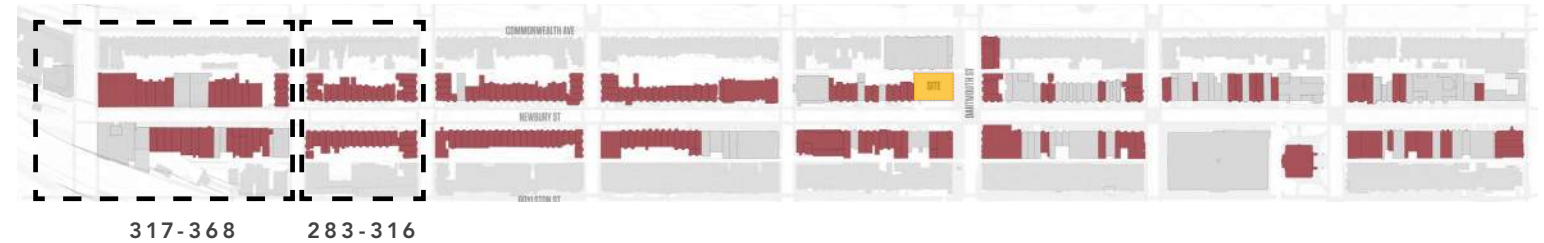
317-368, 375 NEWBURY ST

- TRANSITION TO BOLD, LARGE SCALE ARCHITECTURE
- FLAT RECTANGULAR BUILDING PROFILES
- TJ MAXX CORNER ENTRY
- ROOM & BOARD RETAIL CHAMFERED CORNER ENTRY
- MODERN DECADE SPECIFIC DESIGN: BAC/ RECORD/ 321 OFFICE/ UNI QLO



283-316 NEWBURY ST

- CONTINUOUS TRADITIONAL RED BRICK & BLACK/GREY FACADE
- ROUND & HEX UNDULATING BAYS
- SMALL/STOREFRONTS
- CIRCULAR BAY TURNS CORNER



NEWBURY STREET SITE CONTEXT
SURROUNDING BUILDING FACADE PROFILES



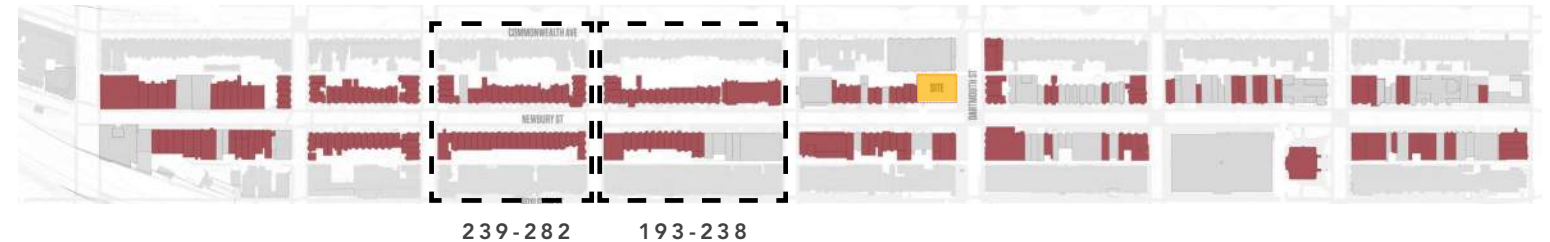
239-282 NEWBURY ST

- CONTINUOUS TRADITIONAL RED BRICK & BLACK FACADE
- ROUND UNDULATING BAYS
- SMALLER SCALE AND INTEGRATED STOREFRONTS
- LOWER RESIDENTIAL SCALE



193-238 NEWBURY ST

- CORNER ENTRIES
- MODERN, LARGE SCALE SQUARE RETAIL BAYS
- METAL/ZINC WINDOW TRIMS
- GREEN PLANTERS
- UNIQUE ENTRIES
- DIMINISHING USE OF BAYS



239-282 193-238

NEWBURY STREET SITE CONTEXT
SURROUNDING BUILDING FACADE PROFILES



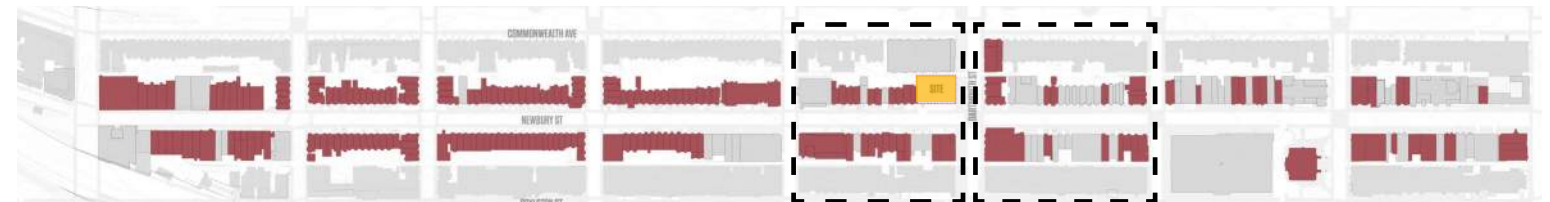
149-192 NEWBURY ST

- CONNECTION TO COPLEY STATION- PUBLIC SCULPTURE IN URBAN REALM
- GREEN PLANTING AND SEATING
- JOE'S RESTAURANT CORNER ENTRY
- COLLAGE OF RENOVATED STOREFRONTS



106-148 NEWBURY ST

- SMALL SCALE RETAIL
- JUXTAPOSITION OF BRICK, LIMESTONE, AND STONE PALETTES
- SQUARE STOREFRONT BAYS PROTRUSIONS
- RED BRICK + BLACK ACCENTS



149-192 106-148

NEWBURY STREET SITE CONTEXT
SURROUNDING BUILDING FACADE PROFILES



53-105 NEWBURY ST

- MIXTURE OF GRAND PUBLIC LANDMARKS/CHURCHES AND SMALLER SCALE RETAIL
- FLAT RECTANGULAR BUILDING PROFILE, FEWER BAYS
- GOLD METAL TRIM STOREFRONTS
- GREEN PLANTERS



01-52 NEWBURY ST

- MODERN, TALL & LARGE RECTANGULAR BAYS
- GREY METAL, MONOTONE & NEUTRAL PALETTES
- LARGER LUXURIOUS STOREFRONTS
- INTRODUCTION OF CANOPIES
- NO PUBLIC USE OF SET BACKS



SITE CONTEXT
PROJECT SITE IMAGES



VIEW OF PROJECT SITE FROM NEWBURY STREET



VIEW OF PROJECT SITE FROM DARTMOUTH STREET



VIEW OF NEWBURY STREET SIDEWALK

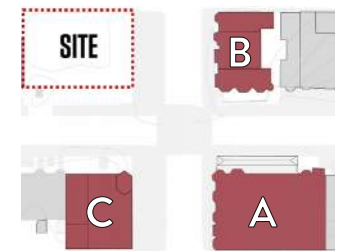


VIEW OF DARTMOUTH STREET SIDEWALK

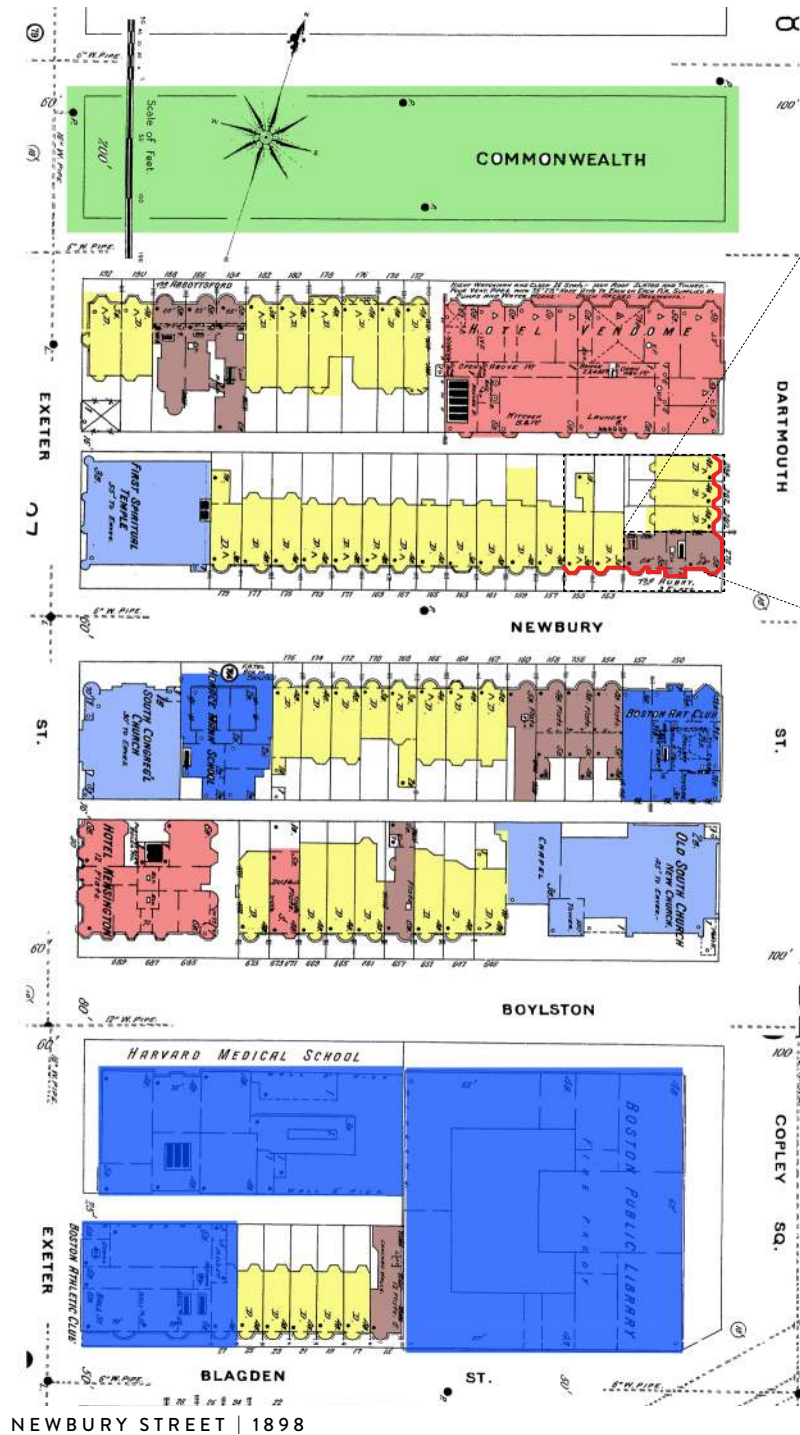
NEWBURY STREET SITE CONTEXT
SURROUNDING BUILDINGS



PROJECT SITE ADJACENT BUILDINGS



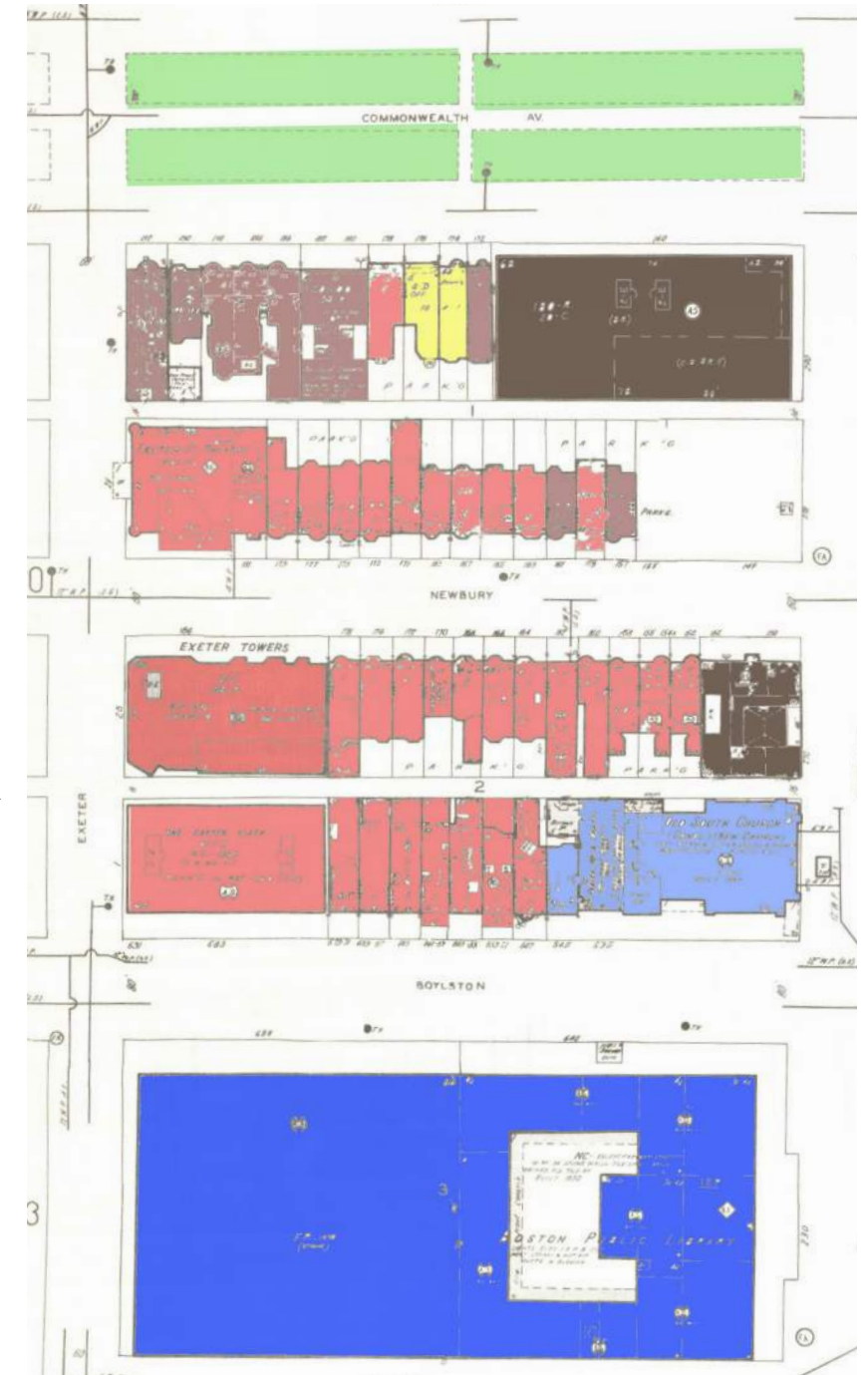
SITE CONTEXT
NEWBURY THROUGH TIME



THE AUBRY HOTEL (9 FLATS) OCCUPIES THE MODERN DAY 149 NEWBURY SITE.

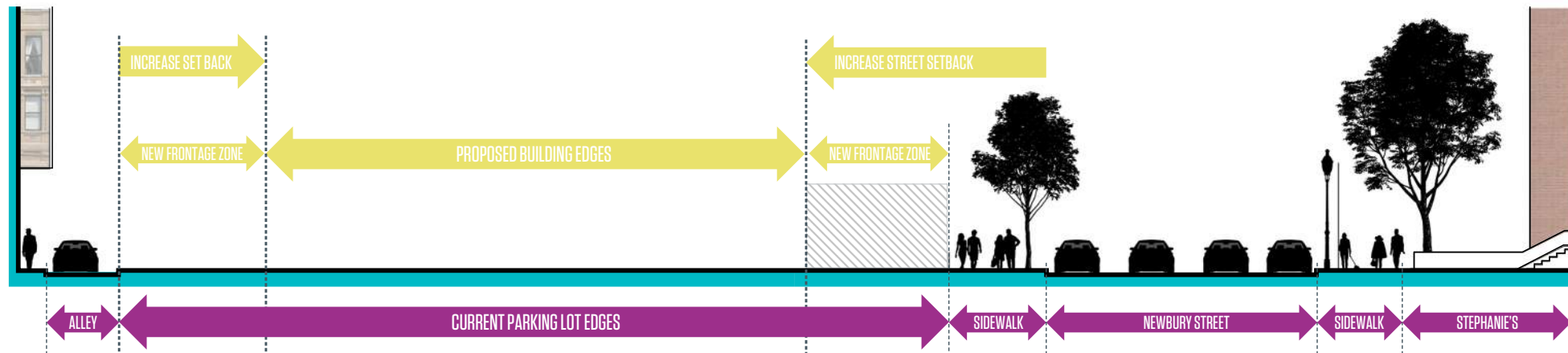
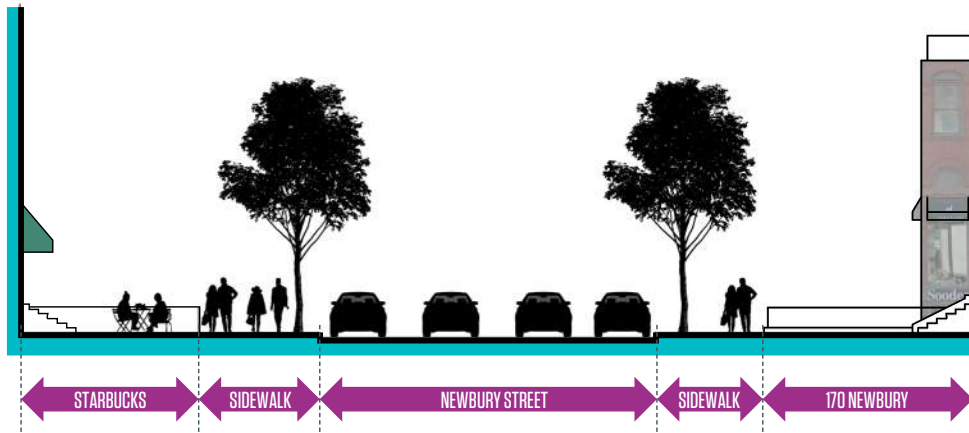
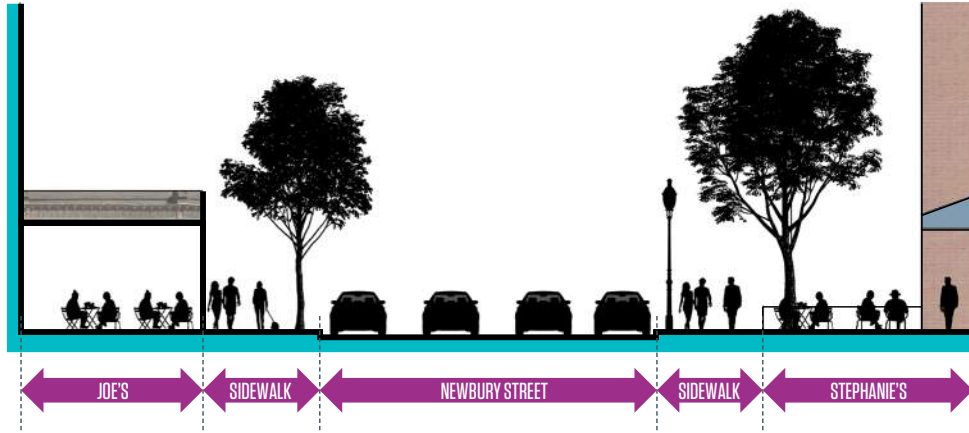
BACK BAY IS PRIMARILY RESIDENTIAL WITH SOME HOTELS TO ACCOMMODATE A TRANSIENT POPULATION. W/LARGER INSTITUTIONAL BUILDINGS ANCHOR BLOCK CORNERS.

WE PERCEIVE THE CORNER SITE AS THE CONFLUENCE OF THE CRENELATED NEWBURY ST RESIDENTIAL FACADE AND THE FLATTER, MONOLITHIC DARTMOUTH ST FACADE.



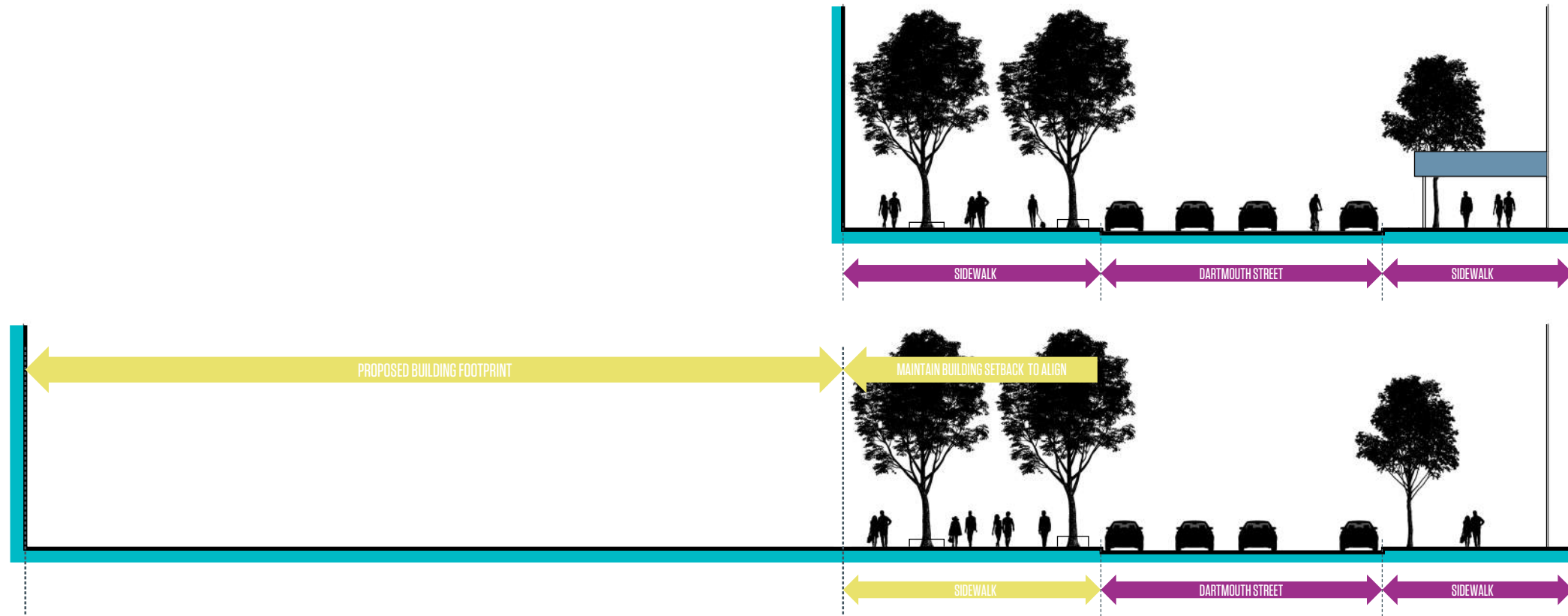
SITE CONTEXT

EXISTING NEWBURY SITE SECTIONS



SITE CONTEXT

EXISTING DARTMOUTH STREET SITE SECTIONS



EXISTING SITE
CORNER OF NEWBURY AND DARTMOUTH



DESIGN PROGRESSION
PREVIOUS ITERATIONS

11/13/2019 BBAC/NABB REVIEW



01/08/2020 BBAC/NABB REVIEW



02/12/2020 BBAC REVIEW



03/03/2020 NABB (ONLY) REVIEW



03/16/2020 BPDA DESIGN STUDIES

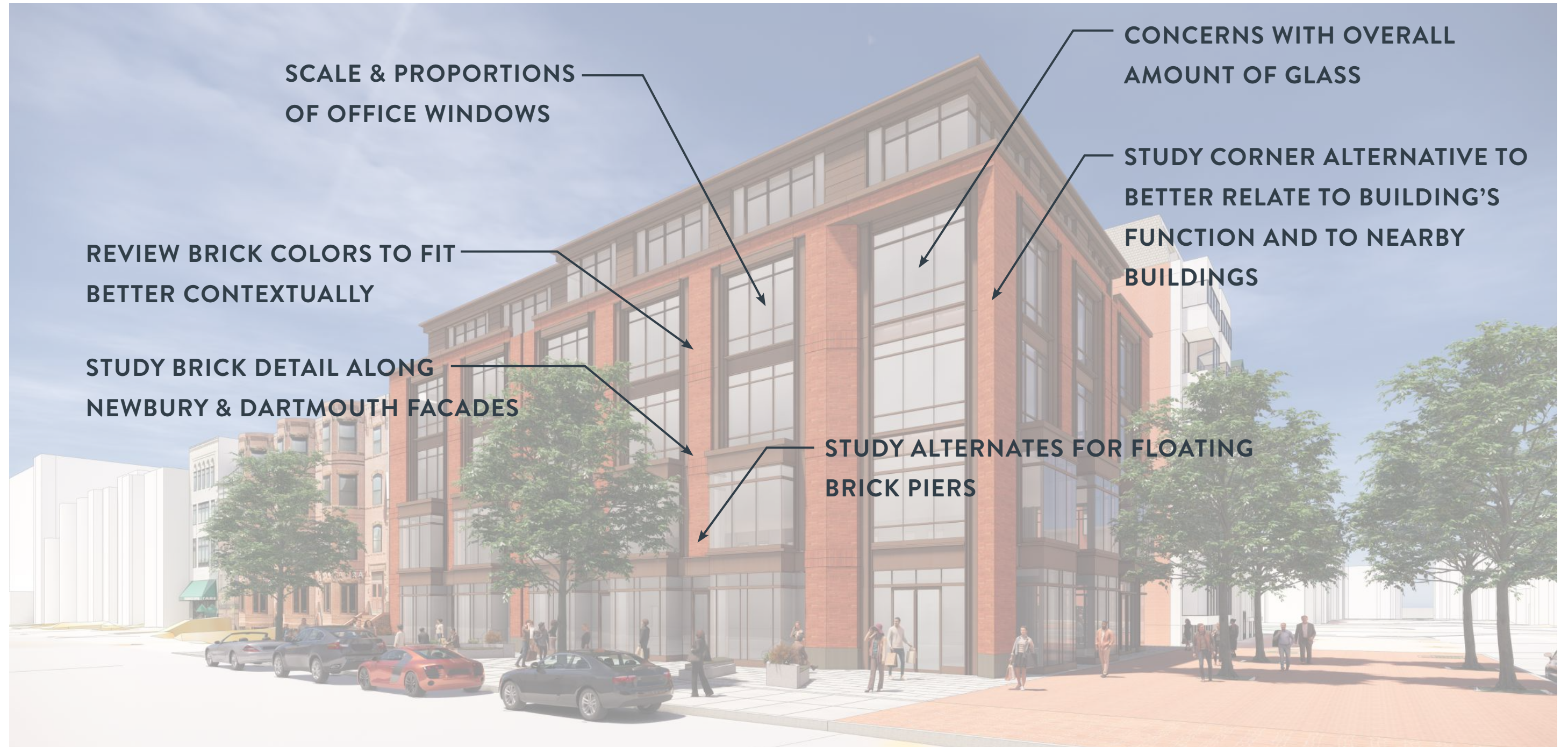
PREVIOUS PUBLIC DESIGN

PRESENTED 03-03-2020



PREVIOUS PUBLIC DESIGN - DESIGN ITEMS TO CONSIDER

PRESENTED 03-03-2020



**SCALE & PROPORTIONS
OF OFFICE WINDOWS**

**CONCERNS WITH OVERALL
AMOUNT OF GLASS**

**STUDY CORNER ALTERNATIVE TO
BETTER RELATE TO BUILDING'S
FUNCTION AND TO NEARBY
BUILDINGS**

**REVIEW BRICK COLORS TO FIT
BETTER CONTEXTUALLY**

**STUDY BRICK DETAIL ALONG
NEWBURY & DARTMOUTH FACADES**

**STUDY ALTERNATES FOR FLOATING
BRICK PIERS**

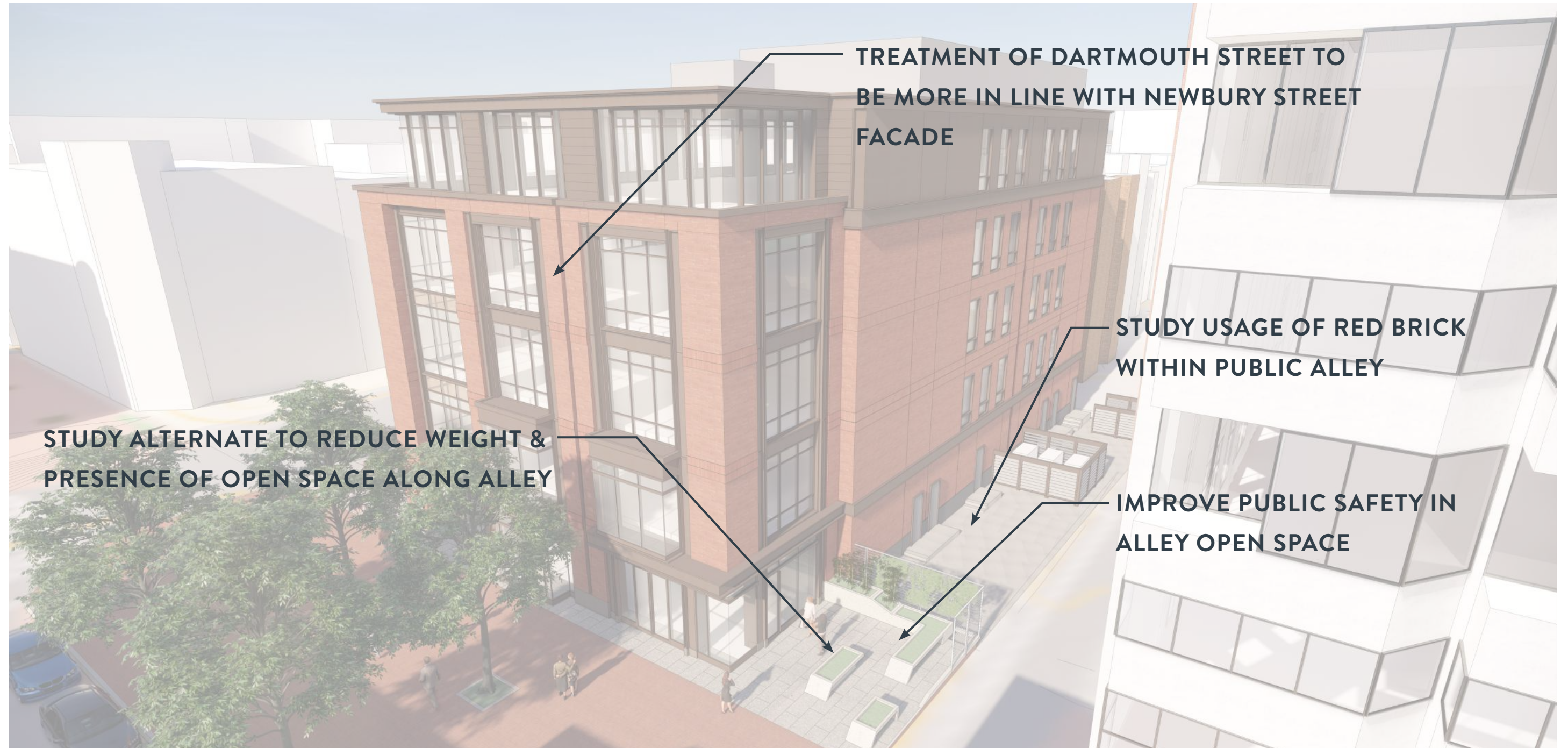
PREVIOUS PUBLIC DESIGN

PRESENTED 03-03-2020



PREVIOUS PUBLIC DESIGN - DESIGN ITEMS TO CONSIDER

PRESENTED 03-03-2020



TREATMENT OF DARTMOUTH STREET TO BE MORE IN LINE WITH NEWBURY STREET FACADE

STUDY USAGE OF RED BRICK WITHIN PUBLIC ALLEY

STUDY ALTERNATE TO REDUCE WEIGHT & PRESENCE OF OPEN SPACE ALONG ALLEY

IMPROVE PUBLIC SAFETY IN ALLEY OPEN SPACE

II. DESIGN IMPROVEMENTS

1. STRONGER BRICK CORNERS
2. REMOVAL OF CORNER ENTRY
3. IMPROVED BRICK DETAILS
4. VARIATION IN BAY DESIGN
5. IMPROVED OFFICE ENTRY DESIGN
6. REDUCTION OF PUBLIC SPACE ON ALLEY
7. PUBLIC REALM ENHANCEMENTS

CURRENT DESIGN UPDATES

CORNER OF NEWBURY AND DARTMOUTH

REDUCTION IN GLAZING

- INCREASED VERTICAL BREAKS IN WINDOWS TO LESSEN GLAZING
- VARIATION IN WINDOW PATTERNING TO RELATE TO NEIGHBORING CONTEXT

ADDITIONAL BRICK DETAILING

- BRIDGES LEVEL OF DETAIL ON ALLEY FACADE
- INCREASED HORIZONTAL DATUMS

DIFFERING BAY DESIGN

- INTEGRATES LOWER/UPPER LEVELS
- CREATES VARIATION IN BAY PATTERNING

CORNER ENTRY RELOCATED

- MODIFIED CORNER TO RETAIL FRONTAGE
- STRONGER NEWBURY STREET FOCUS
- BRICK PIERS BROUGHT TO GRADE TO STRENGTHEN BRICK DESIGN
- REDUCTION IN BAY DEPTH TO BETTER CONNECT LOWER & UPPER FLOORS

STRONGER BRICK CORNER

- SUPPORTS IMPROVED FACADE CLARITY BETWEEN NEWBURY ST. & DARTMOUTH ST.

IMPROVED OFFICE ENTRY

- HELPS OFFICE VISIBILITY FROM NEWBURY ST.
- GIVES THE OFFICE ENTRY MORE PRESENCE ON DARTMOUTH ST.



CURRENT DESIGN
CORNER OF NEWBURY AND DARTMOUTH



NELSON

CURRENT DESIGN
CORNER OF NEWBURY AND DARTMOUTH



NELSON

CURRENT DESIGN
CORNER OF NEWBURY AND DARTMOUTH



CURRENT DESIGN
CORNER OF NEWBURY AND DARTMOUTH



CURRENT DESIGN
CORNER OF NEWBURY AND DARTMOUTH



CURRENT DESIGN
NEWBURY STREET



NELSON

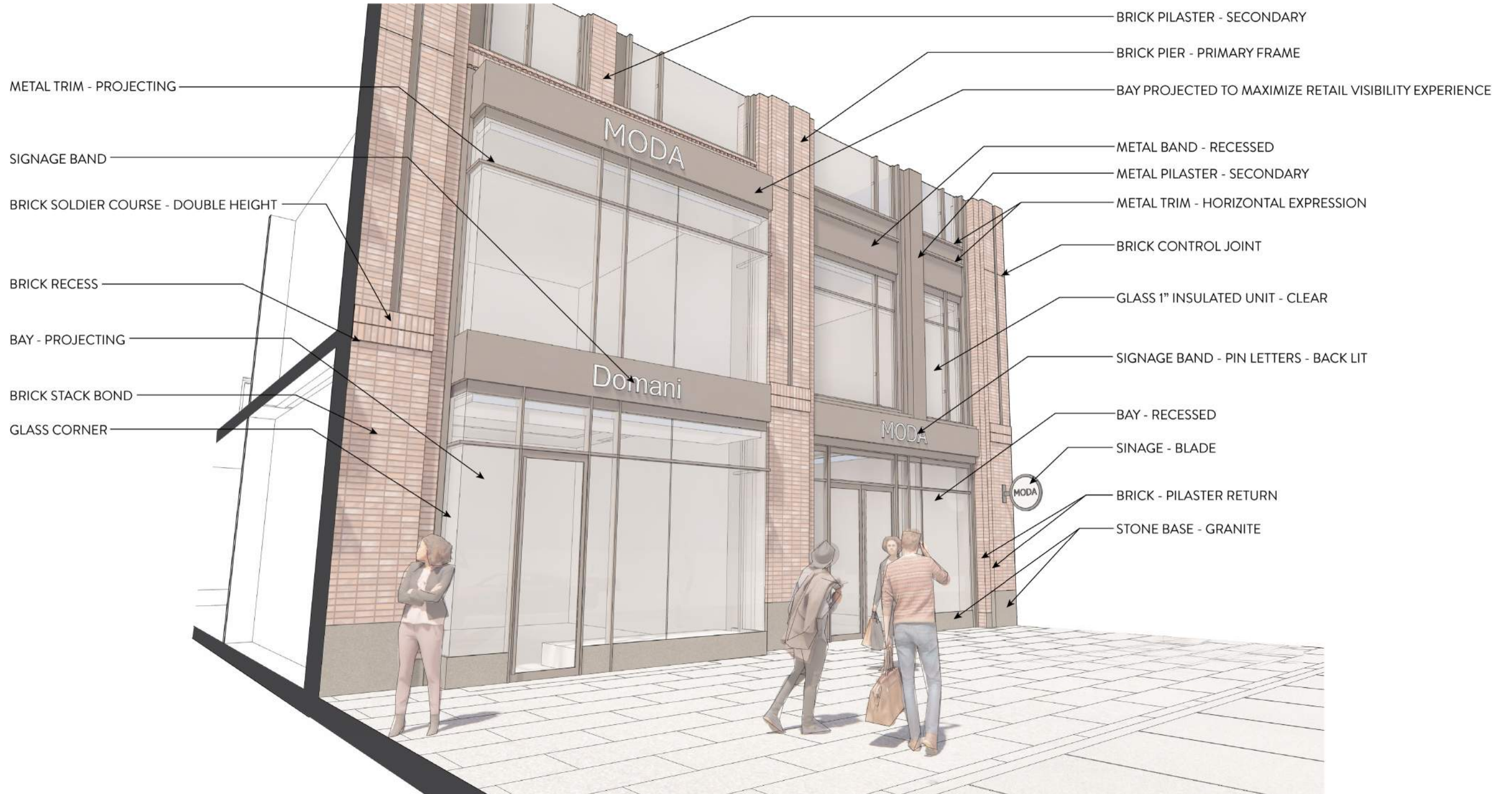
CURRENT DESIGN
NEWBURY STREET



NELSON

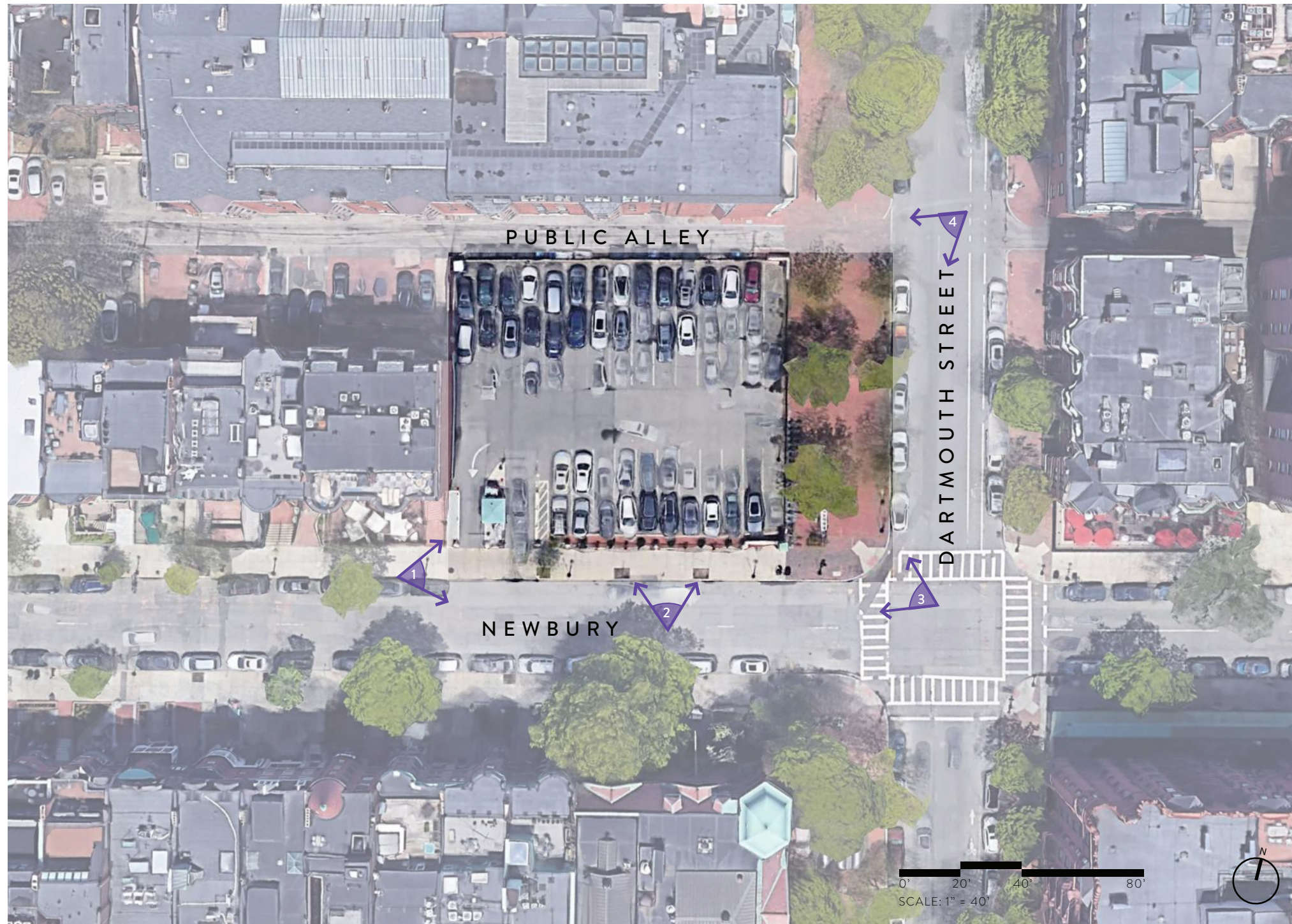
CURRENT DESIGN

BAY DIAGRAM



LANDSCAPE / PUBLIC REALM ENHANCEMENTS

EXISTING CONDITION



LANDSCAPE / PUBLIC REALM ENHANCEMENTS

EXISTING CONDITION



FRONTAGE ZONE / EXISTING URBAN POCKET



DARTMOUTH STREET PROMENADE



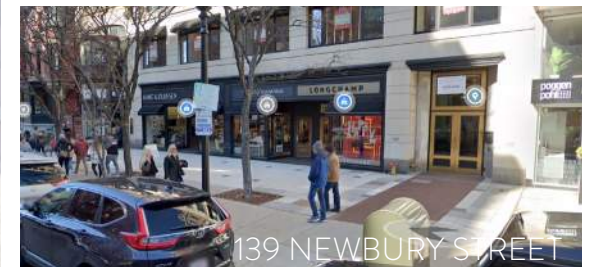
PUBLIC SIDEWALK



FURNISHING ZONE

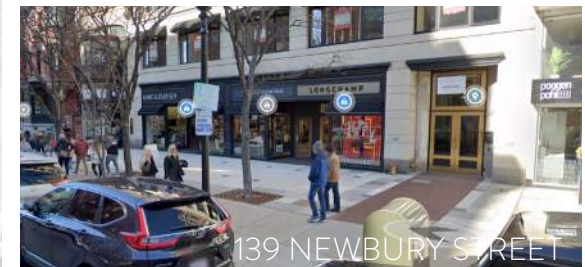
LANDSCAPE / PUBLIC REALM ENHANCEMENTS

PROPOSED PLAN



LANDSCAPE / PUBLIC REALM ENHANCEMENTS

RETAIL PEDESTRIAN CIRCULATION



LANDSCAPE / PUBLIC REALM ENHANCEMENTS

ILLUSTRATIVE PLAN



LANDSCAPE / PUBLIC REALM ENHANCEMENTS
PERSPECTIVE VIEW 1



LANDSCAPE / PUBLIC REALM ENHANCEMENTS
PERSPECTIVE VIEW 2

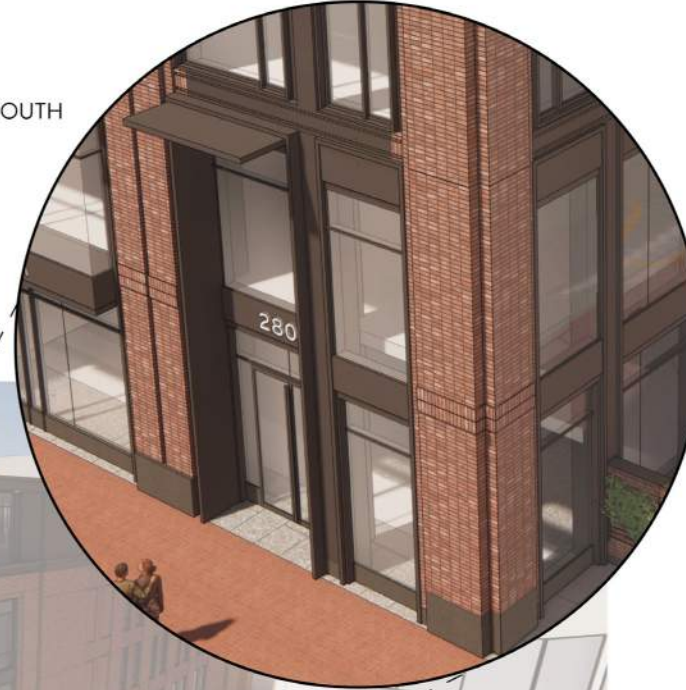


CURRENT DESIGN

CORNER OF DARTMOUTH & PUBLIC ALLEY

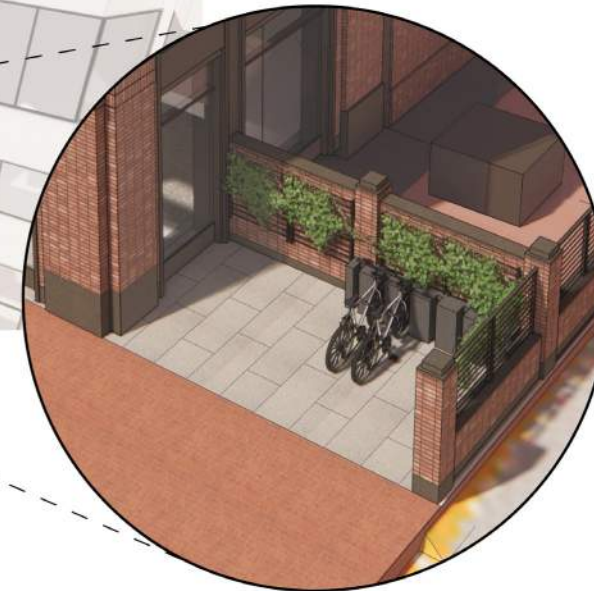
MODIFIED OFFICE ENTRY

- CORNER BRICK BROUGHT TO GRADE TO FOCUS OFFICE ENTRY ON DARTMOUTH
- DOUBLE HEIGHT OFFICE EXPRESSION TO RELATE TO RETAIL BAYS
- ENTRY RECESSED TO SUPPORT SIGNAGE AND WEATHER



REDUCTION OF PUBLIC SPACE ON ALLEY

- DECREASED DEPTH ALLOWS FOR LESS PUBLIC ACTIVITY
- PROVIDES A SAFER PUBLIC SPACE
- BRICK PIERS HELP HOLD THE EDGE OF THE SITE



REDUCTION IN GLAZING

- INCREASED VERTICAL BREAKS IN WINDOWS TO LESSEN GLAZING
- VARIATION IN WINDOW PATTERNING TO RELATE TO NEIGHBORING CONTEXT



CURRENT DESIGN
CORNER OF DARTMOUTH & PUBLIC ALLEY



CURRENT DESIGN
CORNER OF DARTMOUTH & PUBLIC ALLEY



NELSON

CURRENT DESIGN
DARTMOUTH OFFICE ENTRY



NELSON

CURRENT DESIGN
DARTMOUTH OFFICE ENTRY

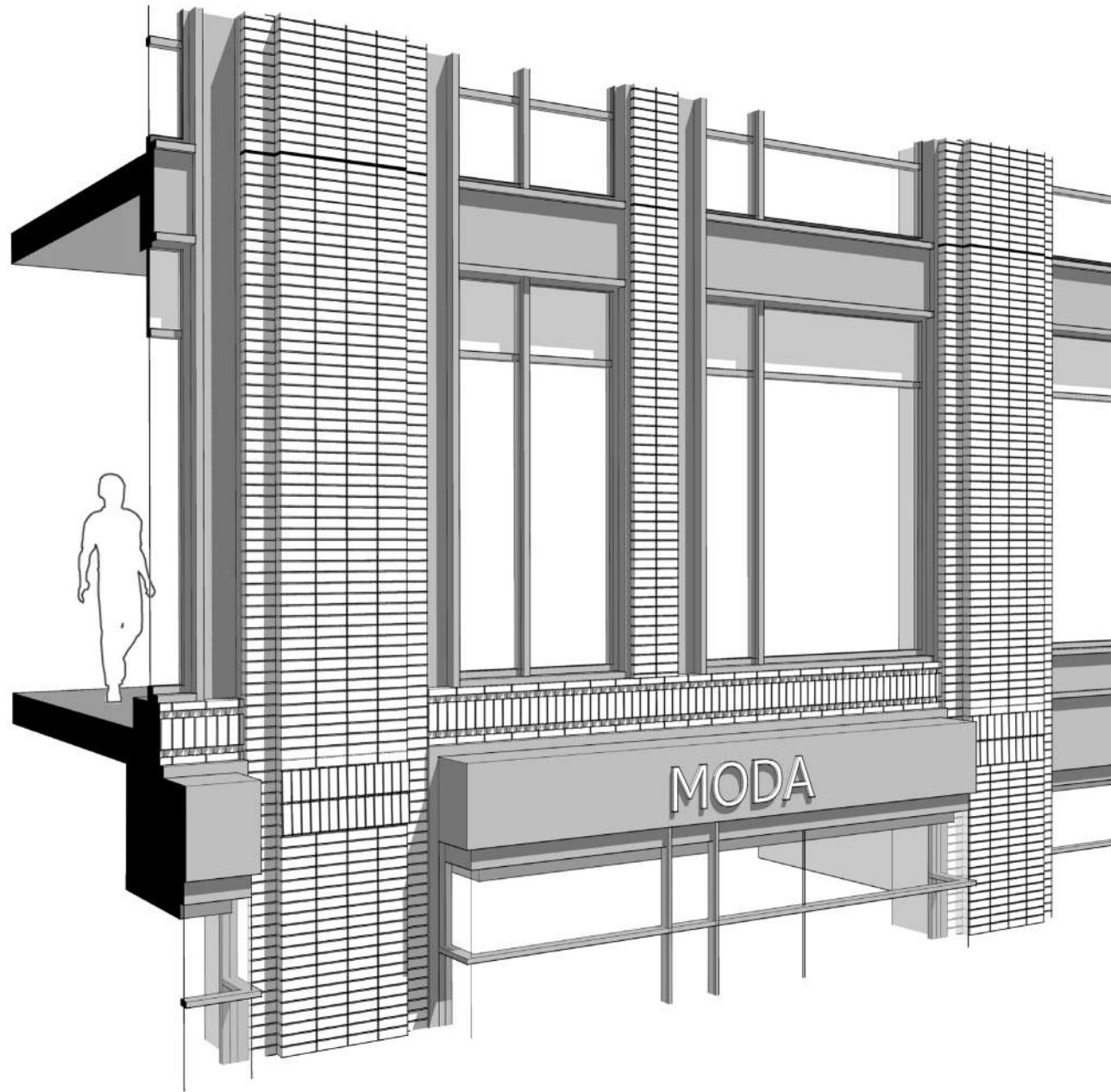


NELSON

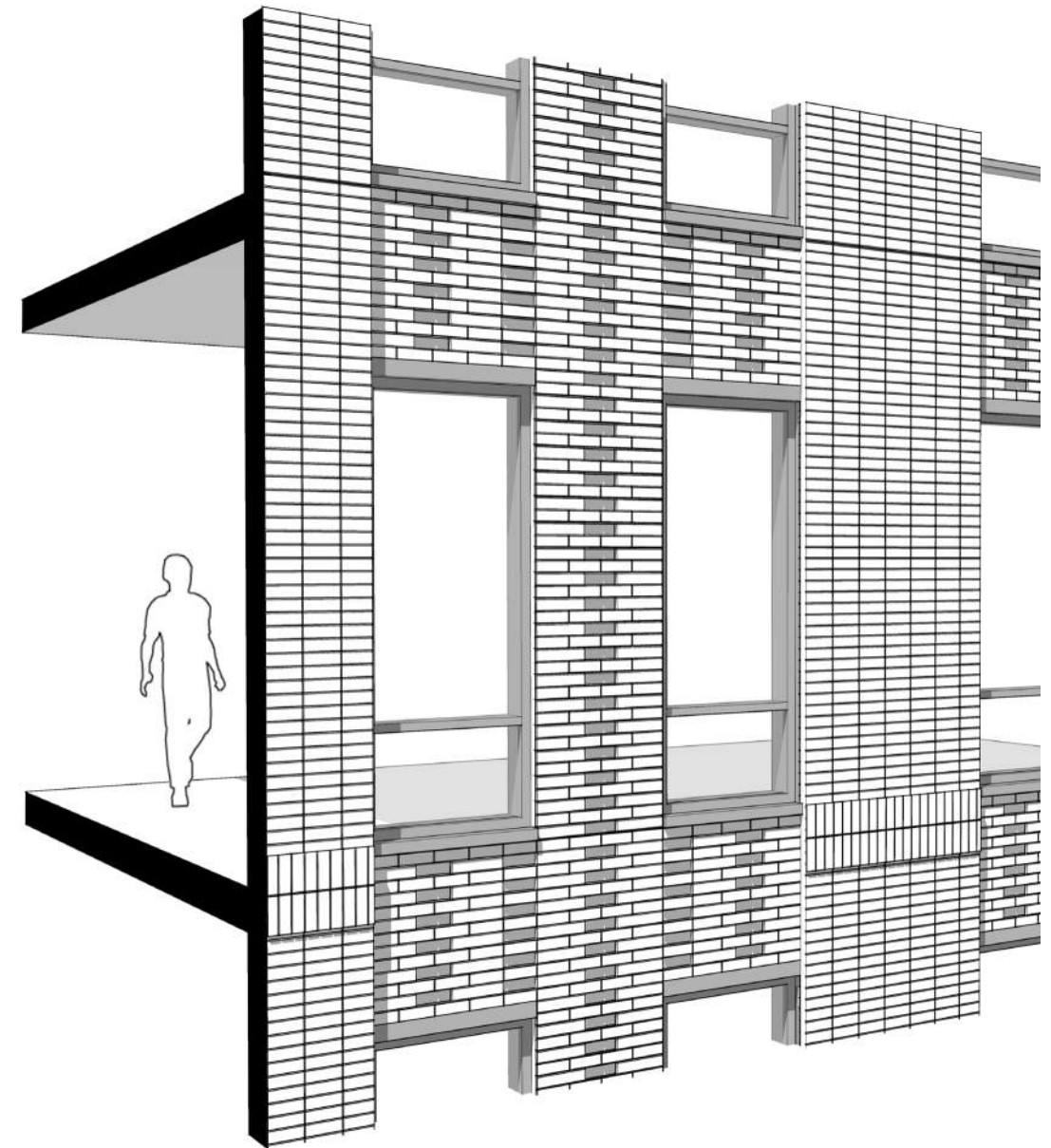
CURRENT DESIGN
PUBLIC ALLEY FACADE

NELSON

BRICK DETAILS
AXONOMETRIC PERSPECTIVE DIAGRAM



NEWBURY/DARTMOUTH FACADE



PUBLIC ALLEY FACADE

III. ELEVATIONS, PLANS, VIEWS & SHADOW STUDIES

1. BUILDING ELEVATIONS

2. BUILDING FLOOR PLANS

3. ADDITIONAL VIEWS

4. SHADOW STUDIES

DESIGN PROGRESSION - NEWBURY STREET FACADE

PREVIOUS ITERATIONS

11/13/2019 BBAC/NABB REVIEW



01/08/2020 BBAC/NABB REVIEW



02/12/2020 BBAC REVIEW



03/03/2020 NABB (ONLY) REVIEW

03/16/2020 BPDA DESIGN STUDIES

CURRENT DESIGN

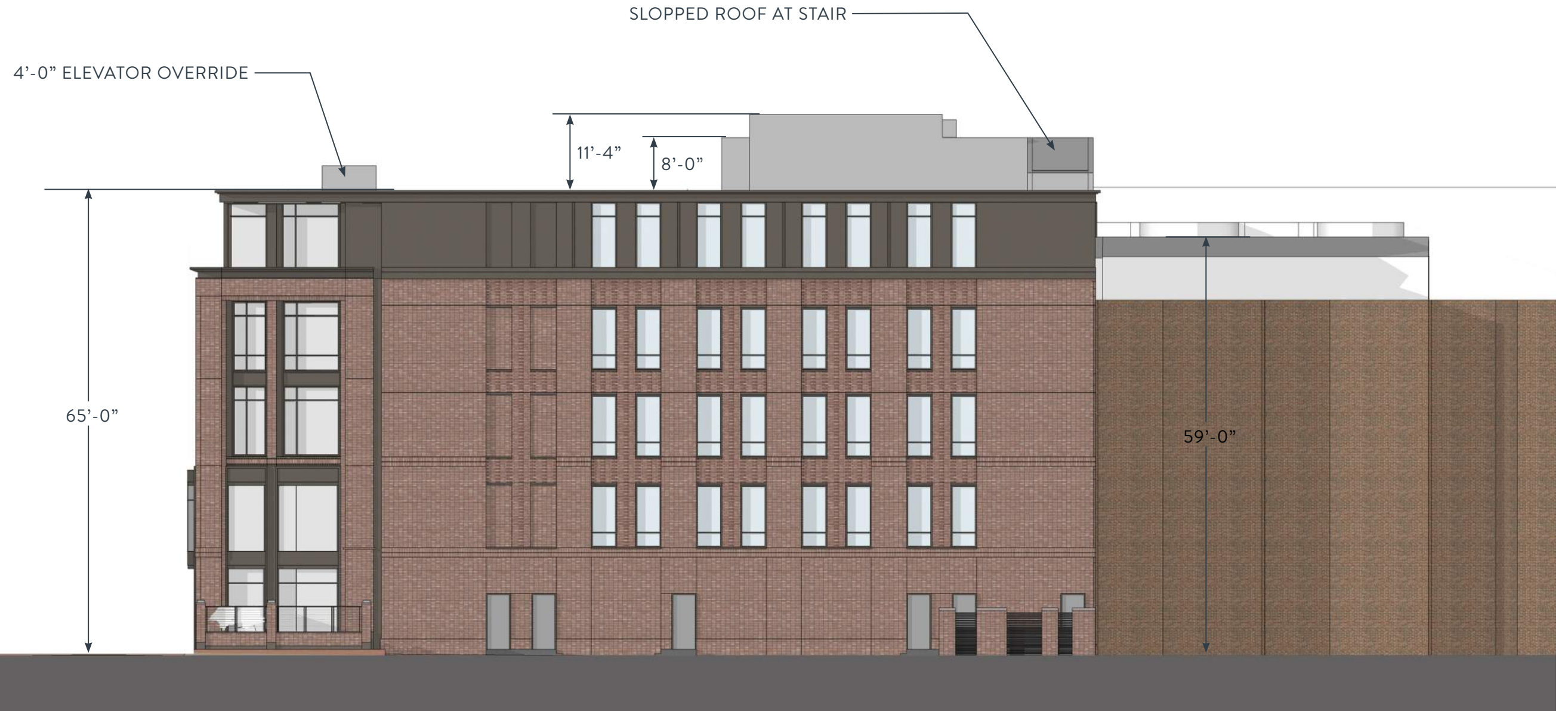
UPDATED ELEVATIONS
NEWBURY STREET ELEVATION



UPDATED ELEVATIONS
DARTMOUTH STREET ELEVATION

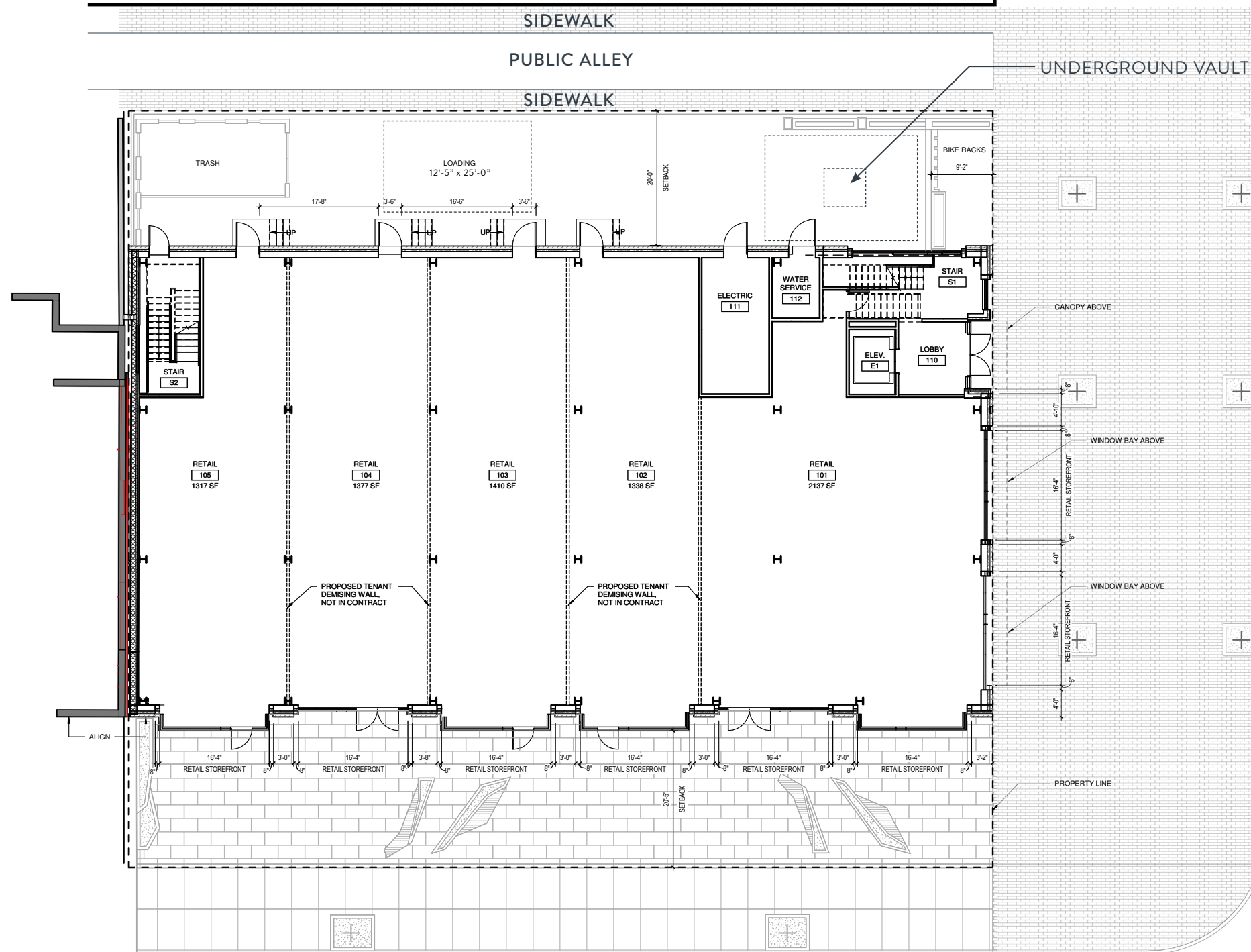


UPDATED ELEVATIONS
PUBLIC ALLEY ELEVATION



UPDATED FLOOR PLANS

GROUND FLOOR PLAN

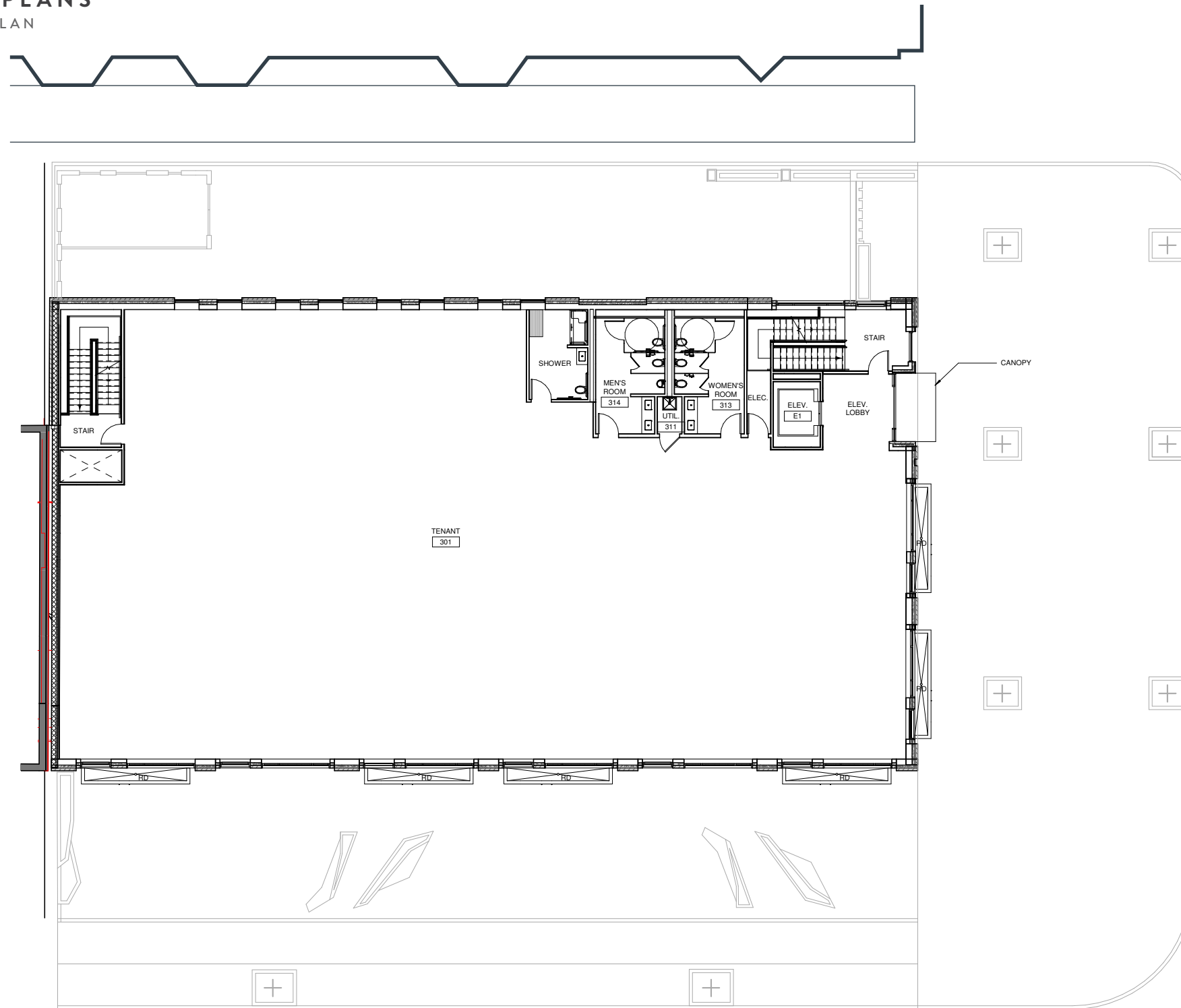


149 NEWBURY - AREA CALCULATIONS

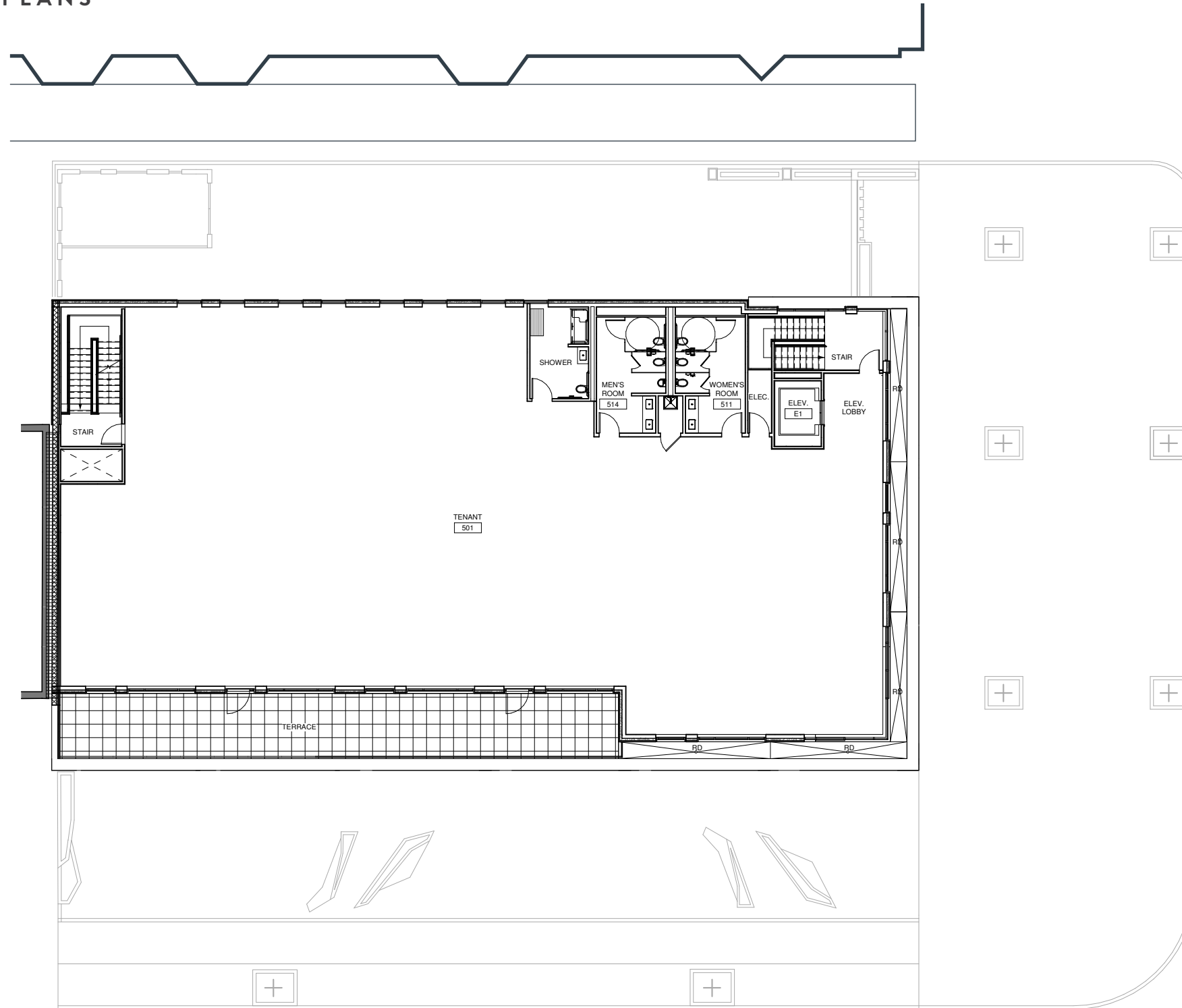
GROUND FLOOR	9,047 GSF
SECOND FLOOR	9,138 GSF
THIRD FLOOR	8,926 GSF
FOURTH FLOOR	8,926 GSF
FIFTH FLOOR	7,463 GSF
TOTAL GSF	43,500 GSF
TOTAL SITE AREA	14,404 SF
TOTAL FAR	3.0 FAR
TOTAL BLDG. HEIGHT	65'-0"

UPDATED FLOOR PLANS

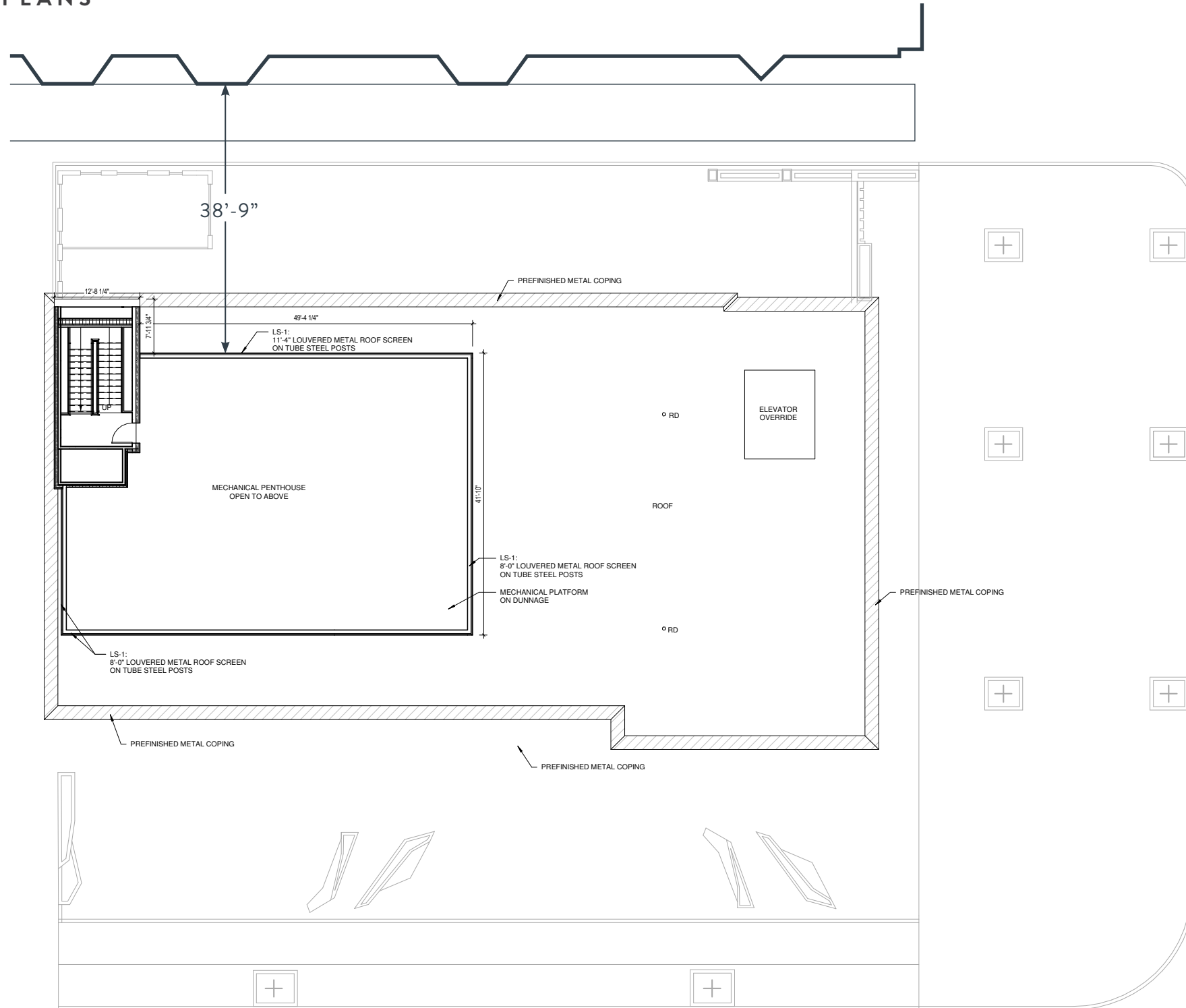
THIRD & FOURTH FLOOR PLAN



UPDATED FLOOR PLANS
FIFTH FLOOR PLAN



UPDATED FLOOR PLANS
MECHANICAL ROOF PLAN



VENDOME ELEVATION SHADOW STUDIES

SPRING / AUTUMN EQUINOX + SUMMER / WINTER SOLSTICE

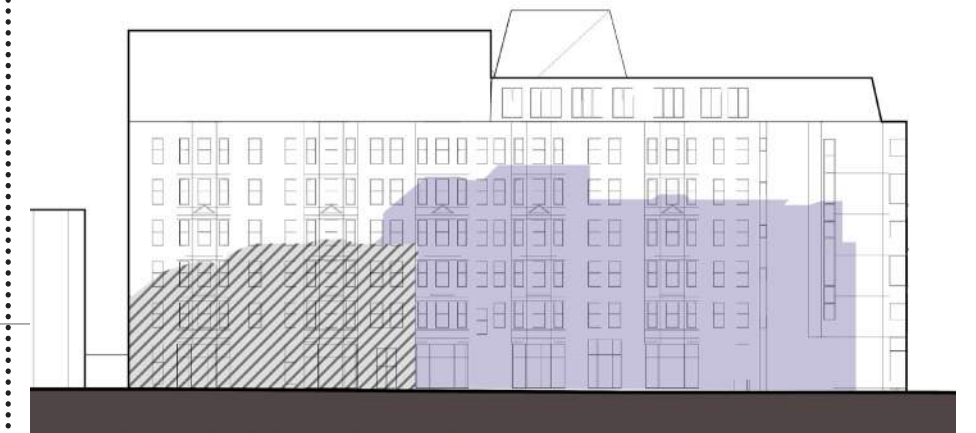
VIOLET COLOR - INDICATES NEW SHADOW IMPACT
DIAGONAL LINES - INDICATES EXISTING SHADOW IMPACT



MARCH / SEPTEMBER 21ST @ 9AM



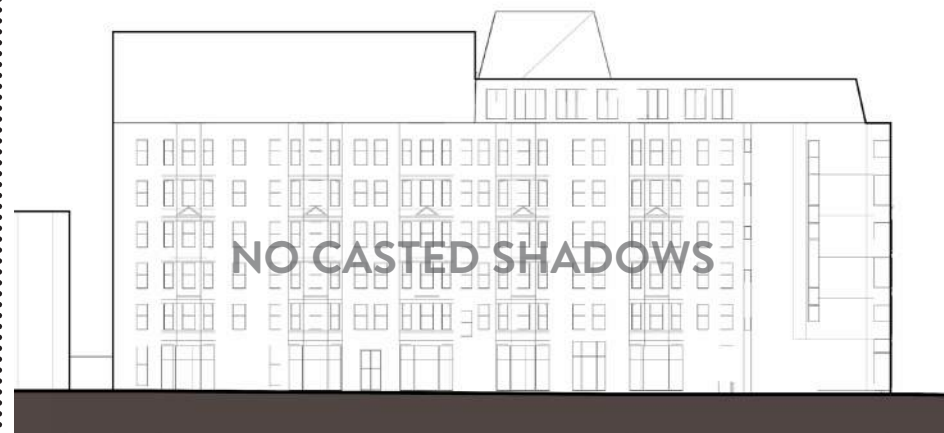
JUNE 21ST @ 9AM



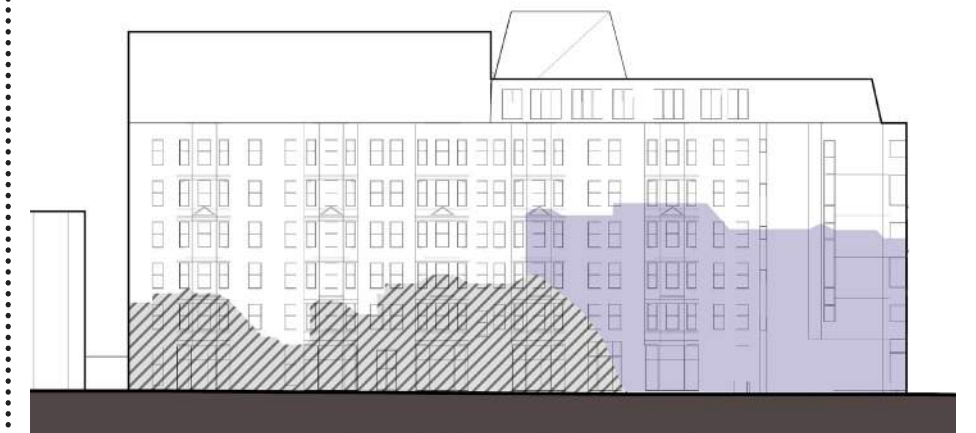
DECEMBER 21ST @ 9AM



MARCH / SEPTEMBER 21ST @ 12PM



JUNE 21ST @ 12PM

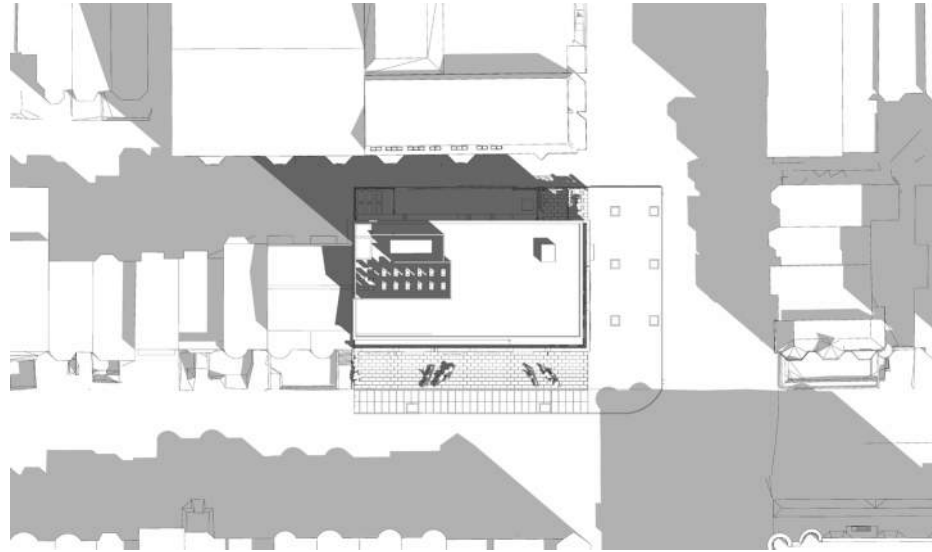


DECEMBER 21ST @ 12PM

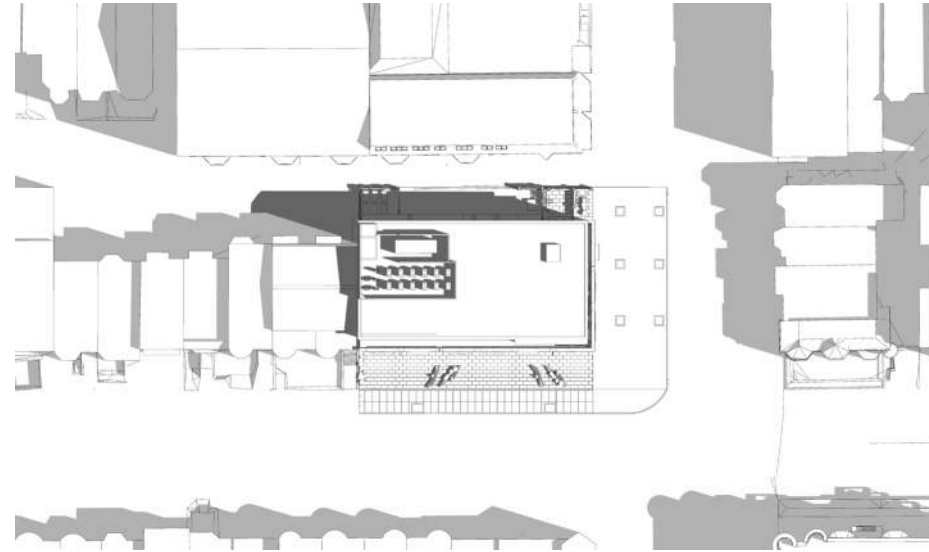
VENDOME ELEVATION SHADOW STUDIES

SPRING / AUTUMN EQUINOX + SUMMER / WINTER SOLSTICE

DARK GRAY - INDICATES NEW SHADOW IMPACT
LIGHT GRAY - INDICATES EXISTING SHADOW IMPACT



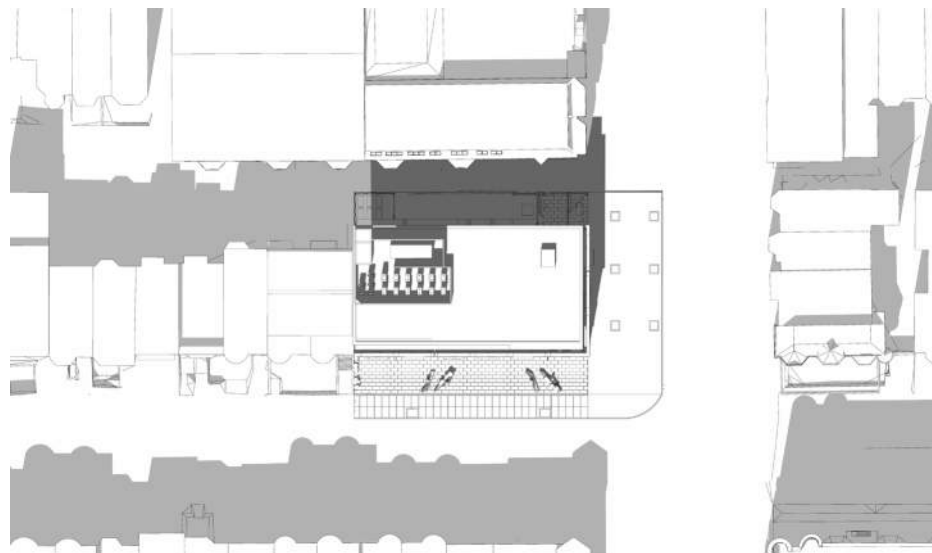
MARCH / SEPTEMBER 21ST @ 9AM



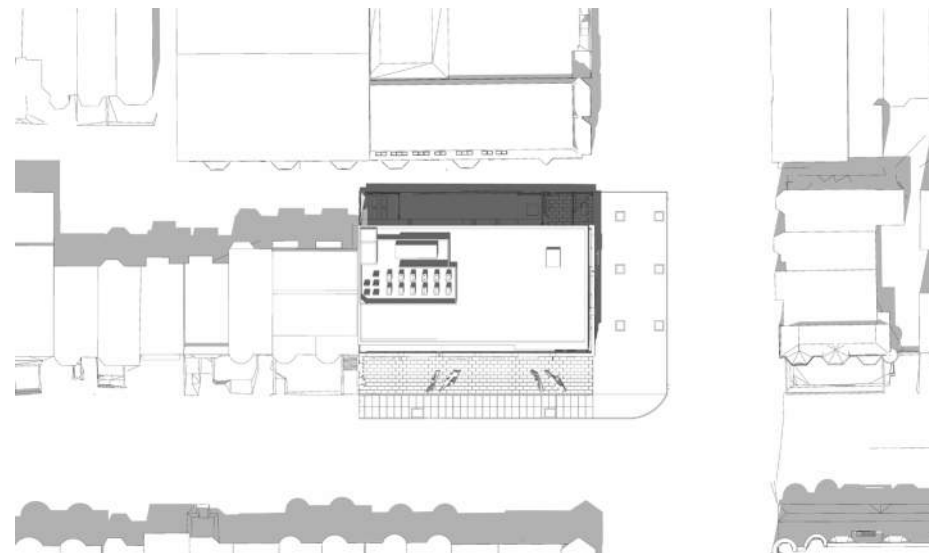
JUNE 21ST @ 9AM



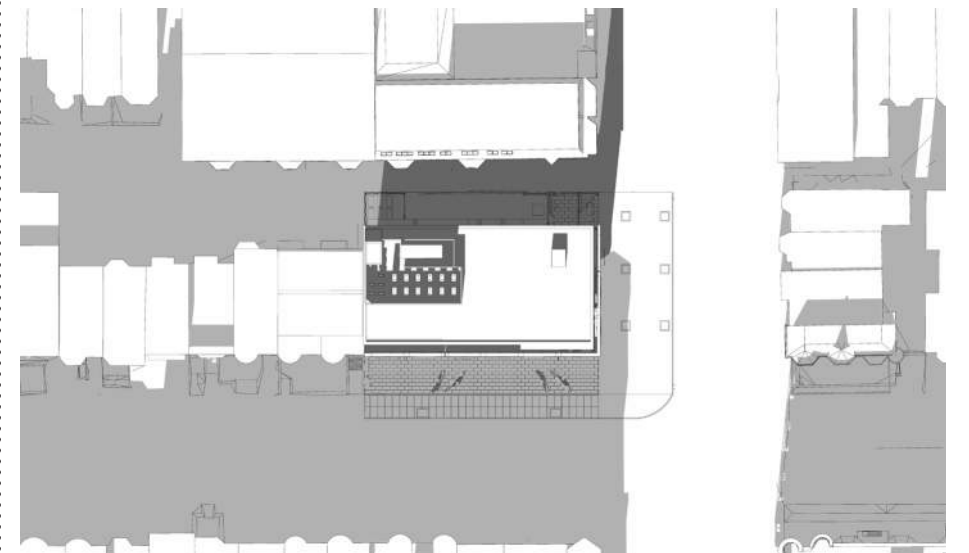
DECEMBER 21ST @ 9AM



MARCH / SEPTEMBER 21ST @ 12PM



JUNE 21ST @ 12PM



DECEMBER 21ST @ 12PM

SITE APPROACH VIEWS
NEWBURY STREET



VIEW LOOKING WEST ON NEWBURY STREET



VIEW LOOKING EAST ON NEWBURY STREET

SITE APPROACH VIEWS
DARTMOUTH STREET



VIEW LOOKING NORTH ON DARTMOUTH STREET



VIEW LOOKING SOUTH ON DARTMOUTH STREET



ONE WAY

MODA

MODA

MODA

Domani

MODA

Domani

MODA

NELSON