
THE AUBRY - 149 NEWBURY STREET

BBAC ADVISORY PRESENTATION - 01.08.2020

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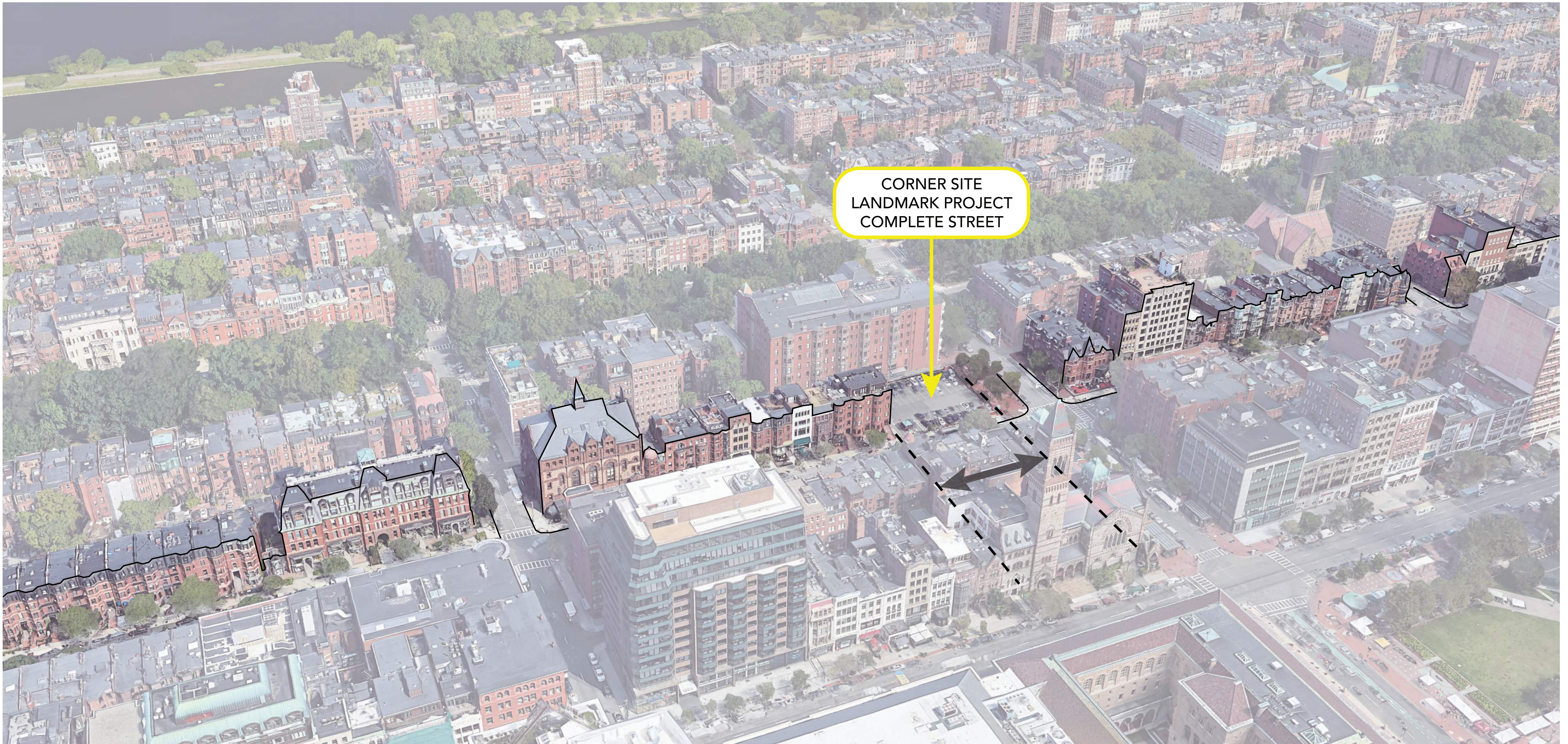
I. SITE ANALYSIS

PROJECT SITE

SITE PLAN

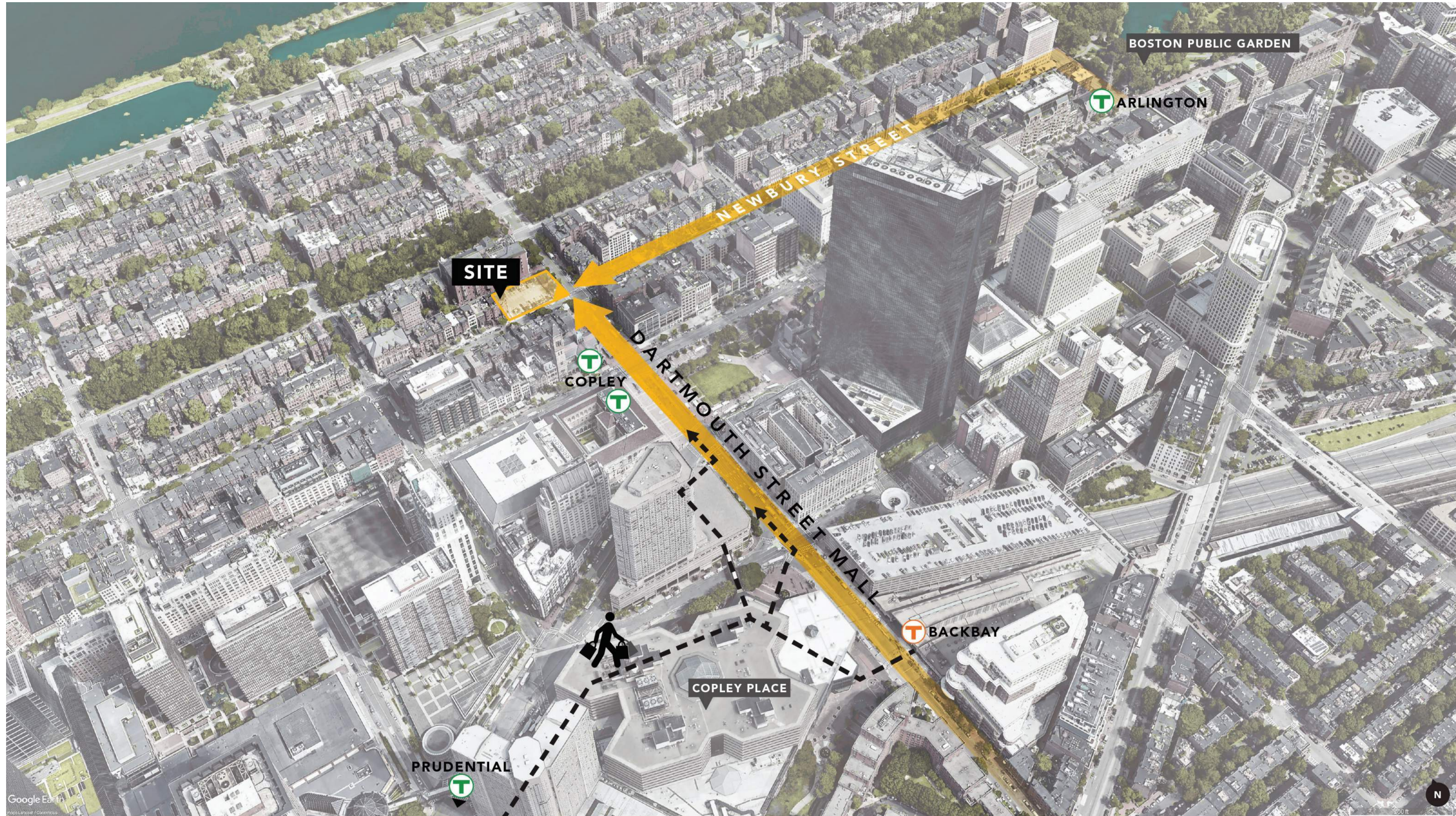


SITE OPPORTUNITY
COMPLETING NEWBURY STREET



SITE CONTEXT

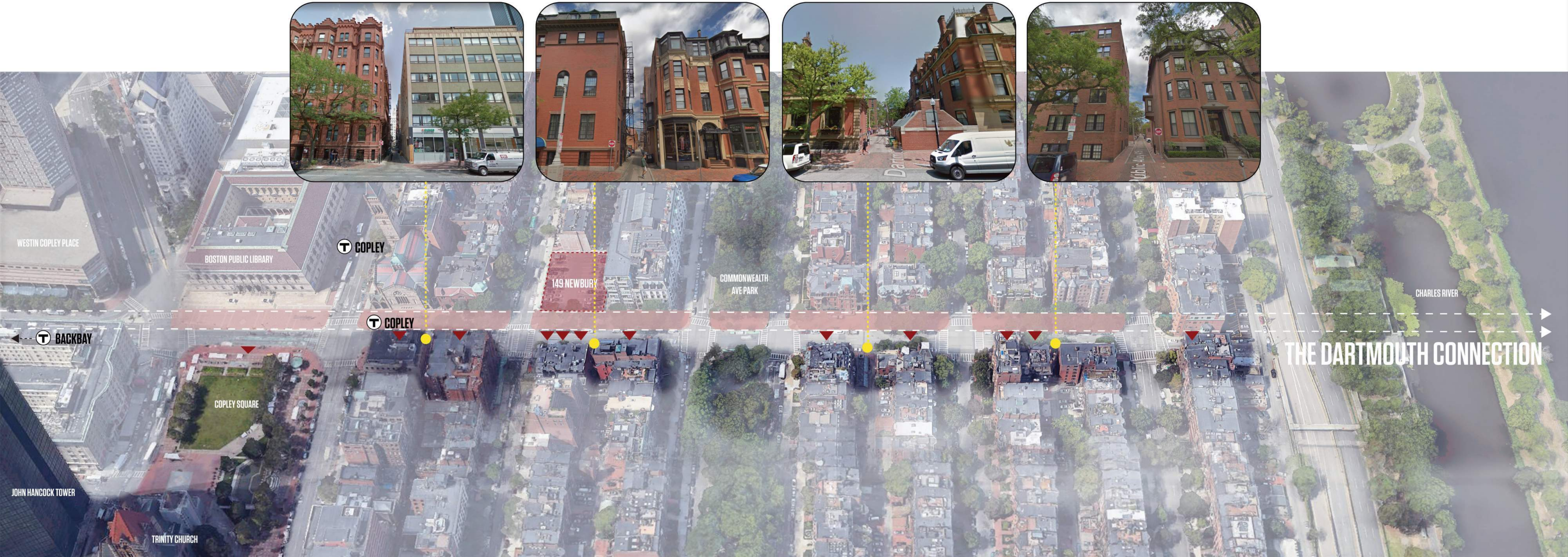
BACK BAY PUBLIC ALLEY - ABUTTING EDGES



SITE CONTEXT
DARTMOUTH STREET MALL

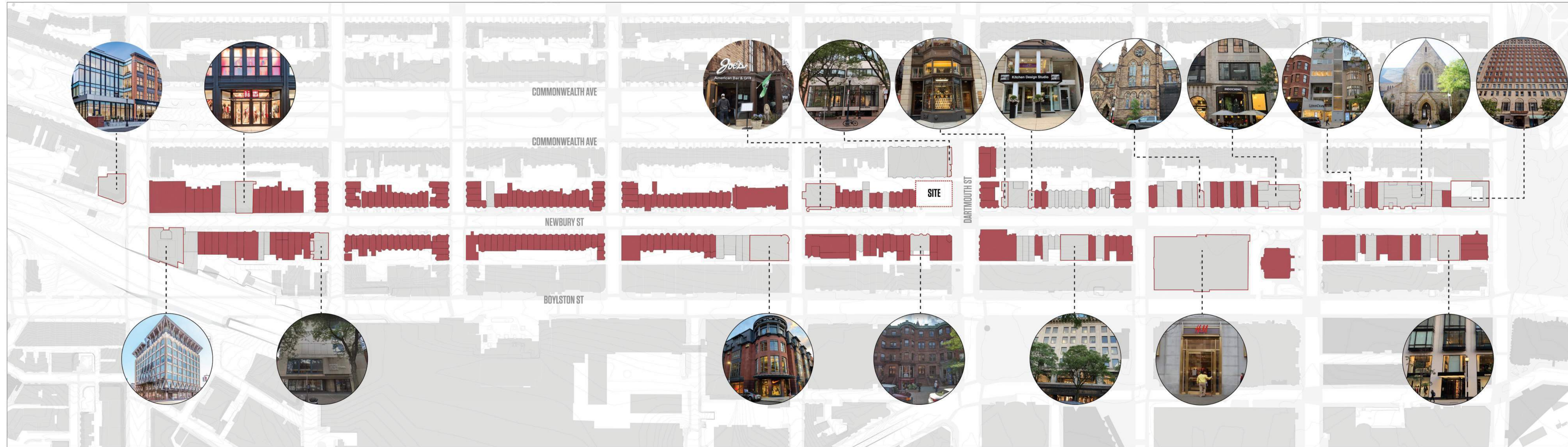


SITE CONTEXT
DARTMOUTH STREET MALL



SITE CONTEXT

NEWBURY STREET MATERIALITY + SCALE



NEWBURY STREET SITE CONTEXT

SURROUNDING BUILDING FACADE PROFILES



01-47 NEWBURY ST

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



48-105 NEWBURY ST

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

NEWBURY STREET SITE CONTEXT

SURROUNDING BUILDING FACADE PROFILES



106-148 NEWBURY ST

- SMALL SCALE RETAIL
- JUXTAPOSITION OF VARIOUS MATERIAL PALETTE
- SQUARE STOREFRONT BAYS PROTRUSIONS



193-237 NEWBURY ST

- NIKETOWN CORNER ENTRY
- MODERN, LARGE SCALE SQUARE RETAIL BAYS
- METAL/ZINC WINDOW TRIMS
- PUBLIC GREEN PLANTERS

NEWBURY STREET SITE CONTEXT

SURROUNDING BUILDING FACADE PROFILES



149-237 NEWBURY ST

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



238-282 NEWBURY ST

- CONTINUOUS TRADITIONAL RED BRICK & GREY FACADE
- ROUND UNDULATING BAYS
- RESIDENTIAL BLOCK
- SMALL SCALE STOREFRONTS

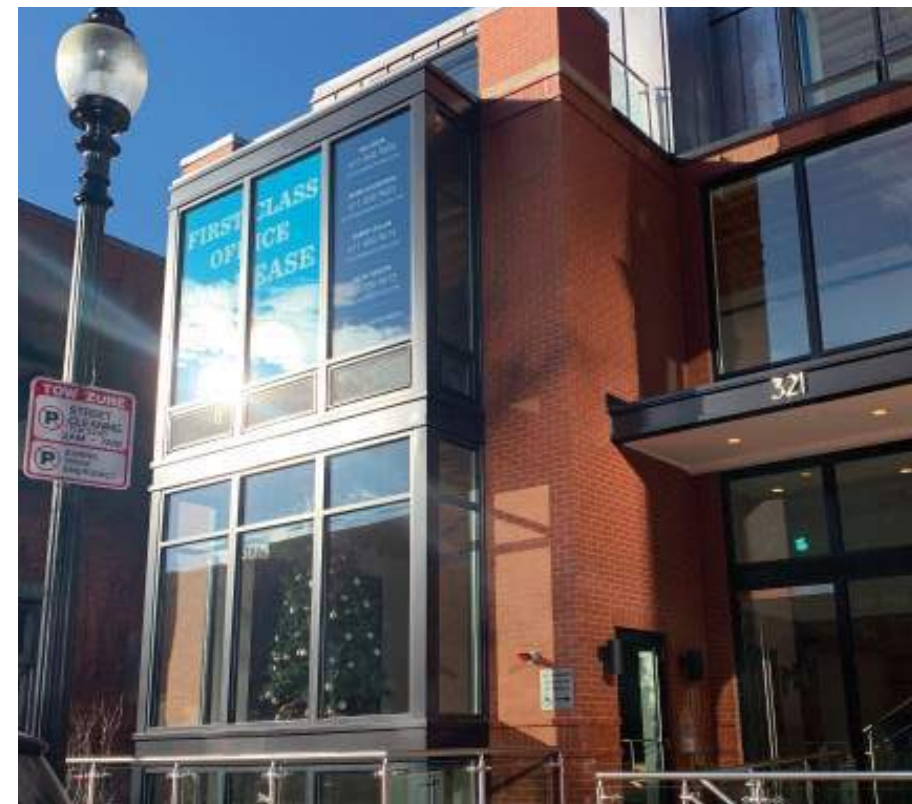
NEWBURY STREET SITE CONTEXT

SURROUNDING BUILDING FACADE PROFILES



283-316 NEWBURY ST

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



317-367, 375 NEWBURY ST

- TRANSITION TO BOLD, LARGE SCALE ARCHITECTURE
- FLAT RECTANGULAR BUILDING PROFILES
- TJ MAXX CORNER ENTRY
- ROOM & BOARD RETAIL CORNER ENTRY

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 BUILDING FACADE PROFILES



PROJECT SITE ADJACENT BUILDING CHAMFERED CORNERS

SITE CONTEXT

PROJECT SITE IMAGES - PUBLIC ALLEY



PUBLIC ALLEY 434 FACING WEST



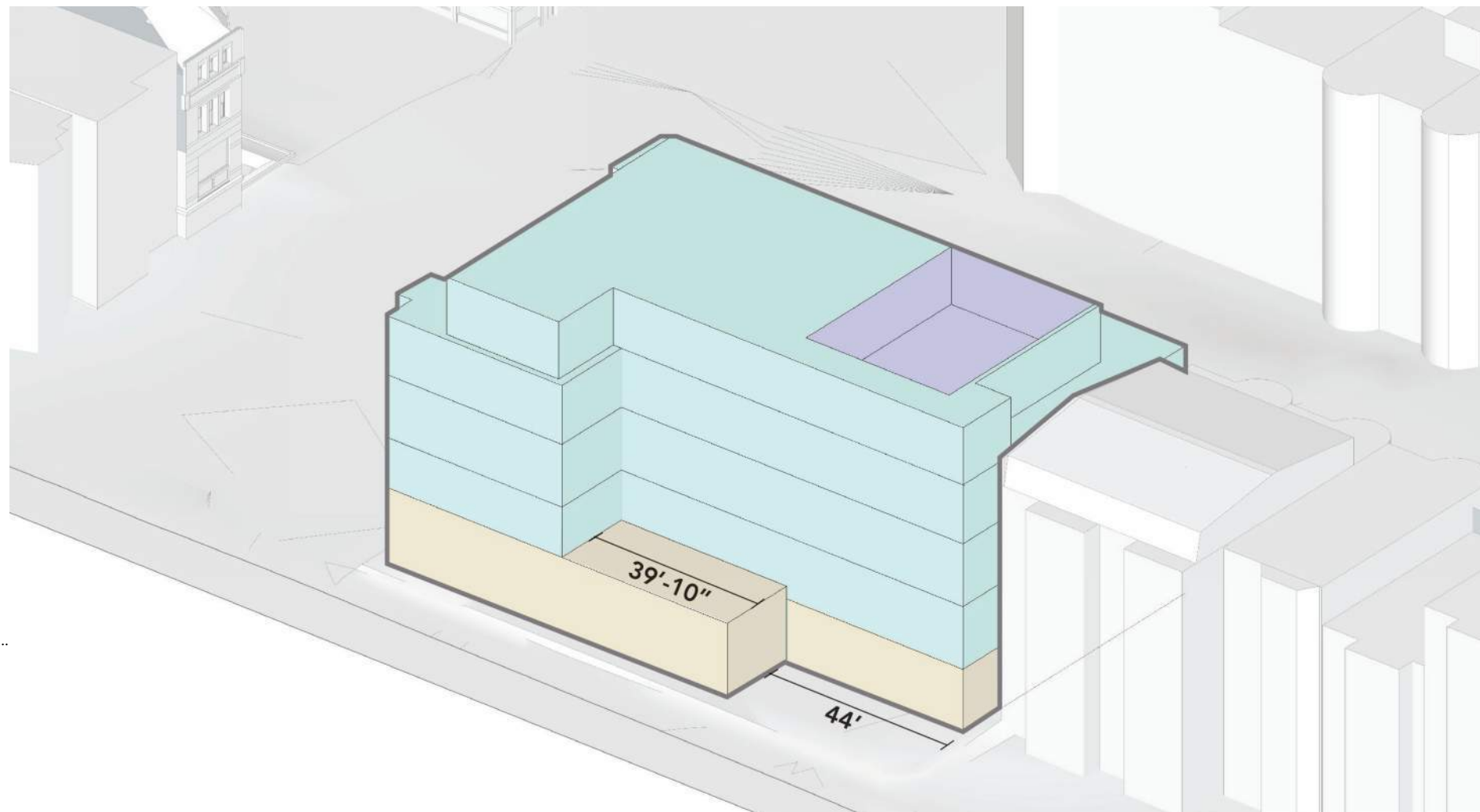
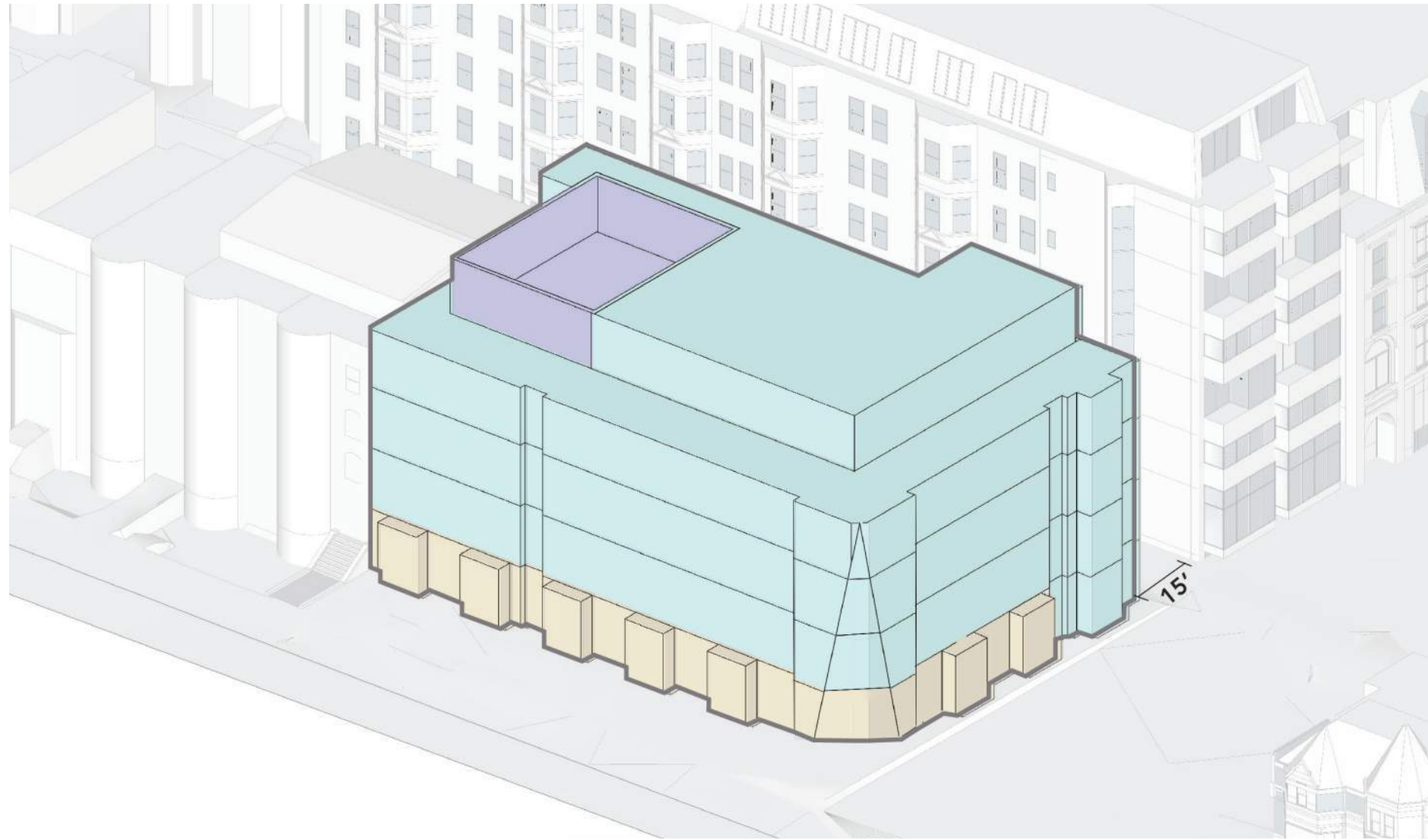
PUBLIC ALLEY 434 FACING EAST

II. AS-OF-RIGHT MASSING UPDATES

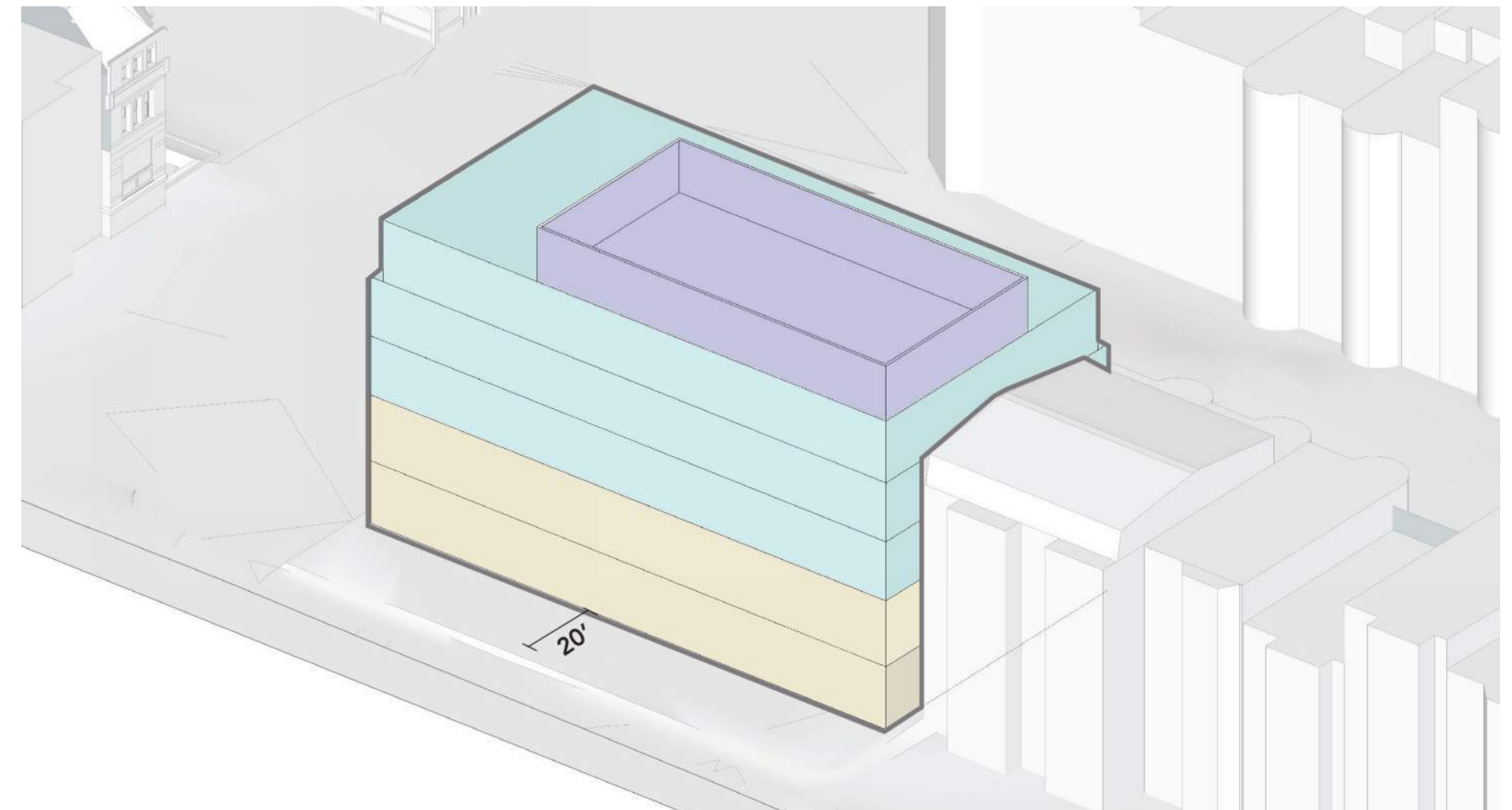
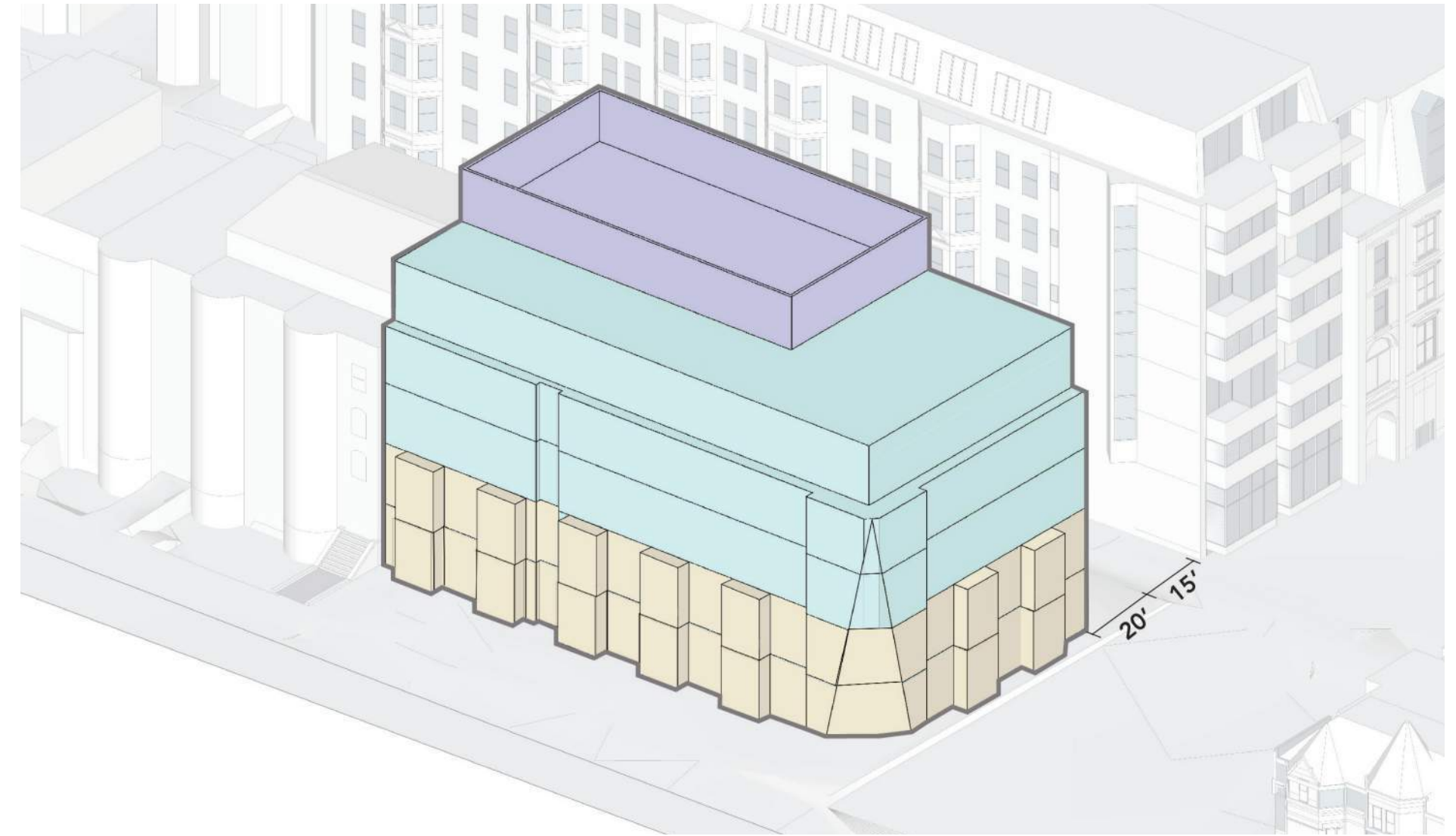
FULL SETBACK AS-OF-RIGHT

MASSING DESIGN UPDATE

PREVIOUS MASSING

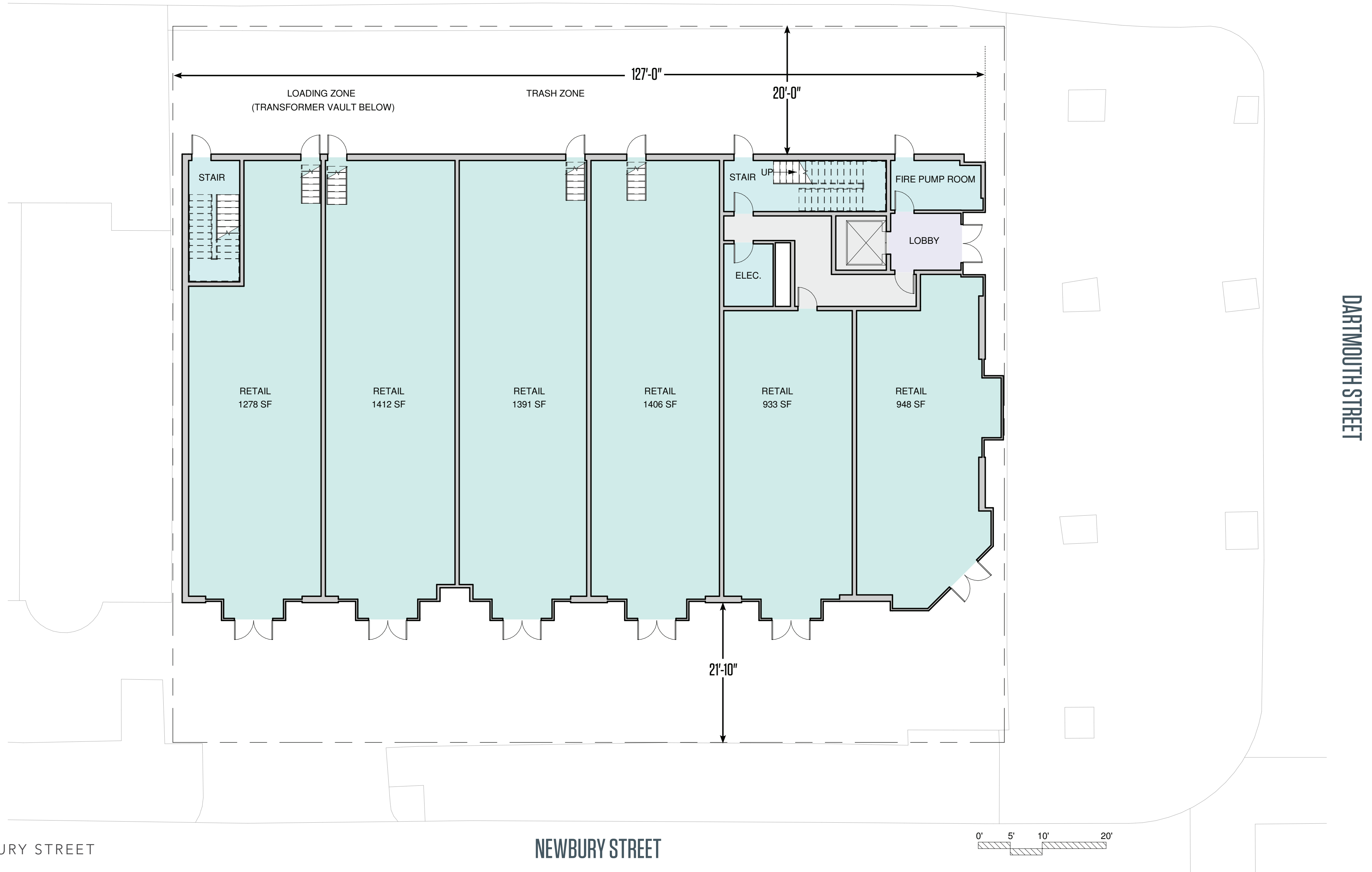


CURRENT MASSING



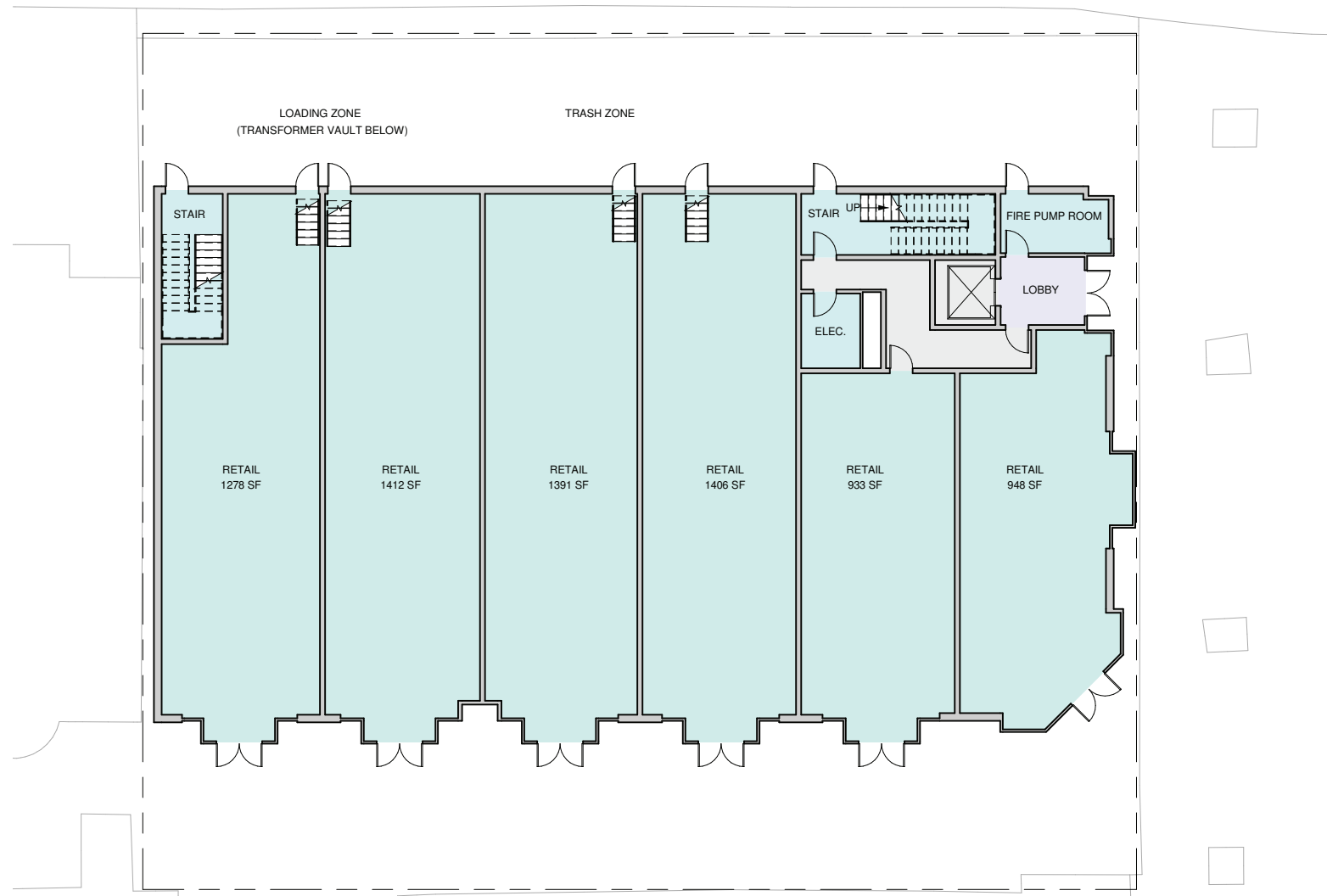
CURRENT FLOOR PLAN

GROUND LEVEL RETAIL PLAN

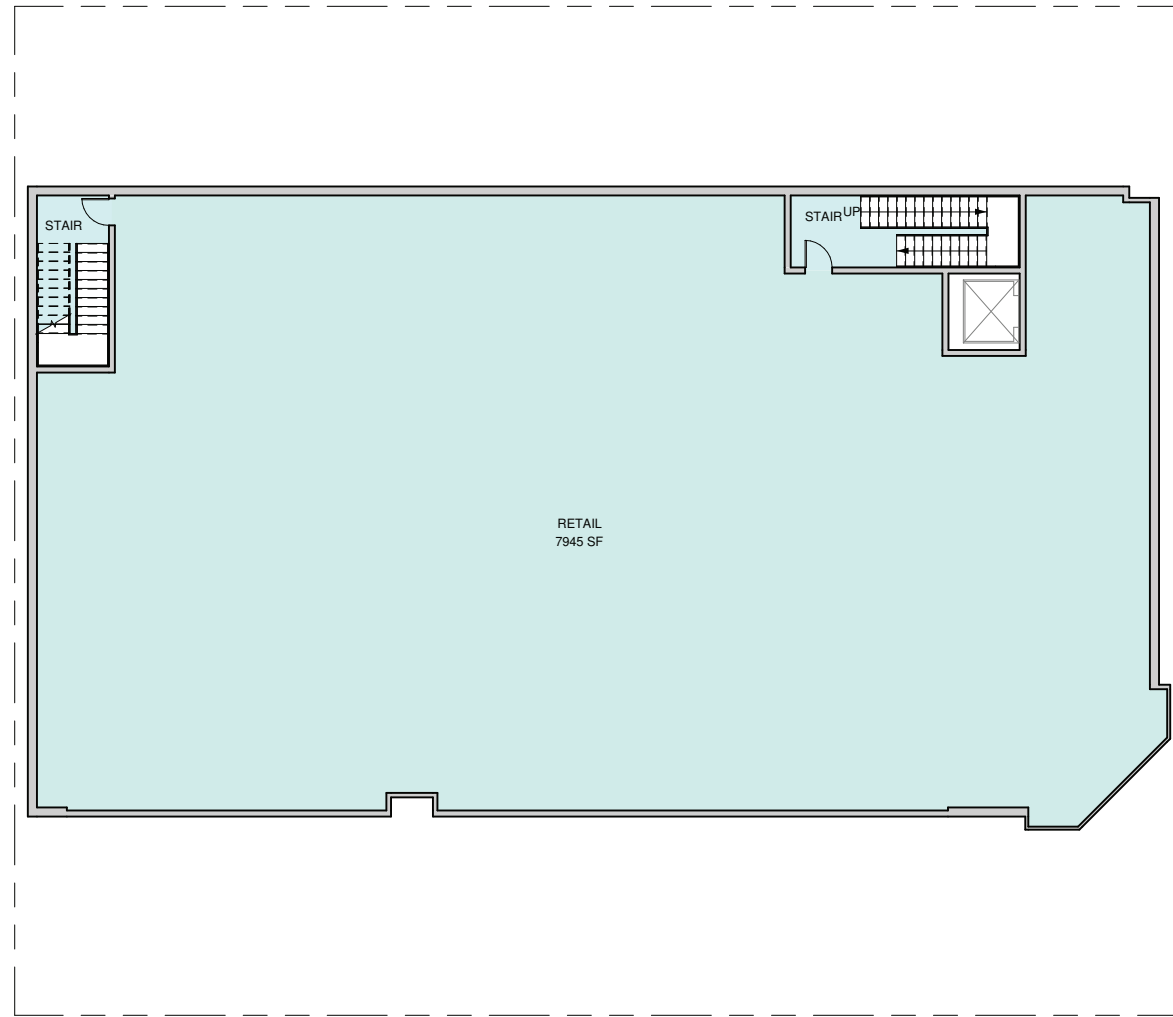


CURRENT BUILDING FLOOR PLANS

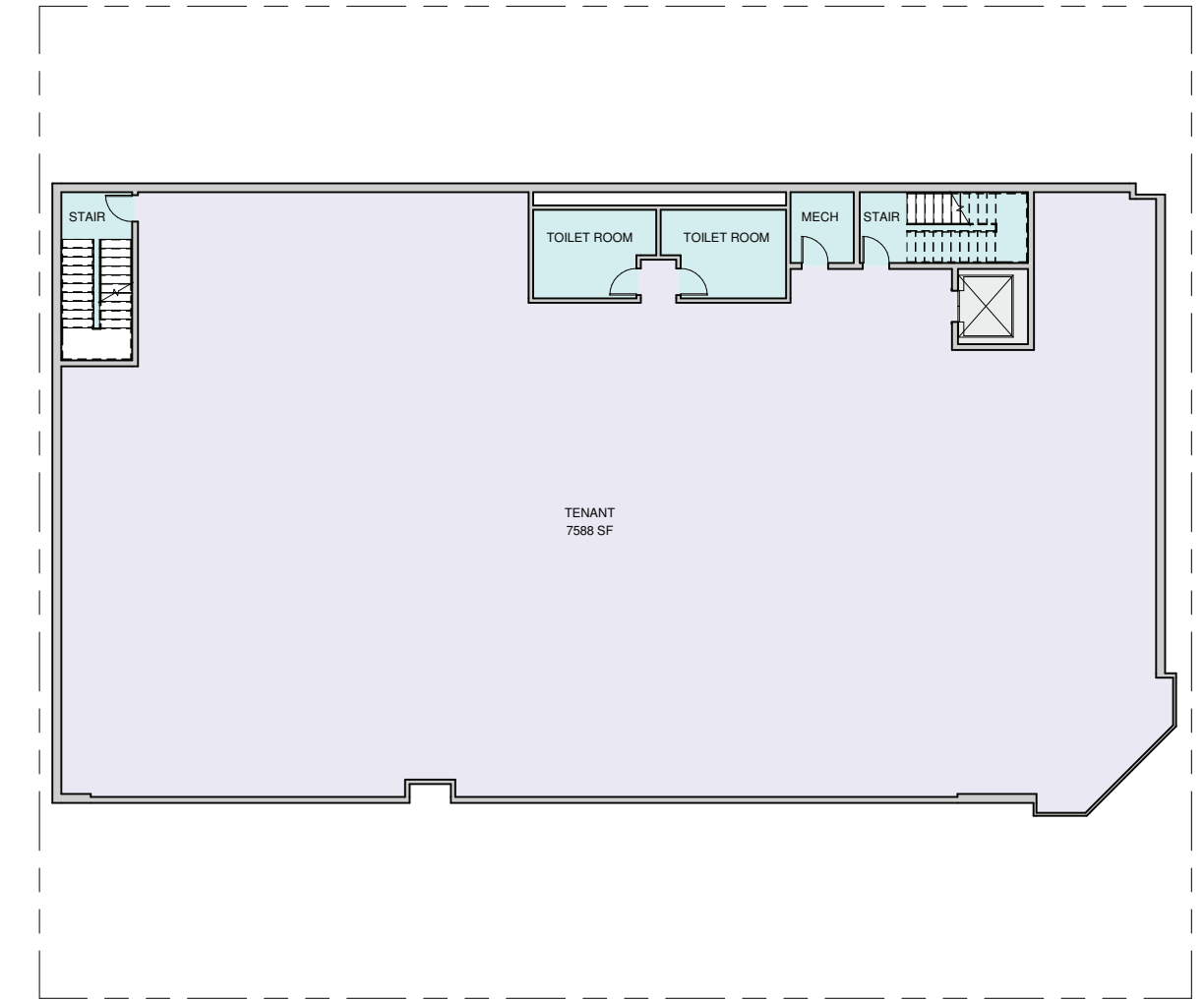
LEVELS 1-5



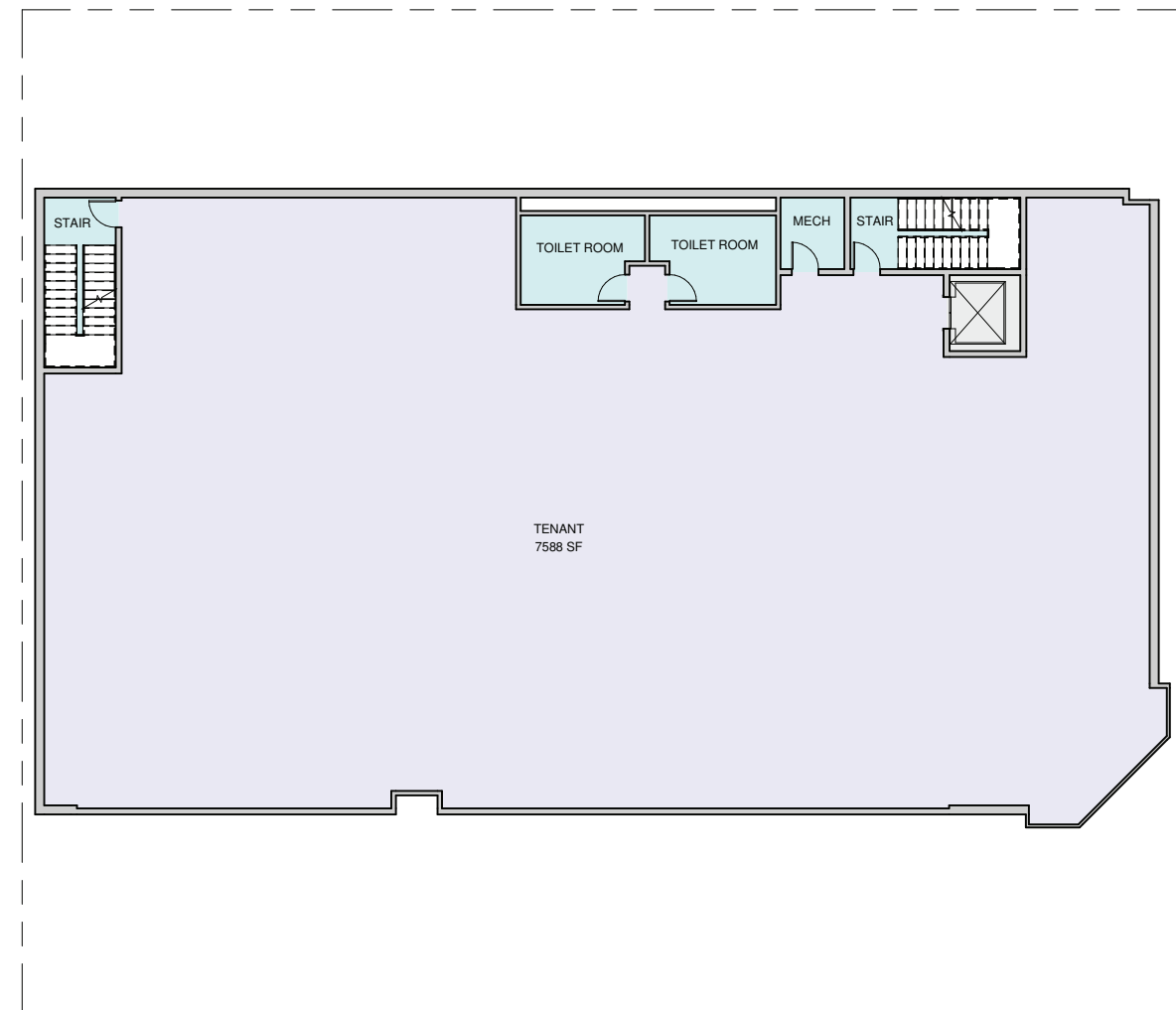
GROUND FLOOR PLAN



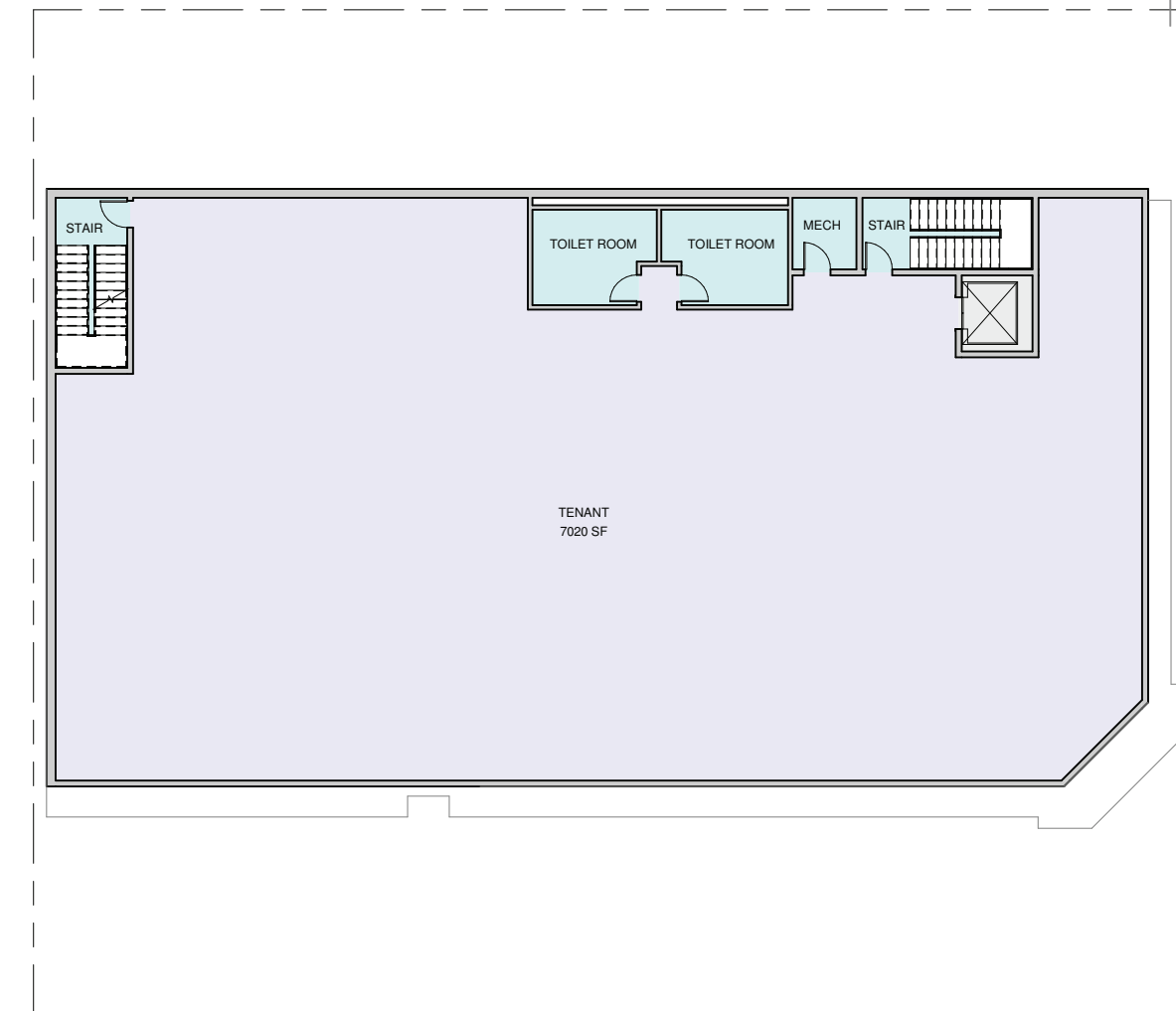
SECOND FLOOR PLAN



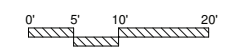
THIRD FLOOR PLAN



FOURTH FLOOR PLAN



FIFTH FLOOR PLAN



III. DESIGN MODIFICATIONS & IMPROVEMENTS

1. WARMER TONE / MATERIALITY - CREATING STRONGER CONNECTION TO CONTEXT

2. GLAZING VERSUS BRICK PROPORTIONS

3. EMPHASIZE HORIZONTAL DATUMS AND DECREASE VERTICALITY OF DESIGN

4. INTRODUCE STEPPING IN ARCHITECTURE TO BETTER RELATE TO CONTEXT & SCALE

5. STRONGER RETAIL PRESENCE

6. IMPACT OF SETBACK OF NEW MASSING & ALLEY RELATIONSHIP

7. 5TH FLOOR IMPACT WITH NEW MASSING

PREVIOUS DESIGN

BIRDSEYE VIEW



CURRENT DESIGN

BIRDSEYE VIEW



PREVIOUS DESIGN

BIRDSEYE VIEW



CURRENT DESIGN

BIRDSEYE VIEW



PREVIOUS DESIGN

BIRDSEYE VIEW



CURRENT DESIGN

BIRDSEYE VIEW



PREVIOUS DESIGN

CORNER OF DARTMOUTH AND PUBLIC ALLEY



CURRENT DESIGN

CORNER OF DARTMOUTH AND PUBLIC ALLEY



PREVIOUS DESIGN

CORNER OF DARTMOUTH AND NEWBURY STREET



CURRENT DESIGN

CORNER OF DARTMOUTH AND NEWBURY STREET



PREVIOUS DESIGN

NEWBURY STREET



CURRENT DESIGN

NEWBURY STREET



PREVIOUS DESIGN

NEWBURY STREET



CURRENT DESIGN

NEWBURY STREET



PREVIOUS DESIGN

AERIAL VIEW



CURRENT DESIGN

AERIAL VIEW



PREVIOUS DESIGN
DUSK VIEW



CURRENT DESIGN
DAYLIGHT VIEW



CURRENT DESIGN
DUSK VIEW



IV. BUILDING ELEVATIONS & ZONING

PREVIOUS SITE ELEVATIONS

NEWBURY STREET ELEVATION



DARTMOUTH ST

CURRENT SITE ELEVATIONS

NEWBURY STREET ELEVATION



PREVIOUS SITE ELEVATIONS

DARTMOUTH STREET ELEVATION



NEWBURY ST

PUBLIC ALLEY 434

COMMONWEALTH AVE

CURRENT SITE ELEVATIONS

DARTMOUTH STREET ELEVATION



NEWBURY ST

PUBLIC ALLEY 434

COMMONWEALTH AVE

PREVIOUS SITE ELEVATIONS

PUBLIC ALLEY 434 ELEVATION



DARTMOUTH ST

CURRENT SITE ELEVATIONS

PUBLIC ALLEY 434 ELEVATION



DARTMOUTH ST

