

CRA Design Review Committee  
Held Virtually on Zoom  
Meeting Notes  
October 7, 2020

**Attendees:**

Kathy Born (CRA Board), Barry Zevin (CRA Board), Hugh Russell (Planning Board), Tom Sieniewicz (Planning Board), Erik Thorkildsen (CDD) Eric Mo (BXP), Rebecca Stoddard (BXP), Jessica Finch (Selbert Perkins Design), Tom Evans (CRA), Alex Levering (CRA), Heather Hoffman (Public).

## 325 MAIN STREET PUBLIC REALM WAYFINDING PRESENTATION

### **Art Location 1- Plaza to Porch Social Stair**

The first art location discussed was the terracotta wall along the Social Stairs, between the plaza and second level terrace (porch). Boston Properties intends to have the wall located at the base of the social stair be wayfinding signage and the upper part be art. The art examples presented for this location were murals with three-dimensional elements by Silvia Lopez Chavez.

The committee was unsure how the artist will paint over the terracotta. One suggestion was to fire color onto the terracotta. The committee emphasized the need to choose an art concept that considers and responds to the building's architecture. The art should not be something that covers or distracts from the building's design.

### **Art Location 2- Plaza Tables**

The second art location is the two table-like former entrances at the plaza. The mural artwork presented was by artists Jessie and Katey. They plan to use all surfaces of the tables and create a design that wraps around the surfaces.

The committee members liked the inspirational concepts and colors, but mentioned color here might not want to be as aggressive like the other locations. The committee noted that they liked the 3-dimensional elements of the images and appreciated that the artists had experience implementing large scale designs on brick surfaces. The group also noted that the art work at this location could also be a model for the storage shed in location five.

### **Art Location 3- Roof Garden Sculpture**

Boston Properties presented multiple sculpture options for the Roof Garden installation, which could involve a single object or a series of objects. There are currently three artists under consideration.

The first artist, Ange Sarno and Windchest Team, creates sound-activated LED sculptures. The sculptures will be interactive and could respond to people's touch or to music. The second artist, Davis McCarty, creates dichroic sculptures that project rainbows in sunlight. The last artist, Creative Machines, creates interactive sitting or sculptural pieces that fit a public space.

Committee members are in favor of sculpture options that are interactive and can be maintained.

#### **Art Location 4- Roof Garden Digital Screen**

The fourth art location is the digital screen on the roof garden. The screen will be used for films, but provides an opportunity for digital art work when not in use for that purpose. Boston Properties is looking to work with design company SOSO Limited who creates interactive installations that integrates crowd-sourced images into the digital art work.

The committee was pleased with this design idea.

#### **Art Location 5- Roof Garden Storage Shed**

The fifth location is the storage shed on the Roof Garden. The shed location will provide a canvas for temporary art installations that will change throughout the year.

The committee noted that this is a location where art could help to obscure the storage shed, as it is not a design feature that needs to be celebrated. A committee member also recommended using the design shown at location two as inspiration.

#### **Art Location 6- Green Garage Broadway Graphics**

This art location includes the Green Garage's Broadway façade, and seeks to replace the existing environmental graphics and to expand the mural area. Best Dressed Signs is the artist under consideration, and their work examples seek to create designs that are eye-catching and engaging.

The committee agreed that having art that will attract people and help them realize the location of the public Roof Garden is key. The board discussed preserving the element of green which is indicative of the Green Garage name, and to uniquely celebrate the elevator door wall and the vertical columns. Committee members agreed that the design should be bold to invite people up.

#### **Art Location 7- Green Garage at Pioneer Way**

The seventh art location is the Green Garage wall in Pioneer Way. This location will also be visible through the 325-355 Public Lobby. Boston Properties is looking at artists Caleb Neelon from Cambridge and Destiny Palmer from Boston.

The committee noted that the art at this location should work with art at location 8 due to their proximity.

#### **Art Location 8 – L2 Vents at Pioneer Way**

This location covers the level two vents on 325 Main Street, and is located above the building's Pioneer Way entrance. Boston Properties is planning for the art application to be vinyl, and for the design to be vibrant and less abstract than the other recommended designs. The artist under consideration is James Weinberg.

#### **Art Location 9- Utility Covering on Broadway**

The last art location is the utility covering on Broadway. Boston Properties presented Louisa Bertman, an artist who creates portraits.

The committee noted that this art location should be viewed as an art teaser, and noted its location next to a loading dock might not be where people would want their face portrayed. The committee also noted that the art here should not distract drivers on Broadway.

**Public Comment:**

A community member noted that adding the word public to the Roof Garden will help visitors know it is open to everyone, and that the committee should be conscious of light pollution the digital art installations could create.

## SIGNAGE AND WAYFINDING

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**Social Stair Wayfinding Signage**

The corner of the social stair terracotta wall, and the 325 Main building façade along Main Street will be a location for wayfinding signage. The corner will include an e-ink display and directional signage for the Kendall Plaza, second-level Porch, and the public Roof Garden.

Some committee members disliked the way the Main Street wayfinding column was integrated onto the soffit. It was also recommended that the signage facing Main Street should reserve space for future retail tenant signage so it is not an afterthought.

**Plaza Table Digital Column**

A wayfinding column, similar in design style to the Pioneer Way column, and the column in front of the 325 Main Street entrance, is planned to be located on the western Marriott table leg. A transit screen will be located on the south side of the column, and additional wayfinding and informational screens will be located on the east and west sides of the column.

The committee noted that the column design did not fit the table. It was suggested that the column should either be moved to be a stand-alone kiosk, or that Boston Properties should reduce the column height and raise it off the ground to look more like a mounted amenity rather than be something more fully integrated.

**Plaza to Pioneer Way and Elevator Lobby Entry- Option 1, 2, & 3**

This entry provides public access to the Roof Garden and Porch elevator, and to the Pioneer Way public easement. The design options presented used vibrant color to draw people in, and to highlight the elevator access.

The committee noted that using the Marriott's façade to bring attention to the entryway was positive, while recommending not to use graphics on the entry way doors and ground. The committee noted the signage should consider the architectural building components when creating the entry graphics.

**Roof Garden Entry Gate Signage**

The Roof Garden gate signage, located at the top of the Porch to Roof Garden stairs was reviewed. Committee members discussed the desire to see color on the gate, and it was suggested that the gate should be an art palette like the other art locations discussed. Boston Properties noted that the gate is closed during off hours, and want to be mindful to not draw visitors up the stairs when the garden is closed.

**Other Comments:**

Boston Properties should leave room to install signage designating privately owned public spaces (POPS).