

MXD Center Plaza

Public Presentation

08.09.2023

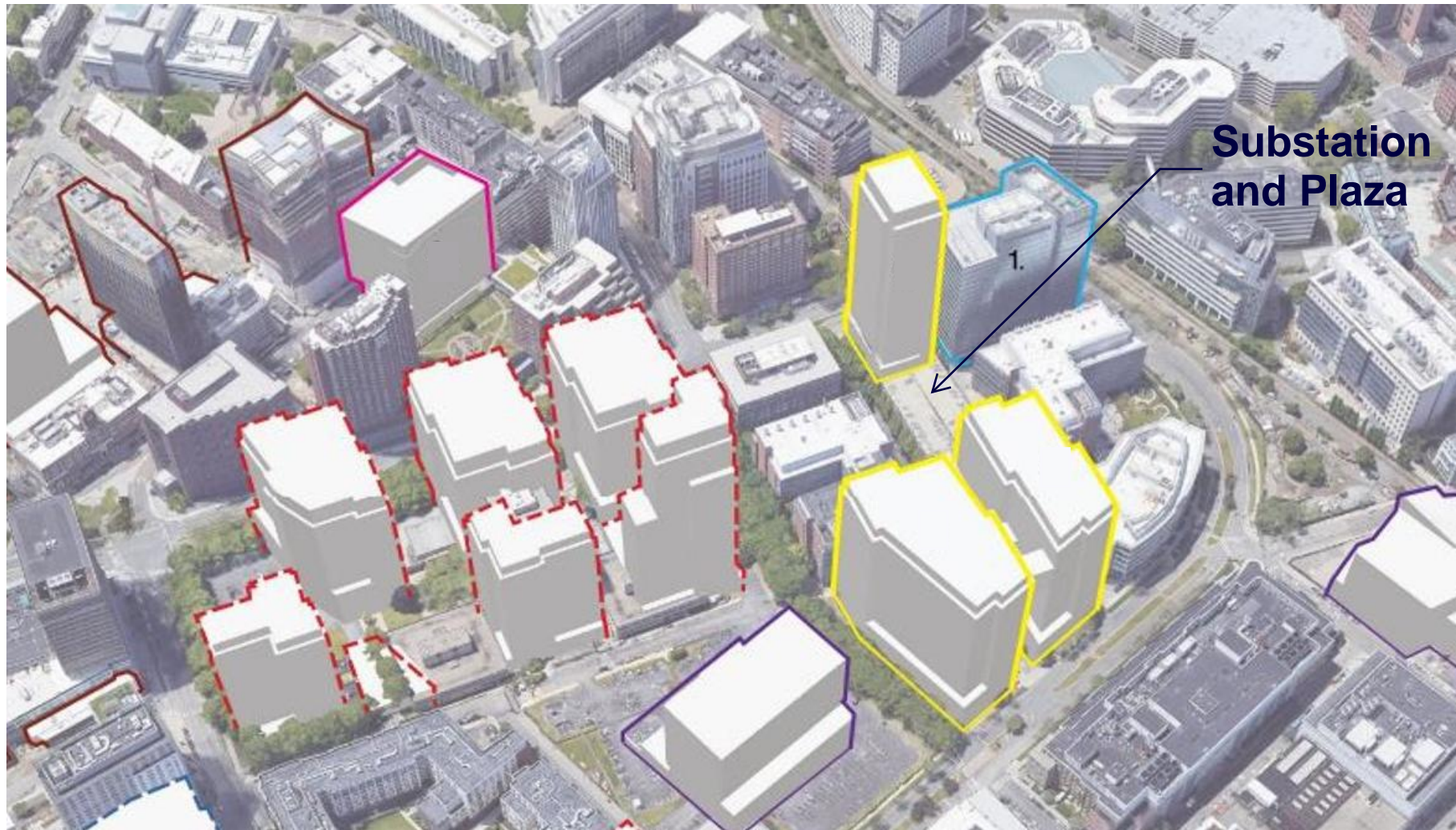
Agenda

1. Location and Investigation
2. Design Vision and Process
3. Current Design Framework
4. Plaza Programing
5. Children's Park
6. Next Steps
7. Questions and Feedback

MXD Center Plaza

Location and Investigation



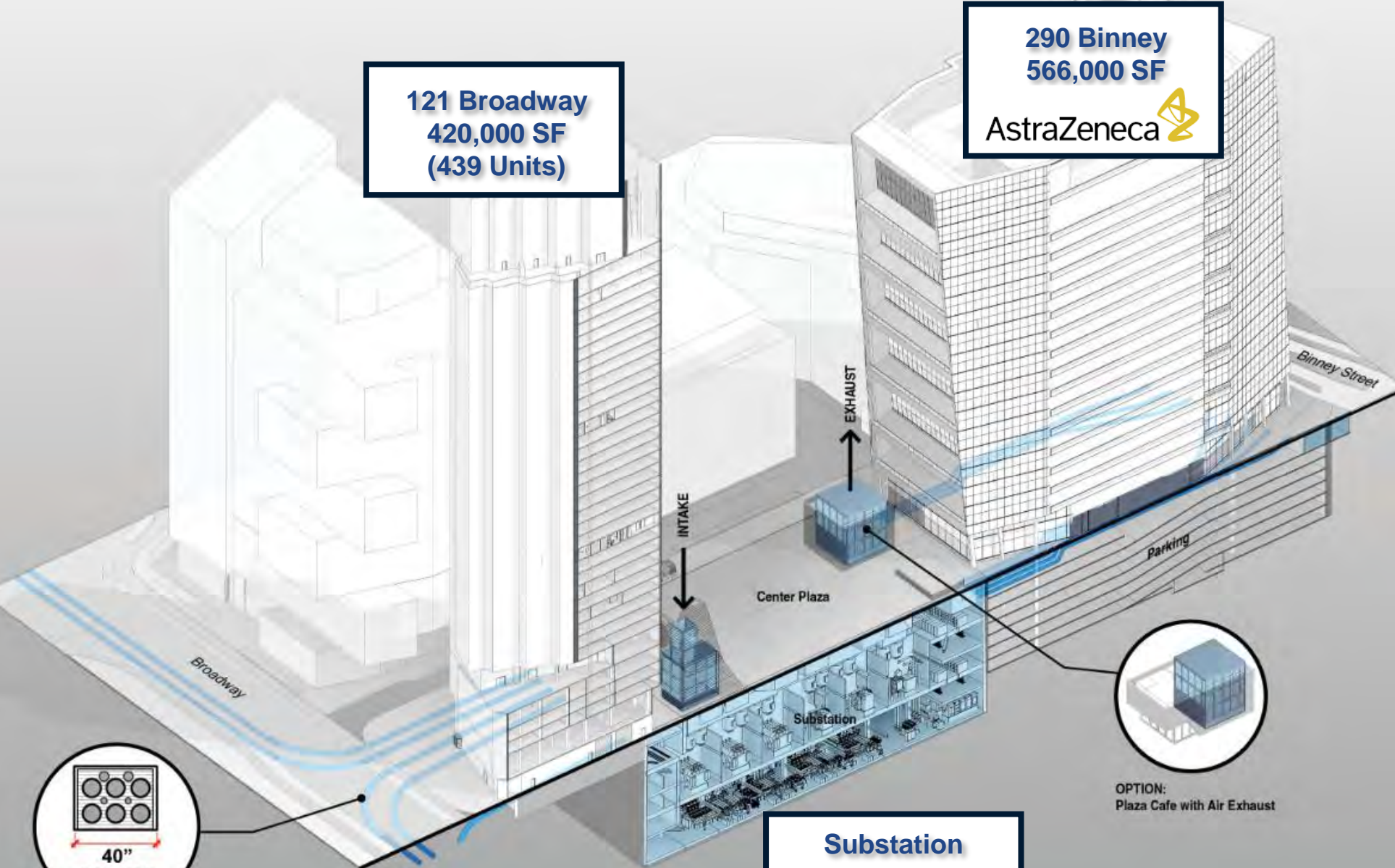


**Substation
and Plaza**

1.

121 Broadway
420,000 SF
(439 Units)

290 Binney
566,000 SF
AstraZeneca



INTAKE

EXHAUST

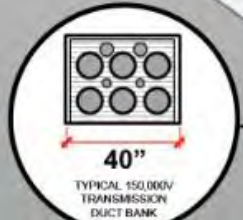
Center Plaza

Substation

Parking

Binney Street

Broadway



OPTION:
Plaza Cafe with Air Exhaust

Substation

CRA + CDD Feedback

Meeting 12/7/22

Comments Received 2/2/23

“Urban Wild” option with elements of the “urban rooms” scheme

- **Grass center, strong feature**
- Softer shapes preferred
- Appreciate vertical green walls
- **Over-reliance on programming**
- Play can be broader
- Liked swings from “rooms”
- **Liked trellis/canopy feature**
- Down-size architecture
- Retail at exhaust not recommended
- Consider desire lines
- Bathrooms appreciated



PLAY FOR ALL AGES



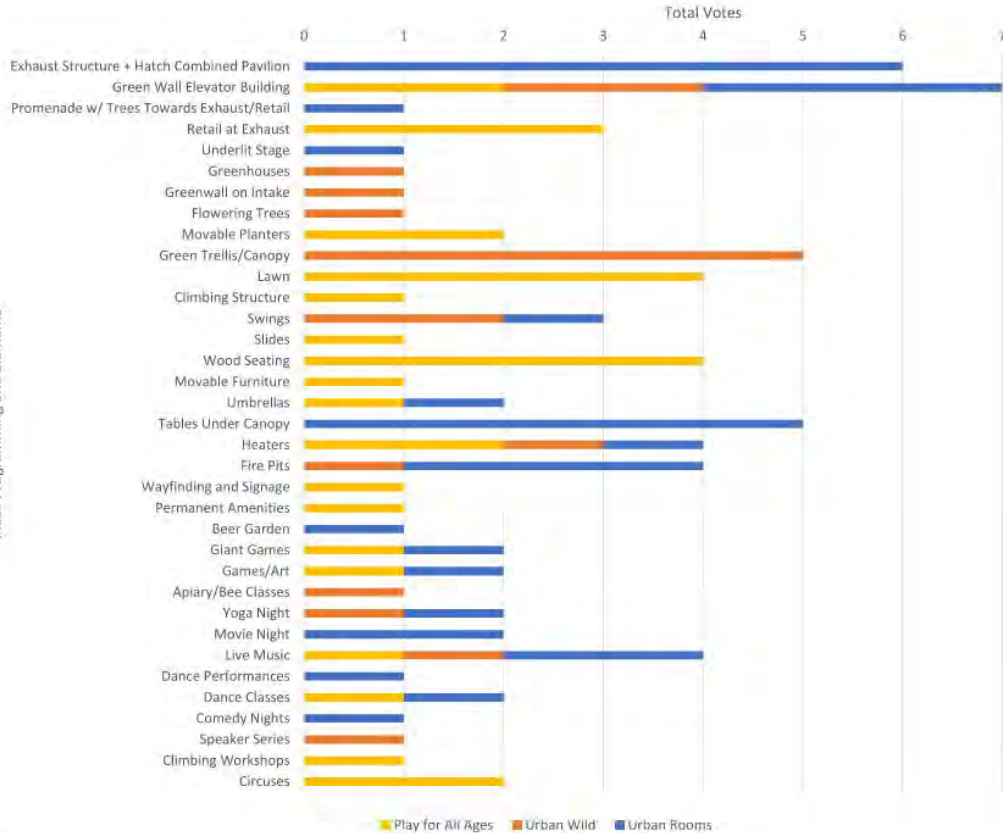
URBAN WILD



URBAN ROOMS

Public Feedback

Plaza Programming and Elements



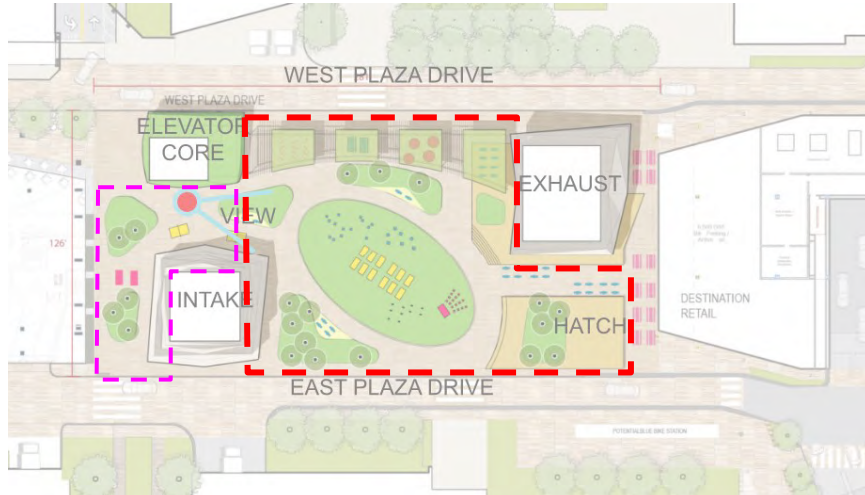
Park Elements and Programming 3+

- Firepits
- Live Music
- Heaters
- Tables Under Canopy
- Exhaust + Hatch Combined Pavilion
- Green Wall at Elevator
- Swings
- Green Trellis Canopy
- Retail at Exhaust
- Wood Seating
- Lawn

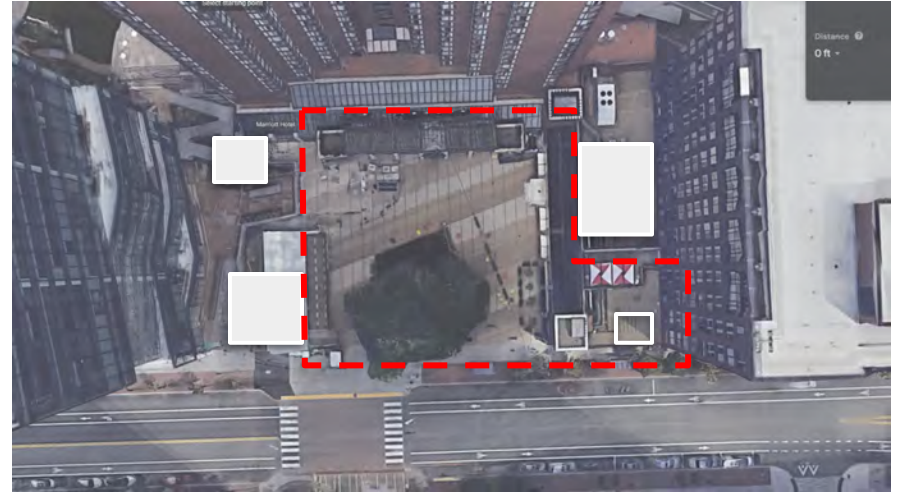


Scale Comparisons

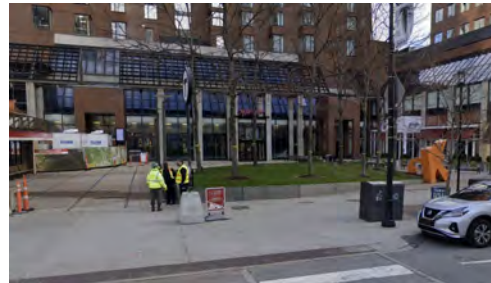
Urban Wild option



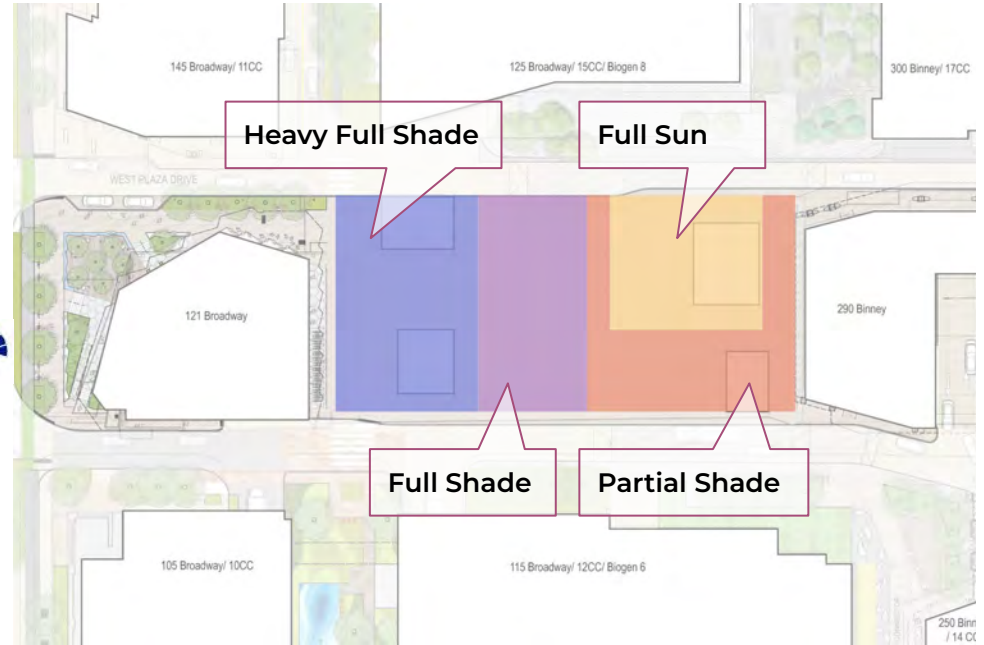
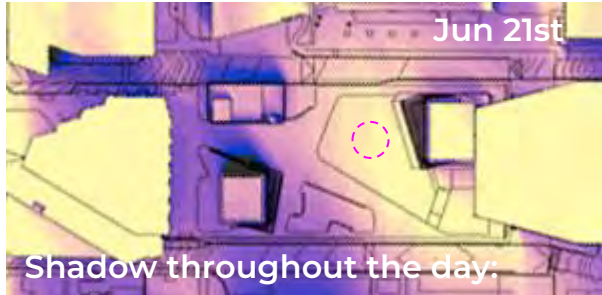
Kendall Square



Elevated planter separates space creating feeling of plaza enclosure

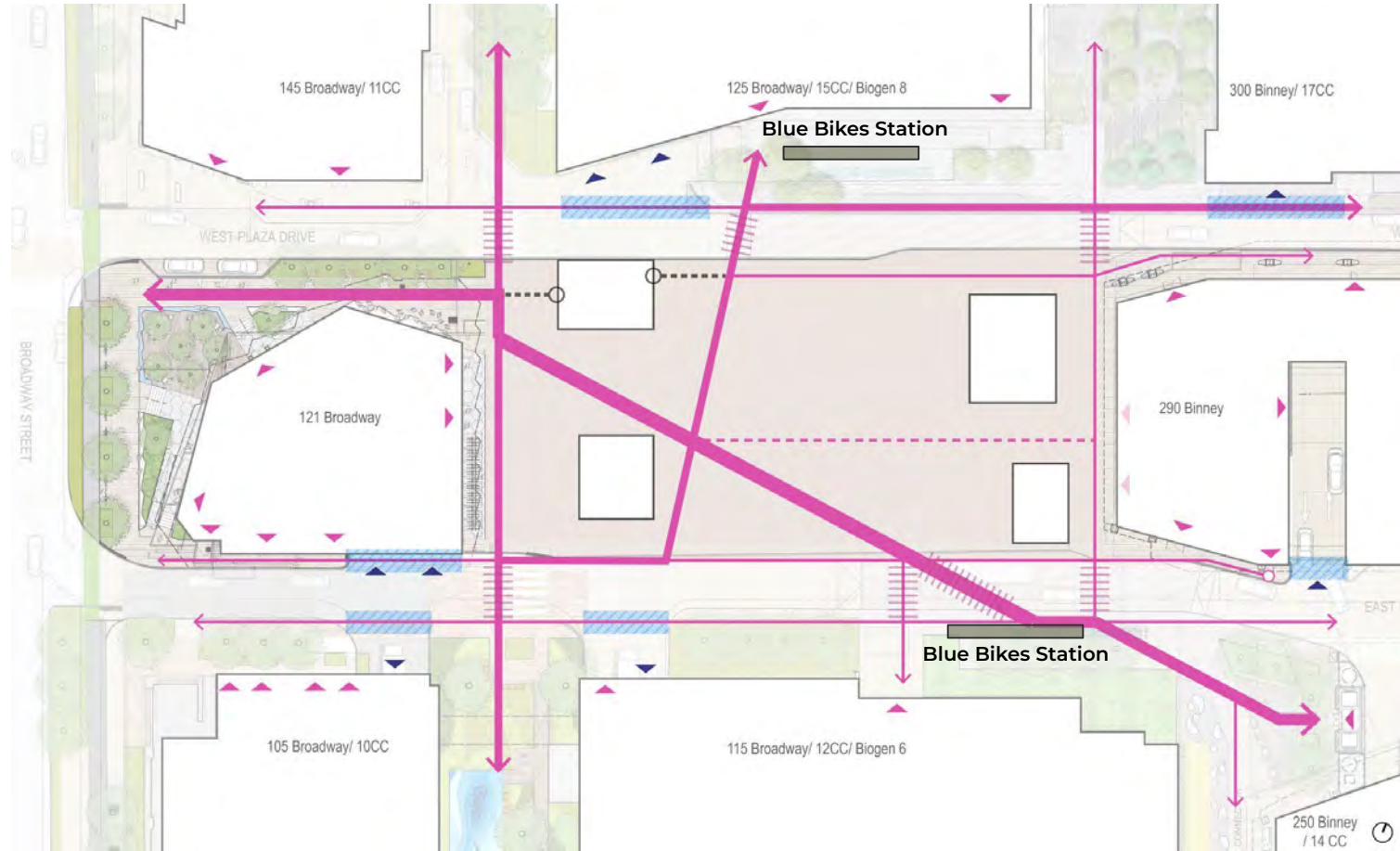


Solar Analysis



Sun/Shade: Plaza divided with heavy/light shade nearly equally on north/south

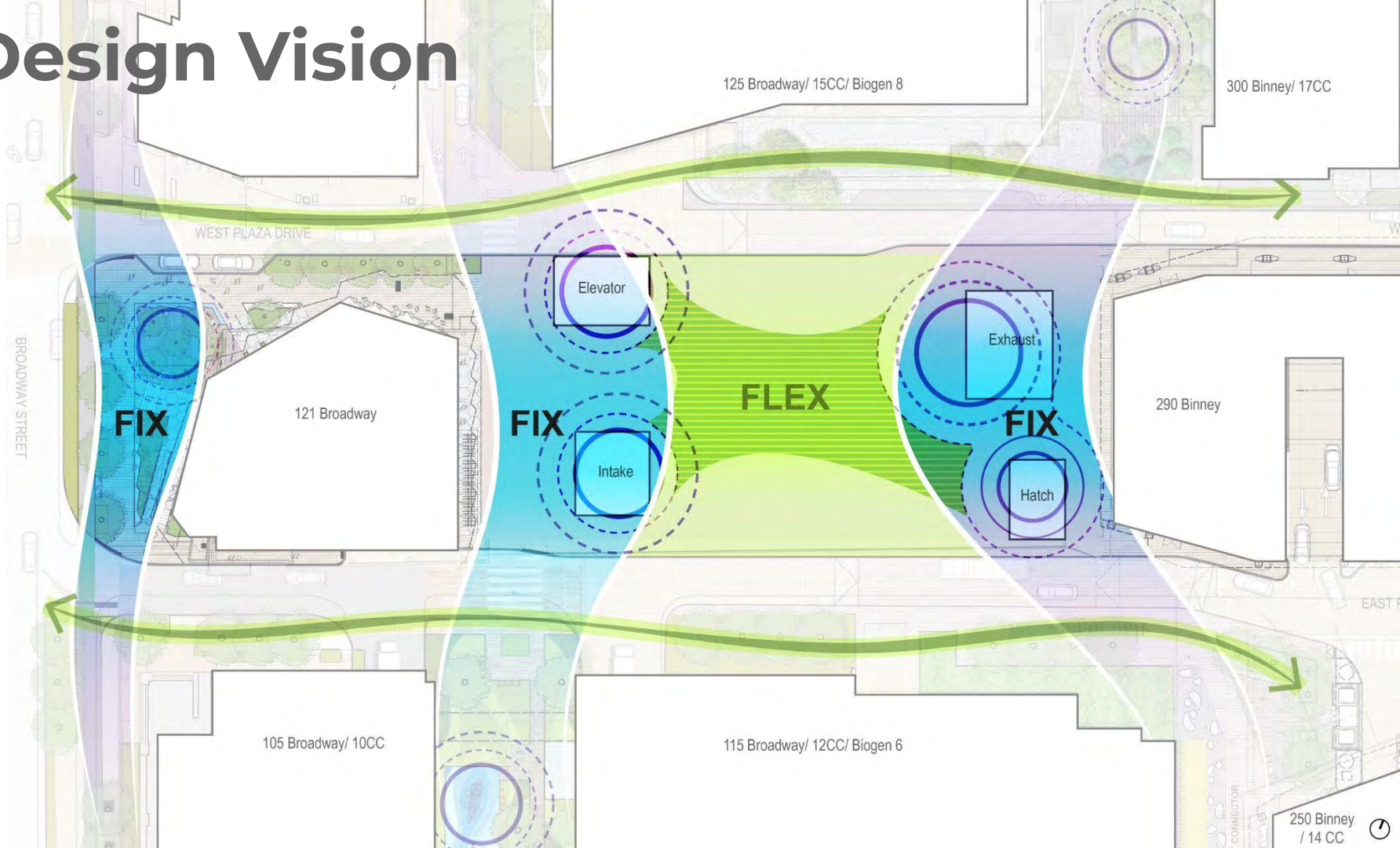
Circulation - Desire Lines



MXD Center Plaza

Design Vision and Process

Design Vision



Design Vision

CELEBRATE

Showcase transformation and discovery

ESCAPE

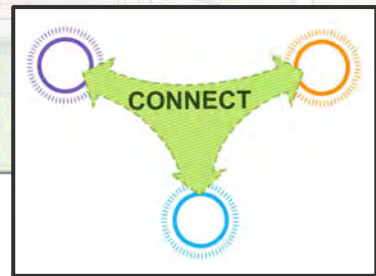
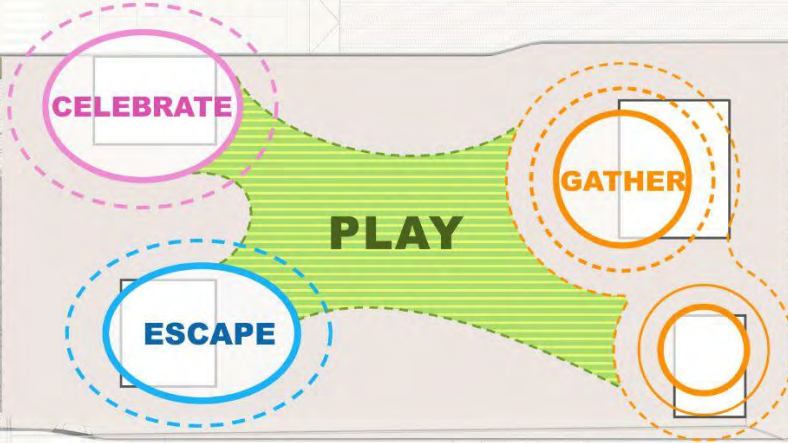
Planted areas for people to unwind

GATHER

Create spaces for people to come together

PLAY

Incorporate fun and elements of surprise



105 Broadway/ 10CC

115 Broadway/ 12CC/ Biogen 6

250 Binney / 14 CC

Design Vision

145 Broadway/ 11CC

125 Broadway/ 15CC/ Biogen 8

300 Binney/ 17CC

CELEBRATE
THE BEACON

THE BEACON

ESCAPE
THE NOOKS

THE NOOKS

GATHER
THE DECKS

THE DECKS

121 Broadway

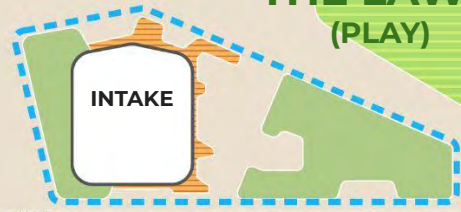
PLAY
THE LAWN

THE LAWN

THE BEACON
(CELEBRATE)



THE LAWN
(PLAY)



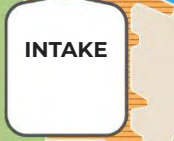
EXHAUST



THE NOOKS
(ESCAPE)

THE DECKS
(GATHER)

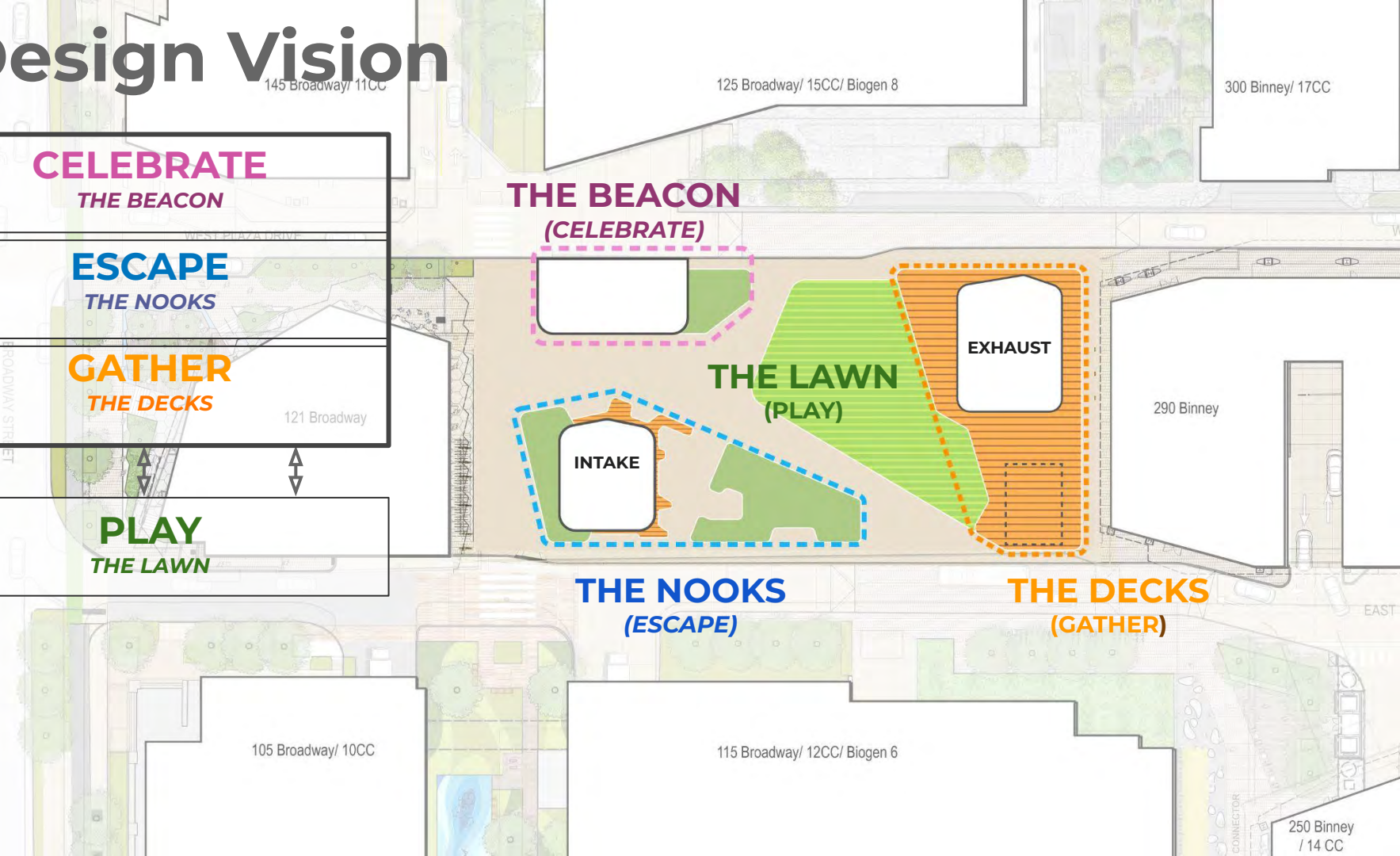
INTAKE



105 Broadway/ 10CC

115 Broadway/ 12CC/ Biogen 6

250 Binney / 14 CC

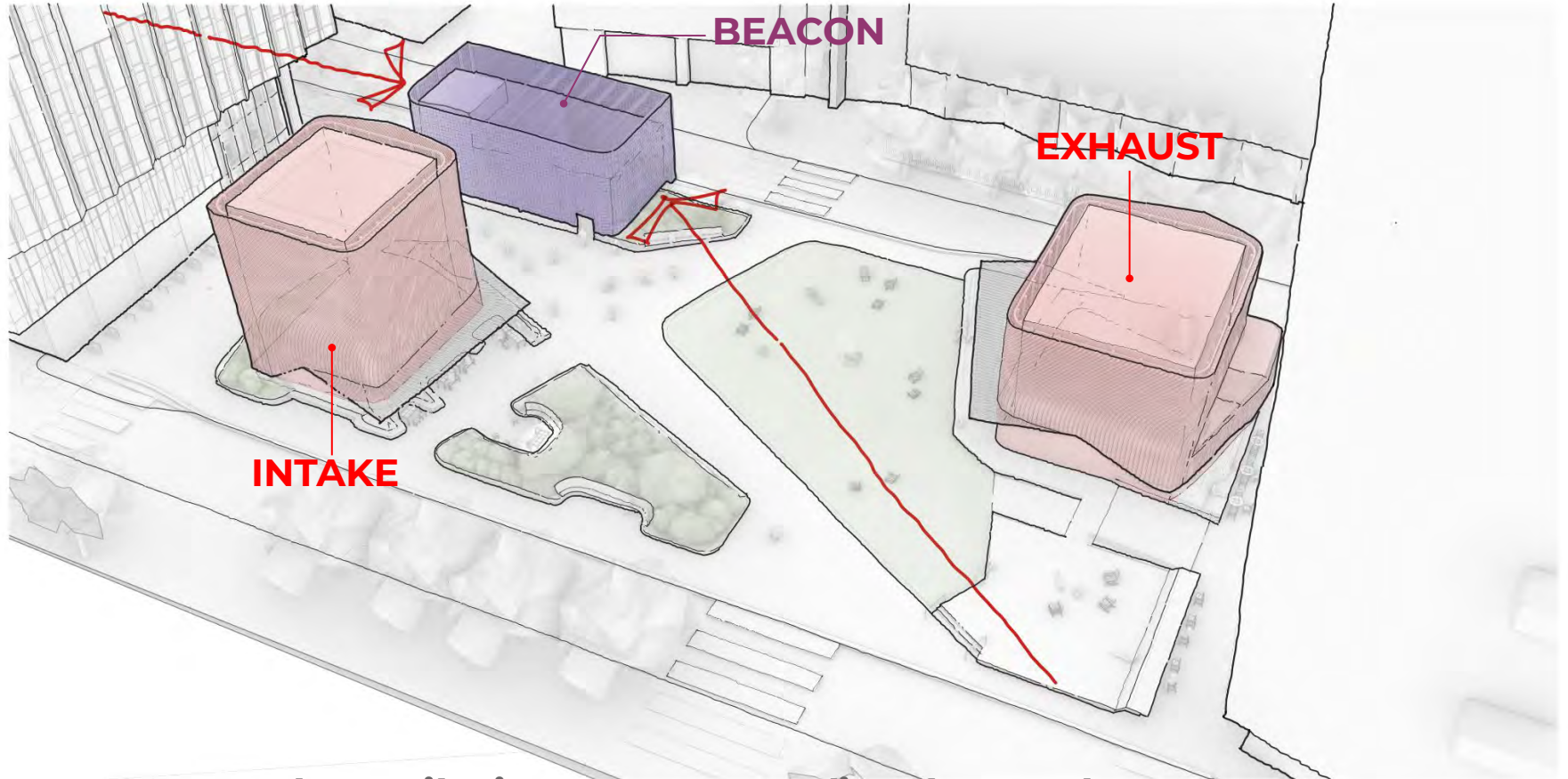


Design Vision



Zones

Design Vision

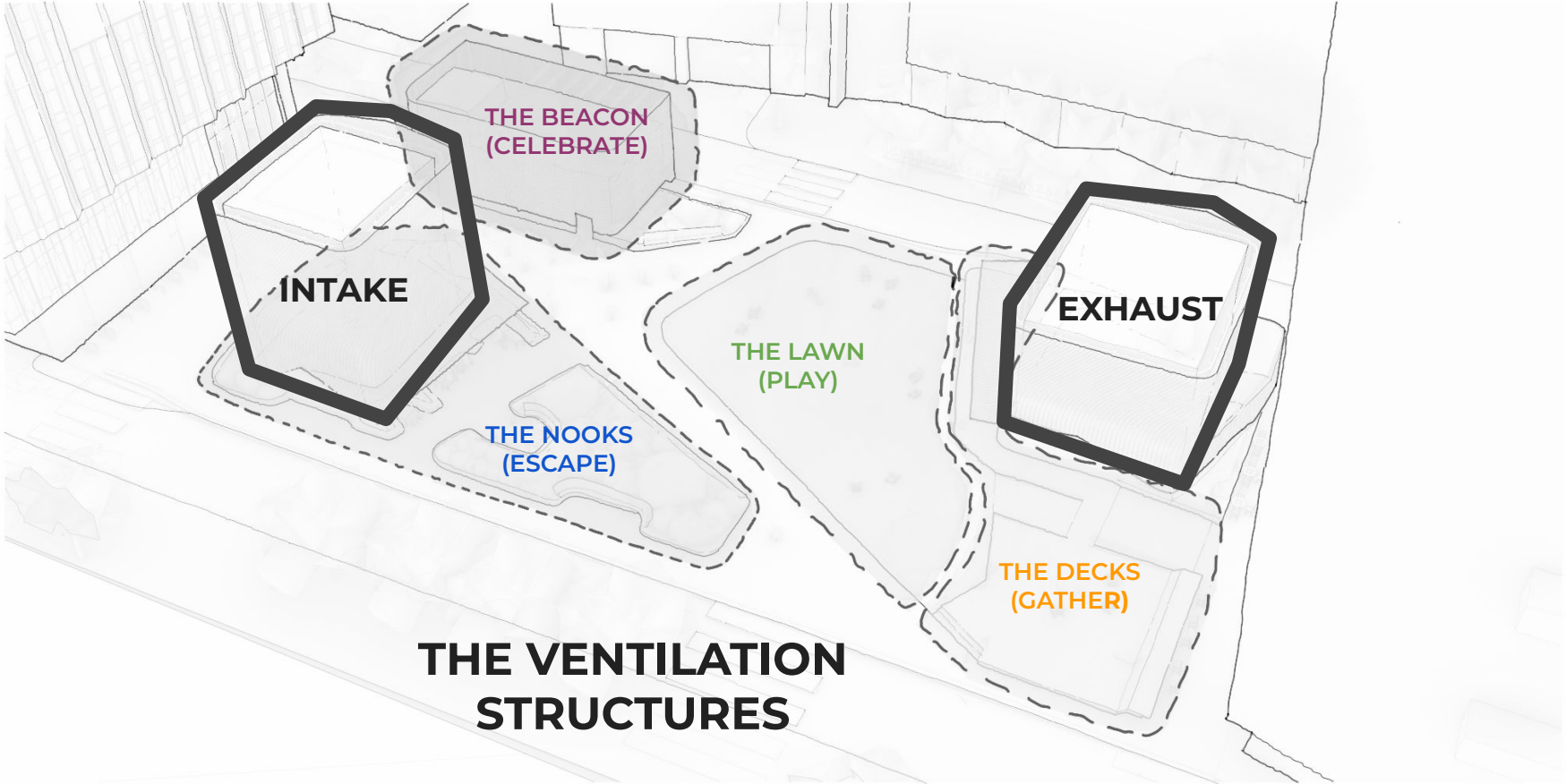


The Beacon and Ventilation Structures (intake + exhaust)

MXD Center Plaza

Current Design Framework

Design Framework



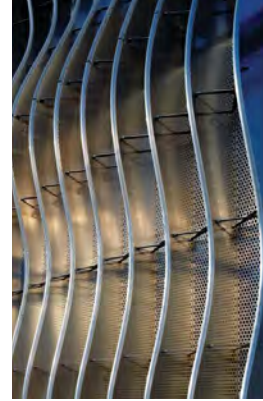
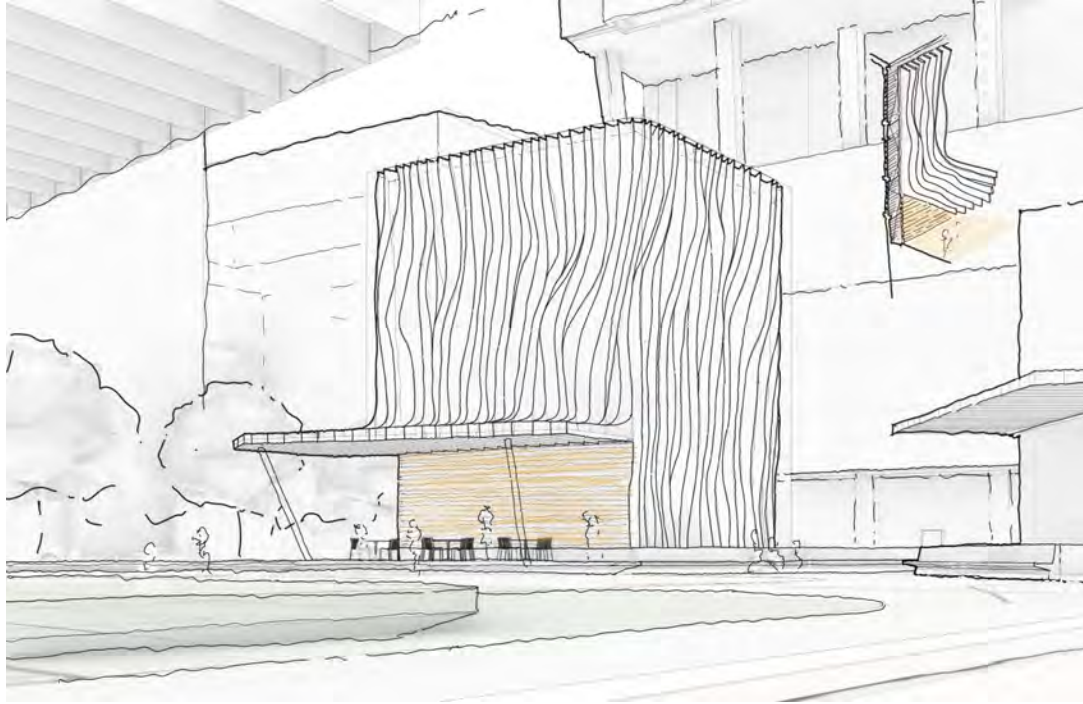
**THE VENTILATION
STRUCTURES**

The Ventilation Structures



Surface and Massing Inspiration

The Ventilation Structures



Concept Sketch - Vertical Fins

The Ventilation Structures



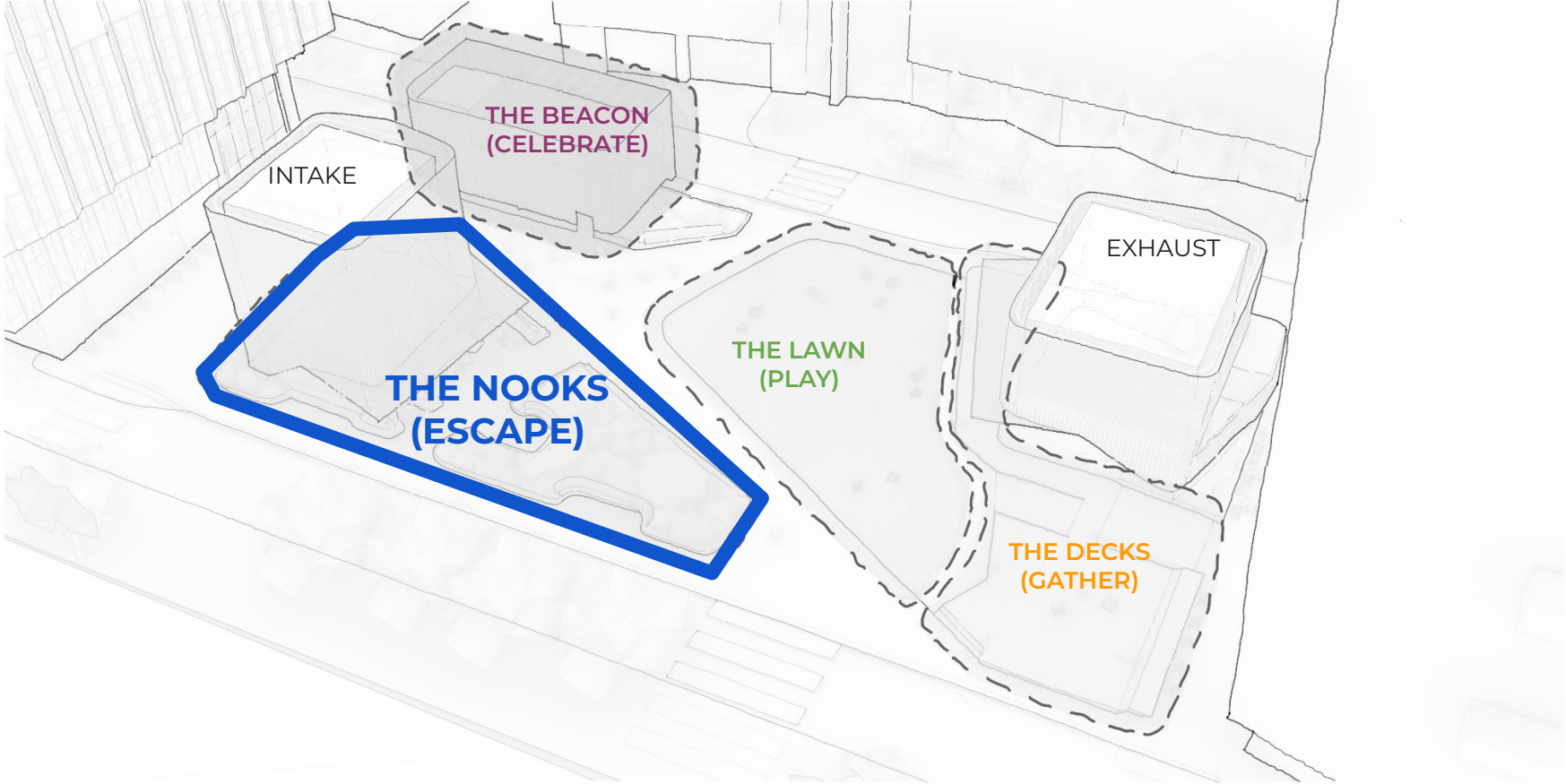
Intake Structure

The Ventilation Structures



Exhaust Structure

Design Framework

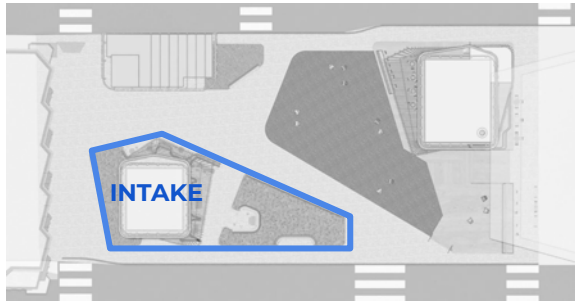


The Nooks

Inspiration

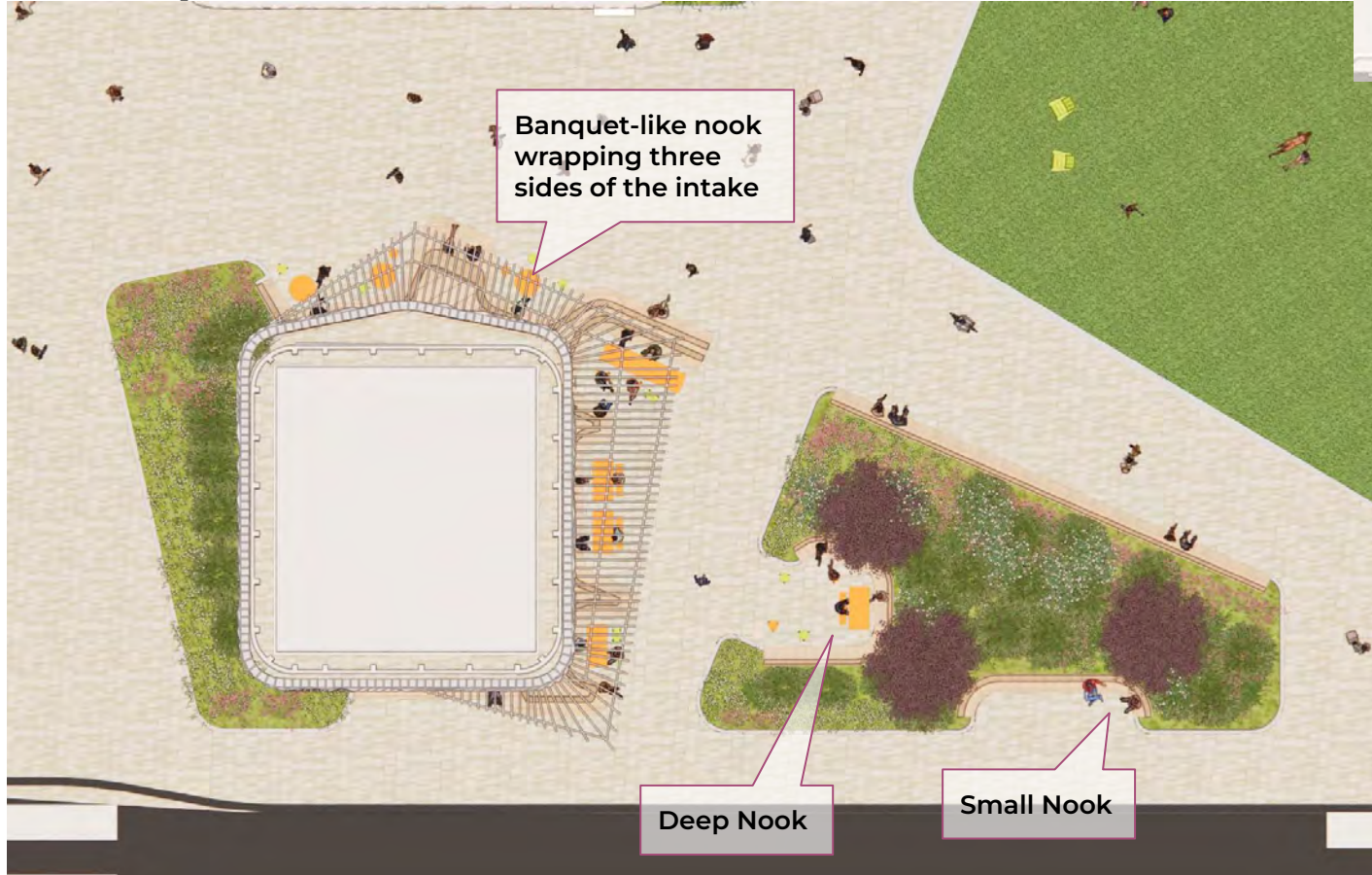
“ESCAPE”

Intimate spaces at the INTAKE structure with various degree of enclosure that offer a sense of urban wilderness as a respite for small group socializing and individual unwinding



The Nooks

Concept



Standard working tables and stools

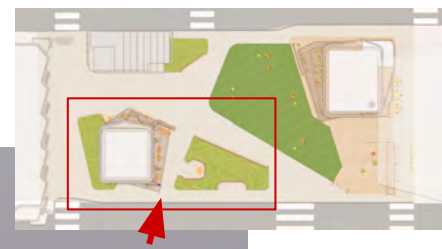
The Nooks

Concept



The Nooks

Concept

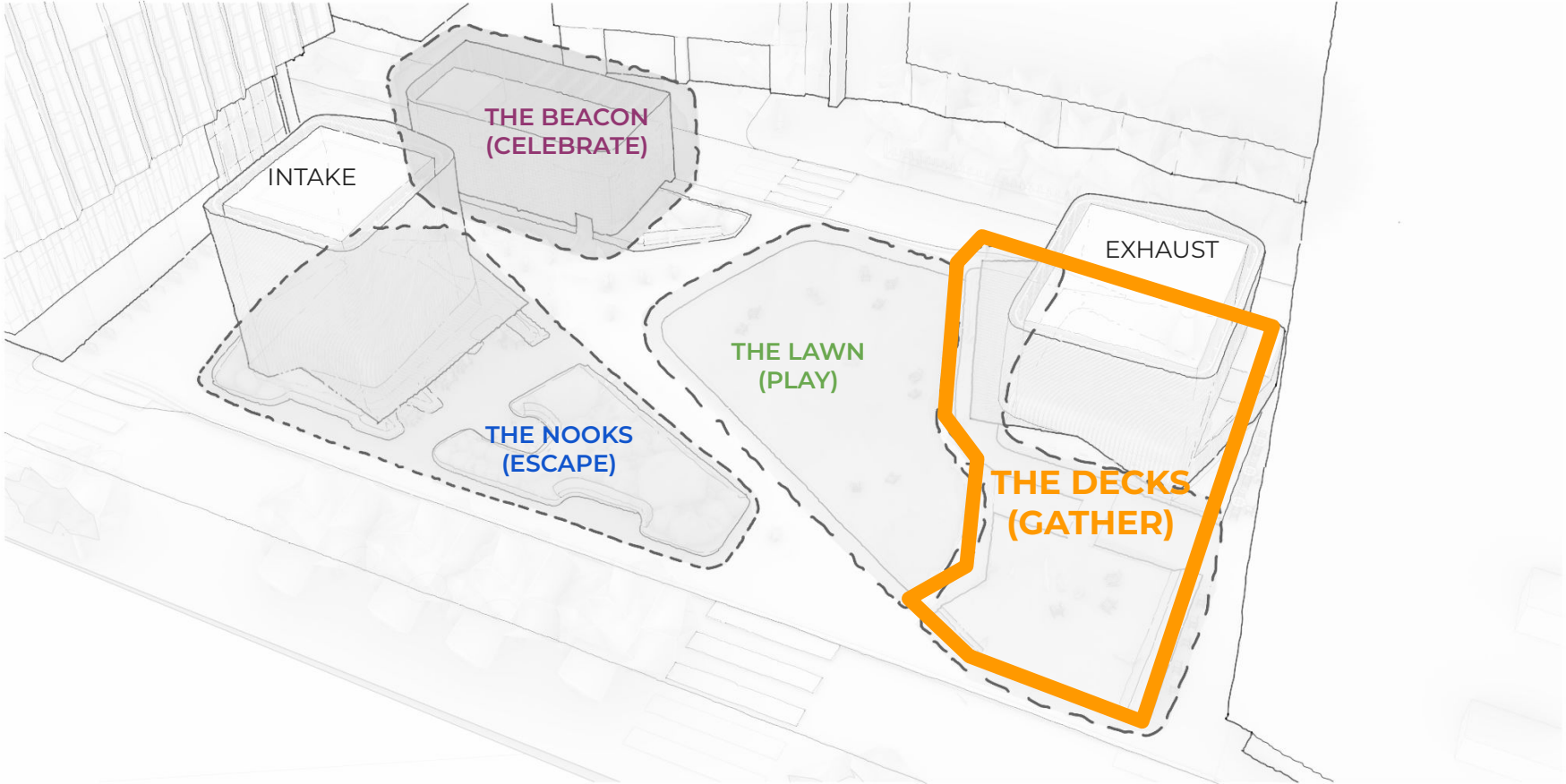


The Nooks

Concept



Design Framework



The Decks

Inspiration

“GATHER”

Open, flexible use areas at the EXHAUST + HATCH structures with a variety of fixed and moveable furnishings that overlook the center of the plaza to allow gathering of all types

Exhaust

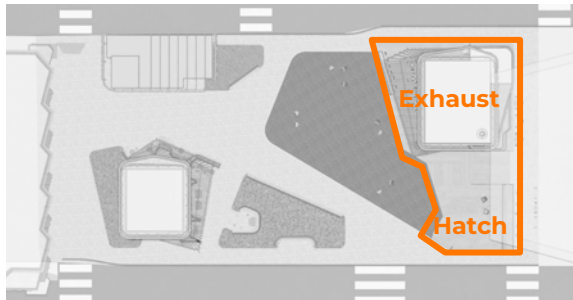


Combination of fixed and moveable furniture for gathering and working options

Hatch



Sun deck with synthetic lawn for flexible daily uses or for special events



Opportunities for playful elements such as swings that face towards the open lawn area



Various seating arrangements along each sides of the deck

The Decks

Concept



The Decks

Concept



The Decks

Concept



Bar tables
and stools



Lounge Chairs

Design Framework



The Beacon

Inspiration



Reflection-Pixelation

The Beacon



Reflection/Pixelation - Mosaic

The Beacon



Reflection/Pixelation - Mosaic

The Beacon



Reflection/Pixelation - Mosaic

The Beacon



Mosaic - Night view

The Beacon



Broadway Approach View - Mosaic

The Beacon



South East Approach View - Mosaic

Design Framework

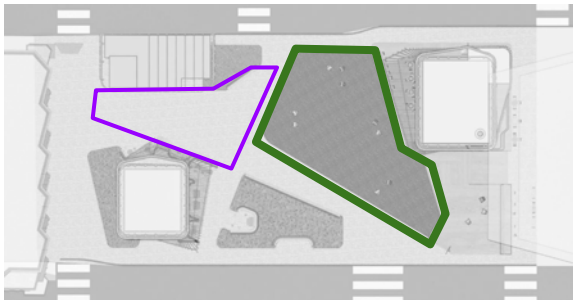
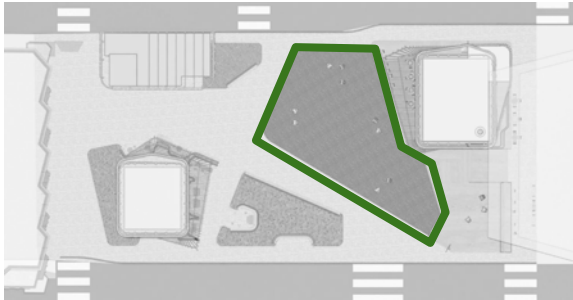


The Lawn

Concept

“PLAY”

Open zone designed for different scales of programming throughout the year



The Lawn

Concept



Hatch

Crane
Easement

The Lawn

Concept



The Lawn

Concept



MXD Center Plaza

Programming Studies

Programming

Variety of Seasonal Events



Lawn Game Day



Yoga / Wellness Events



Summer/Winter Markets



Concerts



Badminton Courts: 3 (18' x 36')



4 v 4 Soccer Field: 1 (32'x75')*

* standard size 45' x 75'

Programming

Concert - South Orientation at Plaza Center



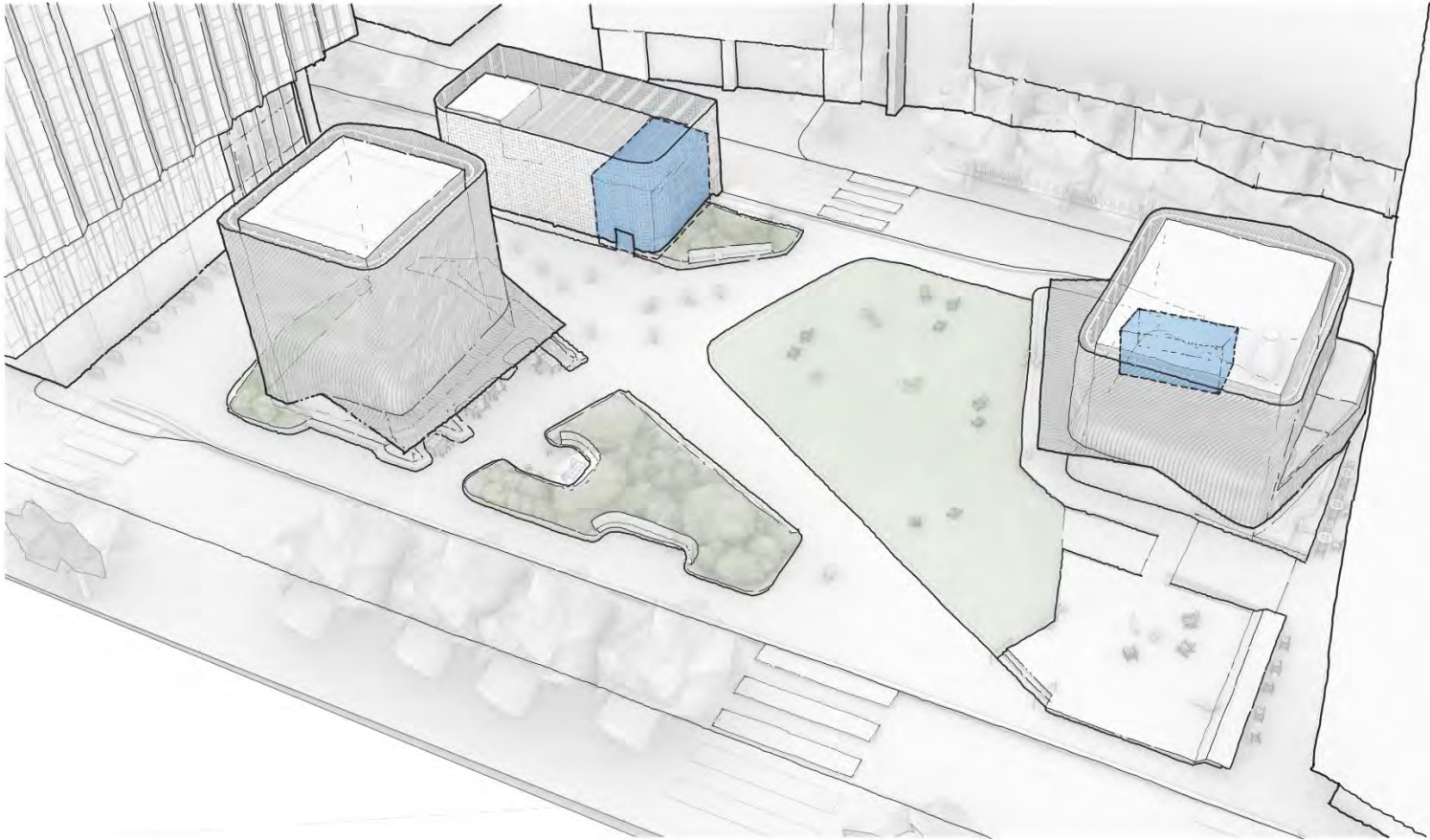
Programming

Concert - North orientation at Hatch



Programming

Restrooms + Storage



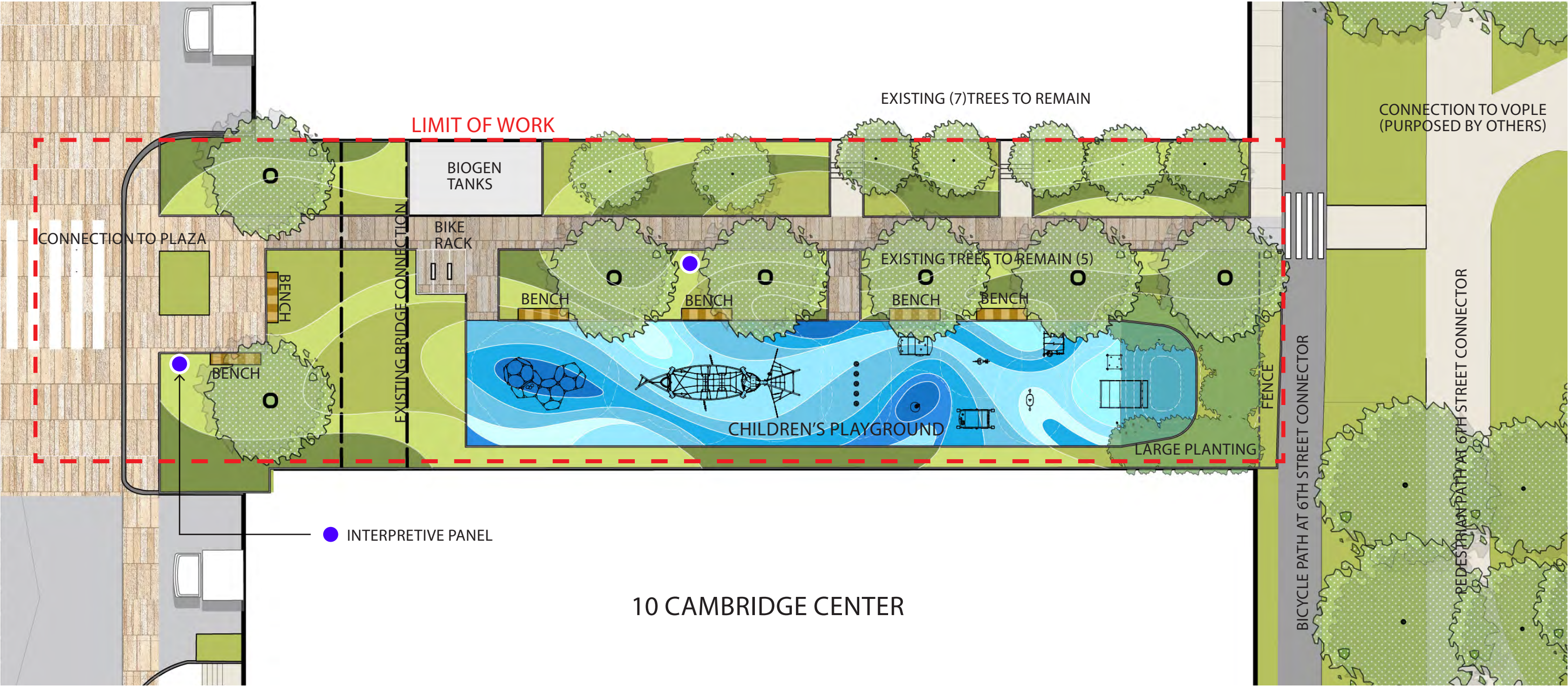
MXD Center Plaza

Children's Park

SITE PLAN

- NOTES:
- 1) PLAY STRUCTURE TO BE CONFIRMED WITH EXISTING UTILITIES RELATED TO FOUNDATIONS
 - 2) NEW SIDEWALKS TO BE INSTALLED WHILE MAKING MINIMUM IMPACTS TO EXISTING TREES.
 - 3) PLAY STRUCTURE IS AN EXTENSION OF CHILDREN'S PLAYGROUND AT THE VOLPE SITE.

12 CAMBRIDGE CENTER



10 CAMBRIDGE CENTER

CHILDREN'S PLAYGROUND



CHILDREN'S PLAYGROUND



MXD Center Plaza

Next Steps

MXD Center Plaza

Questions and Feedback