



GIVING SHAPE TO D2 & D3

Union Square Workshop #4
February 25, 2015

Agenda

- 1 Introduction
- 2 Program
- 3 Massing
- 4 Q&A // Activity



1

INTRODUCTION

BELLEAU WOOD
CHATEAU-TIERRY
MEUSE-ARCONNE

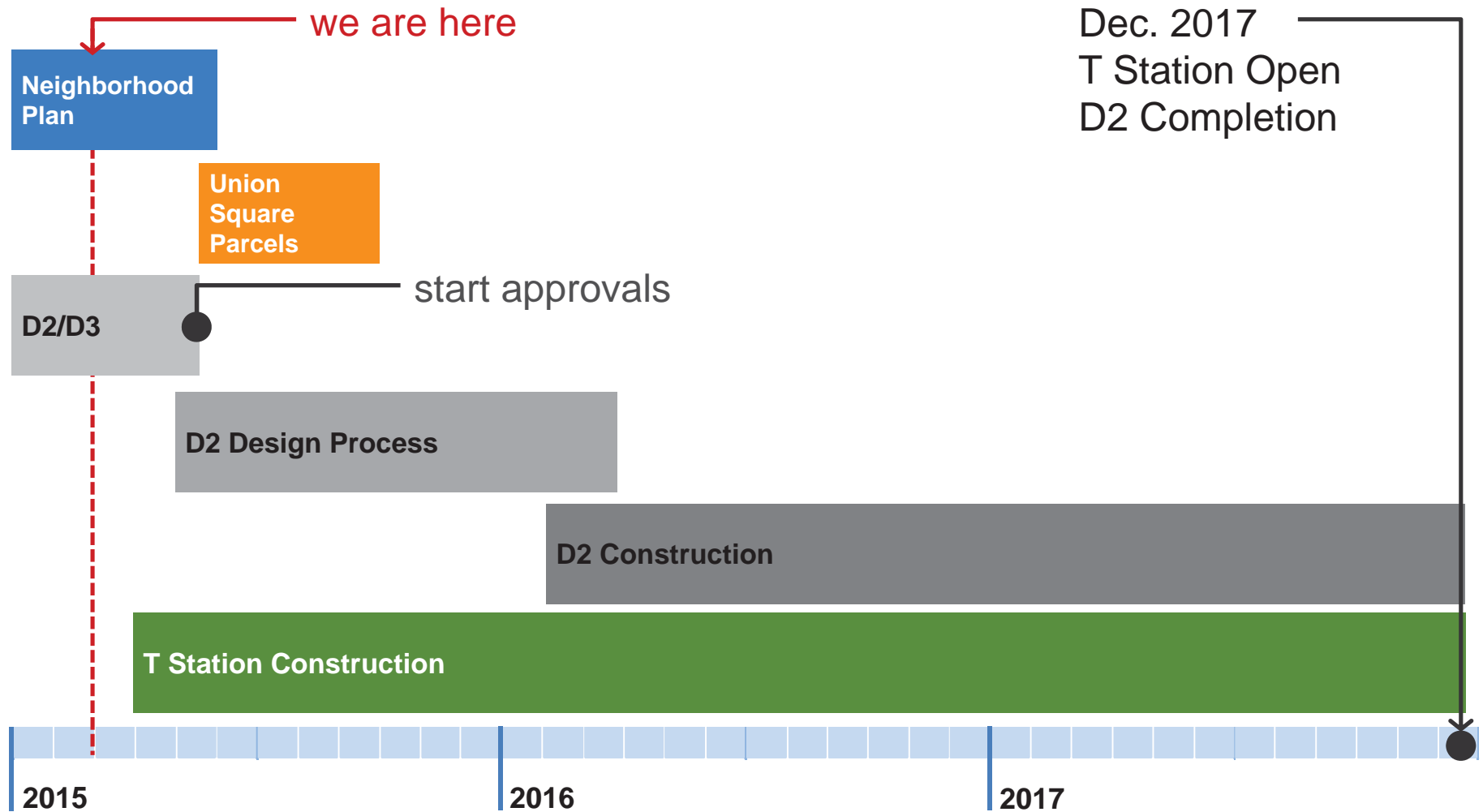
ERECTED BY THE
WELCOME HOME CLUB
OF WARD 2 SOMERVILLE, MASS
1920

Our Mission



Collaborate to create a viable and vital development plan that realizes SomerVision's goals for the Union Square neighborhood

Our Schedule



February Workshops

Development opportunities and realities

- 1** **Placemaking, Retail, Public Realm, Art**
February 4
- 2** **Creating an Employment Center in Union Square**
February 11
- 3** **Project Realities**
February 18
- 4** **Giving Shape to D2/D3**
February 25



GATEWAY



2 PROGRAM

Boynton Yards

HOW CAN
DEVELOPMENT
OF D2 & D3
ACHIEVE
COMMUNITY GOALS?

Your Goals

transform Union Square into
dynamic mixed use transit
oriented environment that serves
as an economic engine

SomerVision

make Somerville a regional
employment center with a mix of
diverse and high-quality jobs

SomerVision

utilize land use planning and
zoning to increase the commercial
tax base

SomerVision

...realize economic growth, foster
new employment opportunities,
create open space and new
housing, add to the existing vitality

Union Square RFQ

...demonstrate a sense of
community and place, embracing
and enhancing the existing
eclectic elements

Union Square RFQ

complete initial development with
the opening of the Green Line
Station

Community meetings

Your Goals

1. Create a dynamic mixed use environment
2. Create jobs
3. Increase the commercial tax base
4. Maximize community benefit
5. Preserve authentic character
6. Open with the T Station

Your Goals

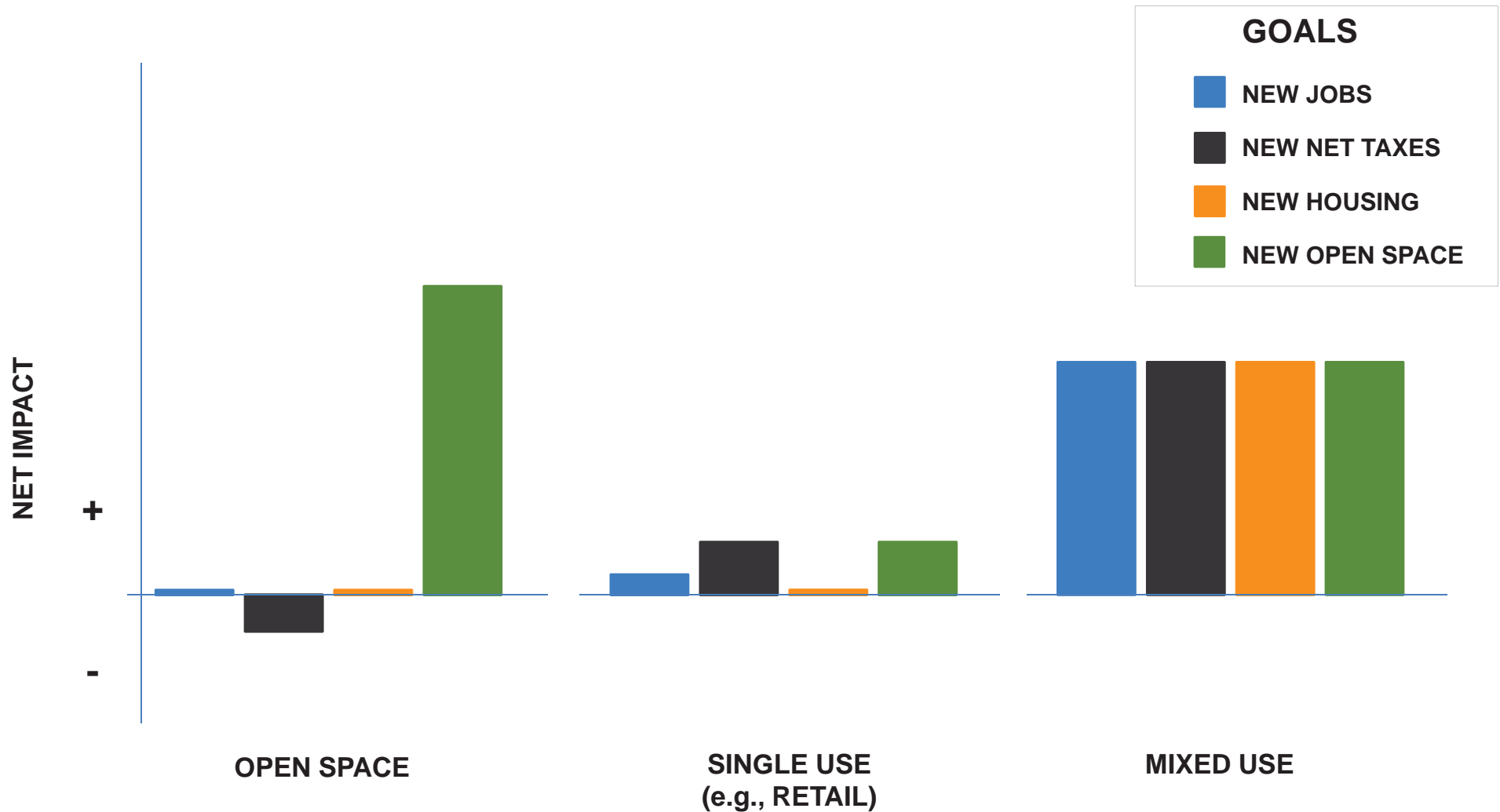
By 2030, Somerville will achieve:

	Somerville	Union Square
Jobs	30,000	1,800+
Commercial Space (SF)	10,500,000	600,000+
Housing Units*	9,000 6,000	525+ 350+
Affordable Housing Units*	1,800 1,200	105+ 70+
Open Space (Acres)	125	?

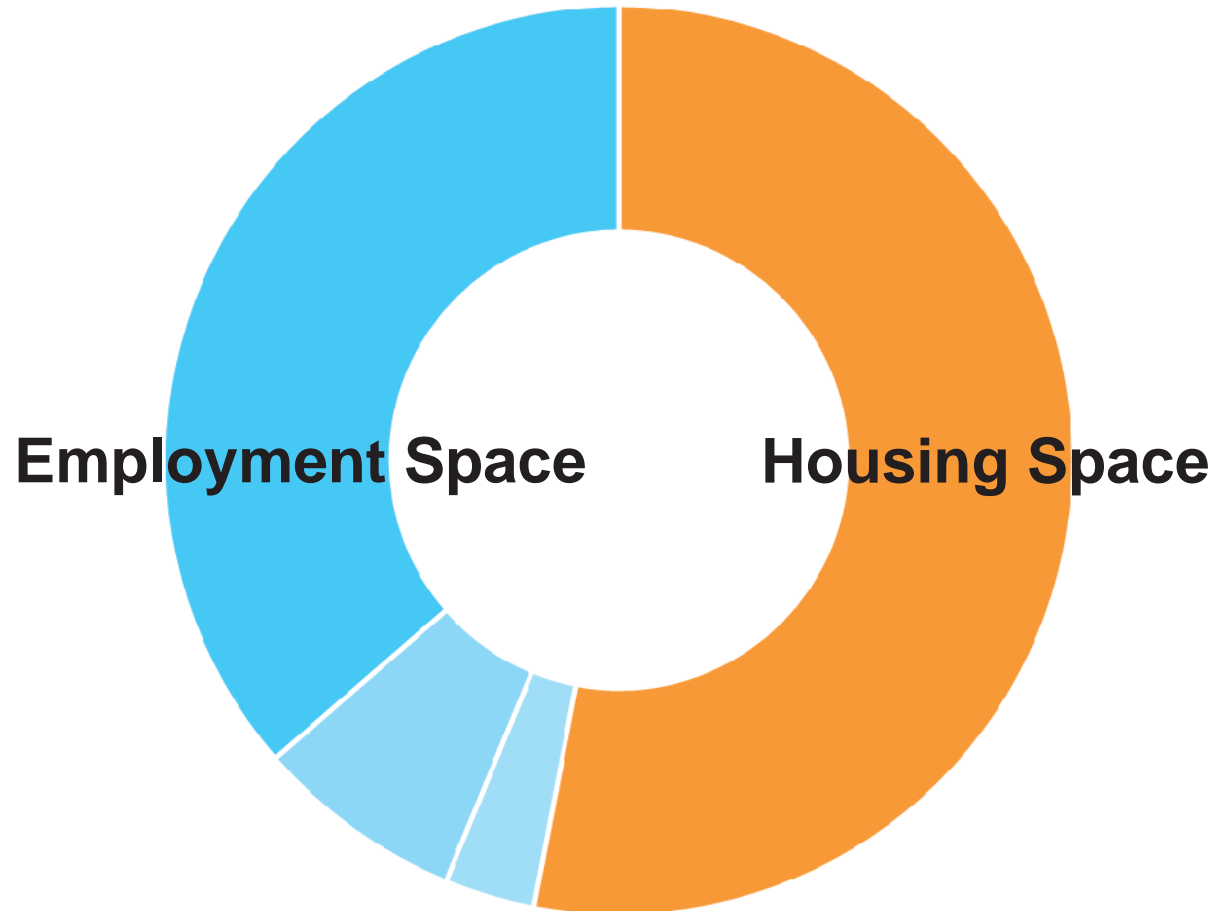
Source: SomerVision

* Increased per Mayor's recommendation and MAPC, SCC & COS housing report

A mix of uses best balances goals



**Our proposed D2/D3 program
is balanced and produces results...**



Your Goals

JOBS TO HOUSING RATIO: 3 to 1 (2,500 / 840)

	Somerville	Union Square	D2 & D3 estimates
Jobs	30,000	1,800+	approx. 2,500
Commercial Space (SF)	10,500,000	600,000+	approx. 600,000
Housing Units*	9,000 6,000	525+ 350+	approx. 840
Affordable Housing Units*	1,800 1,200	105+ 180+	approx. 126+
Open Space (Acres)	125	?	approx. 1.26+

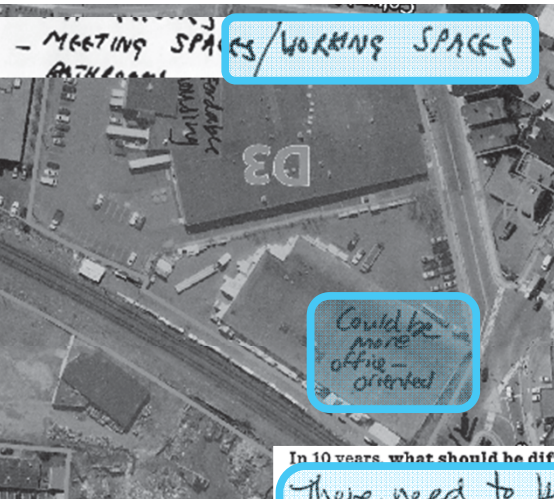
Source: SomerVision

* Increased per Mayor's recommendation and MAPC, SCC & COS housing report

SHIFT THE TAX BASE

PROGRAM GENERATES \$3.4 M+ IN ANNUAL TAXES

= ANNUAL COMPENSATION FOR
53 PUBLIC SCHOOL TEACHERS OR
54 POLICE OFFICERS OR
47 FIRE FIGHTERS



as much as we can!
variety, small, independent
lunch → daytime population (employment)



In 10 years, what should be different in Union Square?

There need to be more sources of employment (within the district) both for to obvious benefit of jobs for local area resident but also as a source of weekday daytime patrons for restaurants, shops + service businesses in the Square.

WE WANT JOBS!

In 10 years, what should be different in Union Square?

- A more COMFORTABLE PLACE TO LIVE WITH EVERYTHING ONE NEEDS!
- NOW GREEN SPACE, OPEN SPACE
- COMMERCIAL SPACE - JOBS/HOUSING DEMANDS

In 10 years, what should be different in Union Square?

lots more jobs
good transit

- More daytime jobs, especially office
- Better public transit
- More (flexible) open space that's usable
- Fewer cars

What makes Union Square unique within the area?

accessibility; neighborhood parks/downtown; a working class atmosphere; strong sense of community identity; feasibility of starting & growing a wide variety of small businesses in the neighborhood



OUR STRATEGY
FOR CREATING
AN EMPLOYMENT CENTER
DRIVES
THE D2 & D3 PROGRAM

Millennials are driving the future of the workplace

80M

people

24

average age today

50%

of U.S. workforce by 2020

75%

of Global workforce by 2025



Source: JLL

The innovation economy is driving commercial space growth and economic growth



Innovation Jobs



For every 1 innovation job added,
5 additional jobs are created



Manufacturing Jobs



For every 1 manufacturing job added,
1.7 additional jobs are created

Innovation jobs will spur job opportunities throughout the local economy

5

NUMBER OF ADDITIONAL
LOCAL JOBS CREATED BY
ONE INNOVATION JOB

60%

OF ADDITIONAL LOCAL JOBS
THAT ARE SERVICE JOBS
(I.E., TEACHERS, CARPENTERS, NURSES, TAXI DRIVERS)

320

NUMBER OF METROS ANALYZED
AS PART OF SUPPORTING
ECONOMIC RESEARCH



Employment center strategy



People: Attract Innovation Workers



Environment: Create a Vital Urban Transit-Oriented Environment



Cluster: Link to Start-Up Companies, Evolve Innovation Culture



Space: Develop a Continuum of Employment Spaces



Opportunity: Leverage the Development to Create Jobs & Workforce Development



ADD EMPLOYMENT SPACE

Develop a Continuum of Employment Spaces

		7 Stages of an Entrepreneurial Business						
		1 Soloprenuer	2 Partnership	3 Steady Operation	4 Local Success Story	5 Managed Organization	6 Mature Company	7 Corporate Player
Company Attributes	Employees	1	2-4	5 - 10	11-25	26-100	101-200	201-500+
	Business Focus	Idea or Concept	Technology or Product Developed	Launch Early Sales	Scale Adoption	Mass Expansion	Strategic Investment	Public Market
	Likely Funding Sources	Founders Friends/Family	Friends/Family Angels Seed VCs	Angels Seed VCs	Angels Seed VCs	VCs Public Market Private Shlder	VCs Public Market Private Shlder	Public Market Private Shlder
	Credit Quality	Poor	Poor to Fair	Fair to Good	Fair to Good	Good to Very Good	Very Good to Excellent	Very Good to Excellent
Real Estate Needs	Space		400 – 800 SF	1,000 – 2,000 SF	2,200 – 5,000 SF	5,200 – 20,000 SF	20,200 - 40,000 SF	40,200 – 100,000+ SF
	Space Format	Co-working Incubator	Co-working Incubator	Boutique Accelerator	Boutique Accelerator Professional	Boutique Professional	Professional	Professional
	Rent Range	\$350 - \$900 per month % equity	\$700 - \$3000 per month % equity	\$30 - \$42 PSF	B \$30 - \$42 PSF P \$46 - \$60 PSF	B \$30 - \$42 PSF P \$46 - \$60 PSF	\$46 - \$60 PSF	\$46 - \$60 PSF
	Lease Terms	Monthly	Monthly	Shorter term Expansion optn	Shorter term Expansion optn	Medium term Expansion optn	Med to Long term Expansion optn	Long term Expansion optn

WORK HERE, GROW HERE AND STAY HERE... "INCUBATOR TO INCORPORATED"





R&D / LAB



INCUBATOR



COWORKING



SIZABLE
OFFICE / R&D
DEVELOPMENT
REQUIRES PRE-LEASING

AN INCREMENTAL APPROACH IS REQUIRED

A PRIME THE MARKET

Establish smaller scale co-working location
in existing Union Square space soon

Existing Bldg.





B DEMONSTRATE THE POTENTIAL

Build some speculative office space in first development phase and lease it up

New Bldg

D2



C ATTRACT TENANTS & LAUNCH A BUILDING

Plan and market a multi-tenant building
or build-to-suit opportunity

New Bldg

D3

HOW DO WE
IMPROVE OUR CHANCES
OF ATTRACTING
AN EMPLOYER
TO PRE-LEASE
IN UNION SQUARE?

“Work space is no longer a line on the Profit & Loss statement. It’s a key piece of the environment to create a disruptive business. **Companies are seeking access to young people, transportation, arts and cultural density as well as live, work and play environments.** Union Square can provide exactly that.”

Greg Hoffmeister
Managing Director, T3 Advisors

Existing Condition

CURRENT ENVIRONMENT



HOW DO WE IMPROVE THE
ENVIRONMENT?

NEW HOUSING
WILL CREATE THE
CRITICAL MASS, VIBRANCY,
HOUSING OPTIONS & AMENITIES
THAT ARE IMPORTANT
TO EMPLOYERS

In 10 years, what should be different in Union Square?

infrastructure improvement/maintenance; be a destination NOT a cut through for access to Boston & Cambridge; Mix of residential & commercial to promote opportunities for more people to live w/ walking distance to work

In 10 years, what should be different in Union Square?

Green line
Better traffic flow (cars, bikes, pods)
Better mix of housing - sizes, styles, cost

TRANSIT

AU

DEVELOP

02: What amenities and services are important to have in the neighborhood surrounding the future T Station?

Activities - things to do besides eat & drink
- Ample Bike Pkg.
- more dense housing to release pressure on market

MORE LOCAL JOBS
MORE AFFORDABLE HOUSING AND BUSINESSES

TREES/ GREEN SPACE

DEVELOPMENT/ ZONING

DIVERSITY/ CHARAC

HOUSING

years, what should be different in Union Square?

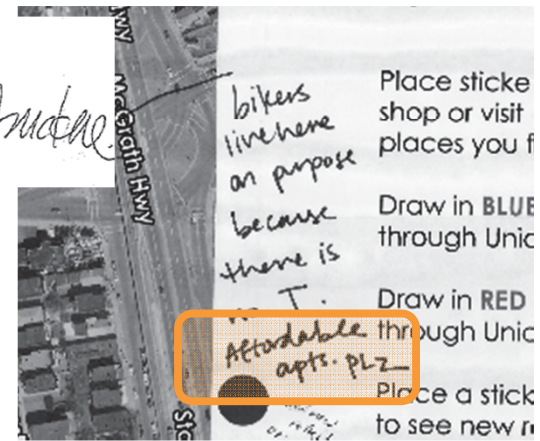
More commercial development
More senior & affordable housing
Greater diversity of residents

In 10 years, what should be different in Union Square?

Better traffic patterns, more housing, higher density (taller bldgs okay), updated infrastructure

In 10 years, what should be different in Union Square?

- MORE C
- = A NEW COMFORTABLE PLACE TO LIVE - SHOULD BE A TRUE NEIGHBORHOOD CENTER WITH EVERYTHING ONE NEEDS TO LIVE W/IN WALKING DISTANCE.
- = NEW GREEN SPACE, OPEN SPACE, IMPROVED MEASURABLE PUBLIC REALM
- COMMERCIAL SPACE - JOBS/HOUSING BALANCE





Somerville Market Overview 2015

City Population:	79,194
City Households (HH):	33,760
Median HH Income:	\$68,300
1- and 2- Person HH:	67%
Married Couples w/Kids:	11%
Housing Units:	35,400
Median Housing Value:	\$468,725
% of Renters:	~ 67%

Sources: Zimmerman/Volk Associates, Inc., The Nielson Company, MAPC

Market-Rate Rental Market – Add Housing

Market Driver

The two largest generations in American history are driving housing nationally:

- Boomers (77M)
- Millennials (80M)

Union Square Neighborhood Market Rate Renter Profile

Annual Market Potential

Overall:	3,735 HH
Market-Rate:	1,100 HH

Market Segments

Younger Singles, Childless Couples:	75.9%
Empty Nesters and retirees:	12.7%
Families:	11.4%

Housing Preferences

Rental Lofts/Apts:	73.6%
For-Sale Lofts/Apts:	26.4%

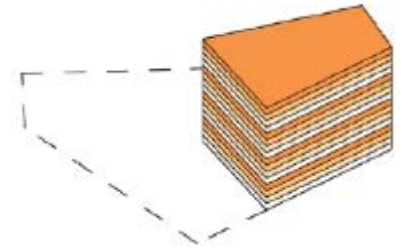
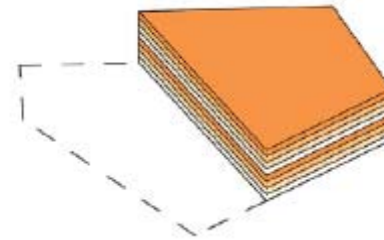
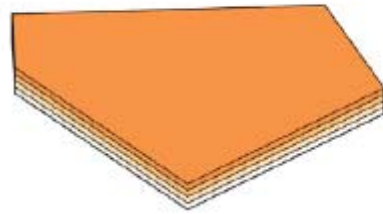
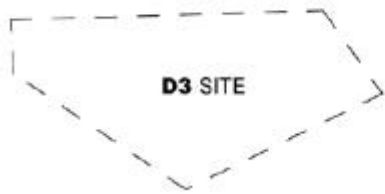
IMPROVE ENVIRONMENT:
GREAT PUBLIC REALM
ACTIVATED BY
GROUND FLOOR USES

Union Square - Existing Condition

ADD
OPEN SPACES,
PUBLIC SPACES



Building height will have significant impact on the open space area



■ A mix of restaurants that provide eating and entertainment options.



on ground floor of the new D2 buildings.

- Local fresh food
- Yoga / fitness center

• Day care

Bike lanes and connections
local retail

02 What amenities and services are important to have in the neighborhood surrounding the future T station?

Bakery / Bodega

Food Trucks

*Community meq like a playground / mess or kid train to day care help parents save time

drug store / pharmacy hall

art store

library outdoor / book exchange indoor community space (like armory but less huge) magazine stand / retail booth

SECOND HAND STORE
ART SUPPLIES

BOOK STORE STATIONARY

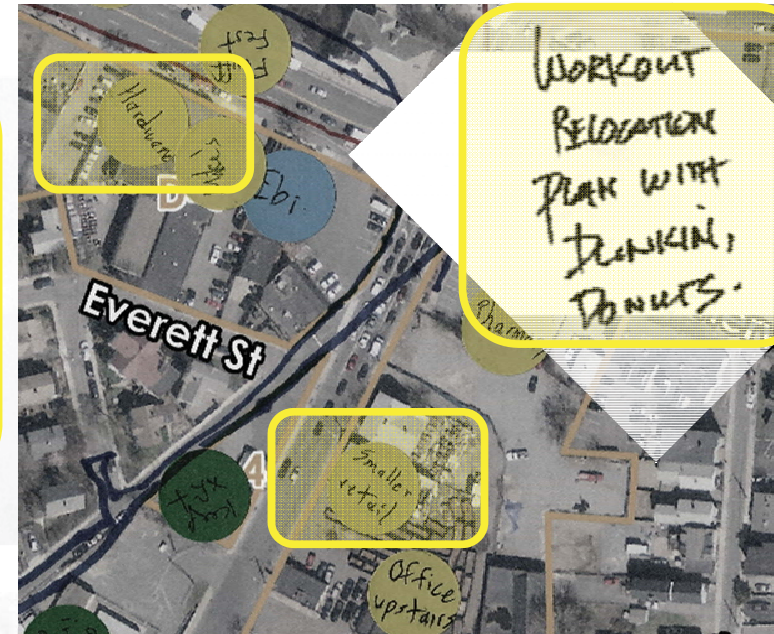
When the T opens, we want to see on the D2 buildings ground floor.

RETAIL

NO OR FEW RESTAURANTS

CHAIN STORES

HUMAN SCALE



FOOD & RETAIL?

- Grocery or food store

- outdoor food options / o

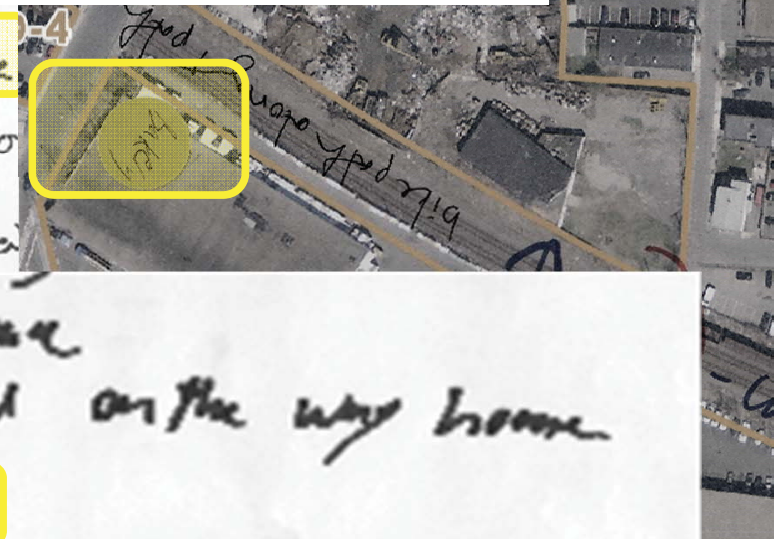
- Hardware store

- Multi-use side w

- community space

- stuff you need on the way home

- little group



-Trader Joe's!! -> sunken below grade

02: What amenities and services are important to have in the neighborhood surrounding the future T Station?

DRY CLEANING
DRUG STORE
COBBLER

- Daycare -> maybe not @ ground floor
- Hair salon what we have -> complement it?
- Dry Clean drop - off -> make w/ existing bldg
- Drugstore / CVS
- Hardware store
- Flower Shop

¿Qué comodidades y servicios son importantes tener en el vecindario o barrio cerca futura Estación del Tren?

negocios existentes / Reubicación / Tengan preferencia
- prioridad
- Child care /

What do you typically buy or shop for in Union Square?

Need more places to buy milk!

Need daytime population! -> JOBS

incubator retail + start up retail

Widen sidewalk on Prospect - 12' not enough.

04 When the T opens, we want on ground floor of the new building

• Local fresh food
• Yoga / fitness center
• Day care
• Convenience store
• Creative settings

SERVICE?



pharmacy
hardware
art supply
store

Bakery / Bodega
Food Trucks
drugstore / pharmacy hall
+ quality daycare / **
most or kid train to daycare
help parents save time!

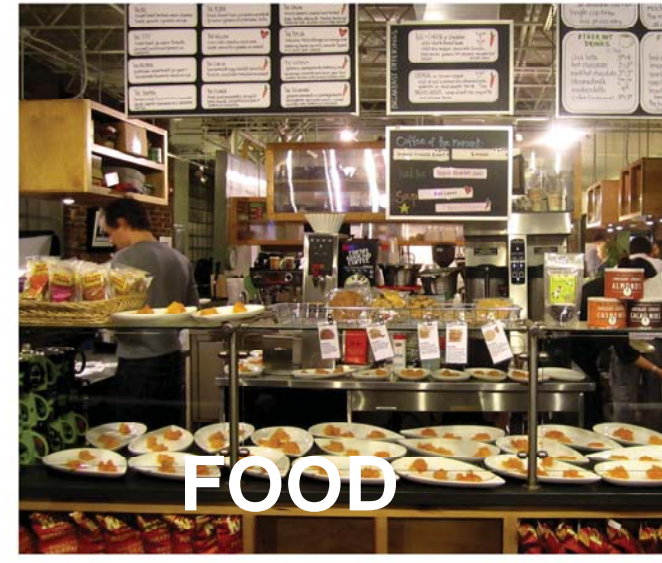
pharmacy
- convenience
store-independent

- community space
- stuff you need on the way home

- little grocer

ADD RETAIL

- Amplify and enhance existing value set
- Local first, local most
- Provide needed/missing services
- Artisans, innovators and makers
- Food as culture



A modern hotel lobby with a white reception desk, a blue armchair, and large glass windows. The floor is made of light-colored wood tiles with dark borders. The ceiling has several cylindrical pendant lights. The text "ATTRACT EMPLOYERS?" and "CREATE JOBS?" is overlaid in white, bold, sans-serif font.

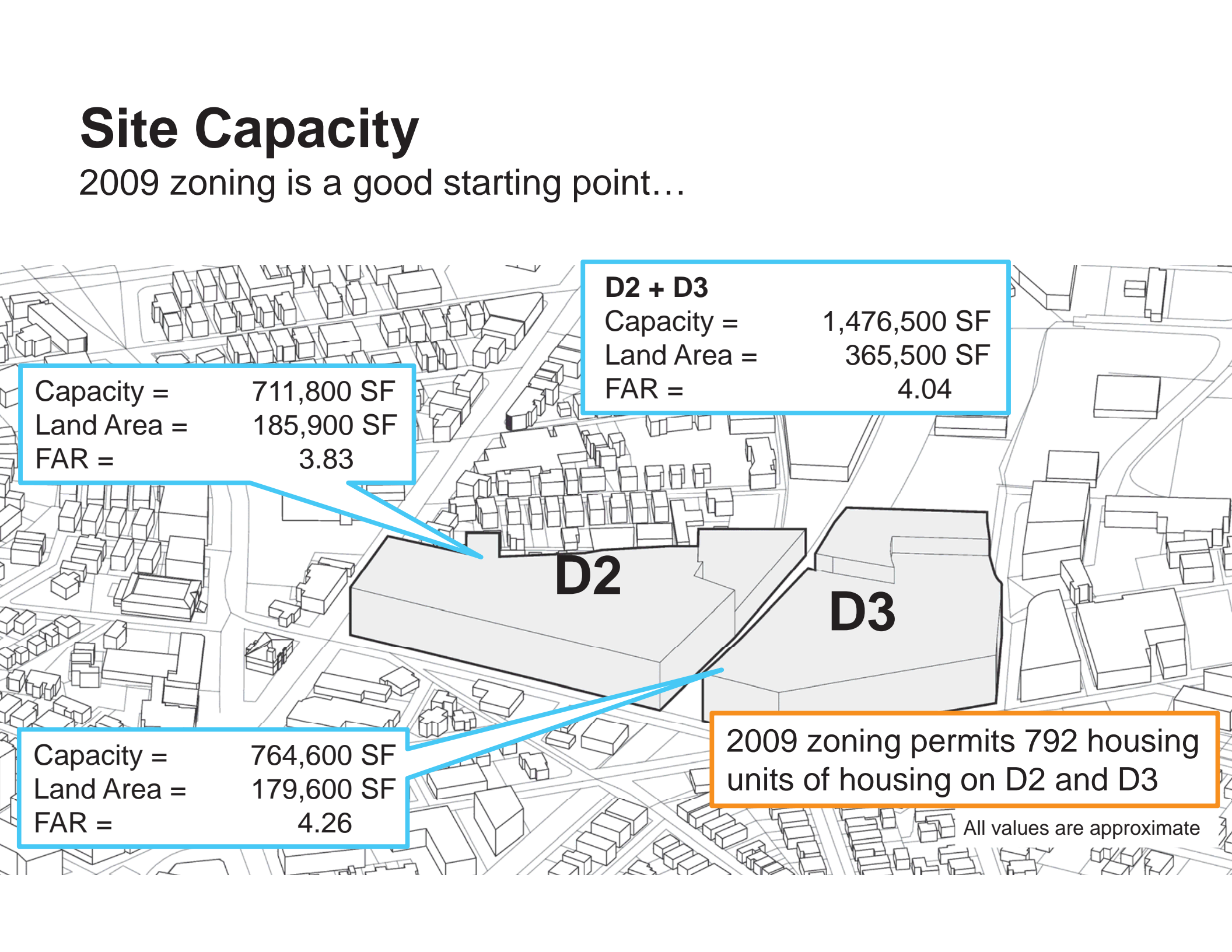
**ATTRACT EMPLOYERS?
CREATE JOBS?**

ADD A HOTEL

HOW MUCH OF EACH USE
SHOULD WE CREATE?

Site Capacity

2009 zoning is a good starting point...



Capacity = 711,800 SF
Land Area = 185,900 SF
FAR = 3.83

D2 + D3
Capacity = 1,476,500 SF
Land Area = 365,500 SF
FAR = 4.04

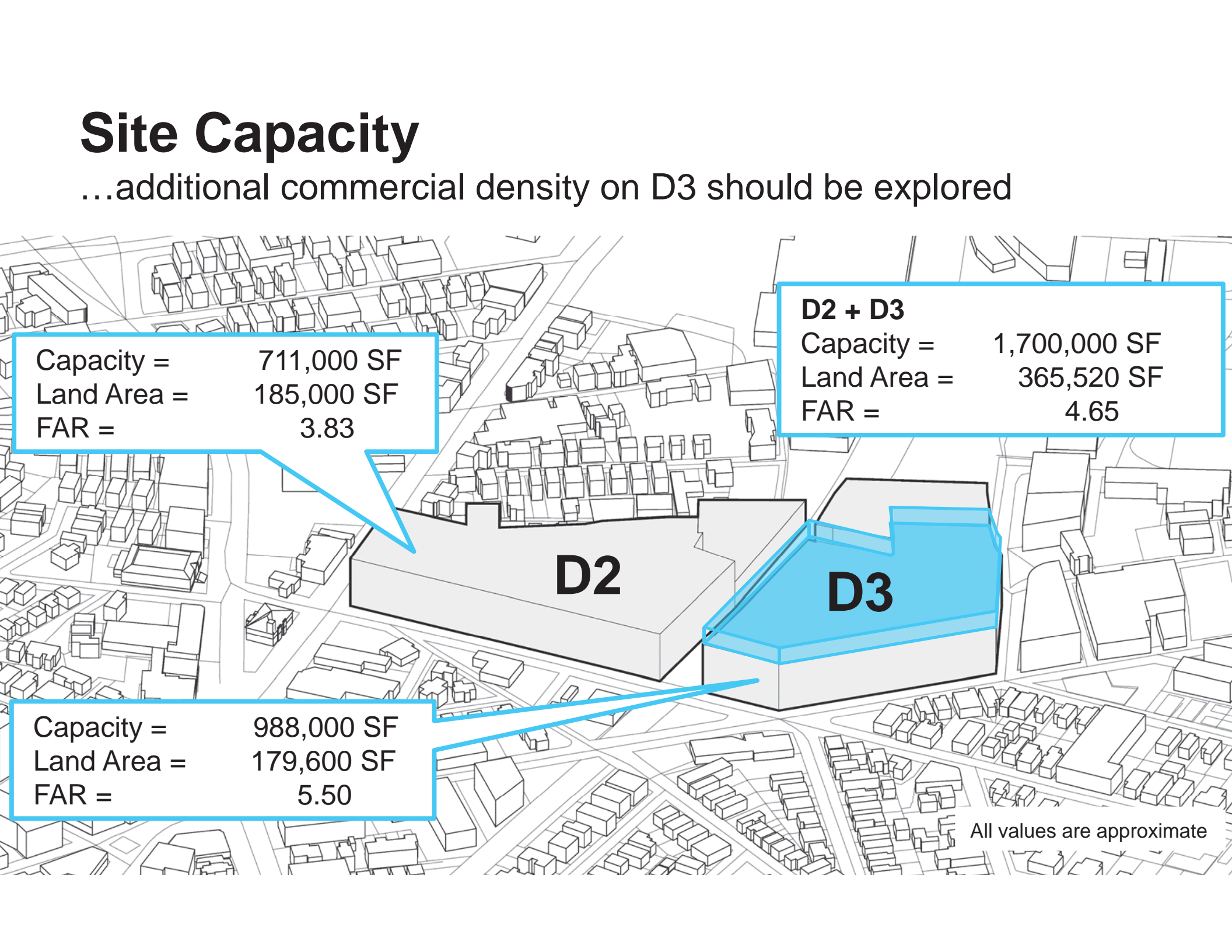
Capacity = 764,600 SF
Land Area = 179,600 SF
FAR = 4.26

2009 zoning permits 792 housing units of housing on D2 and D3

All values are approximate

Site Capacity

...additional commercial density on D3 should be explored



The image shows a 3D architectural rendering of a city block. Two buildings are highlighted: D2, a large grey building in the center, and D3, a blue building to its right. Callout boxes provide capacity data for each building and for the combined area. A note at the bottom right states that all values are approximate.

Capacity =	711,000 SF
Land Area =	185,000 SF
FAR =	3.83

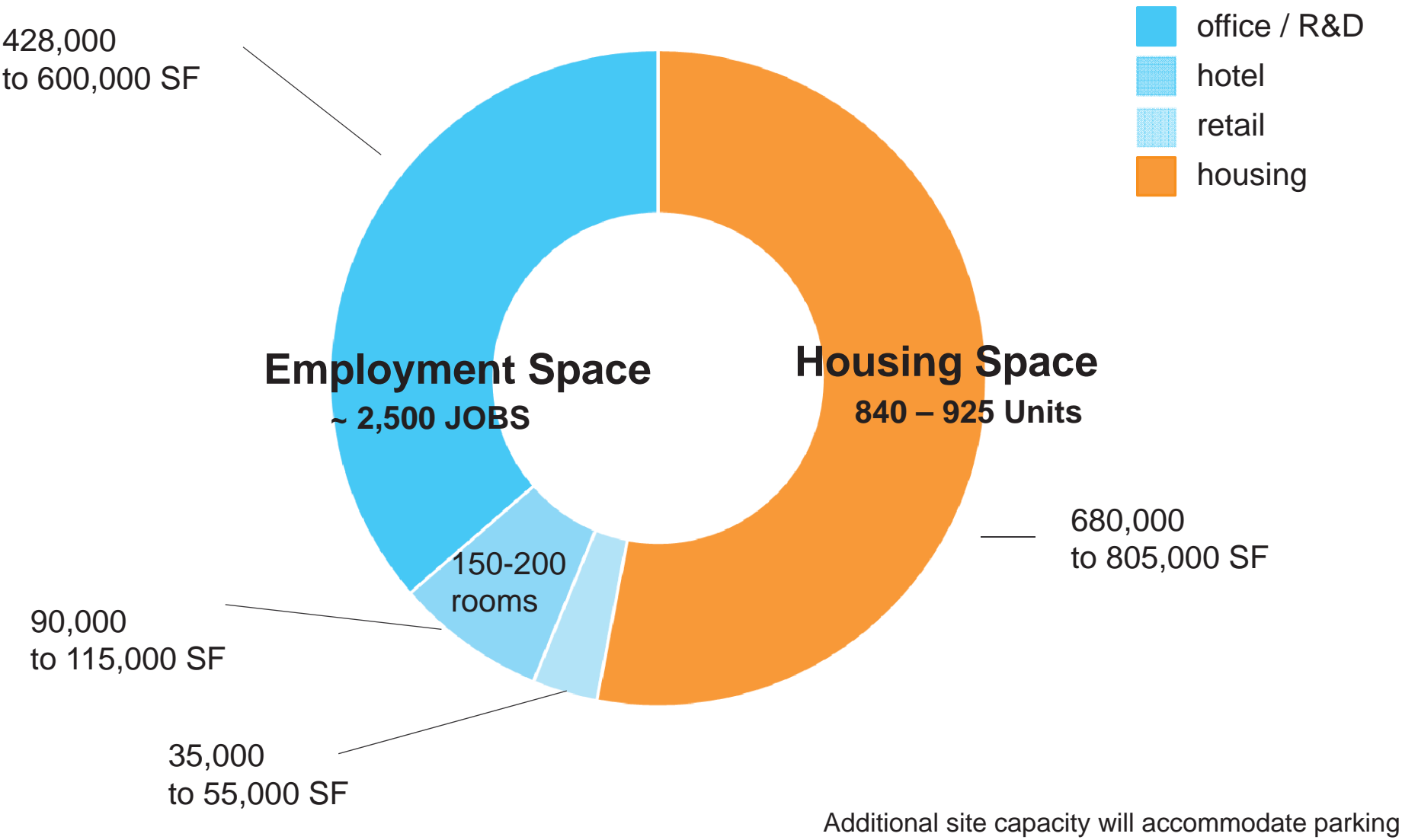
D2 + D3

Capacity =	1,700,000 SF
Land Area =	365,520 SF
FAR =	4.65

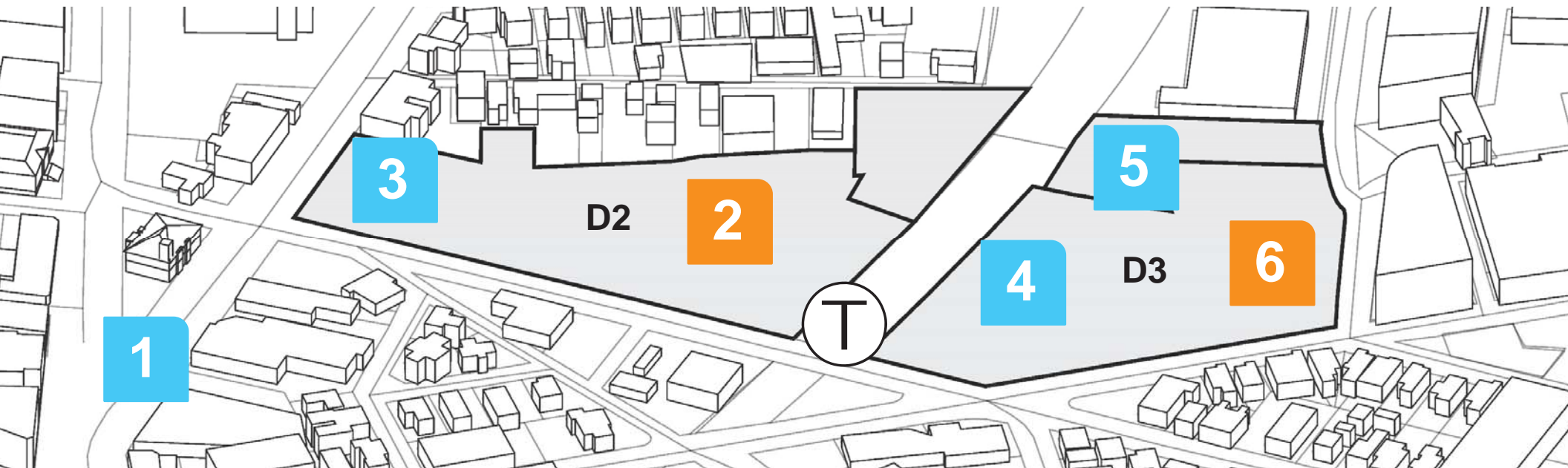
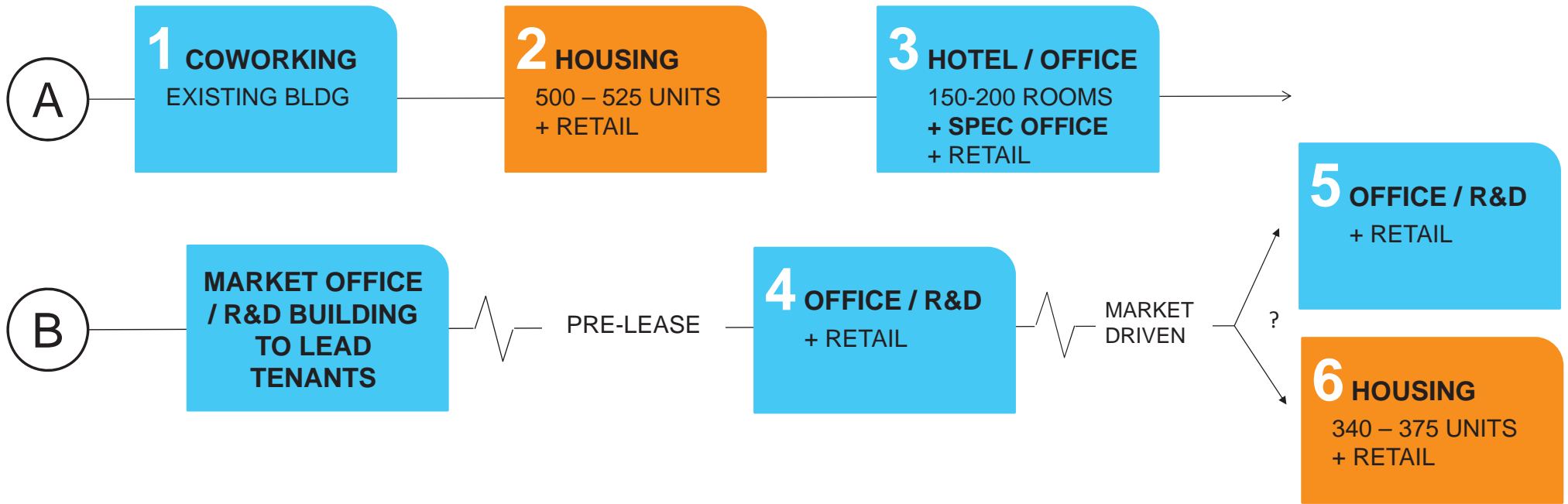
Capacity =	988,000 SF
Land Area =	179,600 SF
FAR =	5.50

All values are approximate

PROGRAM MIX – D2 + D3



HOW DO WE
MAKE IT HAPPEN?





QUESTIONS?

Boynton Yards




2 MASSING



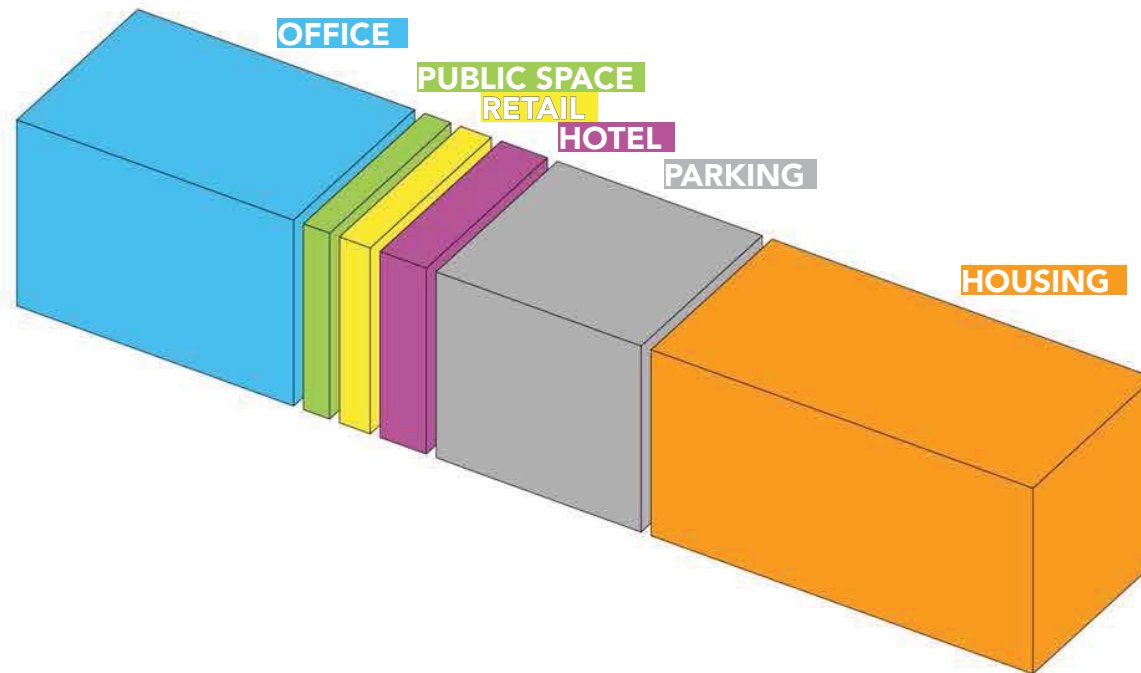
3

Q&A // ACTIVITY

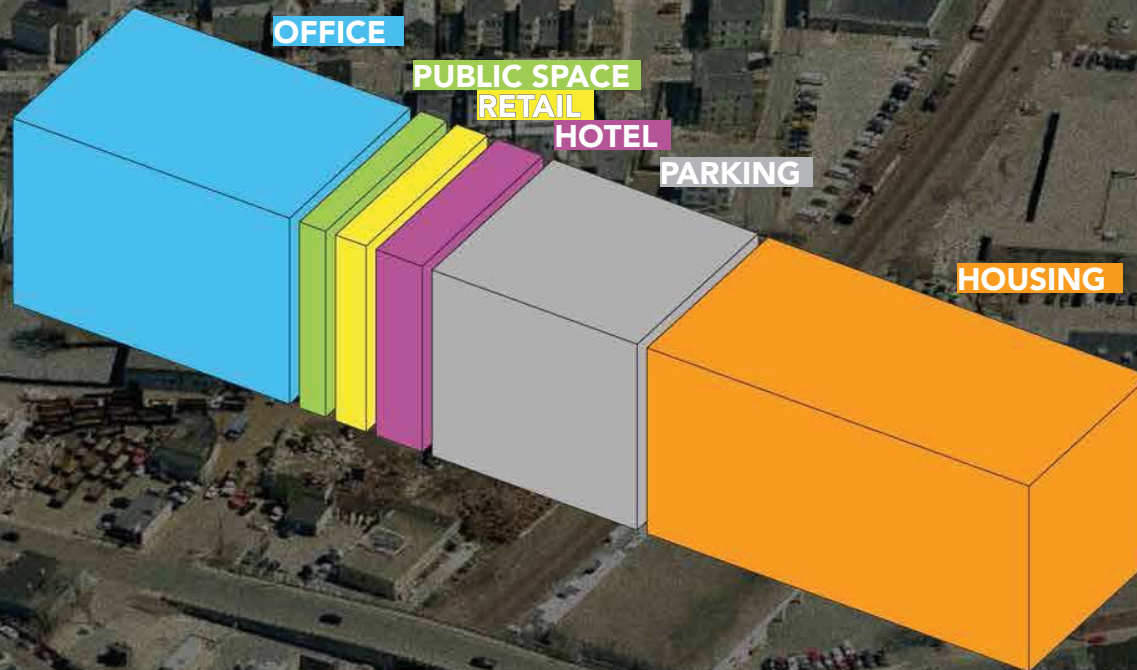
An aerial photograph of a densely populated urban area, likely a city center or downtown district. The image is heavily tinted with a warm, orange-brown color. It shows a complex network of streets, numerous buildings of varying heights and styles, and patches of greenery. The text is overlaid in the center, asking a question about massing in urban design.

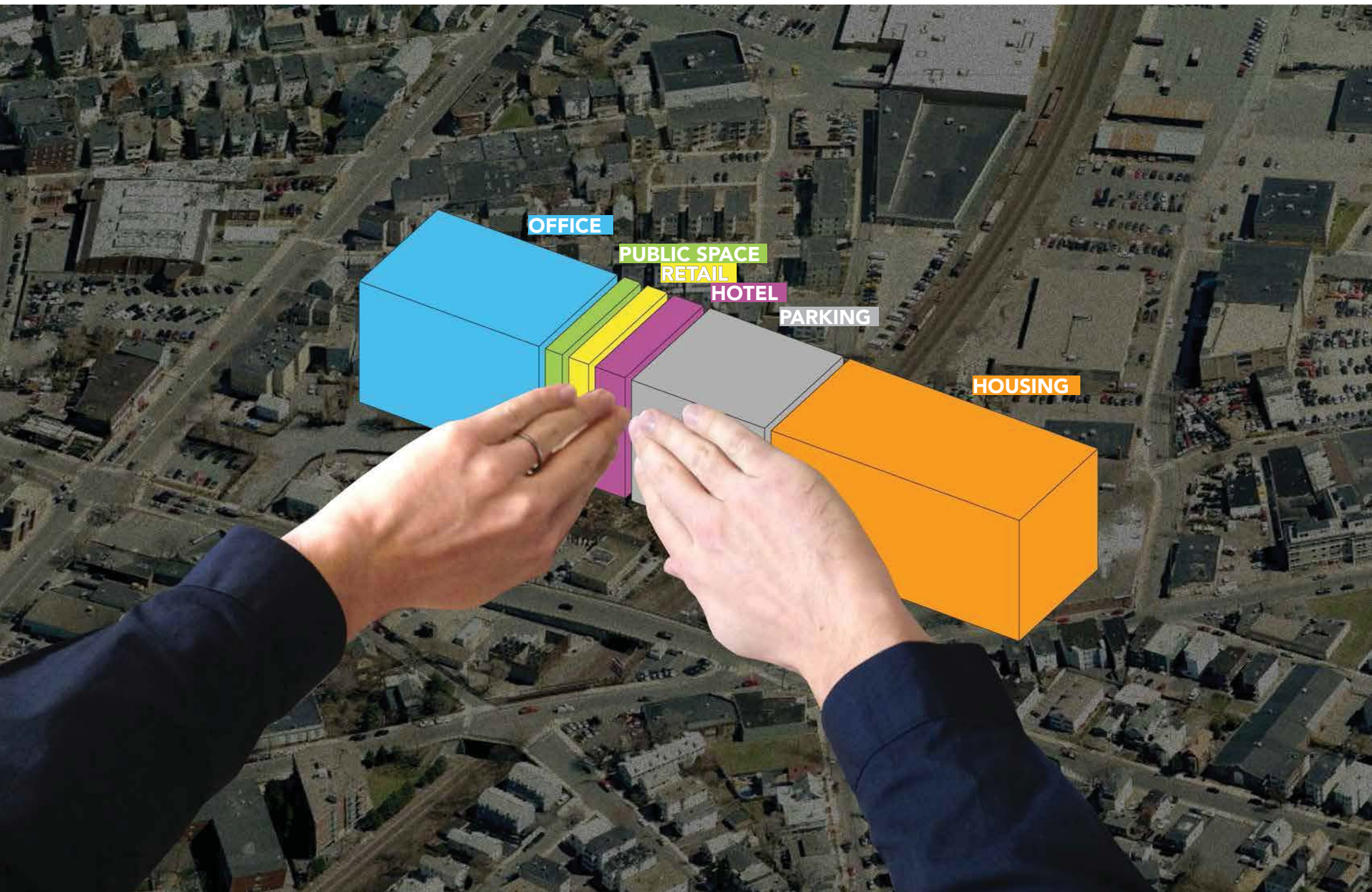
**HOW DO WE
START TO THINK
ABOUT MASSING
ON D3 & D2?**

D2/D3 PROGRAM COMBINED



PROGRAM AT SCALE OF SITE





D2

OFFICE

PUBLIC SPACE

RETAIL

HOTEL

PARKING

HOUSING



D3

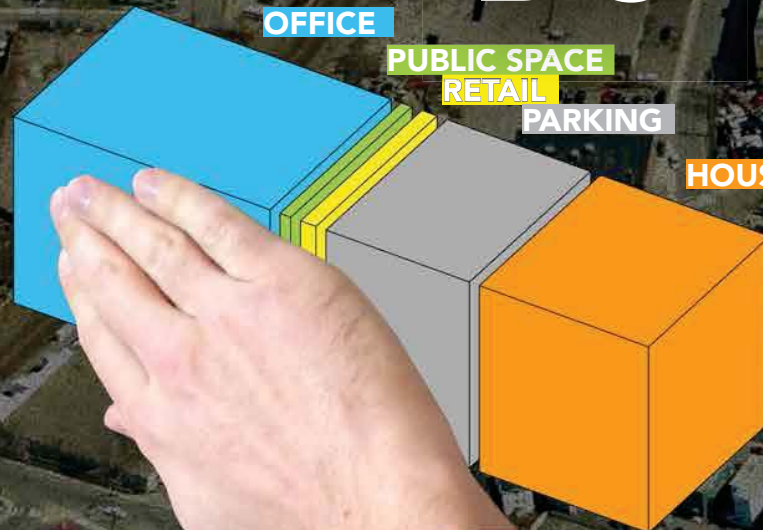
OFFICE

PUBLIC SPACE

RETAIL

PARKING

HOUSING



SITE CONTEXT



D7

D5

D1

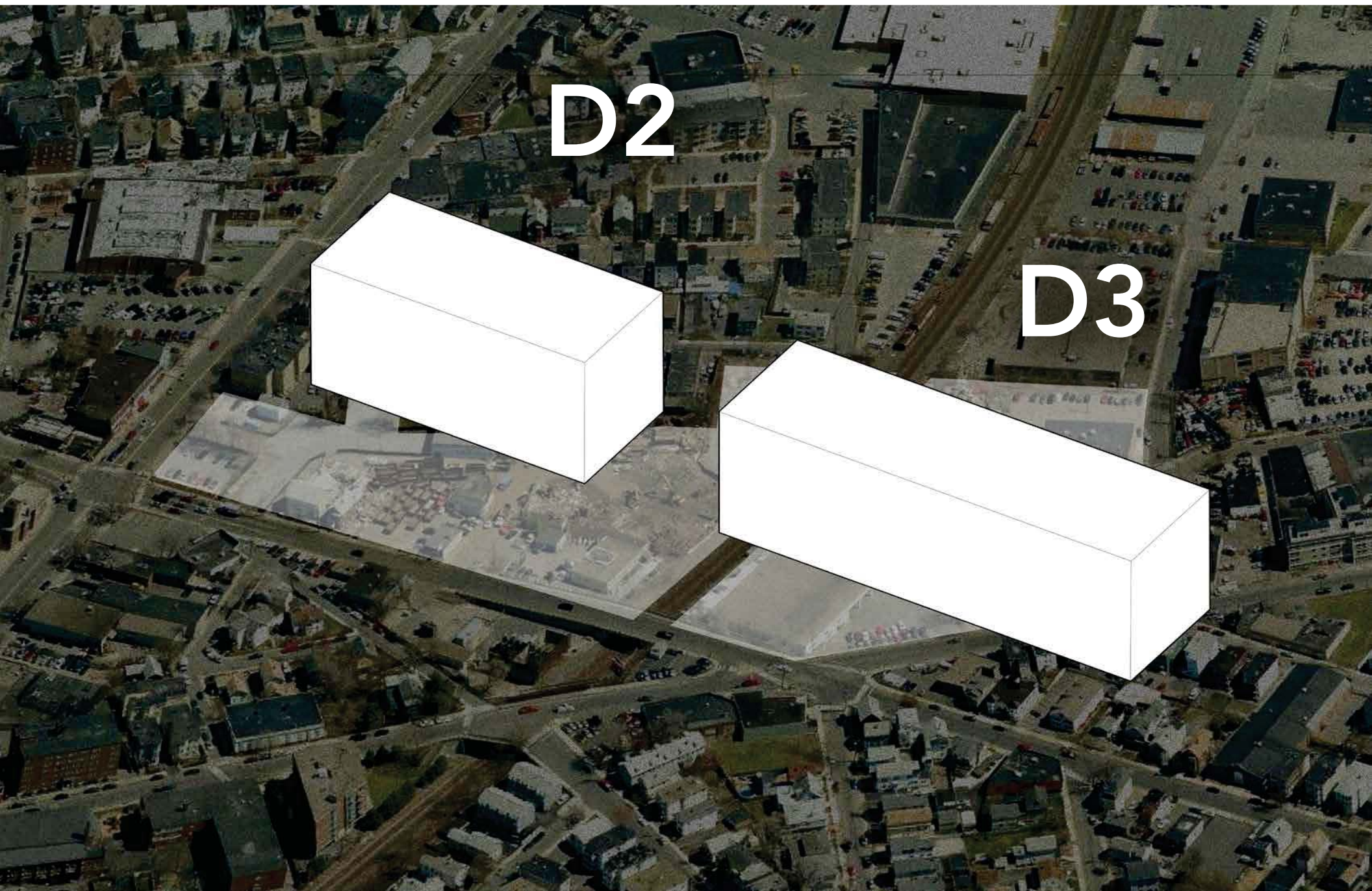
D6

D2

D4

D3

Boynton Yards



An aerial photograph of a dense urban neighborhood, likely from the mid-20th century, showing a mix of residential buildings, streets, and trees. The entire image is overlaid with a solid orange color. The text 'D3 DESIGN PRINCIPLES' is centered in white, bold, sans-serif capital letters.

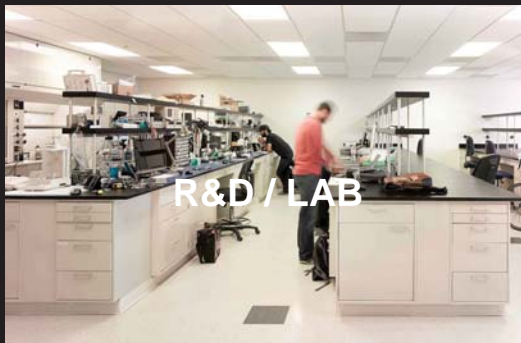
D3 DESIGN PRINCIPLES

An aerial photograph of a densely populated urban area, likely a city center or inner city. The image is heavily tinted with a monochromatic orange or sepia color. It shows a complex network of streets, numerous buildings of varying heights and styles, and patches of greenery. The text is overlaid in the center, asking a question about land use and location.

**WHAT USES DID
YOU ASK FOR AND
WHERE SHOULD
THEY GO?**



OFFICE



R&D / LAB



SERVICES



FOOD



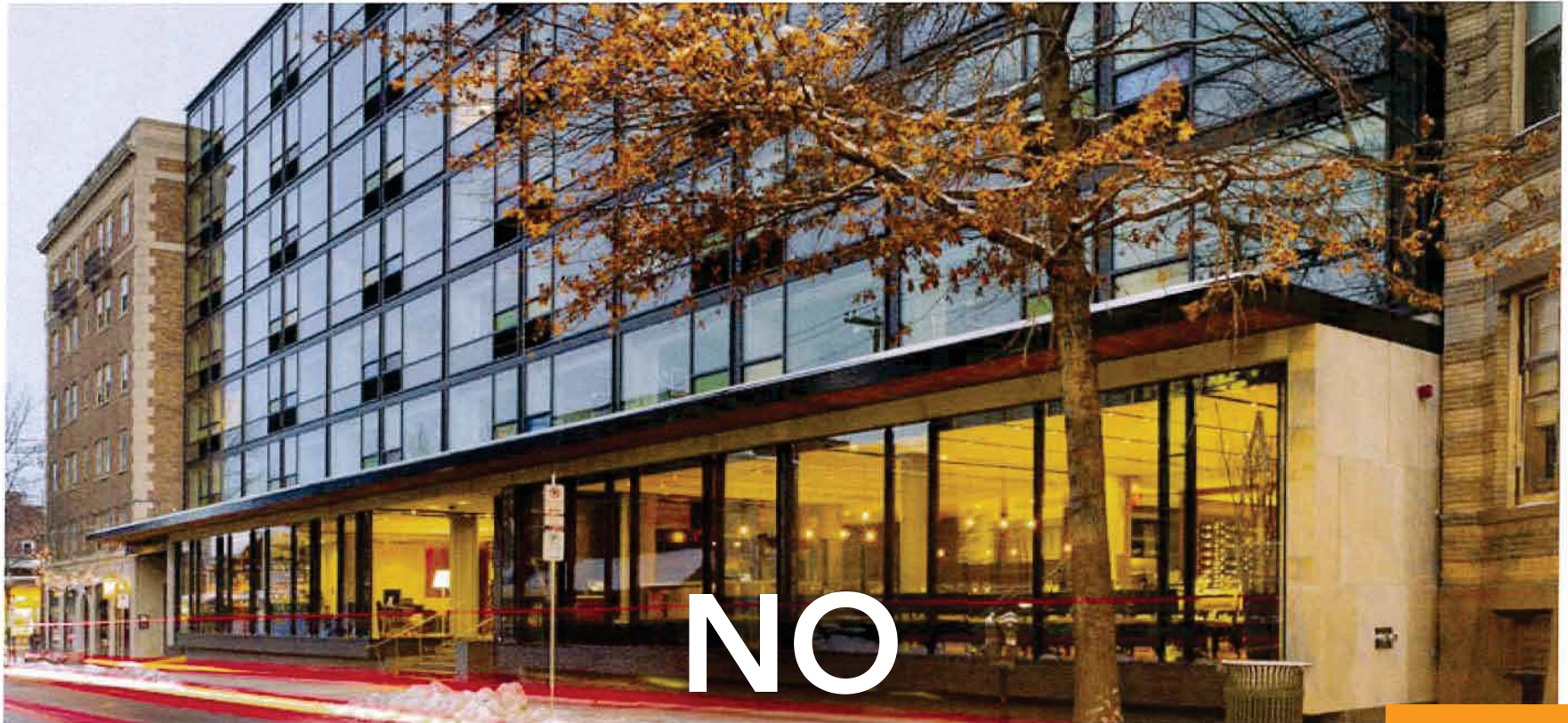
TECH



HOUSING

A photograph of a busy city street, likely in New York City, with a warm, orange-toned filter. In the foreground, a man and a woman are walking towards the camera. The man is wearing a dark jacket, and the woman is wearing a light-colored jacket. They are walking on a brick-paved sidewalk. In the background, there are many other pedestrians, cars, and trees. On the right side of the image, there is a movie theater with a sign that reads "STAR WARS THE PHANTOM MENACE". The text "HOW DO WE MAKE THE STREETSCAPE MORE ACTIVE?" is overlaid in large, white, bold letters across the center of the image.

**HOW DO WE MAKE
THE STREETSCAPE
MORE ACTIVE?**



NO KENDAL SQUARE

WHAT
YOU
SAID!



YES!
PLANTS!

Good

YES

WHAT
YOU
SAID!

Green! Green!



A high-angle, warm-toned photograph of a bustling outdoor market. The scene is filled with people of various ages, some pushing strollers, navigating through narrow aisles between stalls. The stalls are overflowing with fresh produce, primarily oranges and apples, displayed in wooden crates and baskets. Large, light-colored patio umbrellas are open over the stalls, providing shade. The ground is paved with a pattern of light and dark tiles. In the background, there are trees and the structural columns of a building, suggesting an urban setting. The overall atmosphere is one of a lively, traditional marketplace.

**HOW DO WE CARVE
OUT SHARED SPACE?**



YES

♥ Redestrian
plaza

WHAT
YOU
SAID!

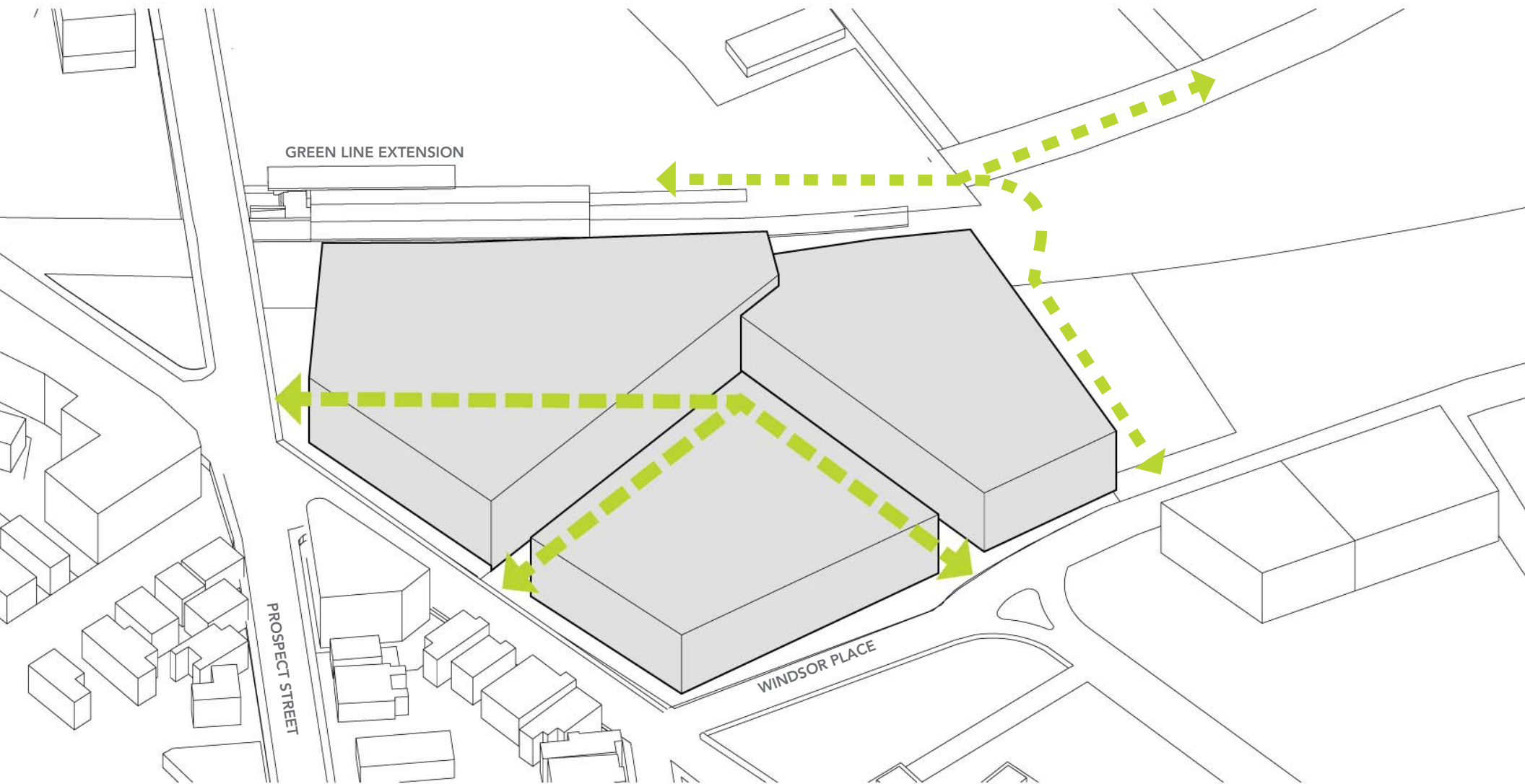



YES

WHAT
YOU
SAID!

We like — keep outdoor seating possibilities

BLOCK CONNECTIVITY



A photograph of a city street scene featuring a light rail train on tracks. The train is blue and white with the number 1198 on its front. In the background, there are multi-story brick buildings. A large, semi-transparent watermark with the words 'Urban Transit' and 'Development' is overlaid on the image. The text 'HOW DOES OFFICE/R&D OCCUPY THE D3 SITE?' is centered in white, bold, sans-serif font.

**HOW DOES
OFFICE/R&D
OCCUPY THE
D3 SITE?**

OFFICE SCHEMATICS
35,000 SF FLOOR PLATE ON D3

OFFICE

Koch Institute . Cambridge, MA



OFFICE

Koch Institute . Cambridge, MA



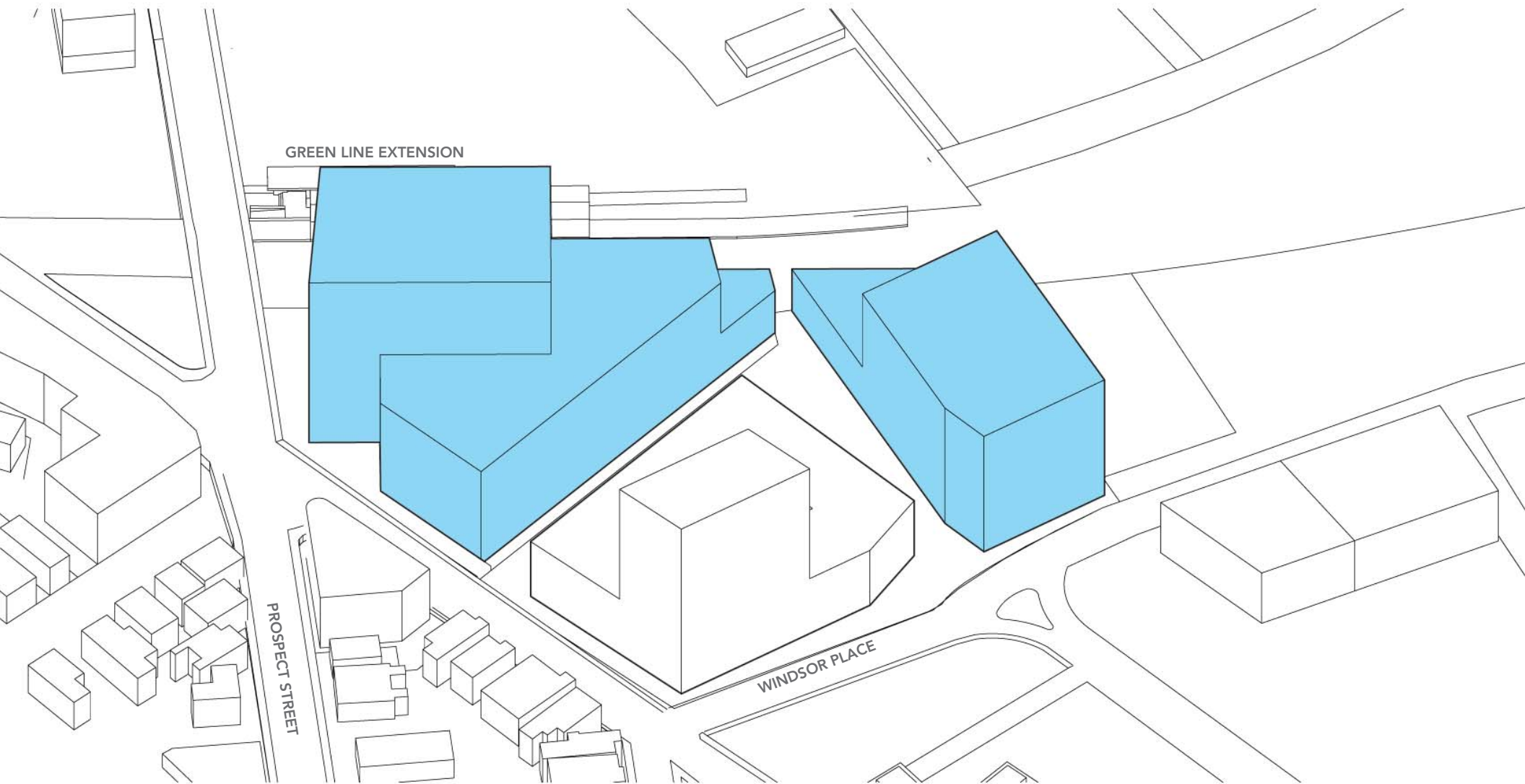
OFFICE

Ben Thompson . Design Research Building . Cambridge

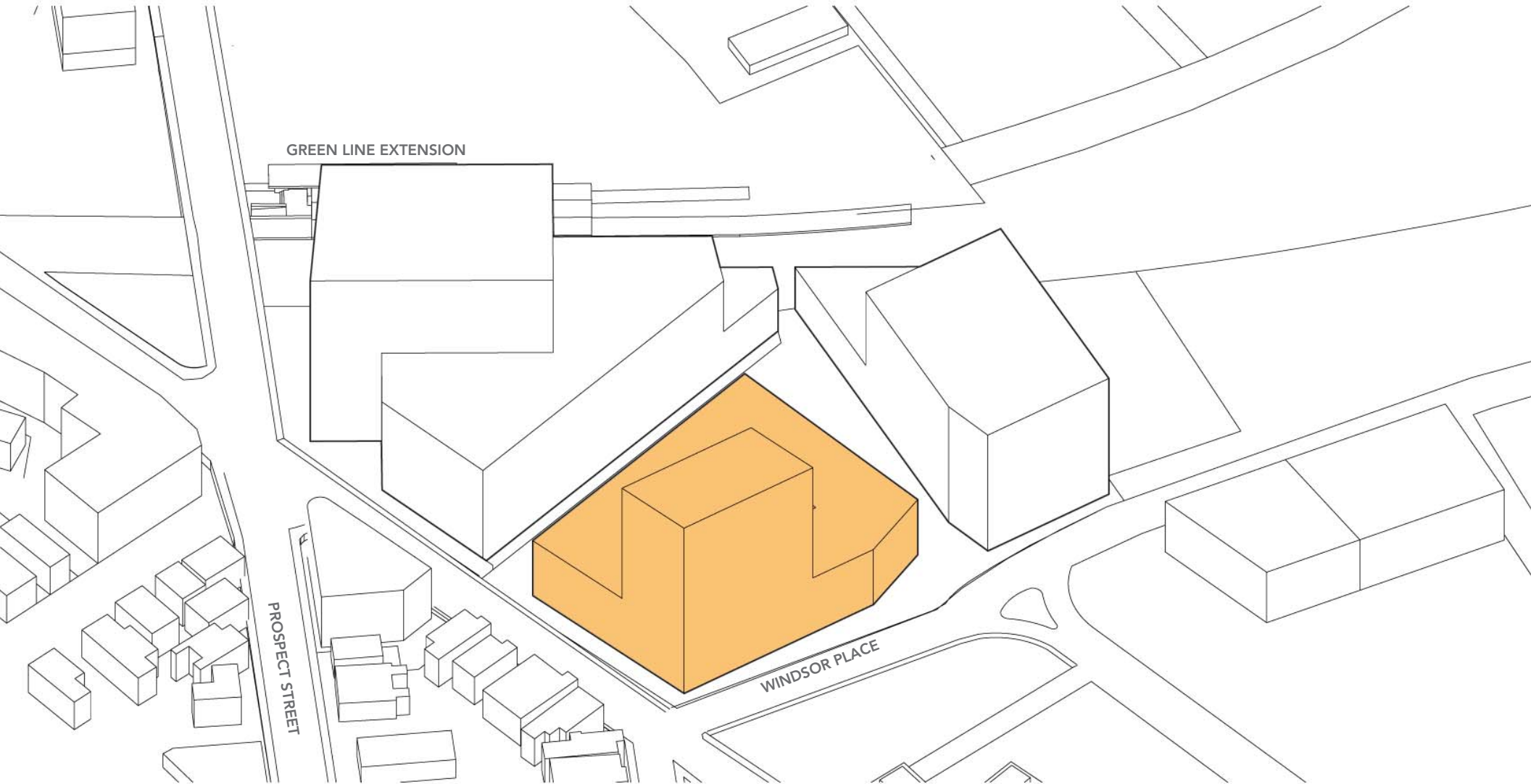


Office Lunch Culture on the Big Dig . Boston

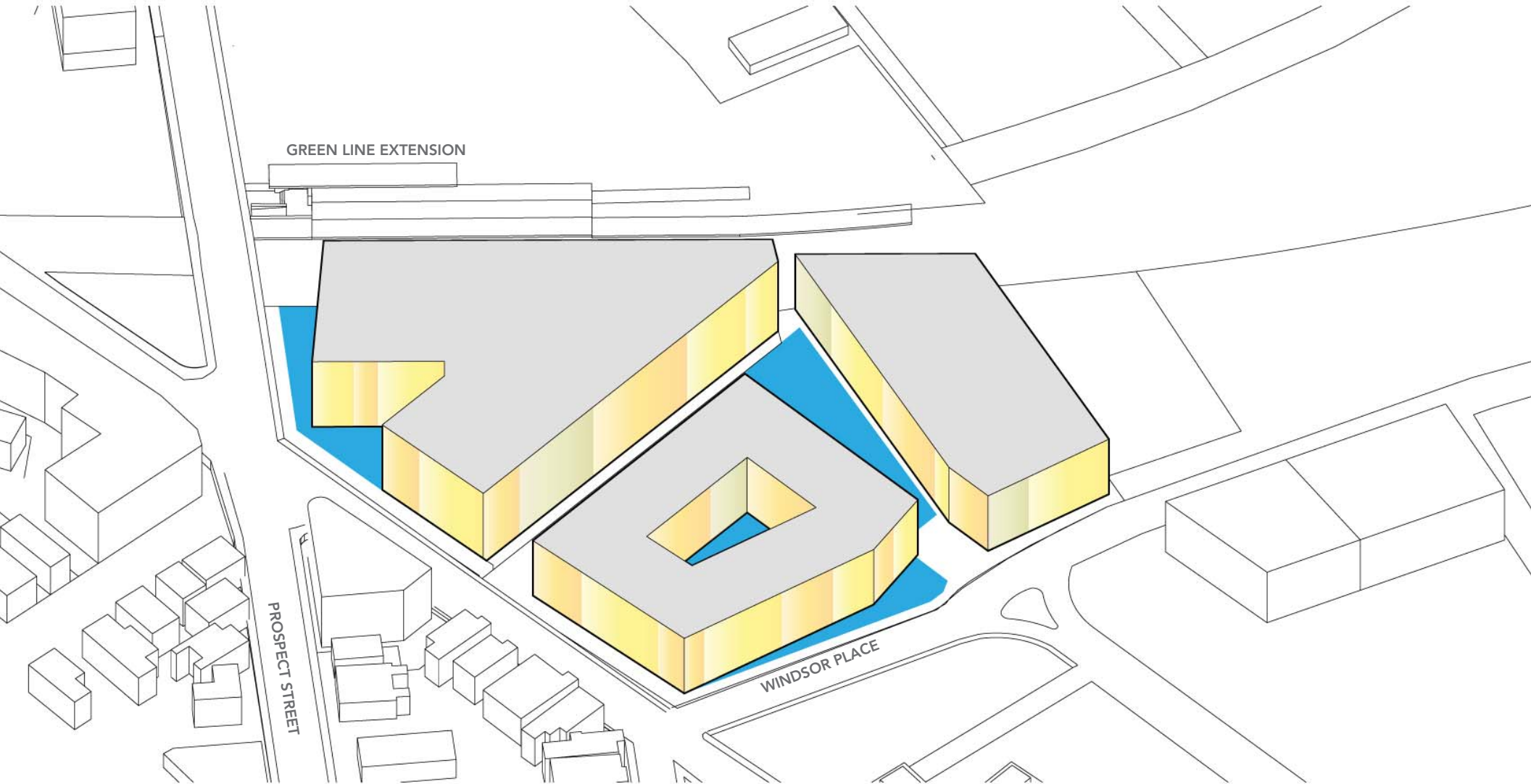
D3 OFFICE



D3 HOUSING



NEIGHBORHOOD TUNED URBAN FACADES



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D2 DESIGN PRINCIPLES

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**WHAT USES DID
YOU ASK FOR AND
WHERE SHOULD
THEY GO?**



OFFICE



INCUBATOR



FOOD



SERVICES



RETAIL



HOTEL

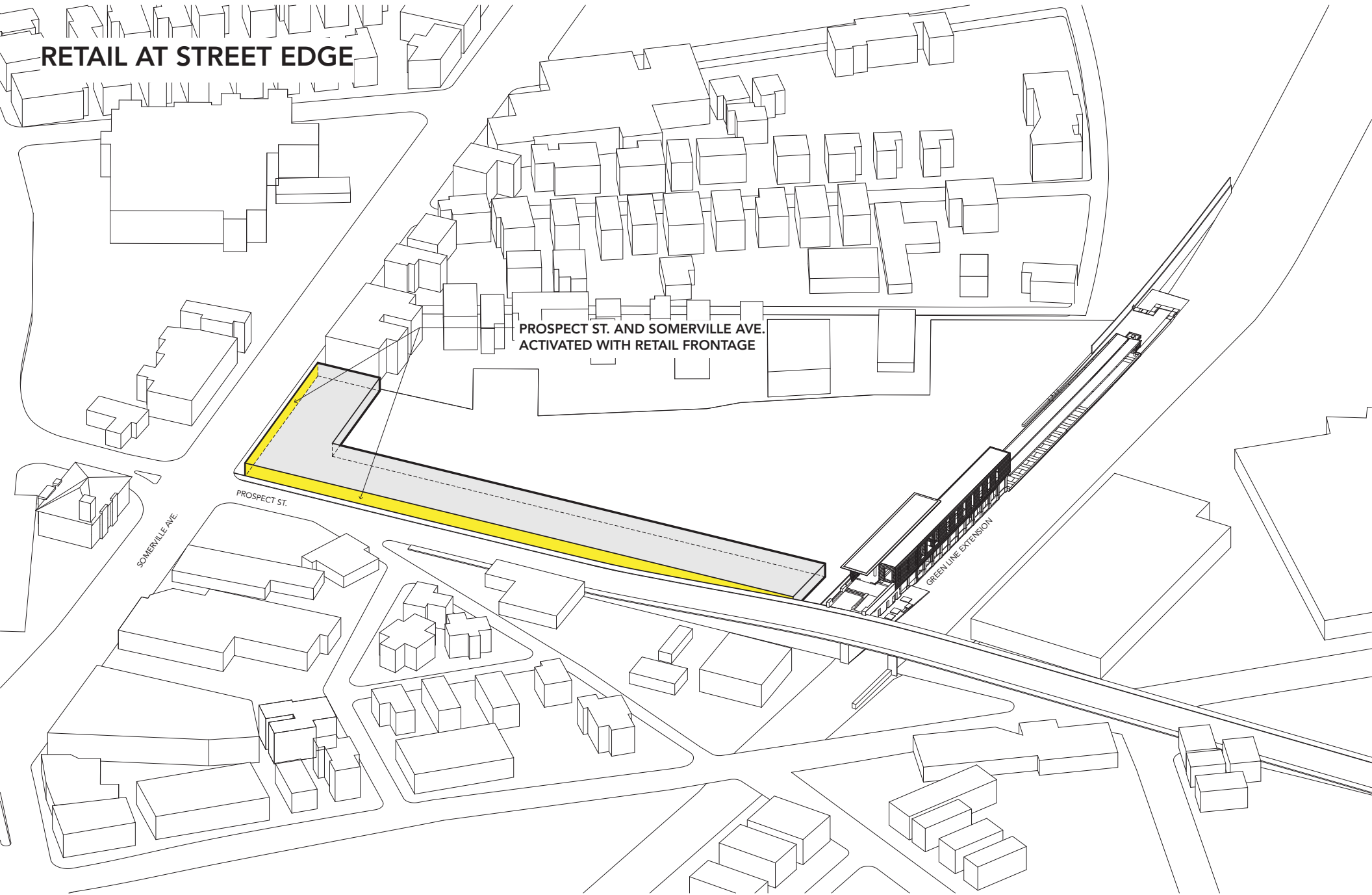


HOUSING

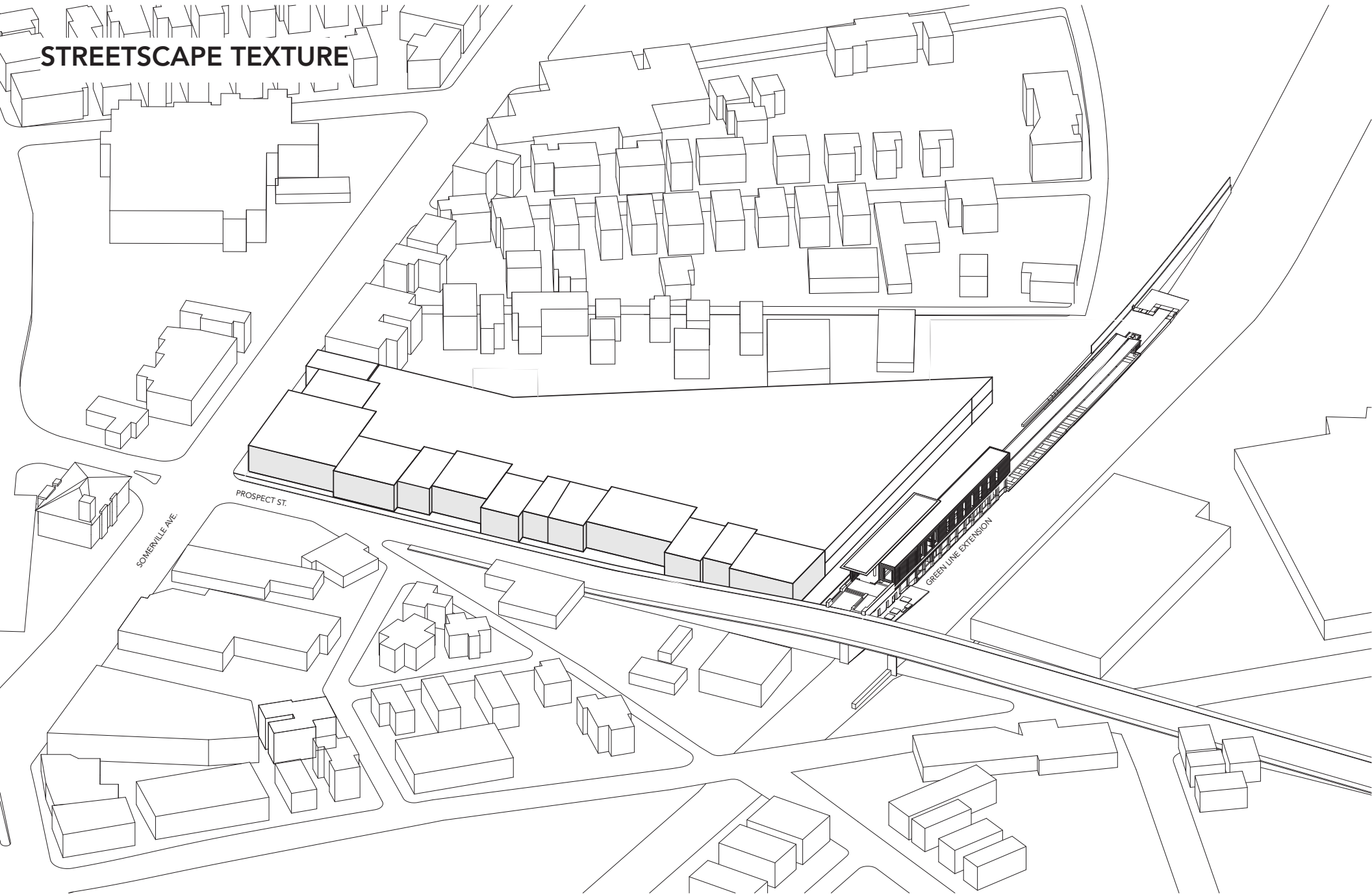


HOW DO WE MAKE PROSPECT ST ACTIVE?

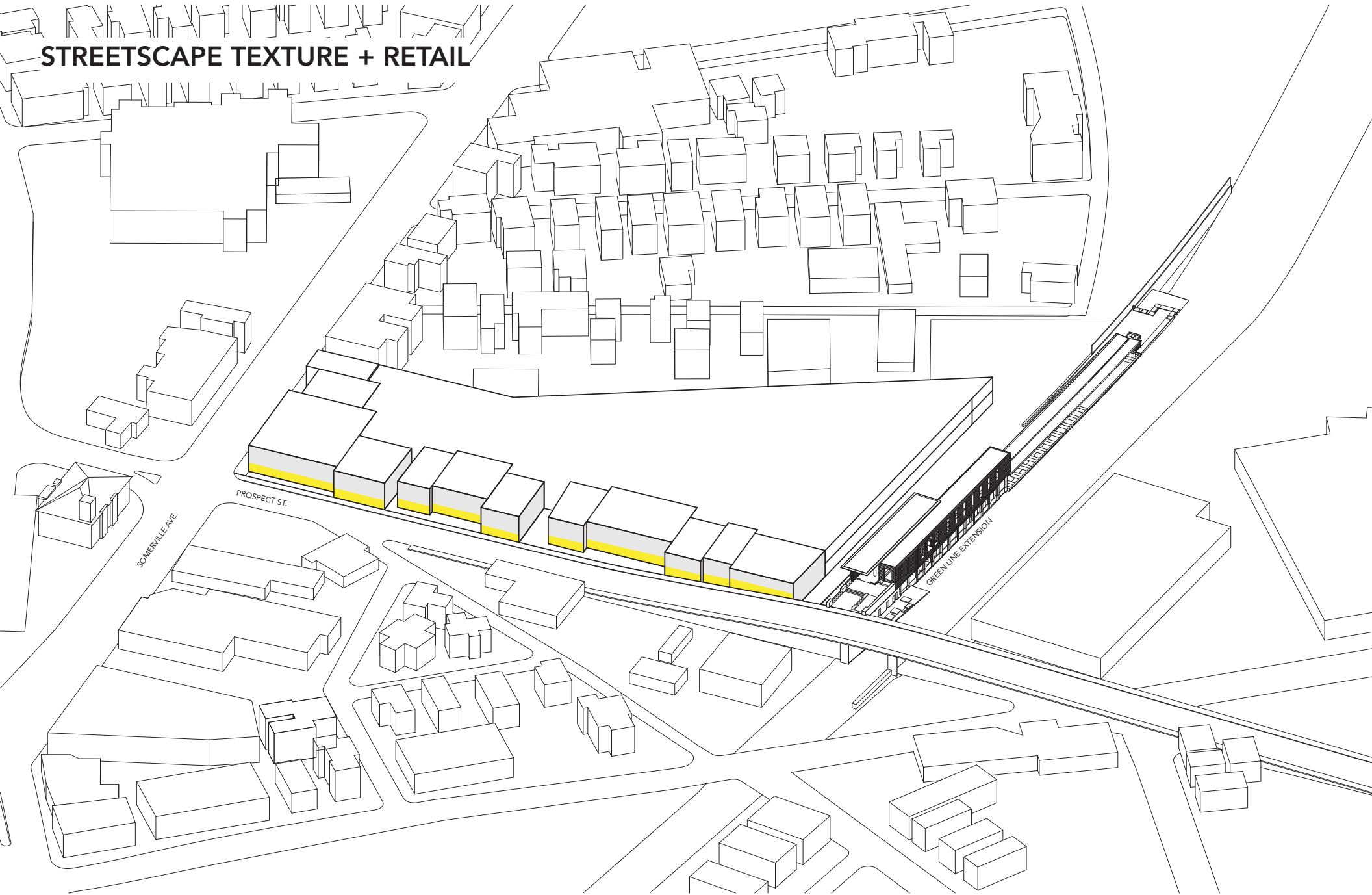
RETAIL AT STREET EDGE



STREETSCAPE TEXTURE



STREETSCAPE TEXTURE + RETAIL



A high-angle, warm-toned photograph of a bustling outdoor market. The scene is filled with people walking through aisles lined with stalls of fresh produce, primarily oranges and apples. Several large, light-colored patio umbrellas are open, providing shade over the market stalls. The ground is paved with a pattern of light and dark tiles. In the background, there are trees and the structural columns of a building, suggesting an urban setting. The overall atmosphere is one of a lively, traditional marketplace.

**HOW DO WE CARVE
OUT SHARED SPACE?**

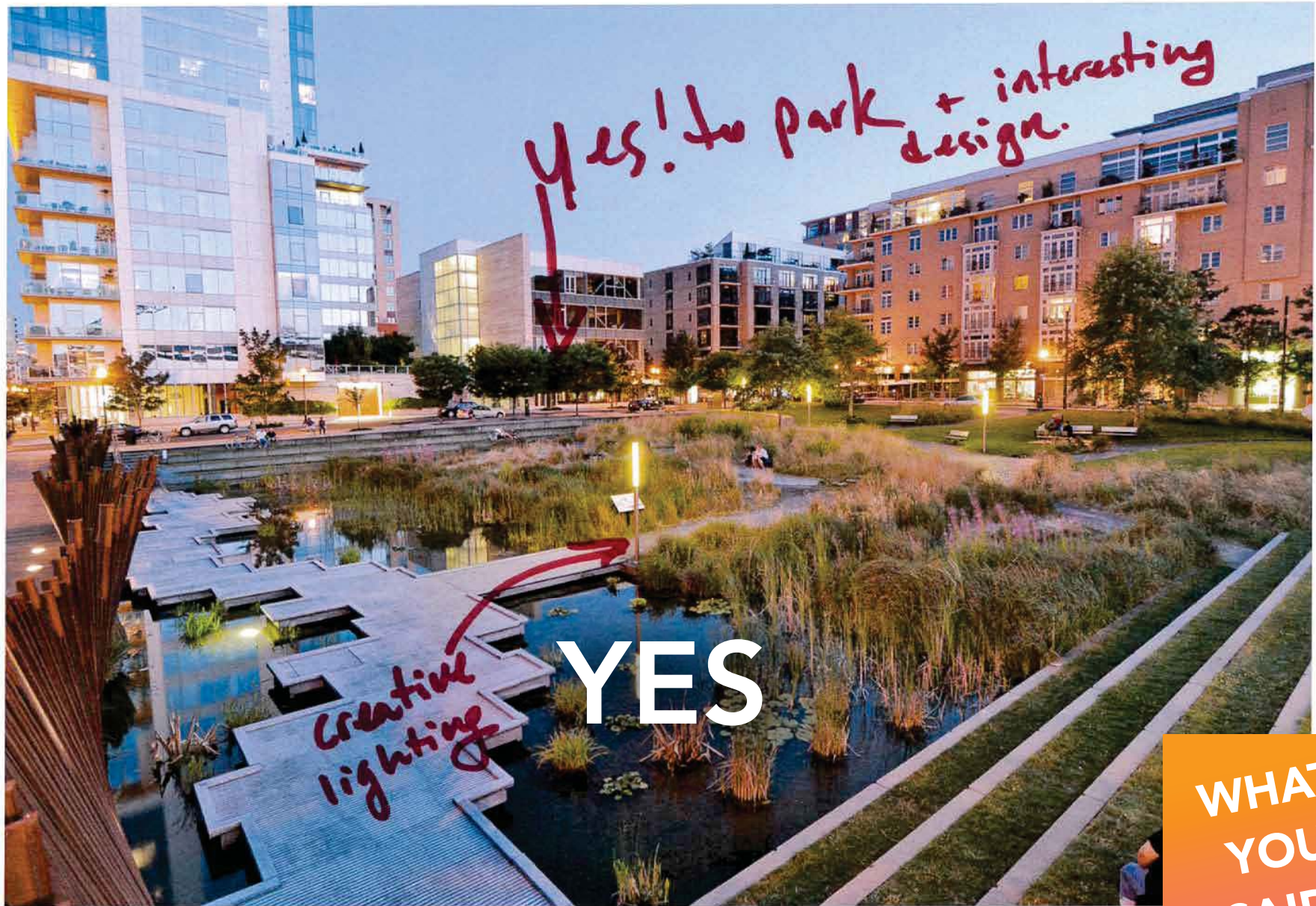


Antoine

YES

Mobile, changeable
w/ seasons, purpose (bike way start)

WHAT
YOU
SAID!



yes! to park + interesting design.

creative lighting

YES

BENCHES w/ grass = cool

WHAT YOU SAID!



Good ex. of
linear park
space

YES

* Open space / public space * usable space
near T. stops

WHAT
YOU
SAID!

An aerial photograph of a densely populated urban neighborhood, rendered in a monochromatic orange-brown color. The image shows a complex network of streets, numerous residential buildings of varying heights, and scattered trees. The perspective is from directly above, looking down on the city grid.

**HOW CAN WE
SHAPE D2?**



HOUSING WIDTH

65'

PERIMETER BLOCK

Paris, France

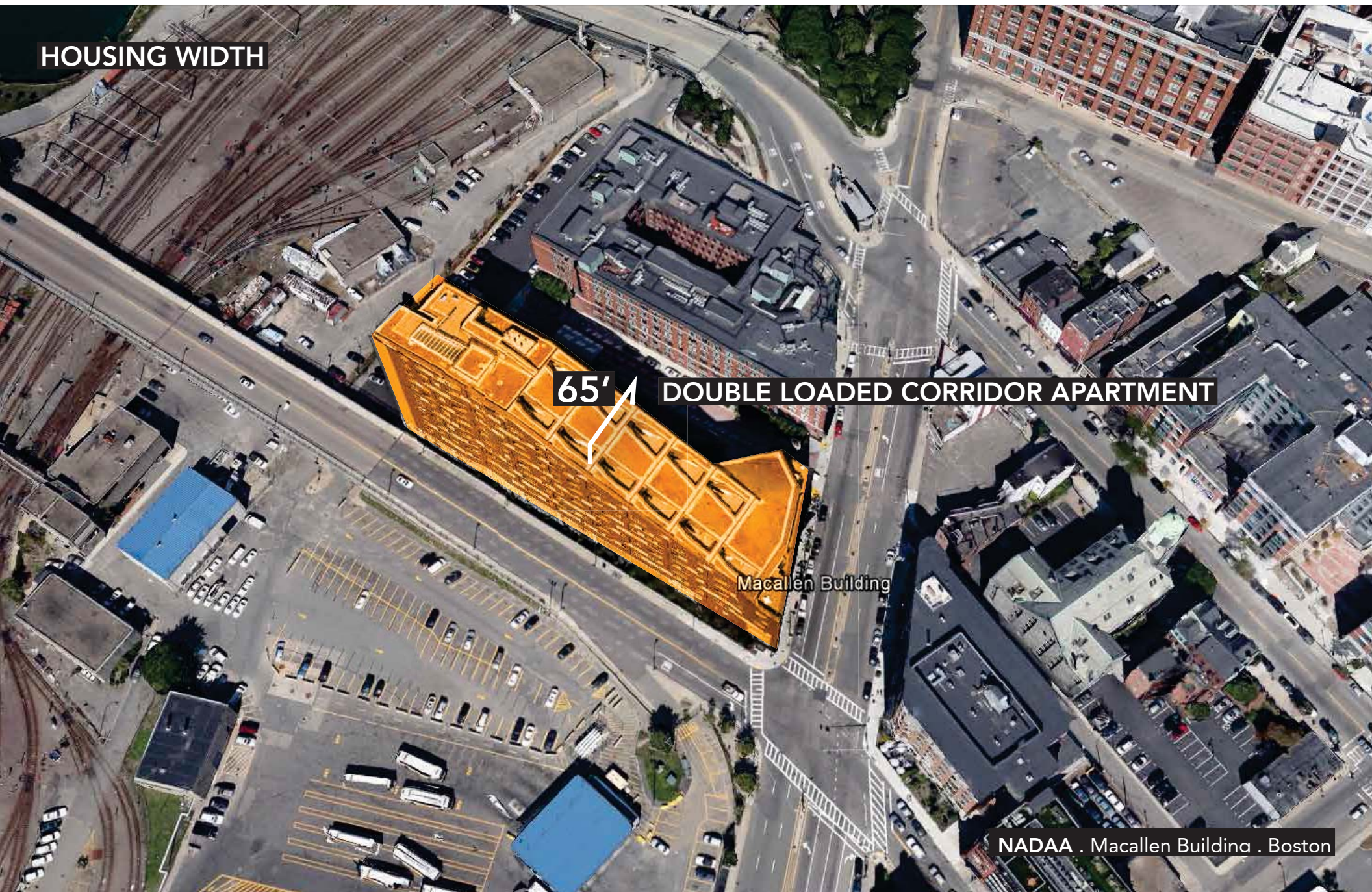
HOUSING WIDTH

65'

DOUBLE LOADED CORRIDOR APARTMENT

Macallen Building

NADAA . Macallen Building . Boston

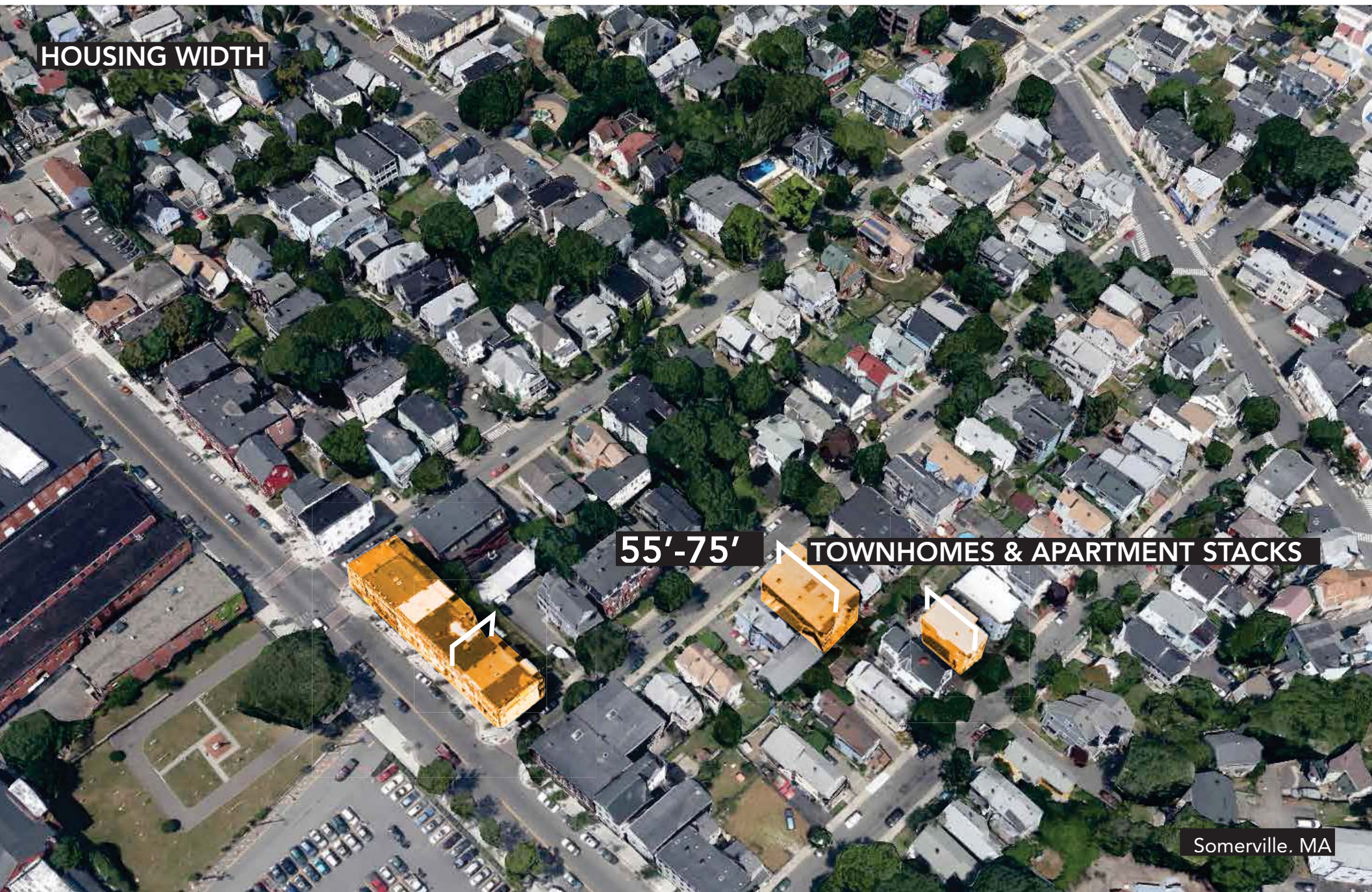


HOUSING WIDTH

55'-75'

TOWNHOMES & APARTMENT STACKS

Somerville, MA



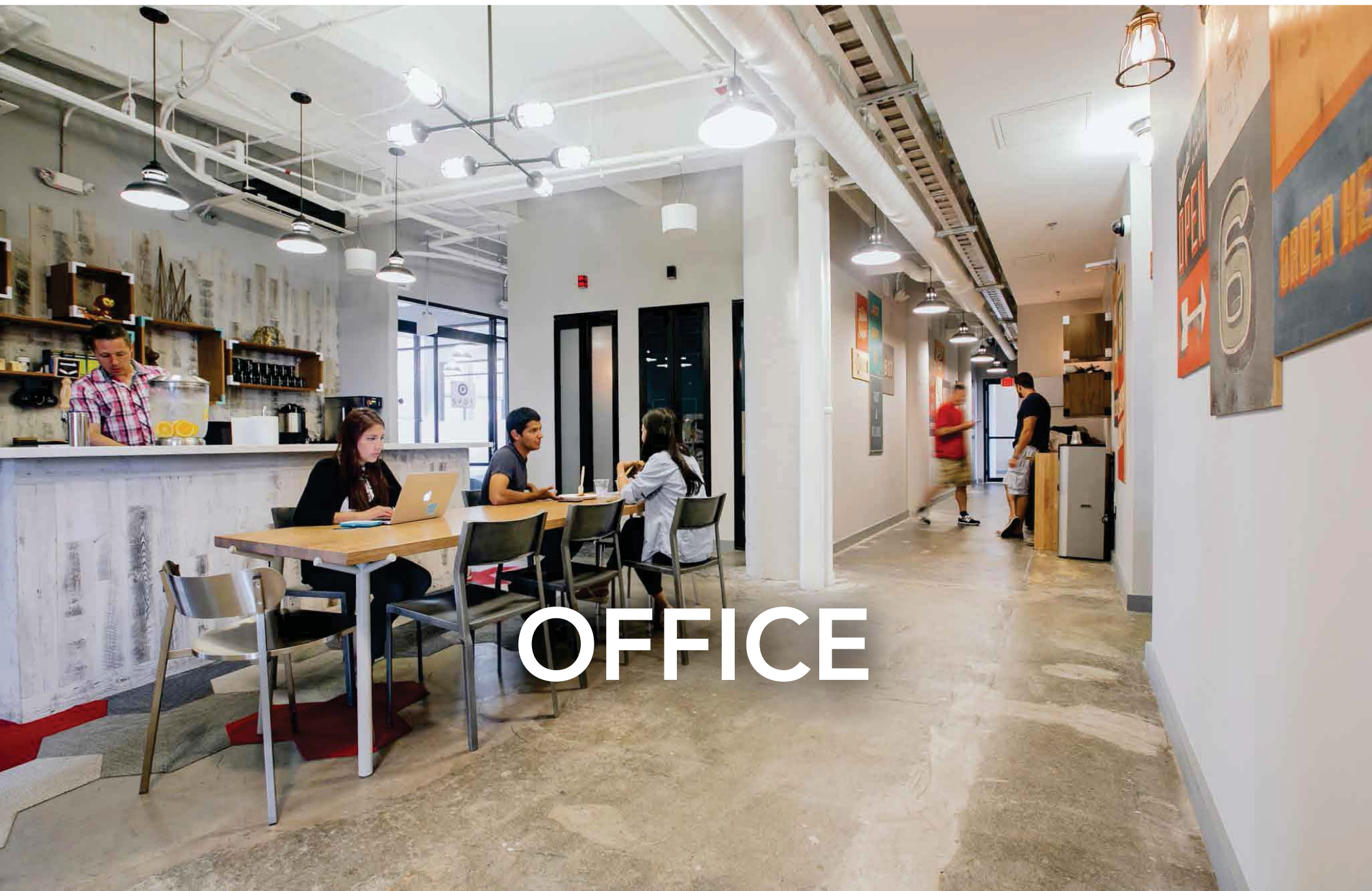


**HOW DOES OFFICE,
HOTEL, & HOUSING
OCCUPY THE D2 SITE?**



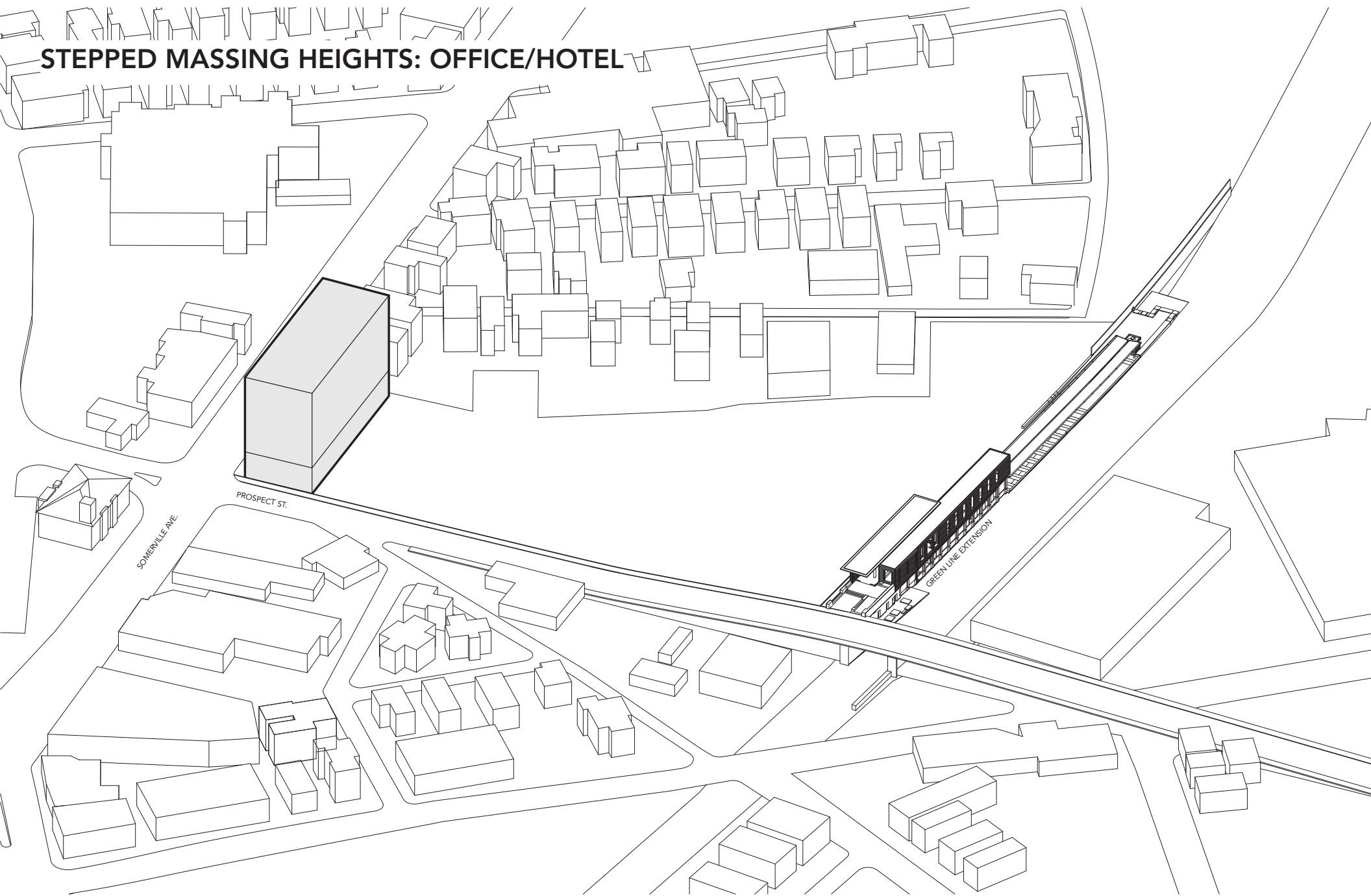
OFFICE

Kanner Architects . Santa Monica California



OFFICE

STEPPED MASSING HEIGHTS: OFFICE/HOTEL





HOTEL

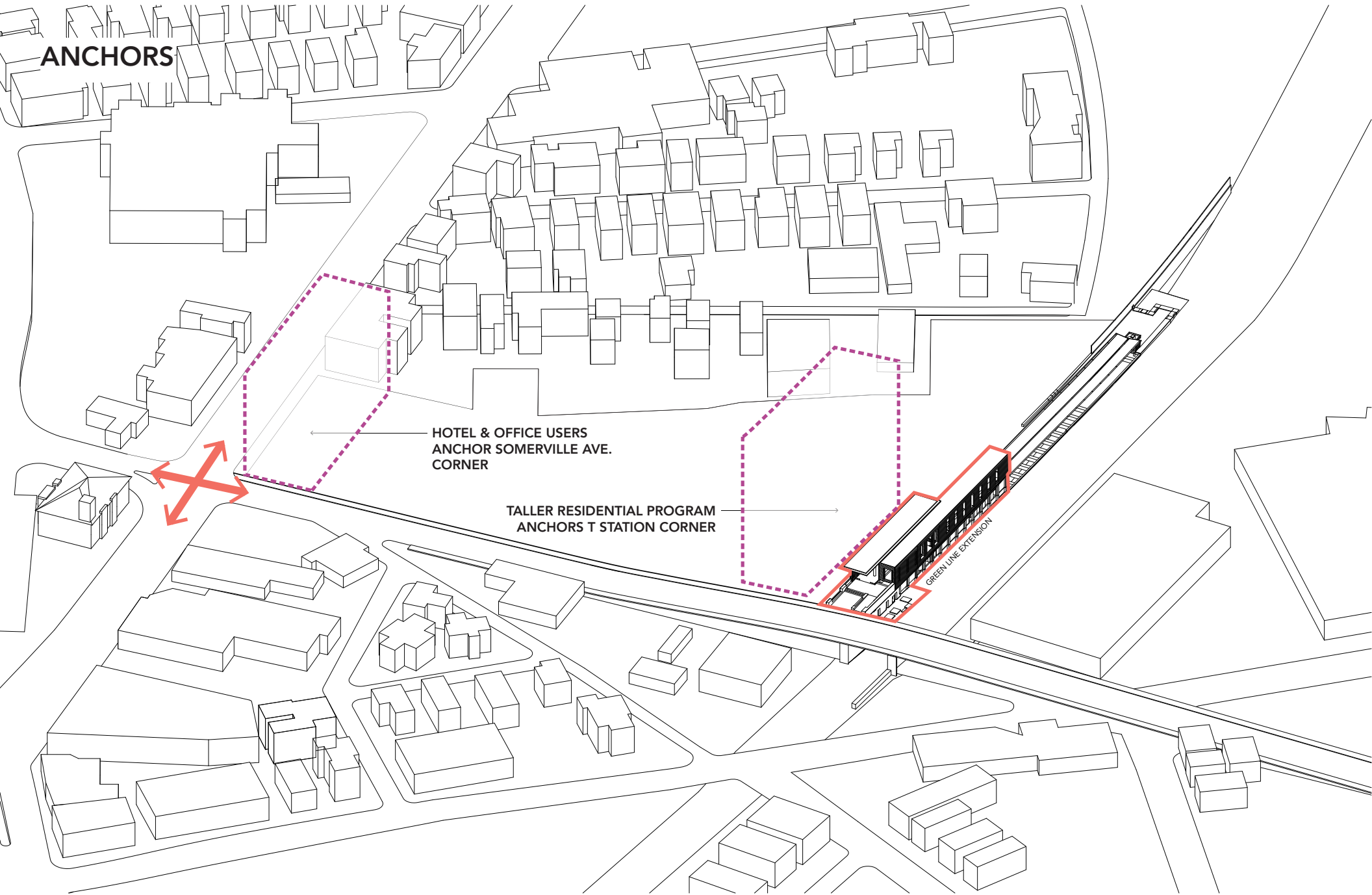
ACE Hotel . Portland, Oregon

A modern hotel lobby with a white reception desk, a person behind the counter, and large glass windows. The floor is made of light-colored tiles with dark lines. The ceiling has a wooden slat design with several cylindrical pendant lights. A blue armchair is visible near the windows. The word "HOTEL" is overlaid in large white letters.

HOTEL

Hilton Garden Inn . Georgetown

ANCHORS

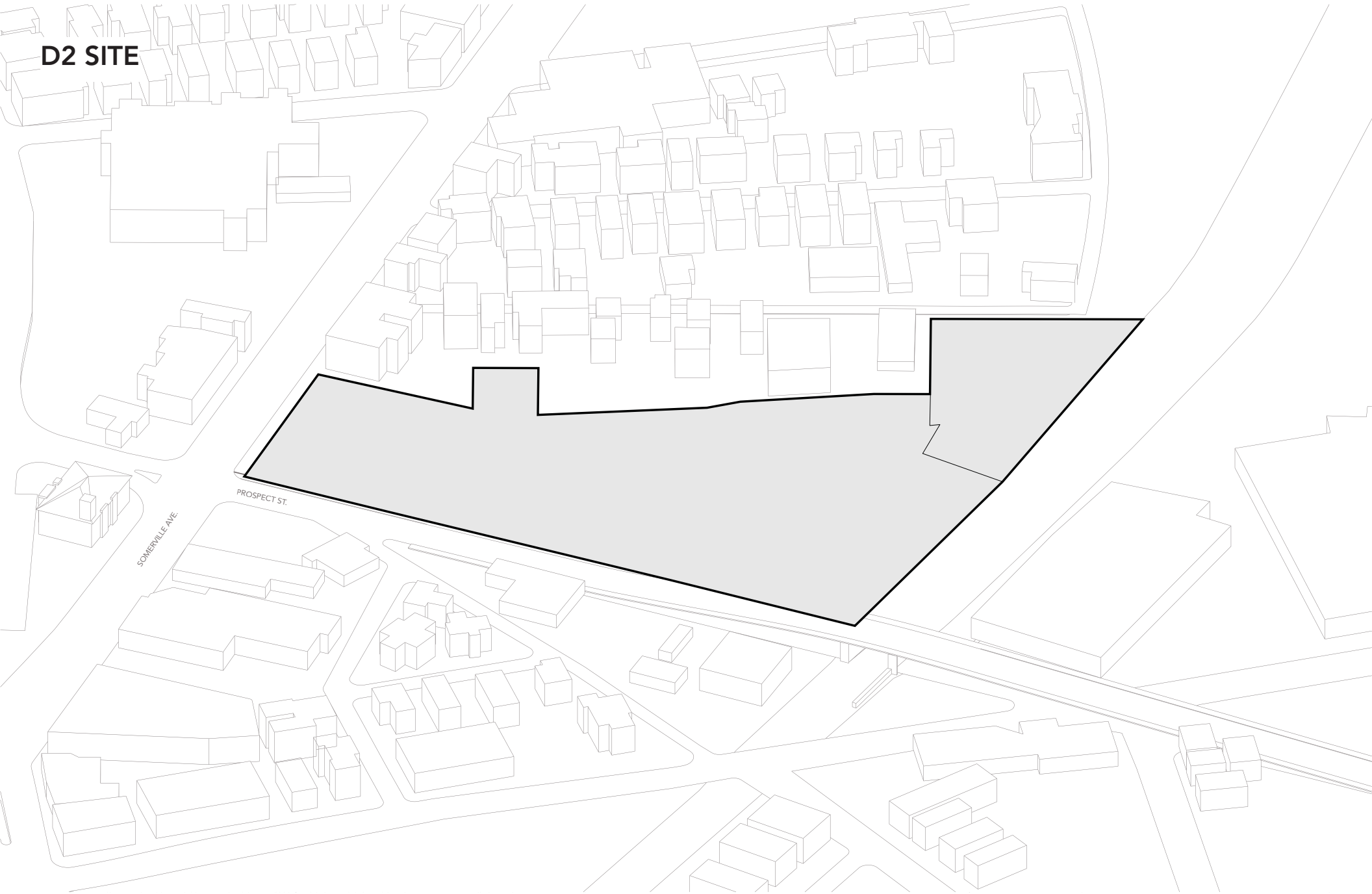


HOTEL & OFFICE USERS
ANCHOR SOMERVILLE AVE.
CORNER

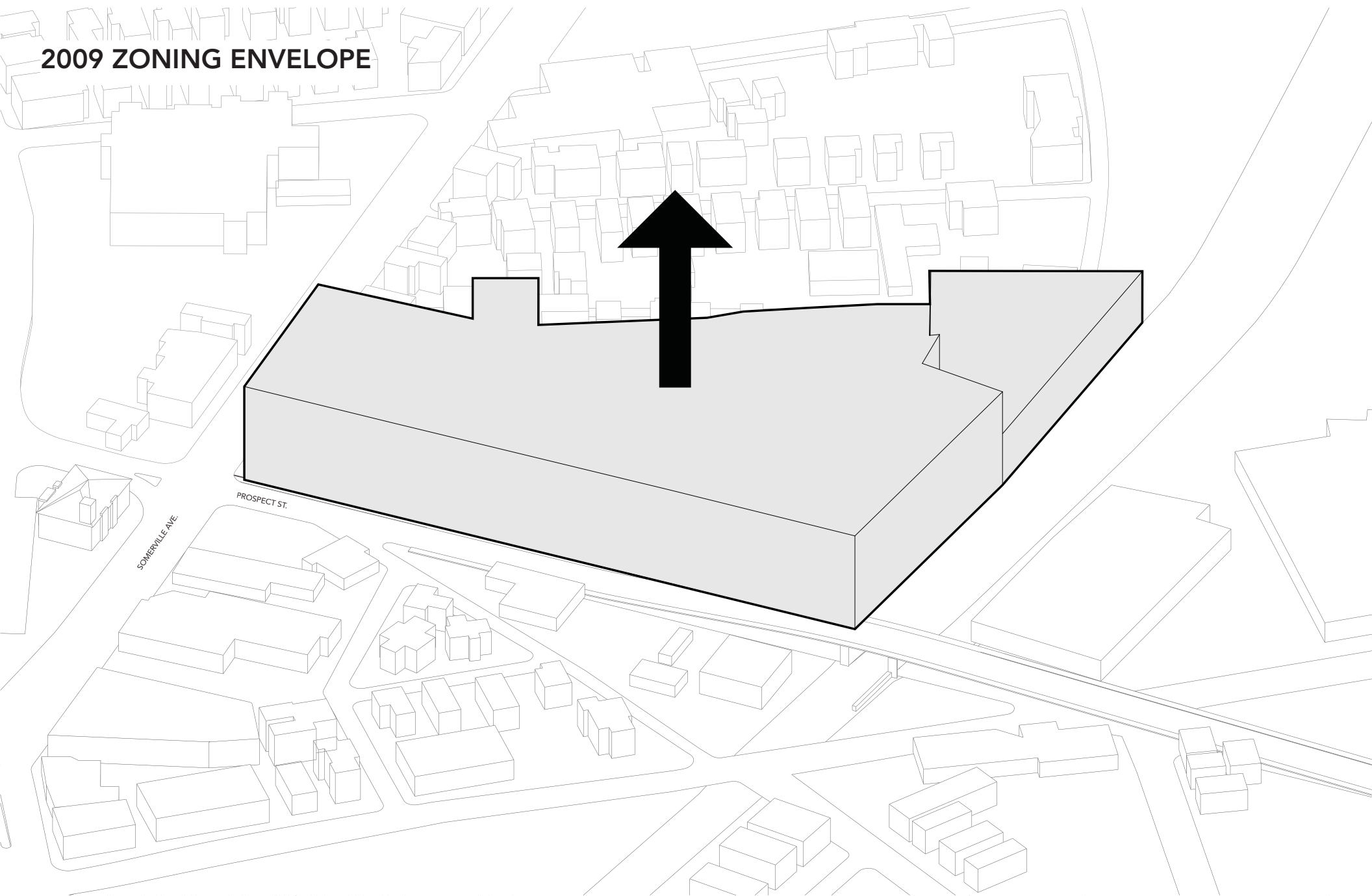
TALLER RESIDENTIAL PROGRAM
ANCHORS T STATION CORNER

GREEN LINE EXTENSION

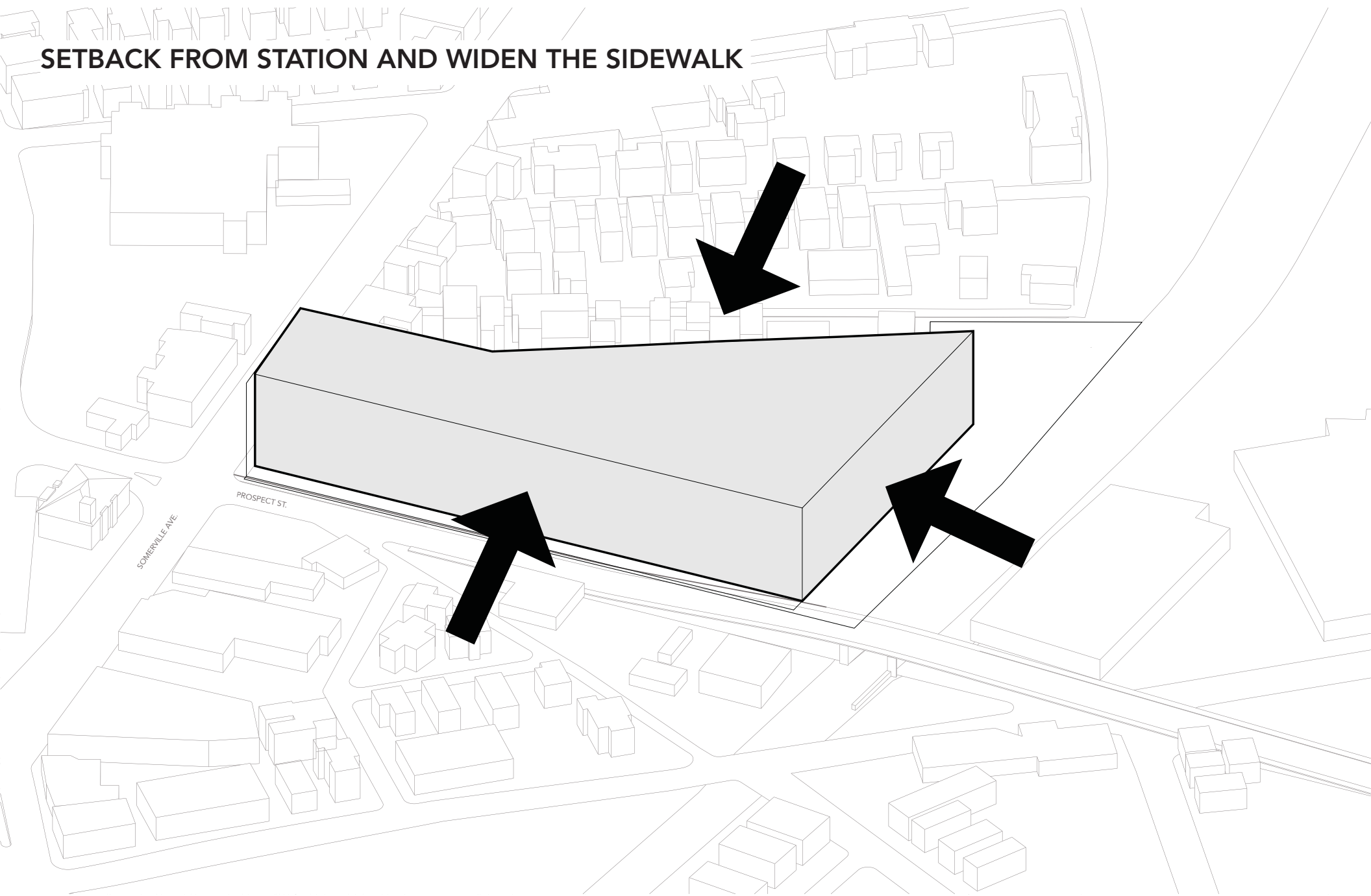
D2 SITE



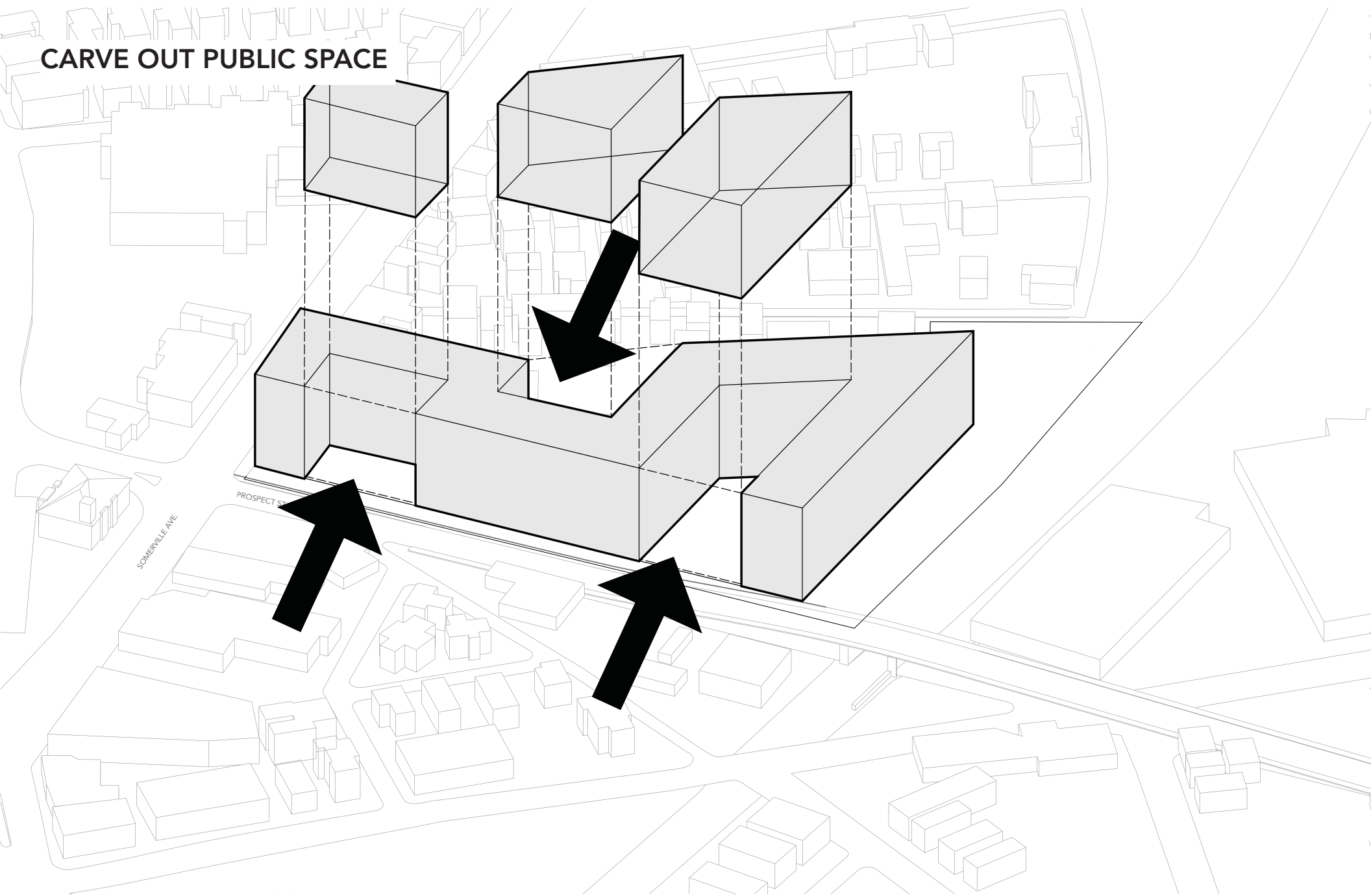
2009 ZONING ENVELOPE



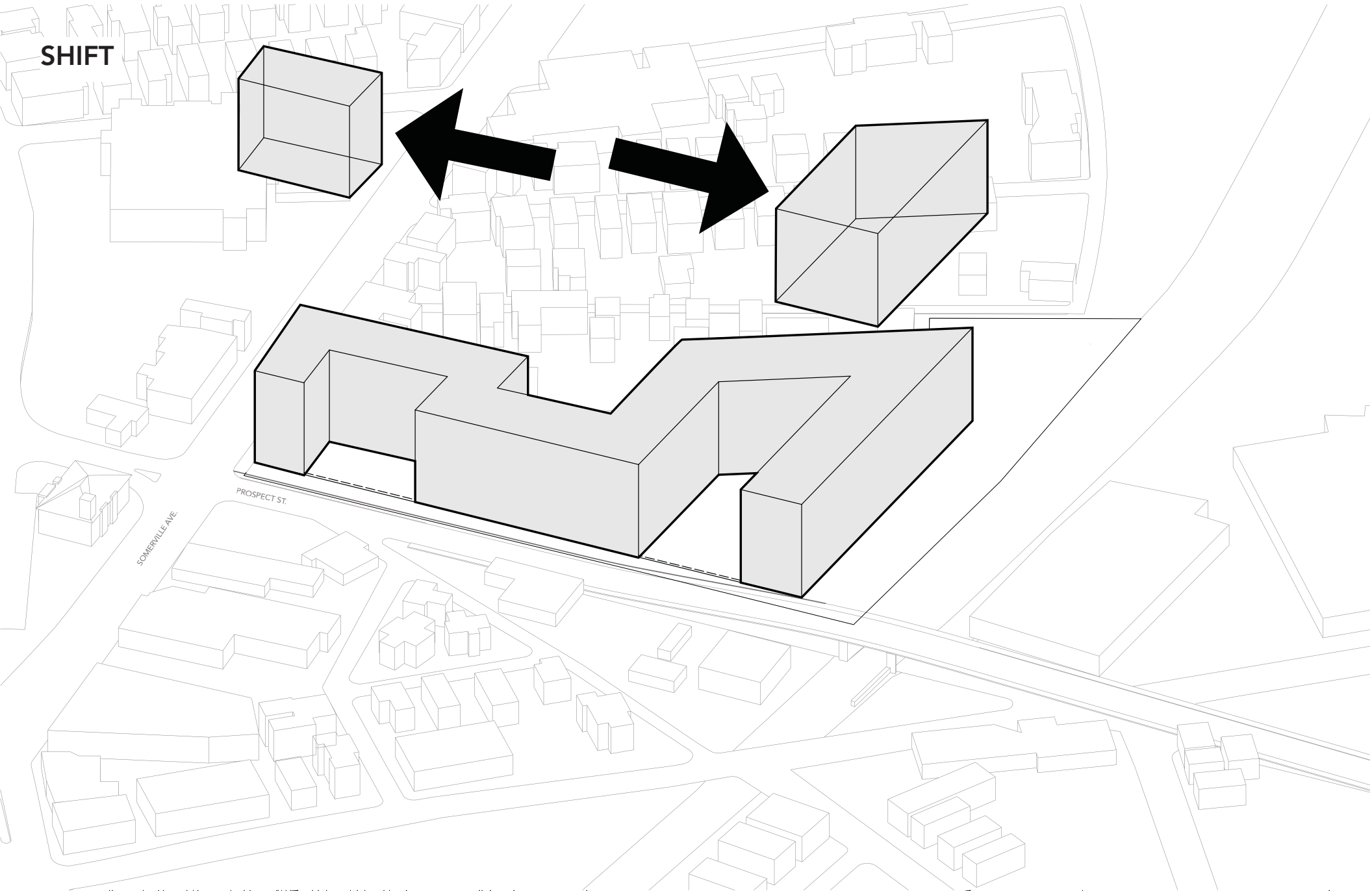
SETBACK FROM STATION AND WIDEN THE SIDEWALK



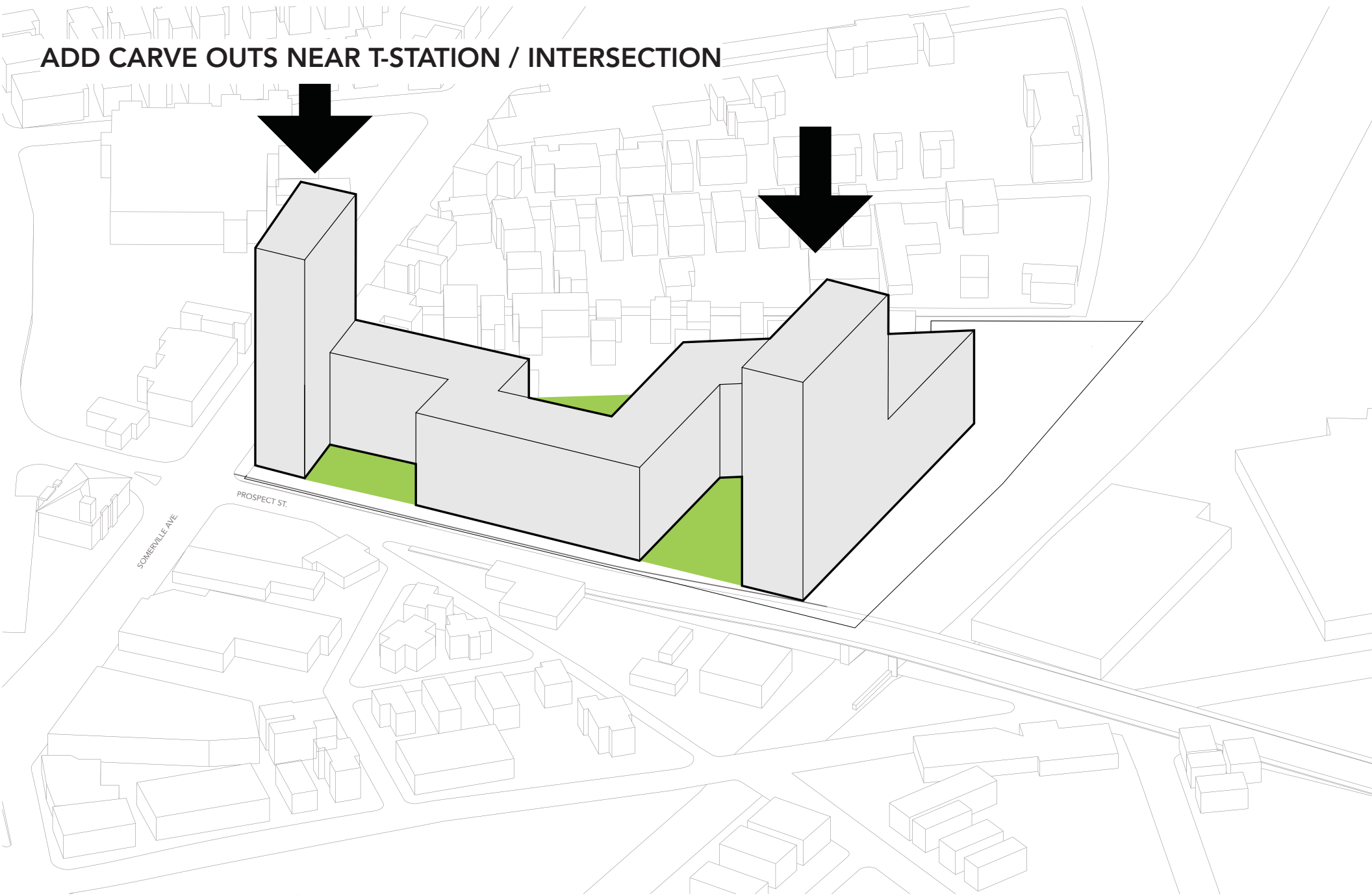
CARVE OUT PUBLIC SPACE



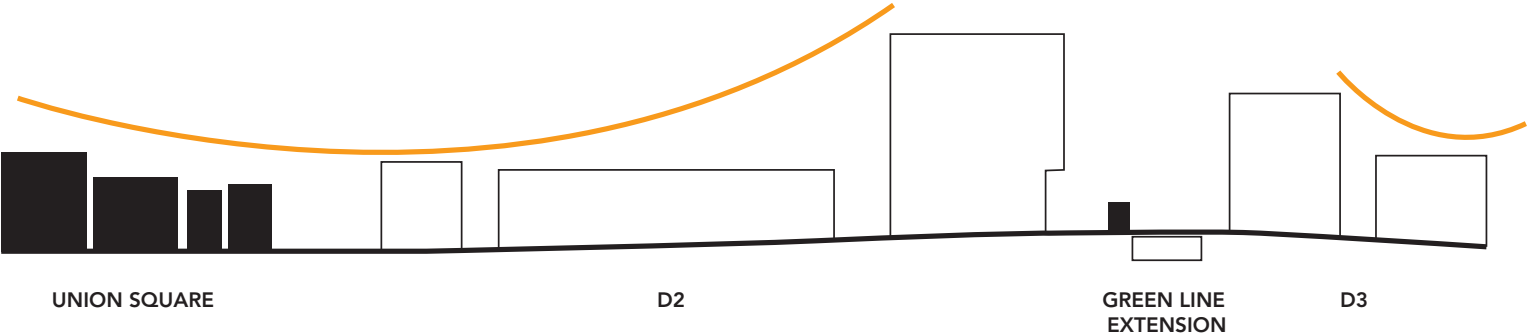
SHIFT



ADD CARVE OUTS NEAR T-STATION / INTERSECTION



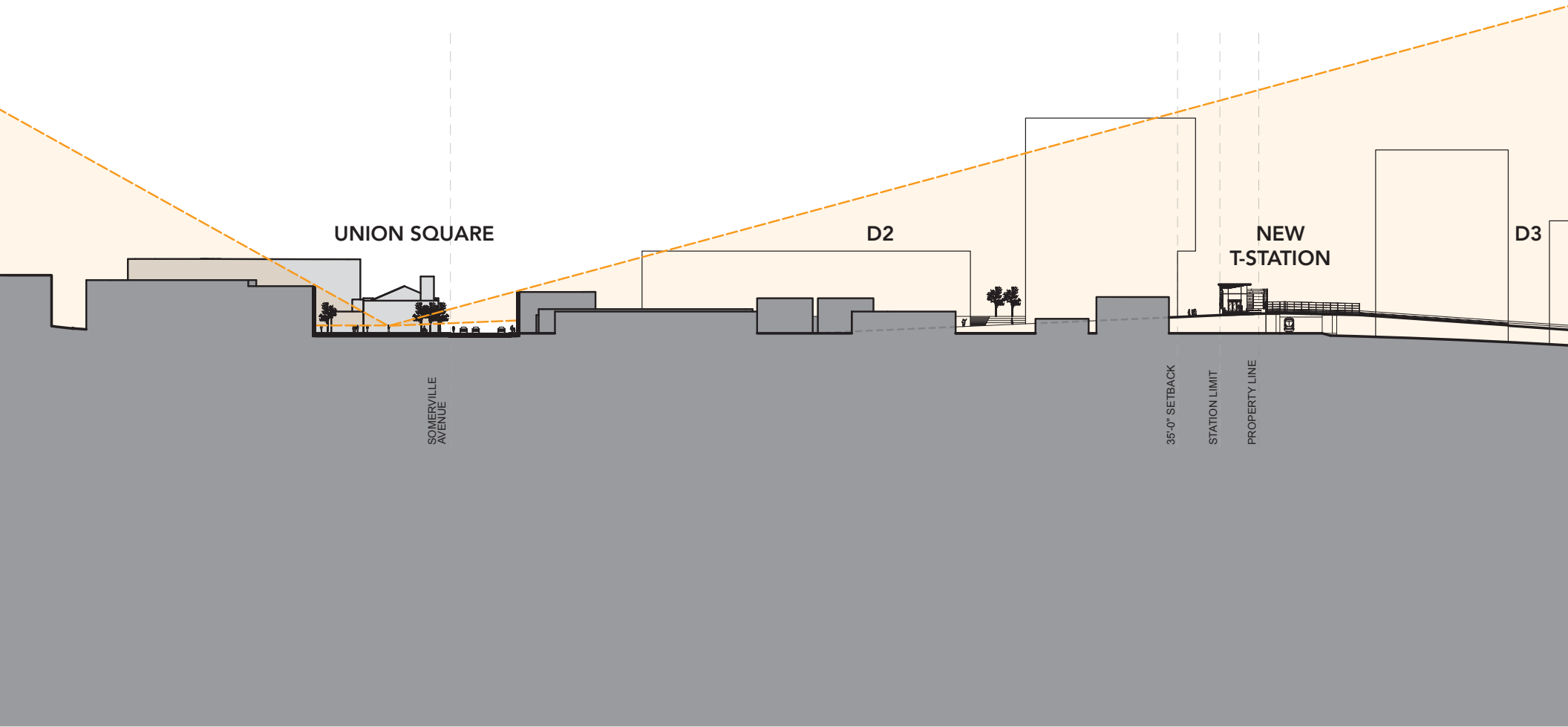
STEPPED MASSING HEIGHTS



UNION SQUARE



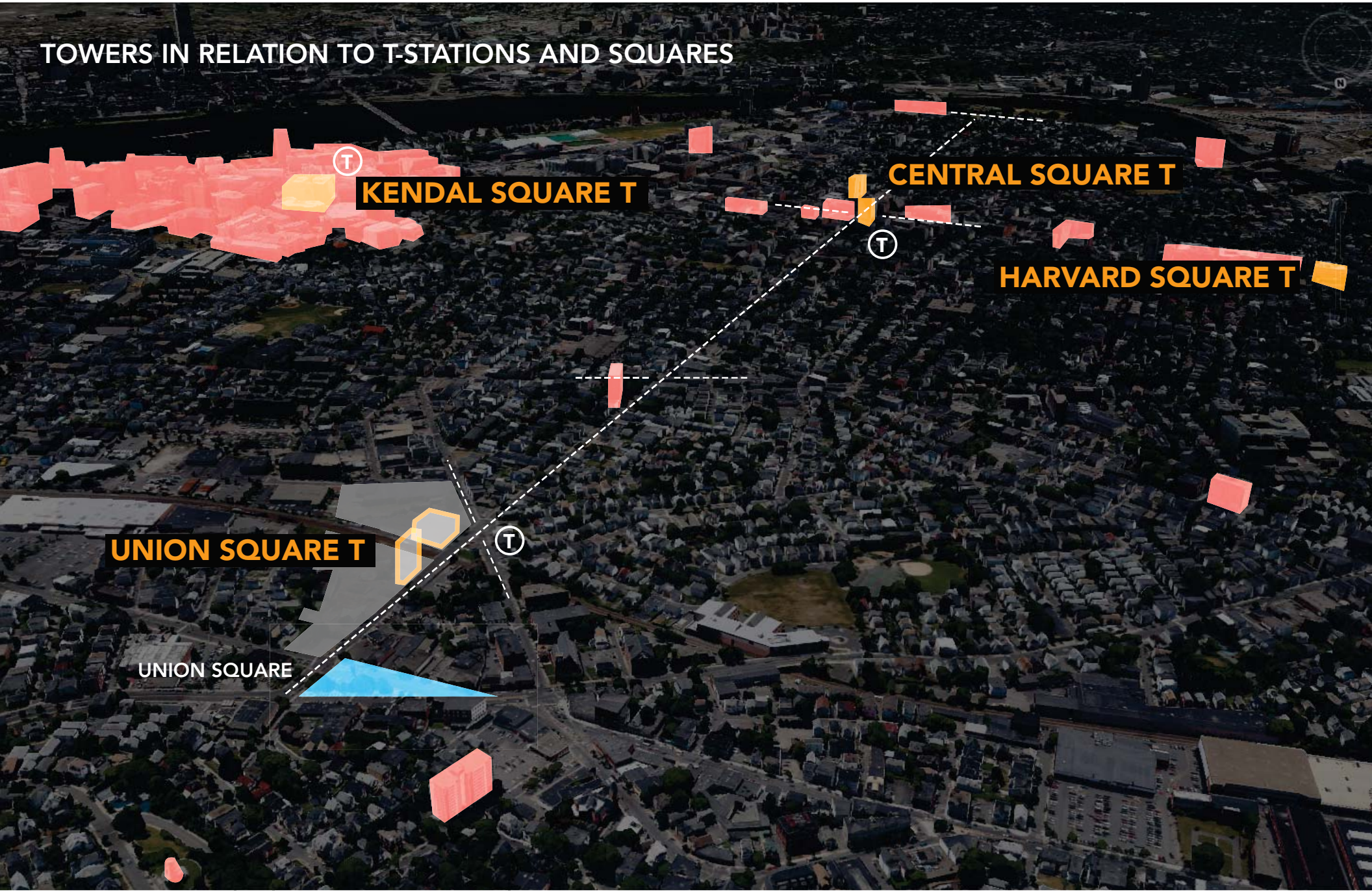
UNION SQUARE & D2 SITE SECTION



UNION SQUARE & D2 VIEW



TOWERS IN RELATION TO T-STATIONS AND SQUARES



KENDAL SQUARE T

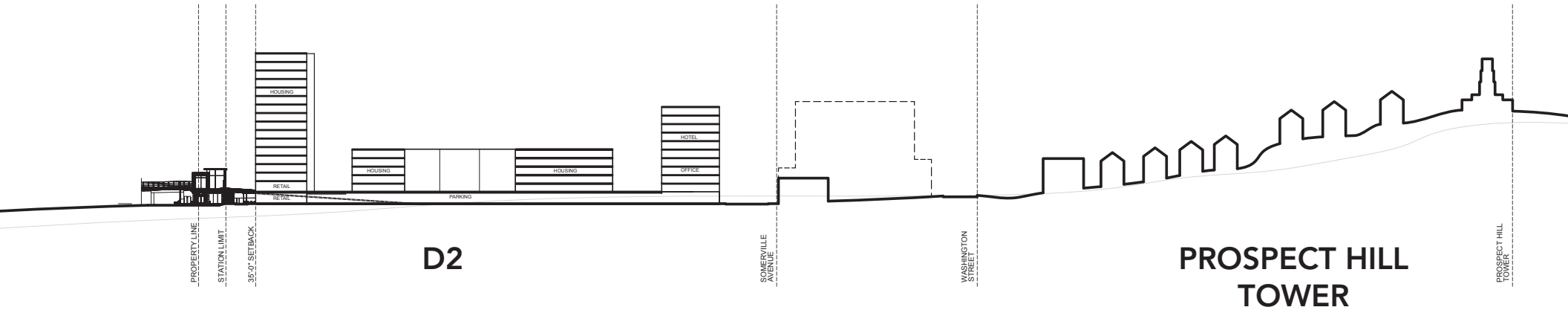
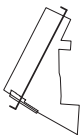
CENTRAL SQUARE T

HARVARD SQUARE T

UNION SQUARE T

UNION SQUARE

UNION SQUARE . SITE SECTION



BUILDING HEIGHT COMPARISON - BOSTON AREA



Name	FANEUIL HAL	OLD SOUTH MEETING HOUSE	TRINITY CHURCH	OLD JOHN HANCOCK TOWER	JOHN HANCOCK TOWER	D2 UNION SQUARE
City	BOSTON, MA	BOSTON, MA	BOSTON, MA	BOSTON, MA	BOSTON, MA	SOMERVILLE, MA
Built	1742	1792	1872	1947	1976	2017 PROPOSED
Height	125 FT	183 FT	211 FT	495 FT	791 FT	
Floors	3.5 FL	5.5 FL	N/A	46 FL	60 FL	



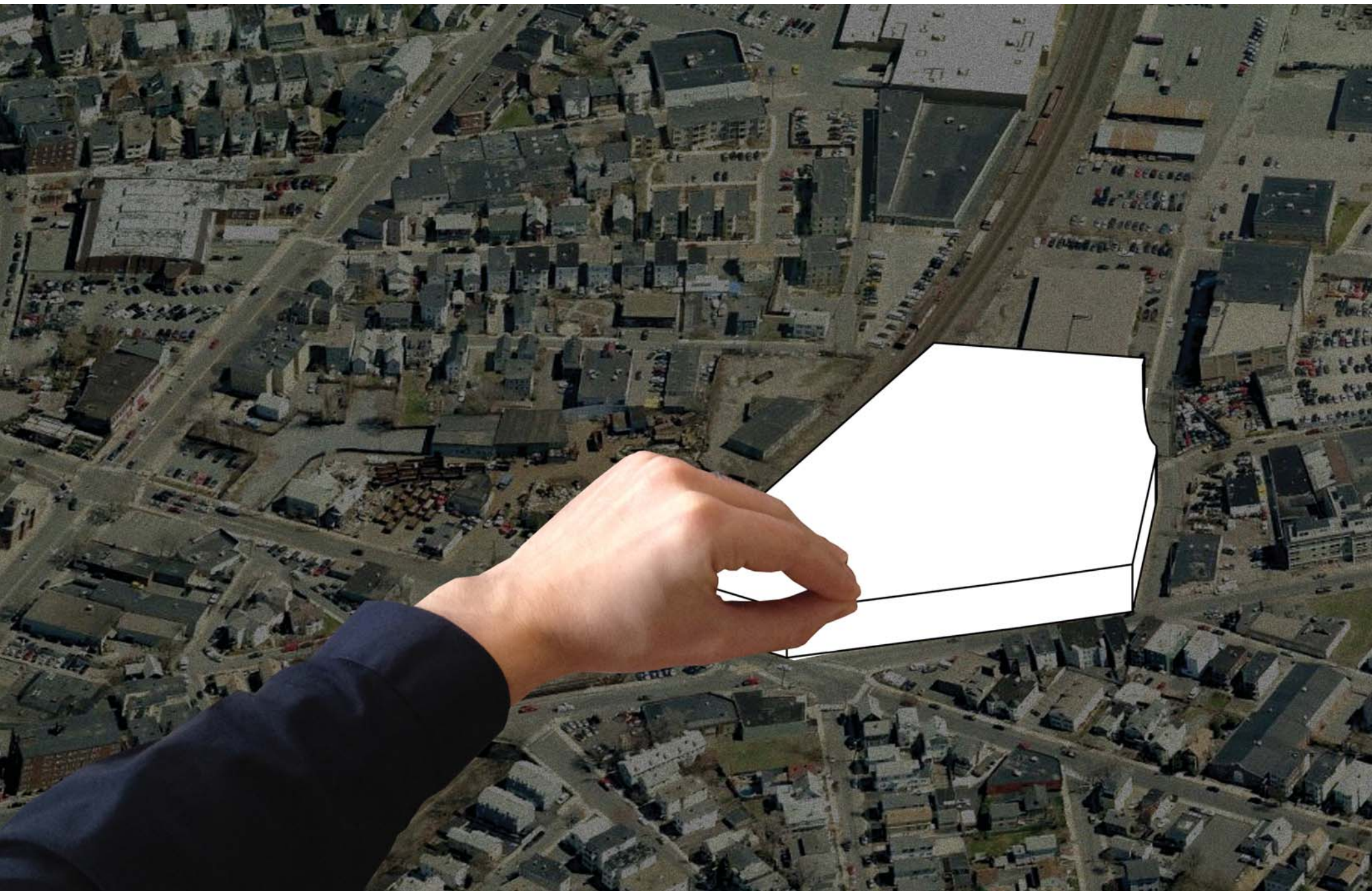
HOW DOES IT ALL COME
TOGETHER?

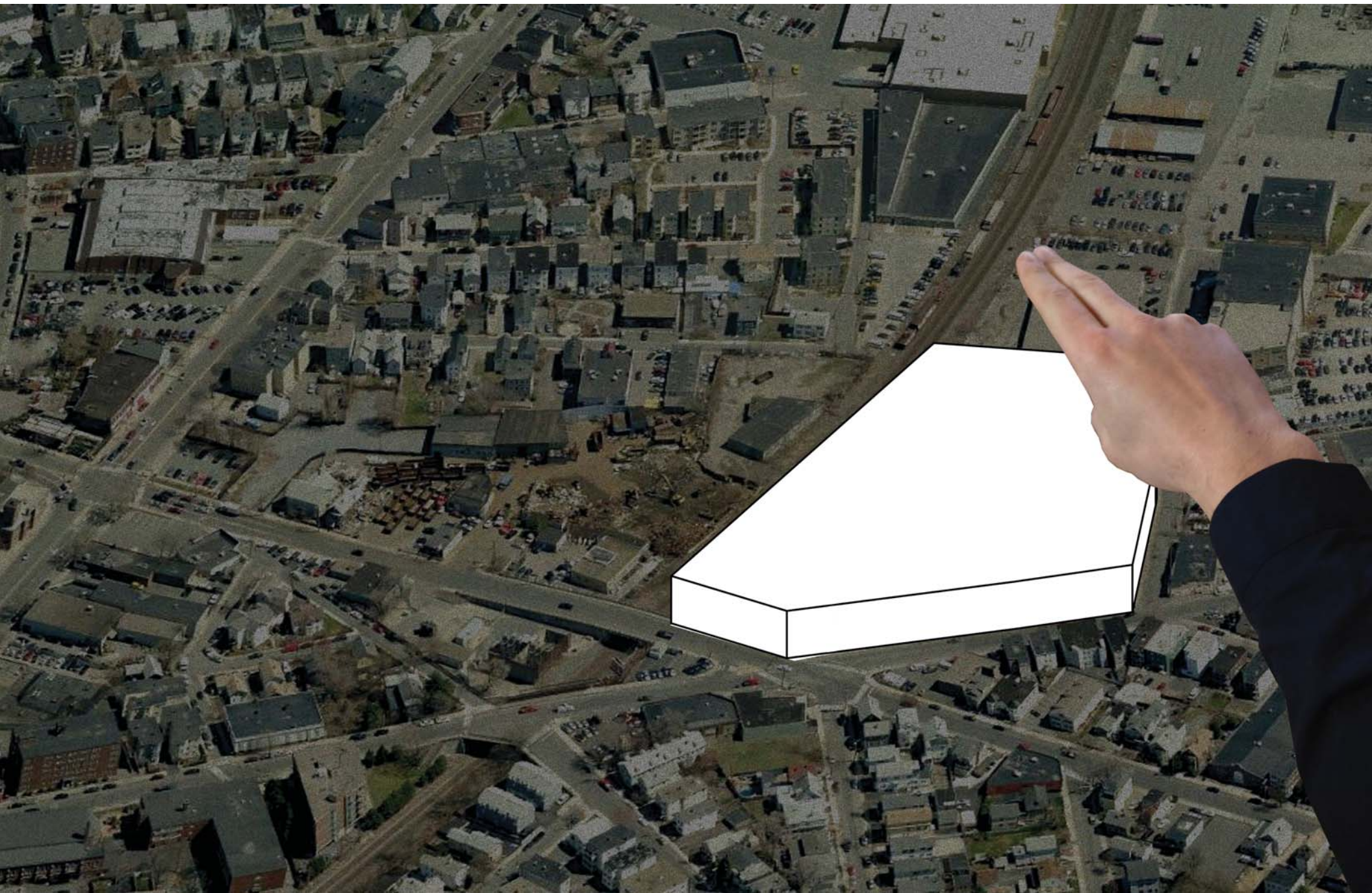


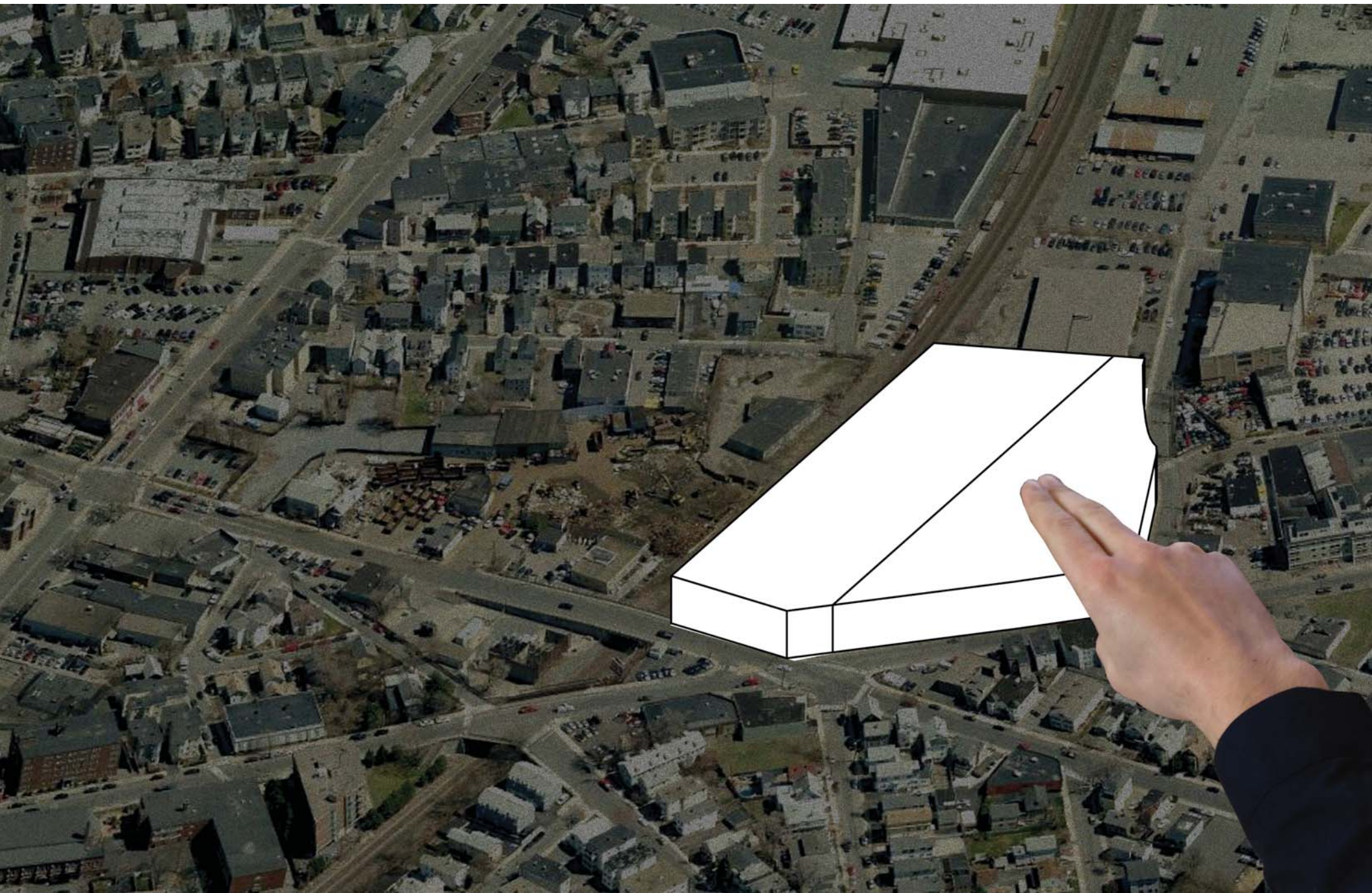
D3

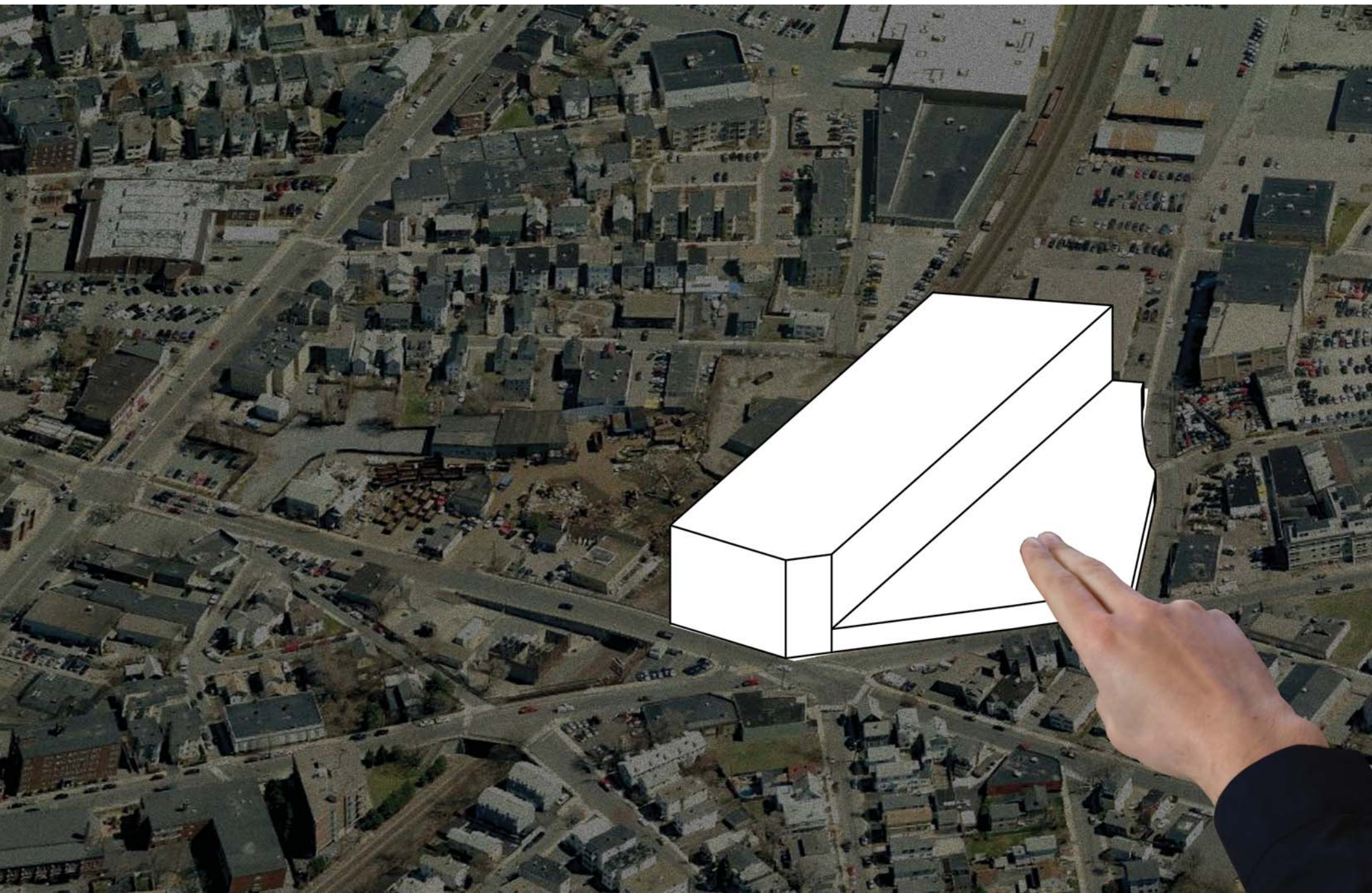


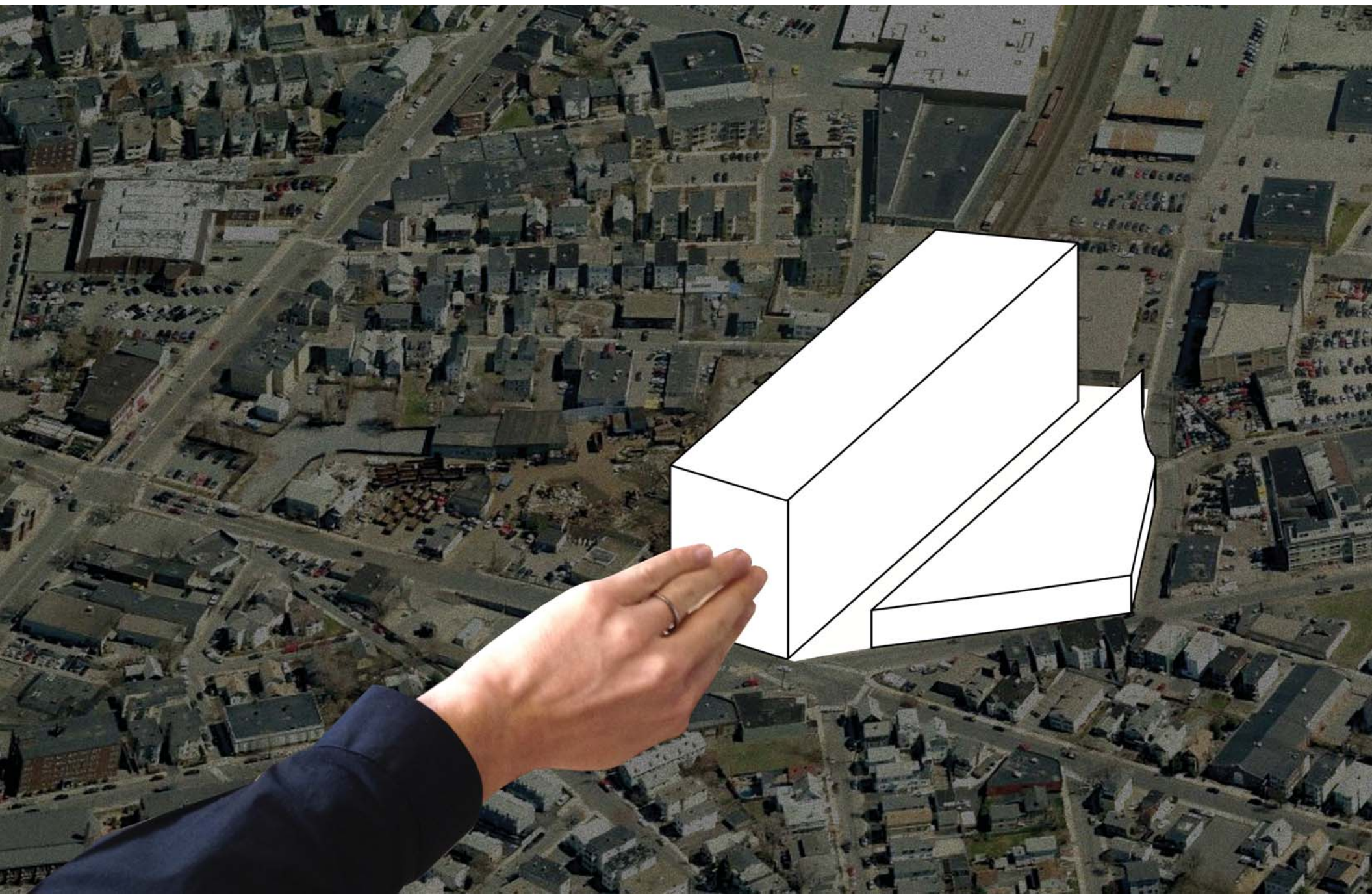


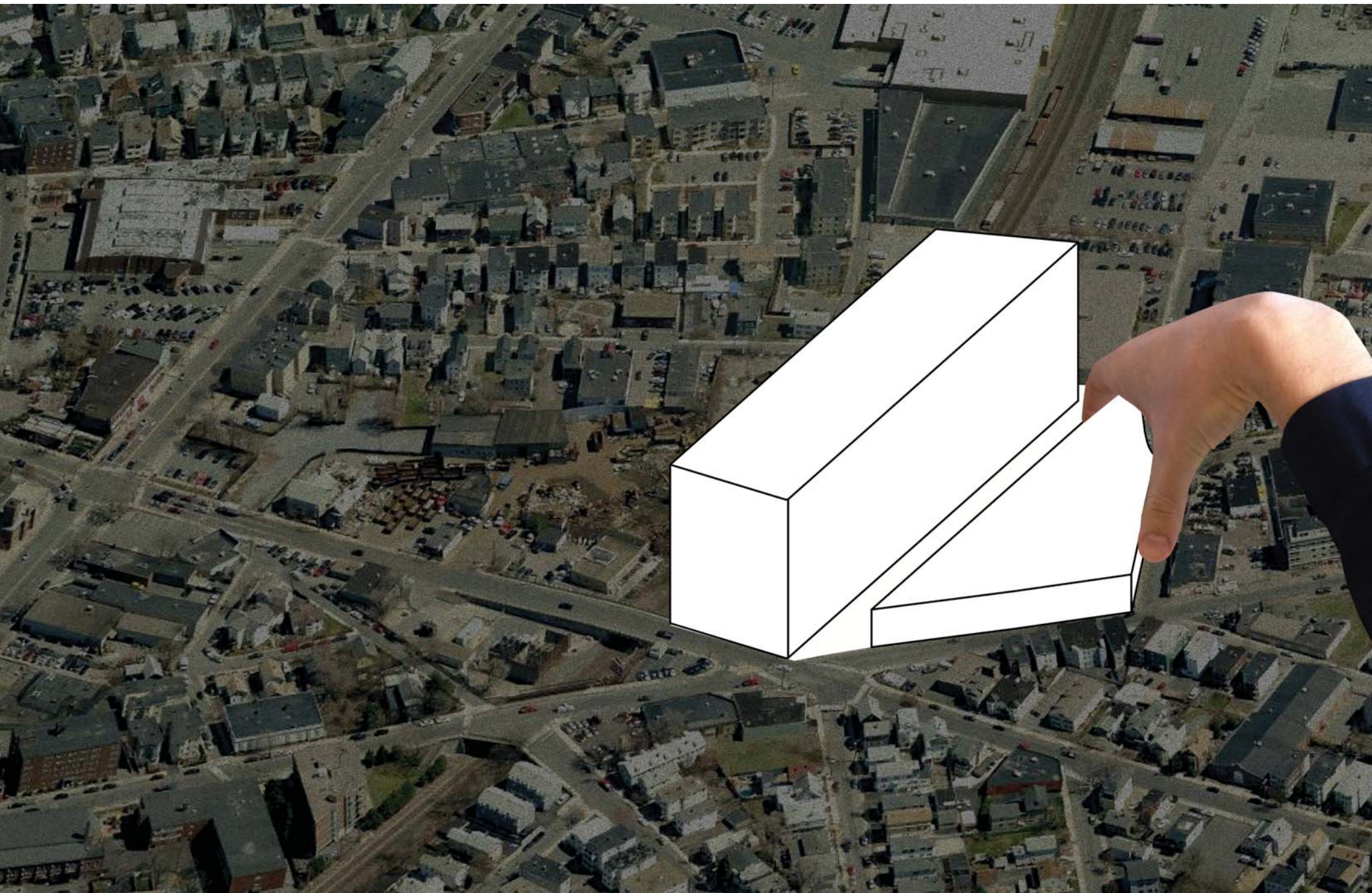


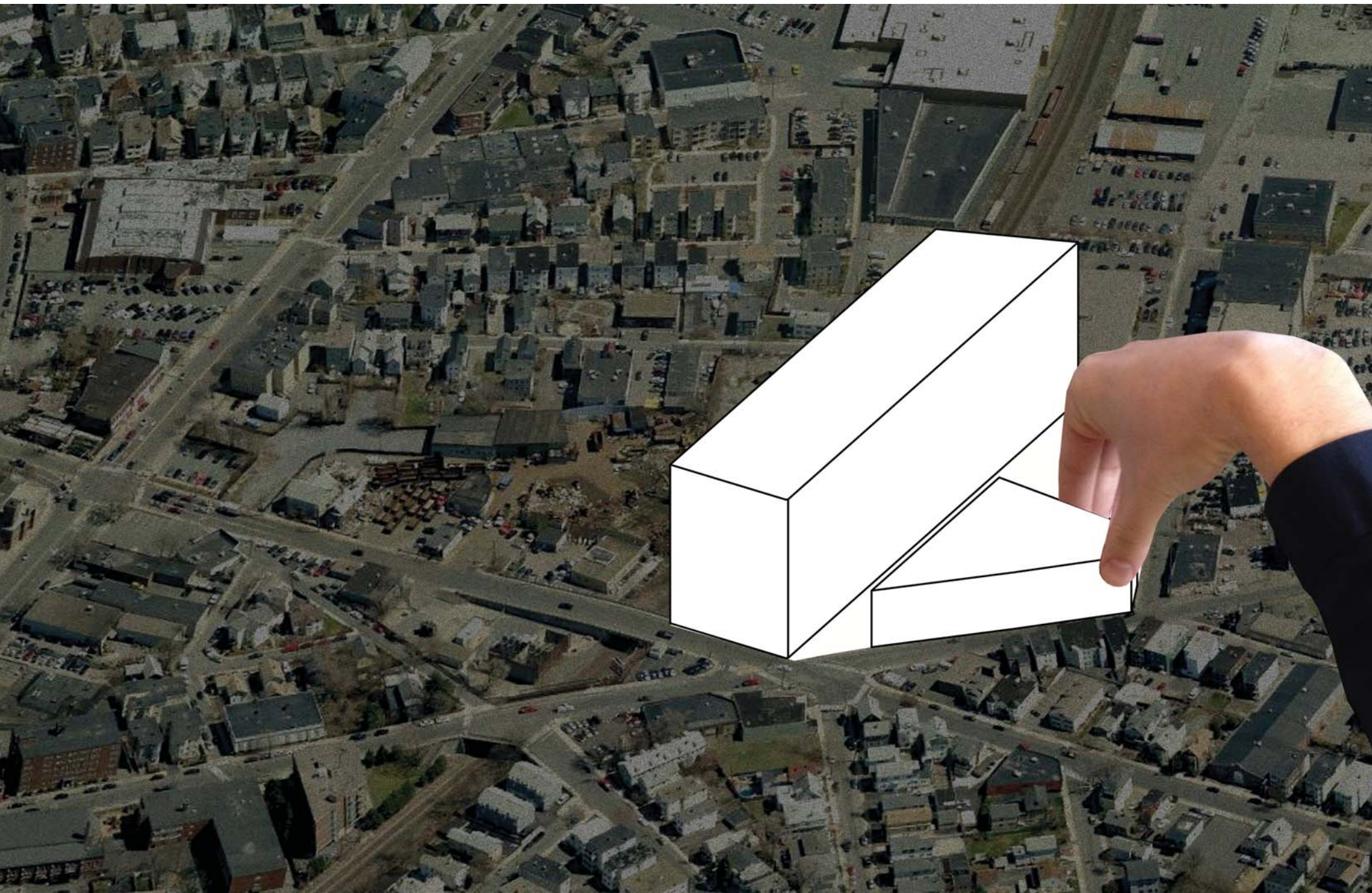


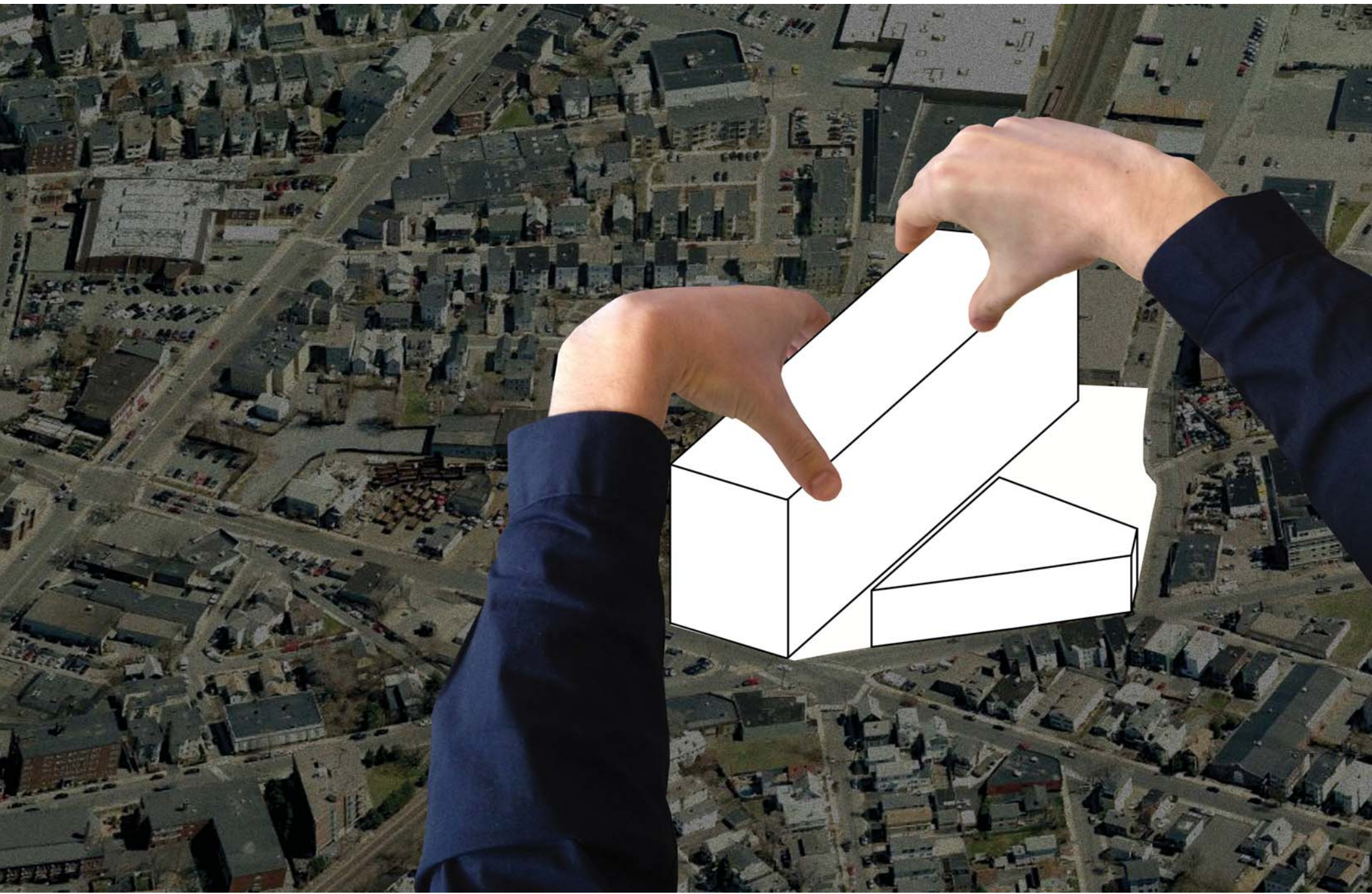


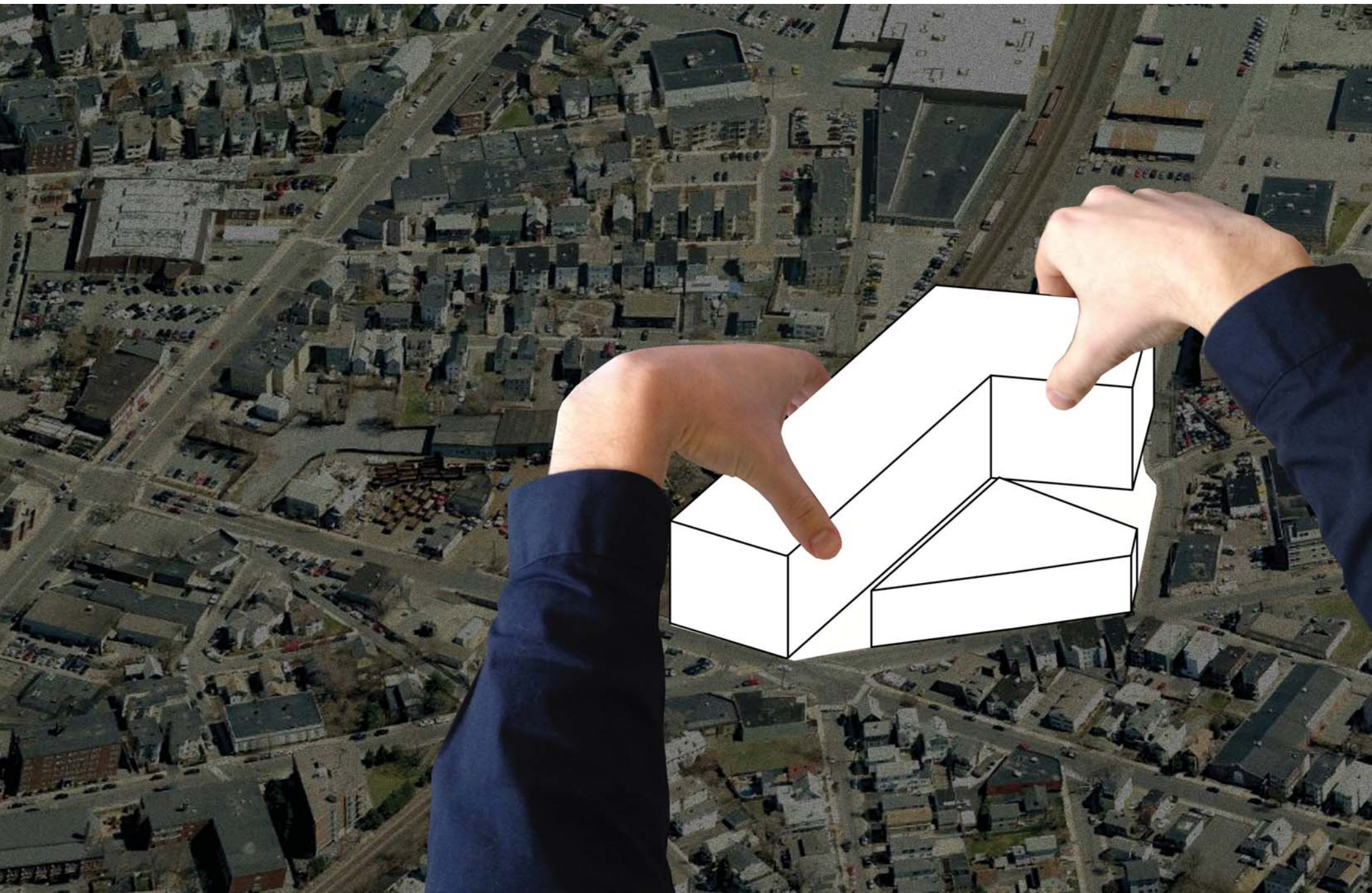


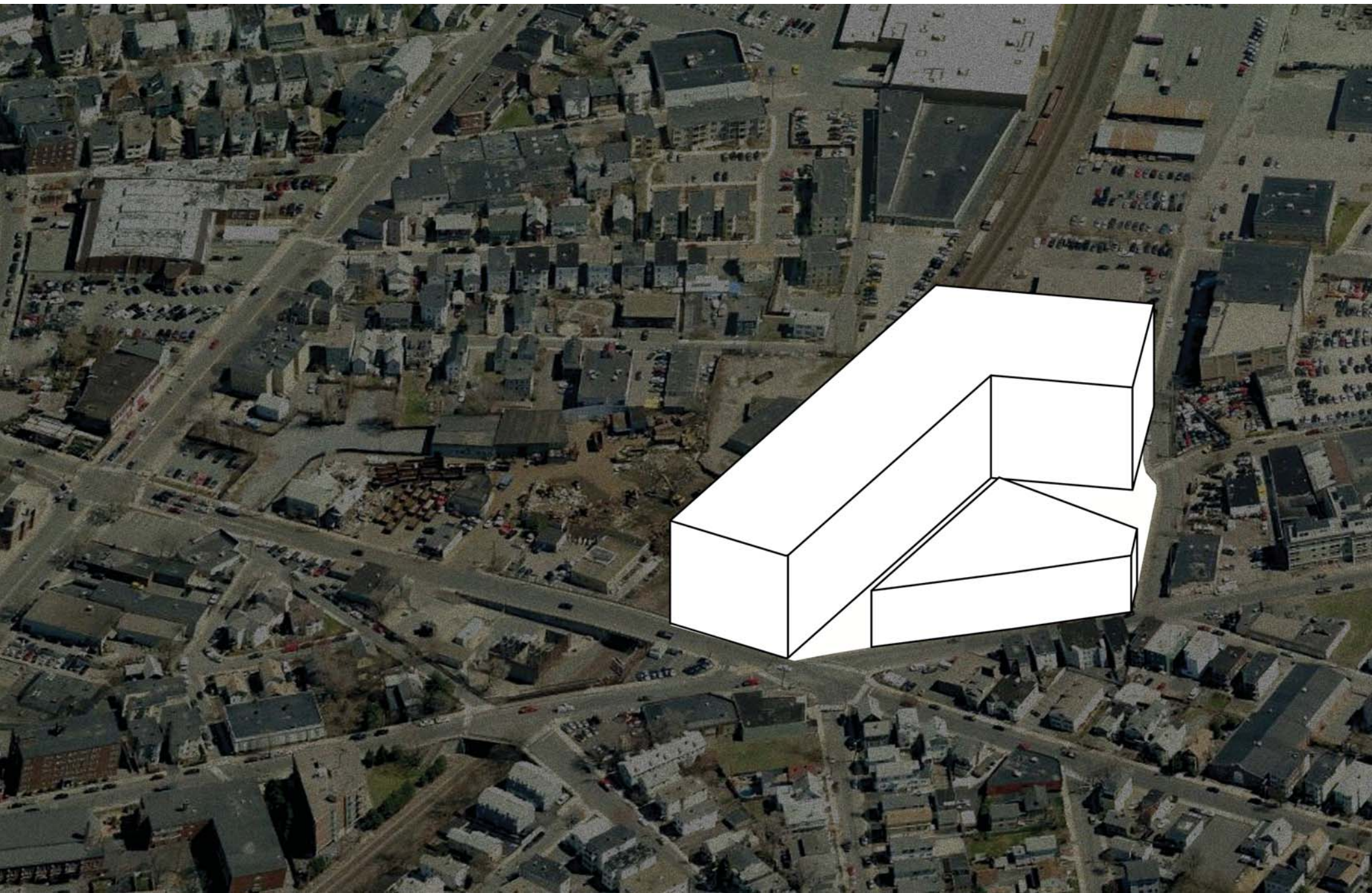


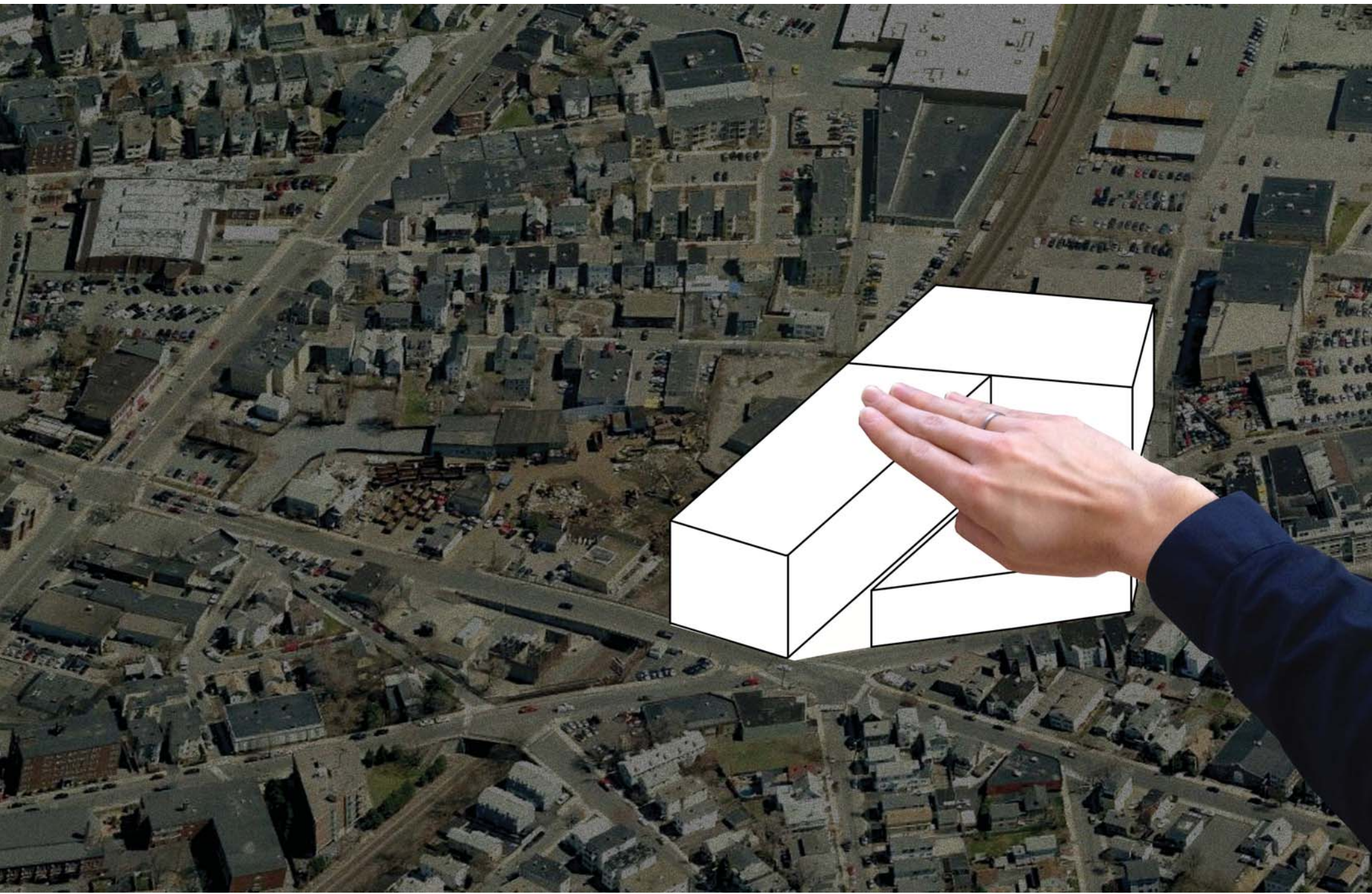


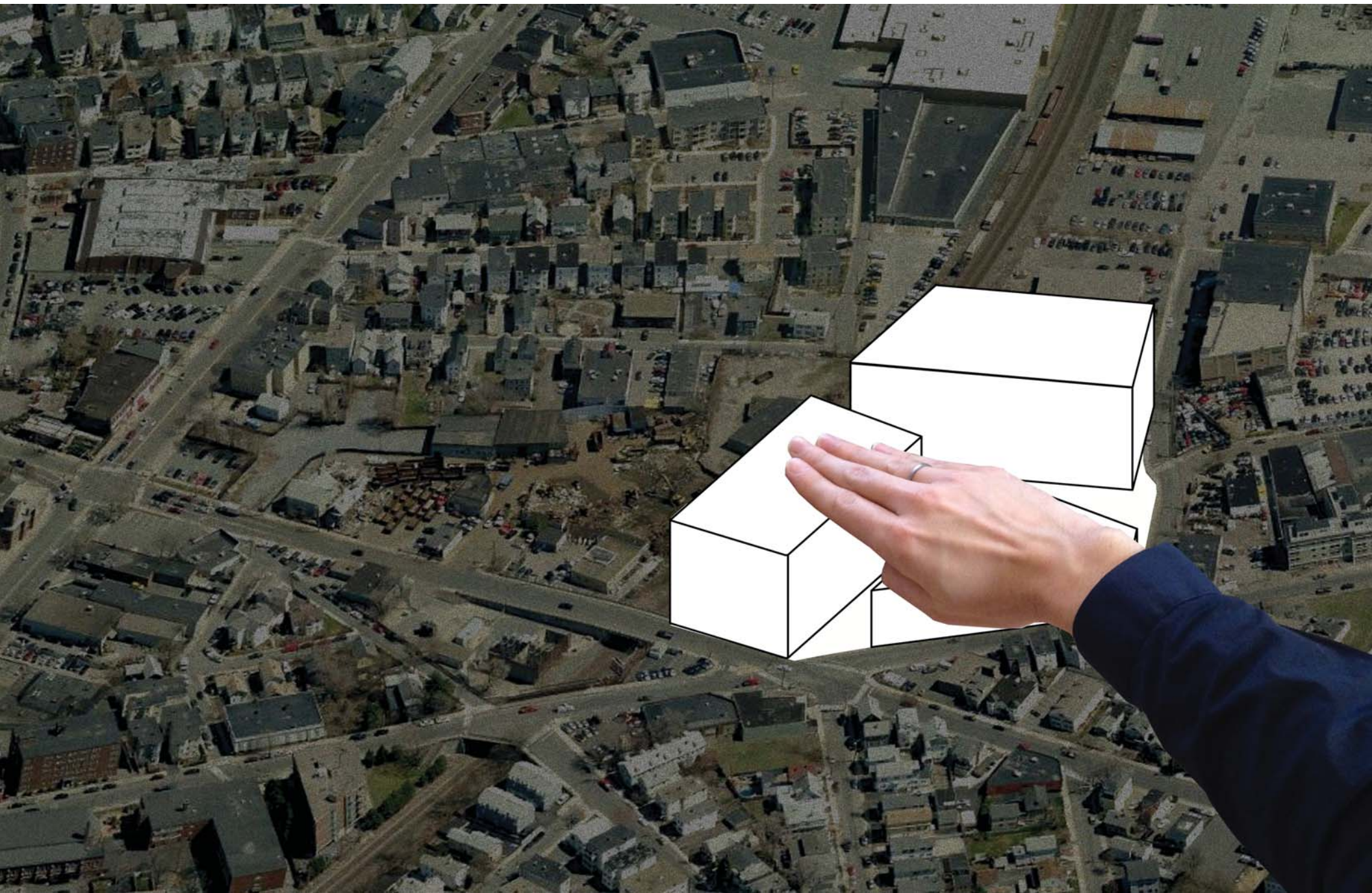


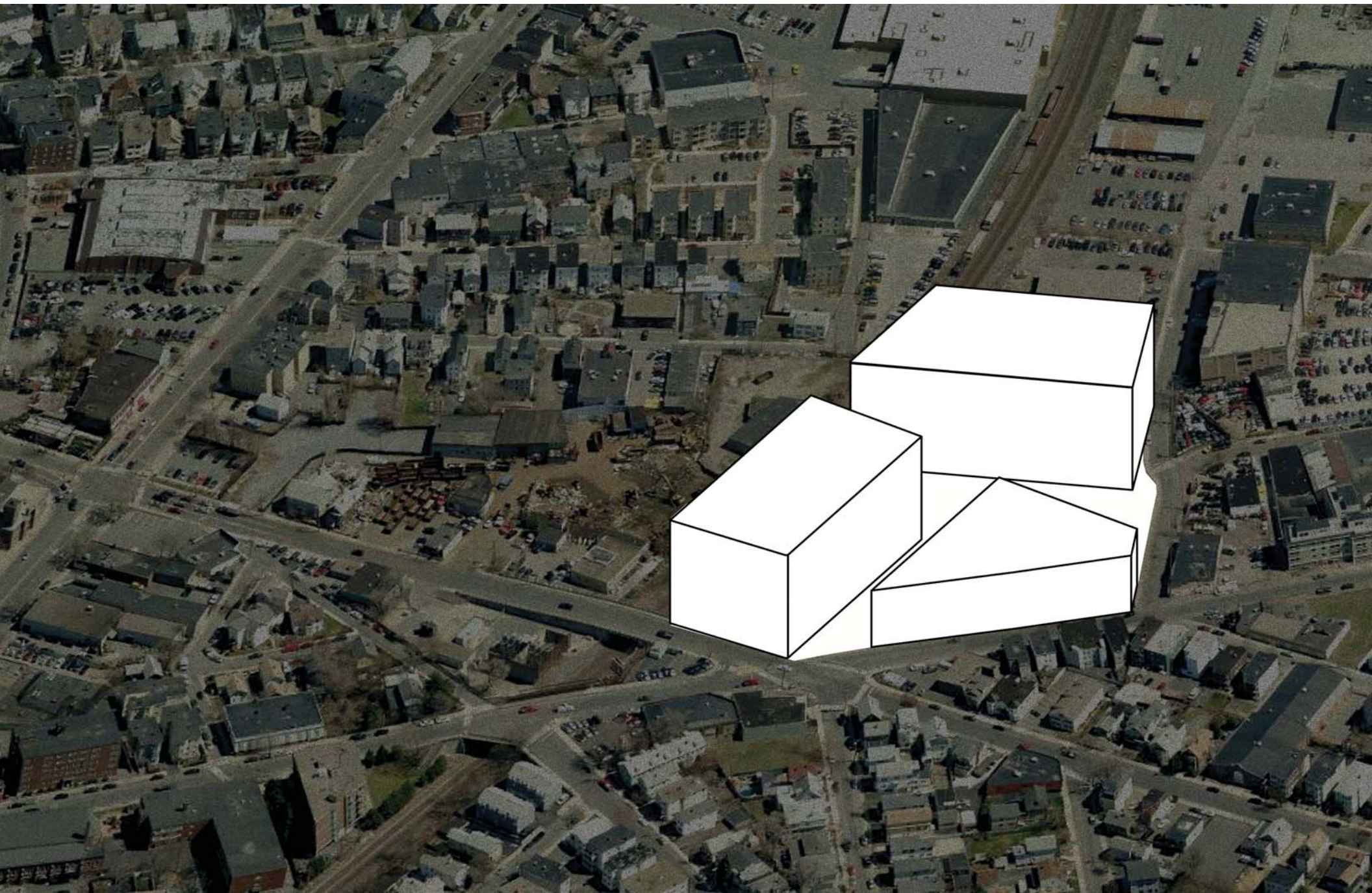


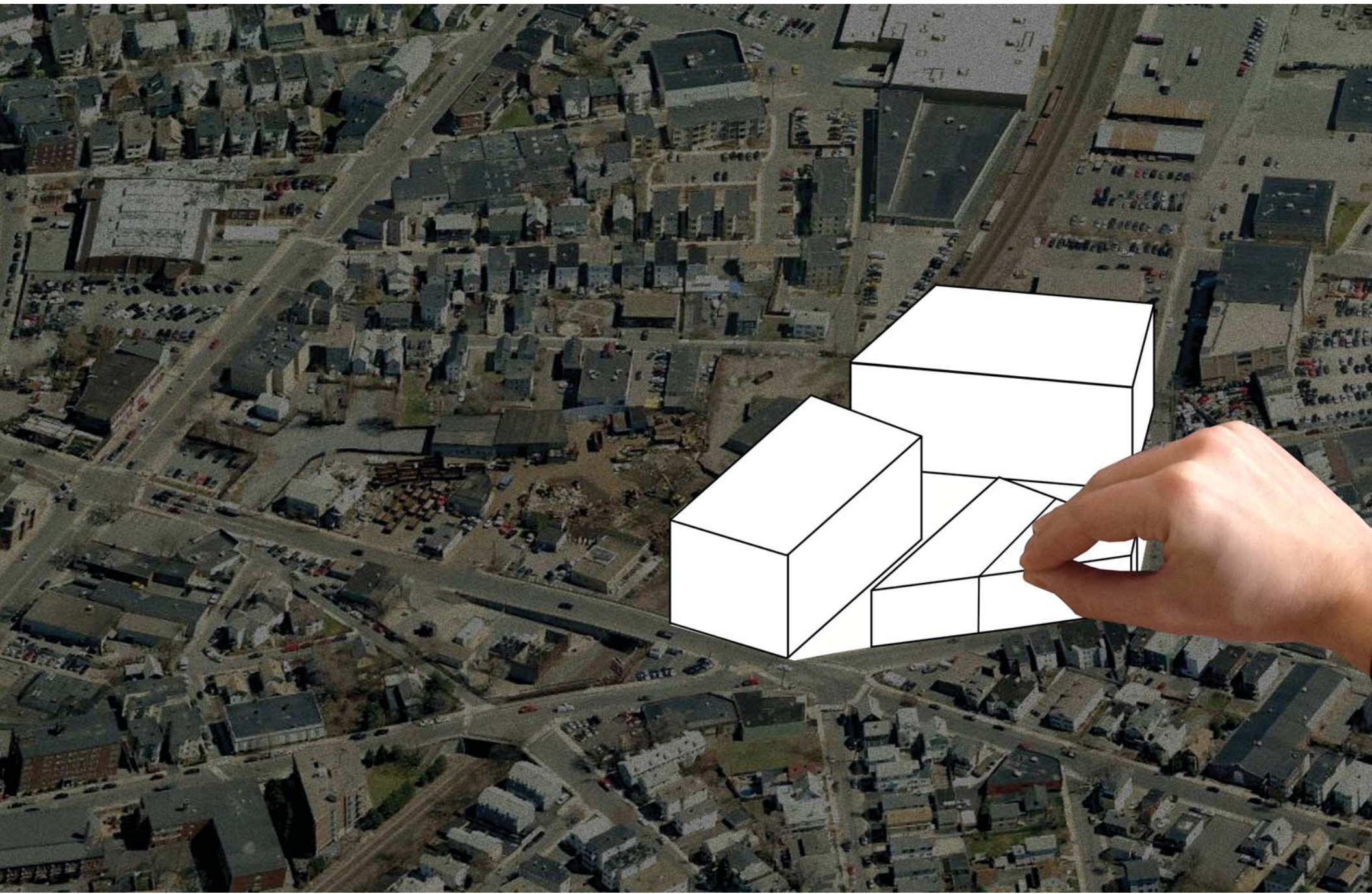


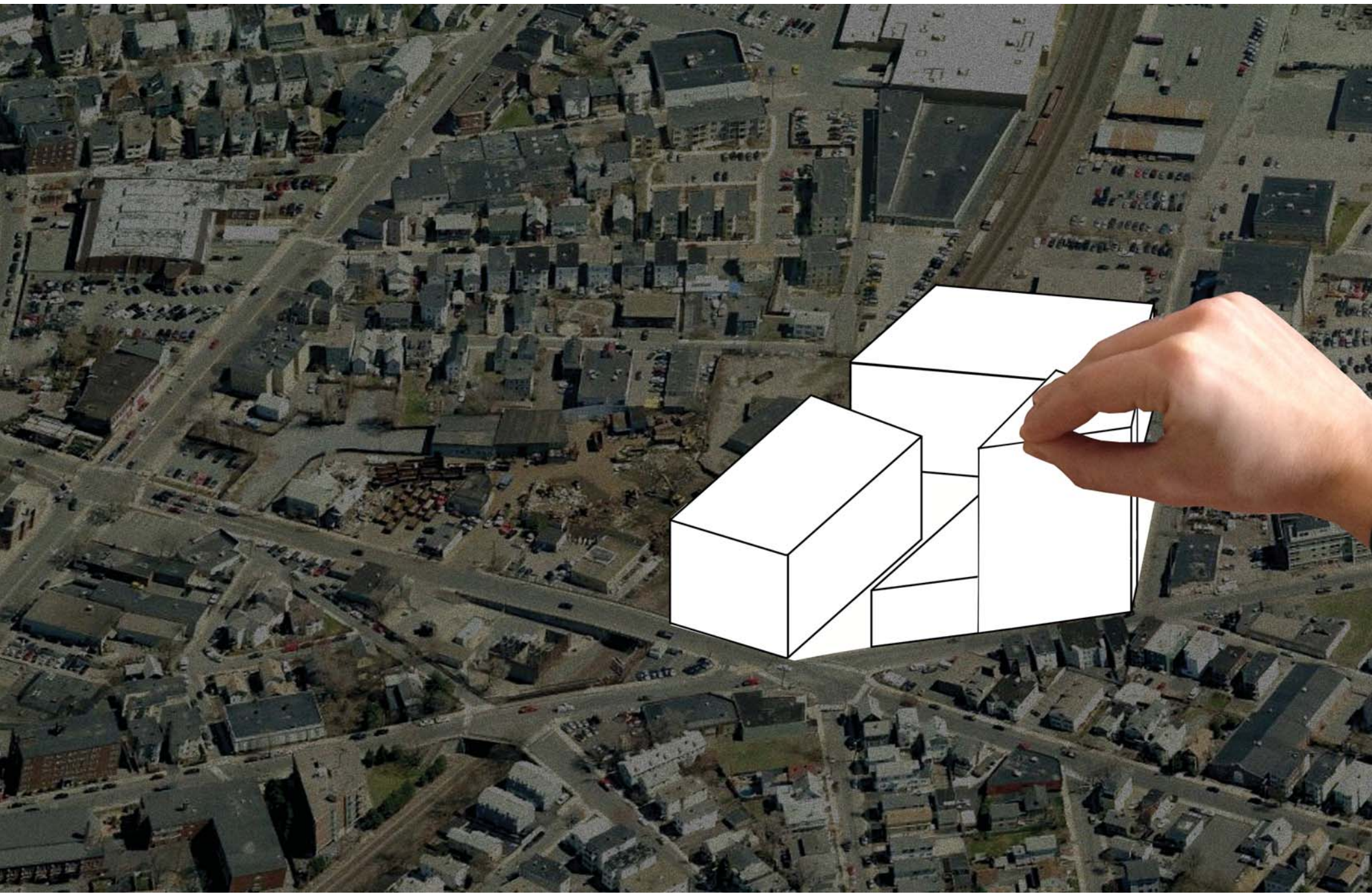


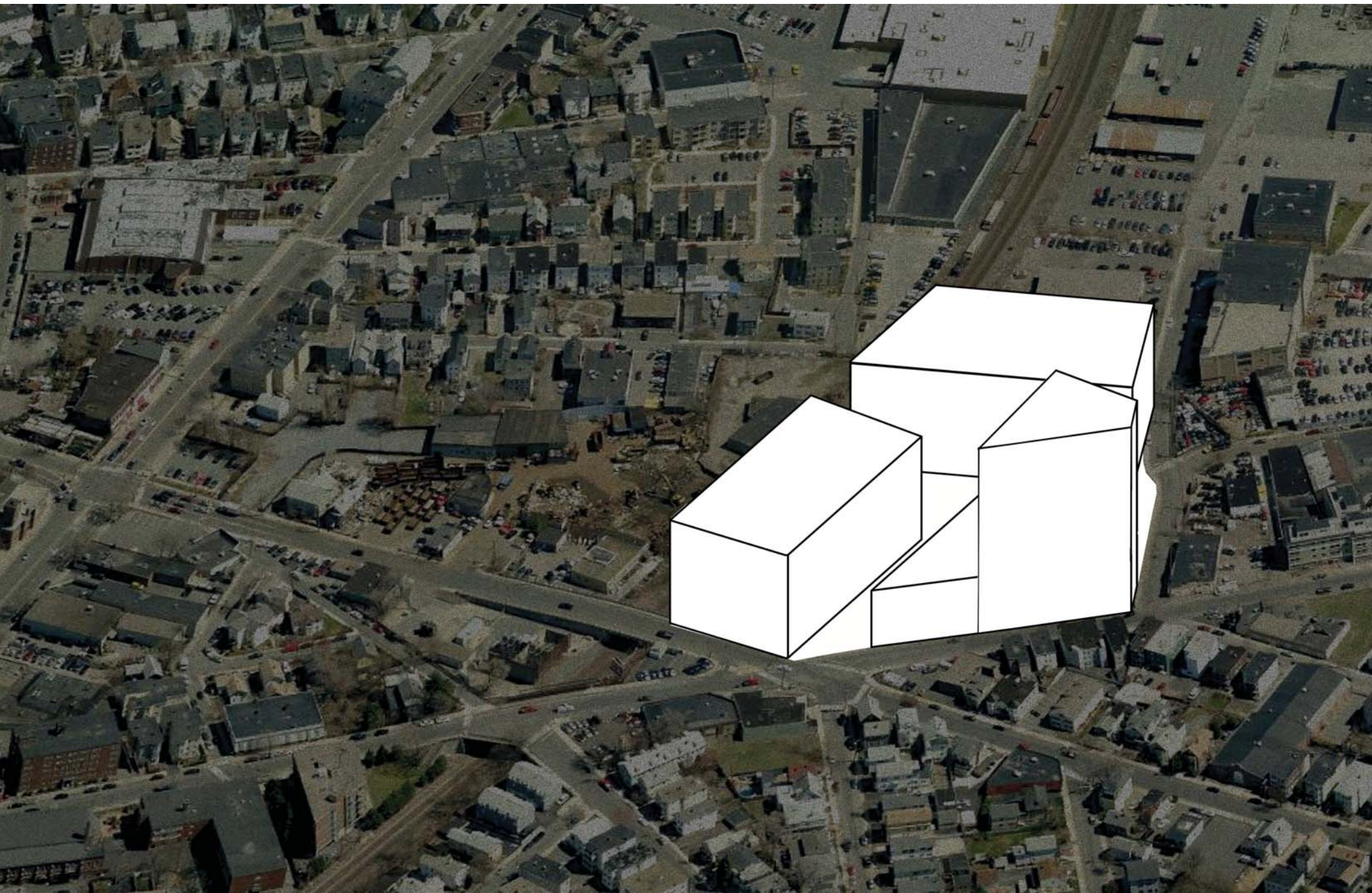






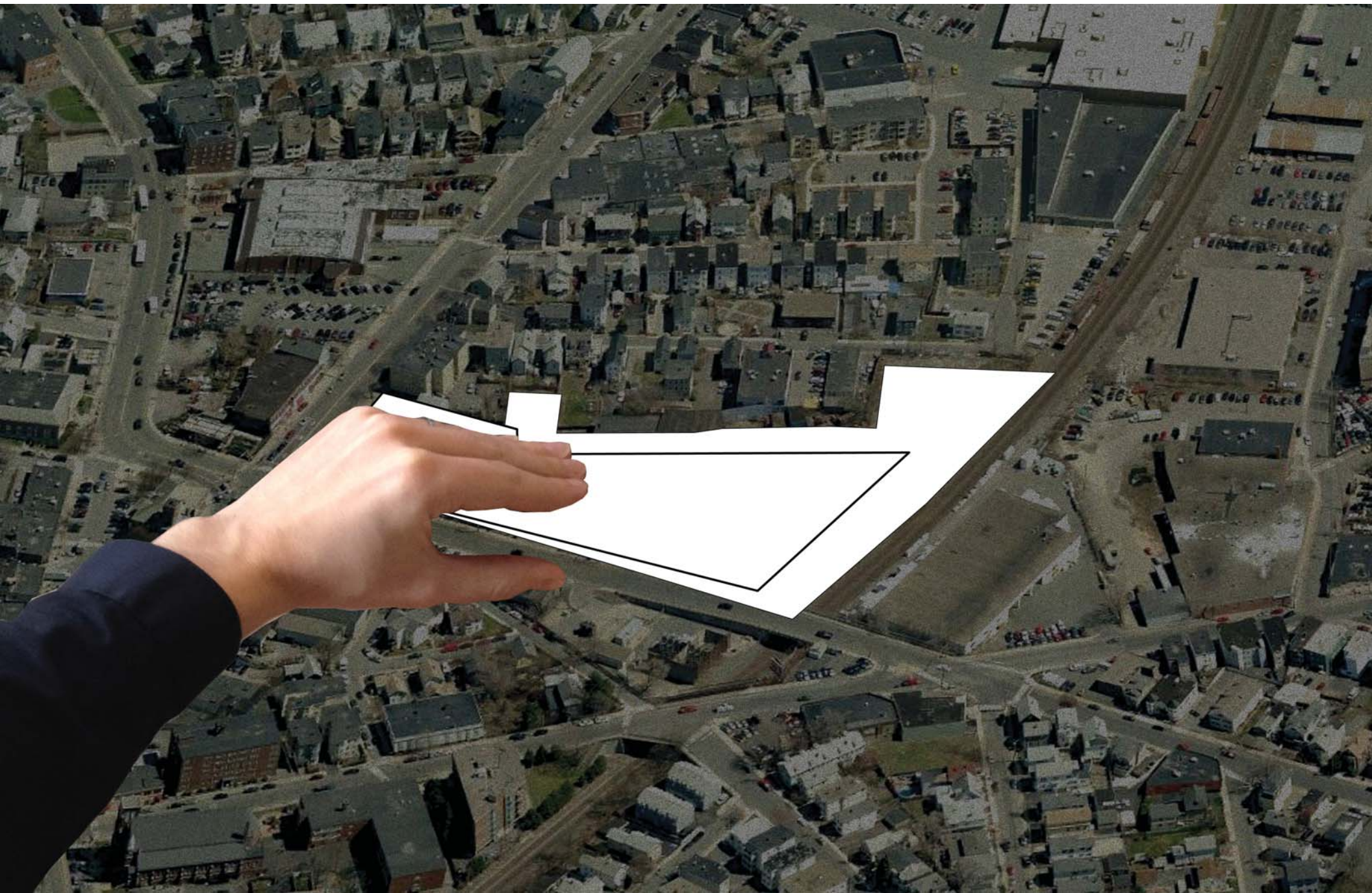


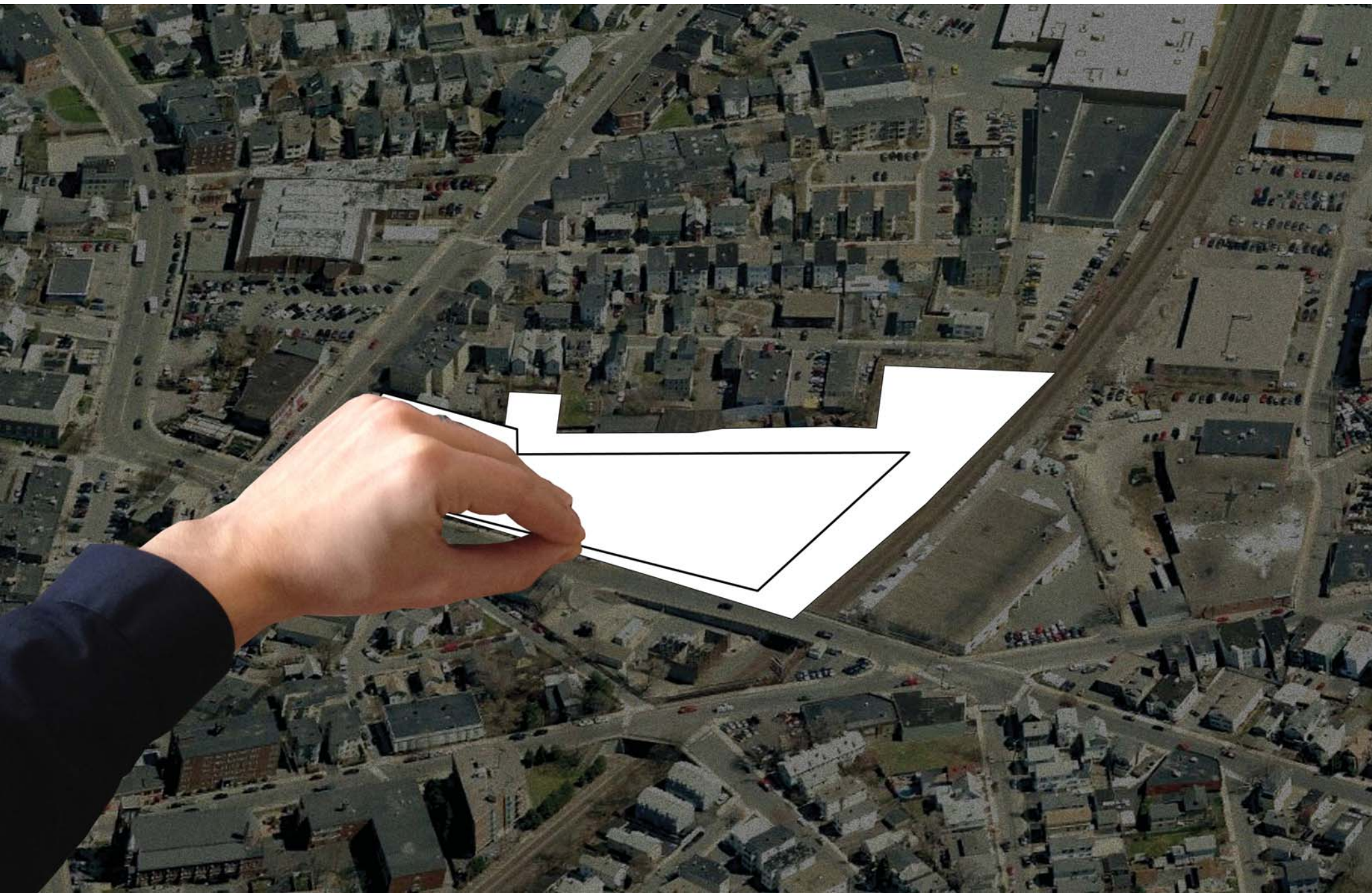


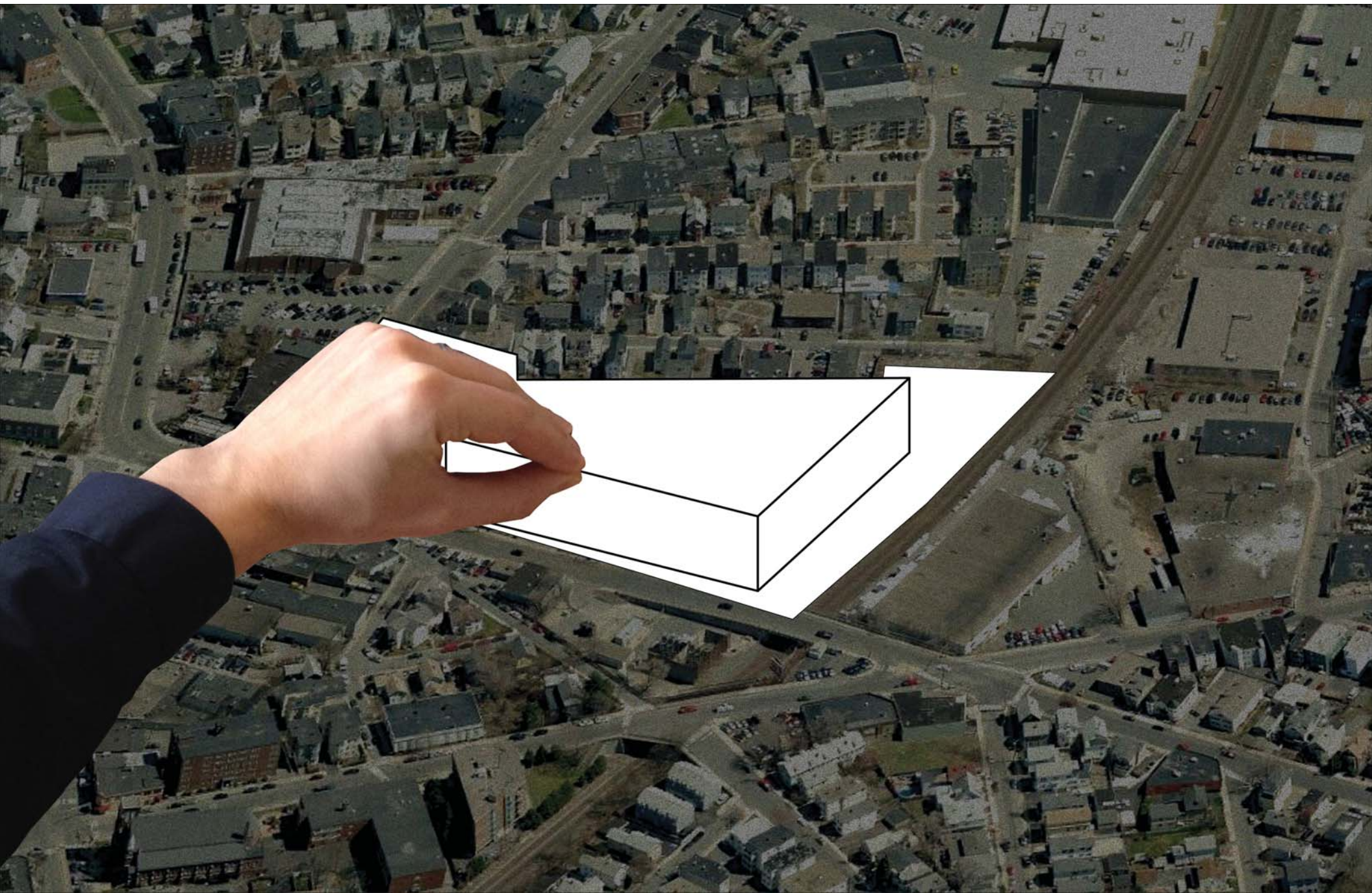


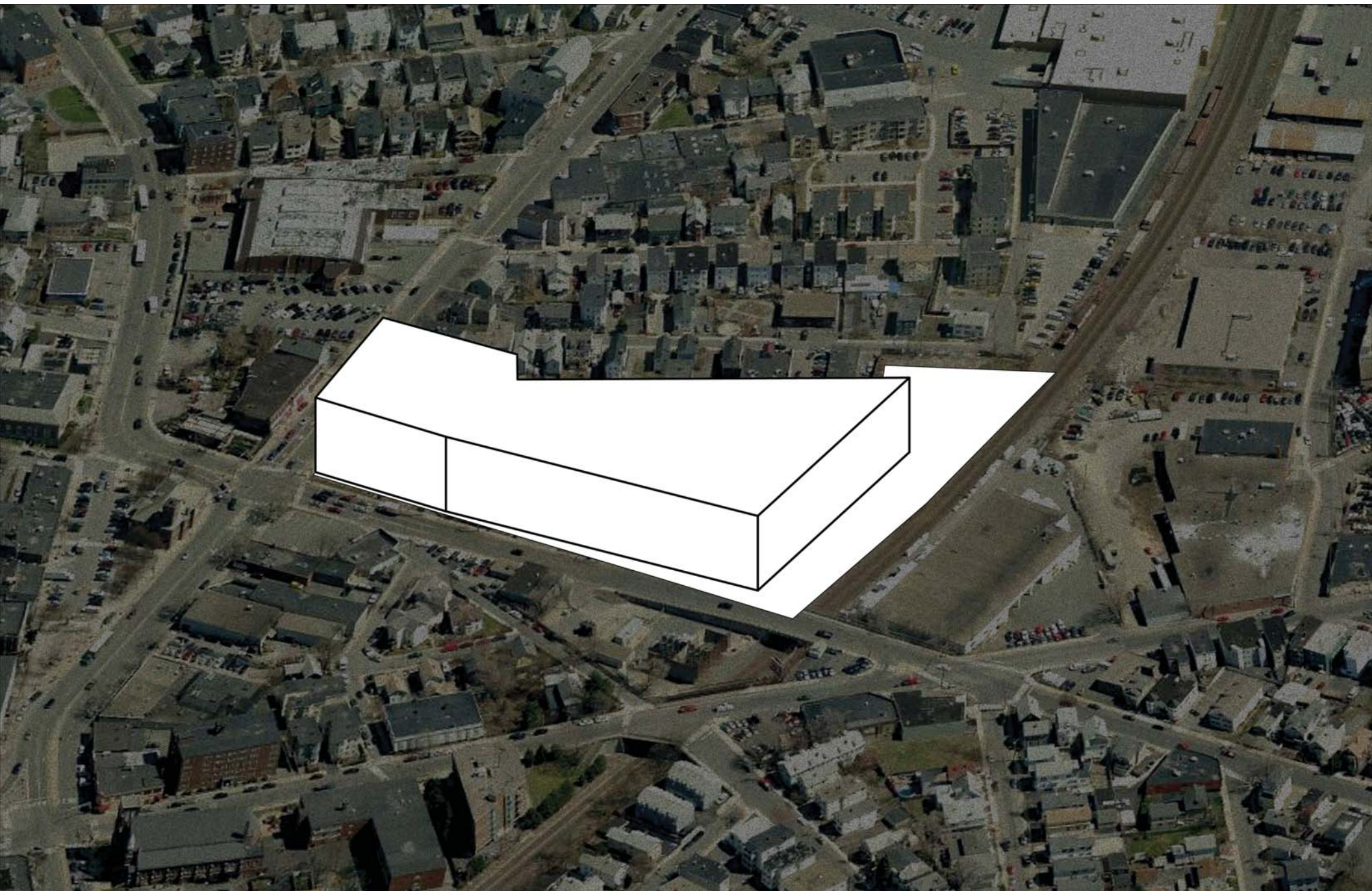
D2

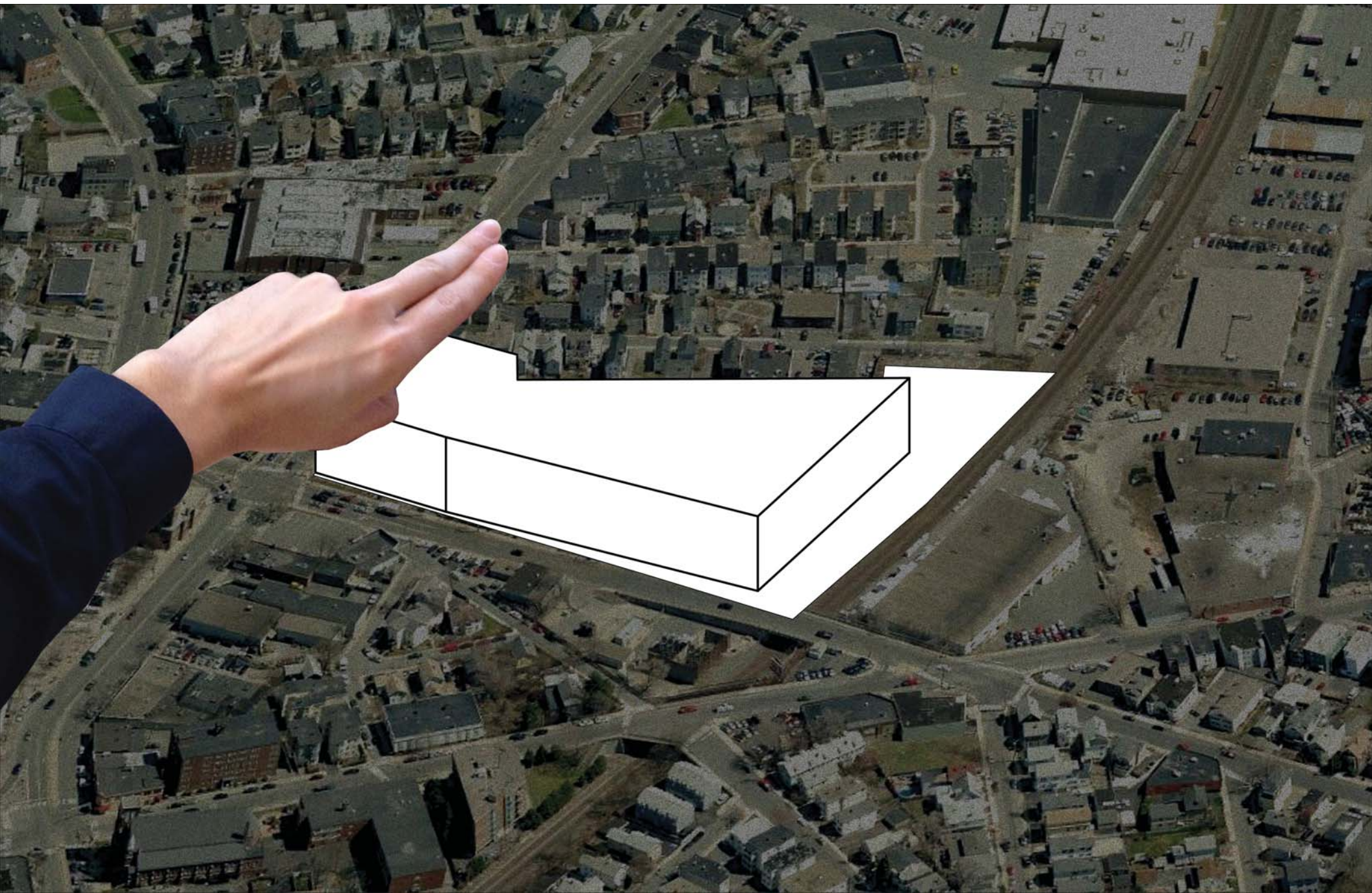


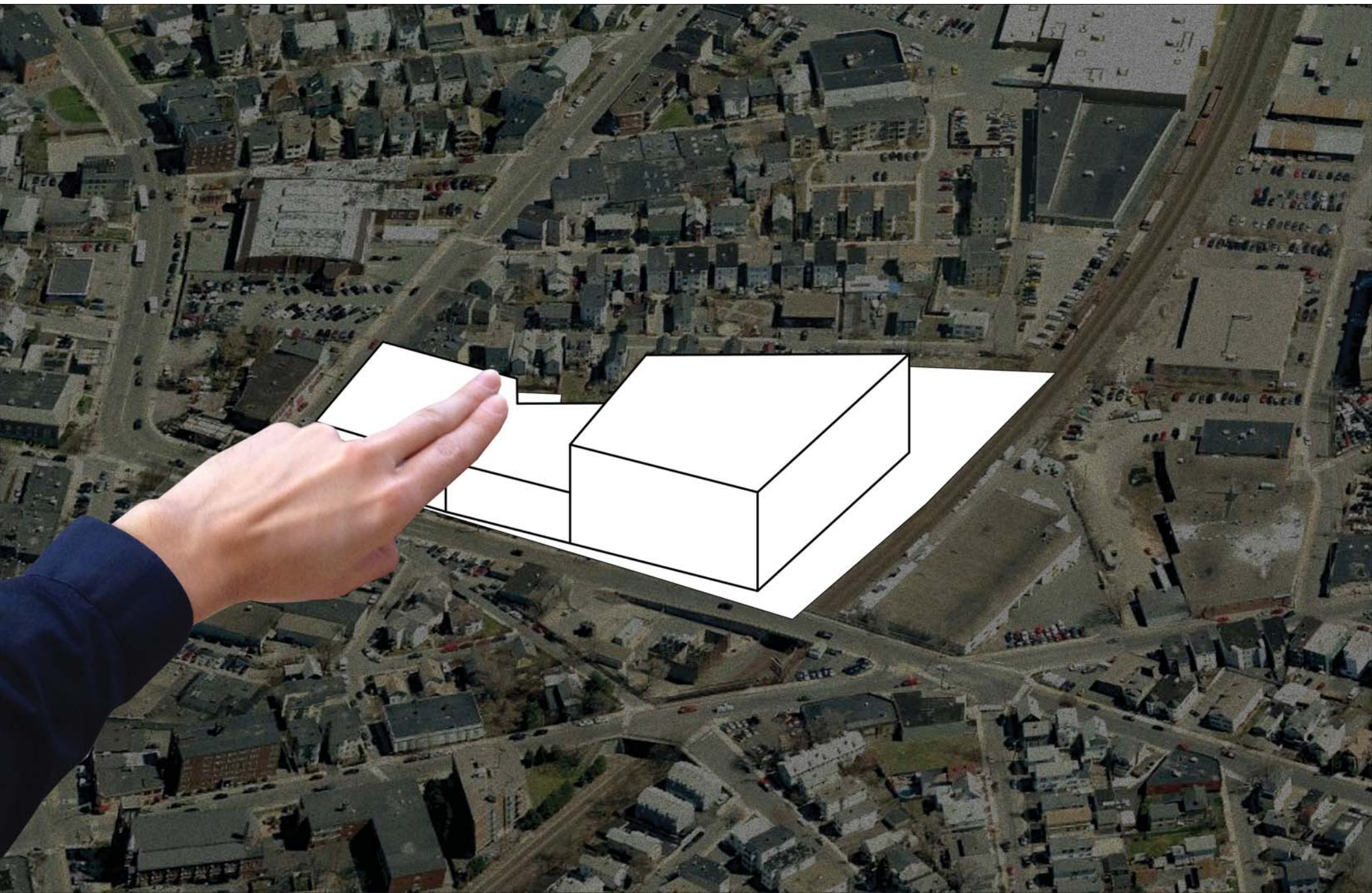


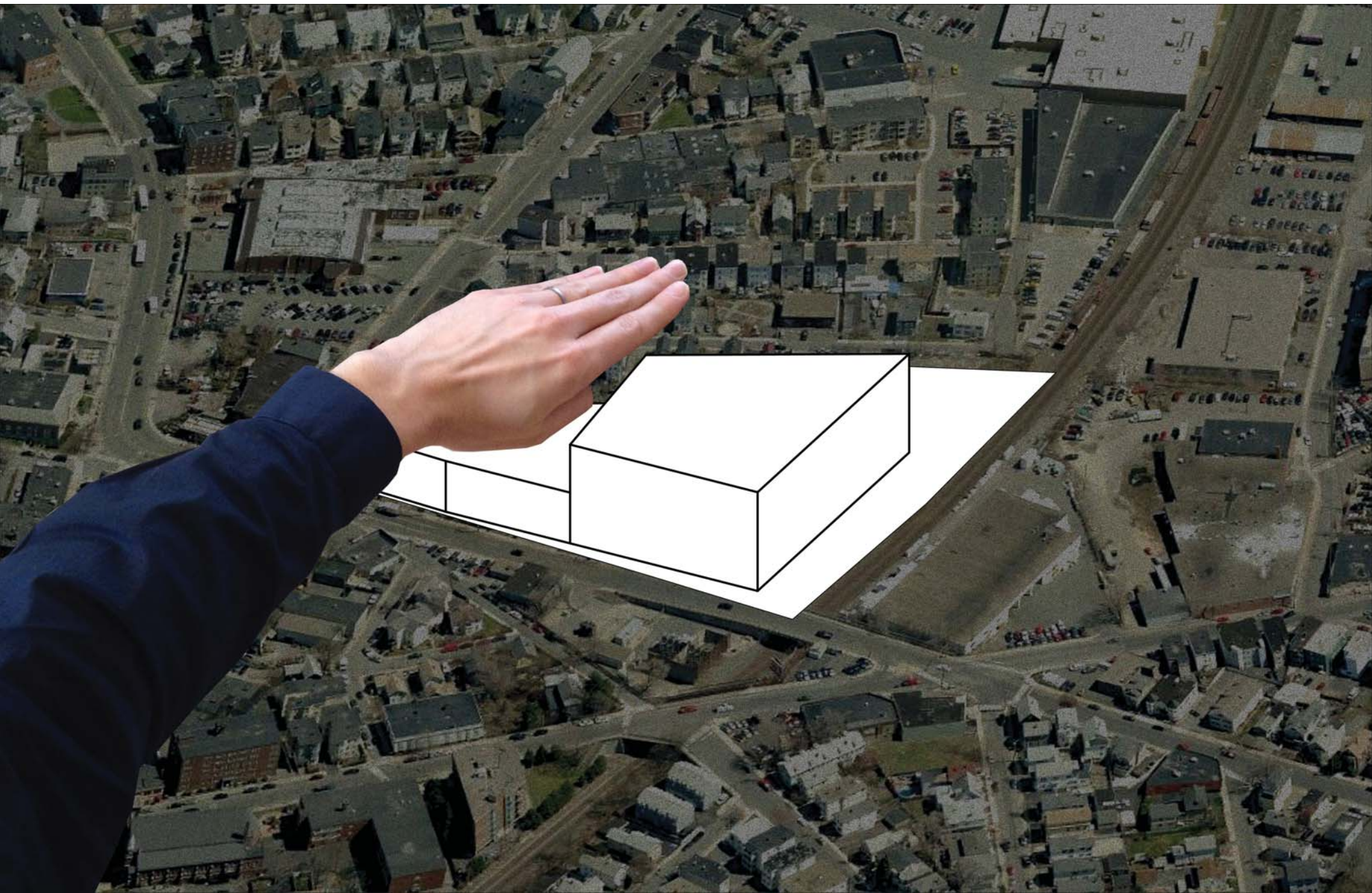


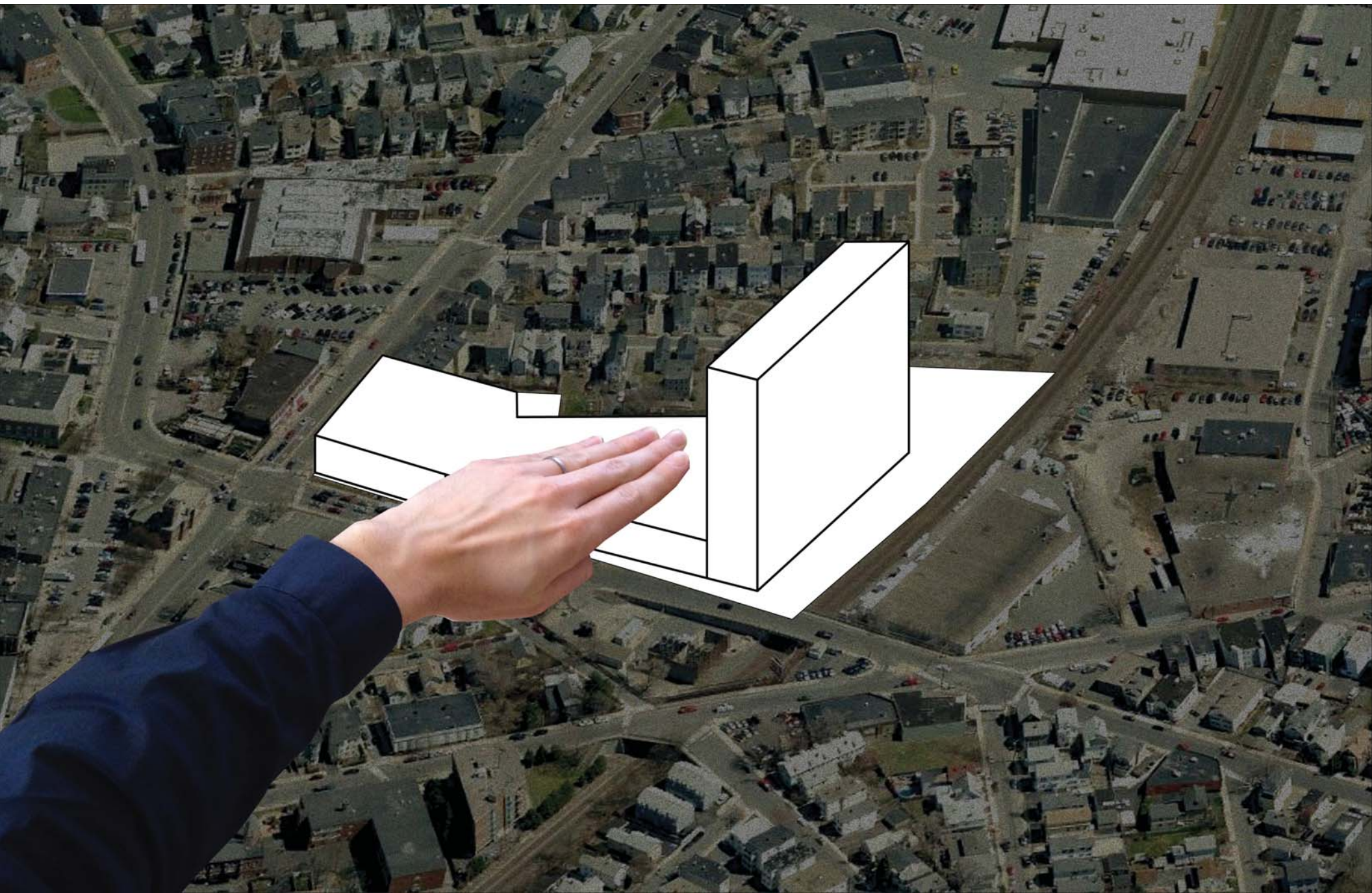


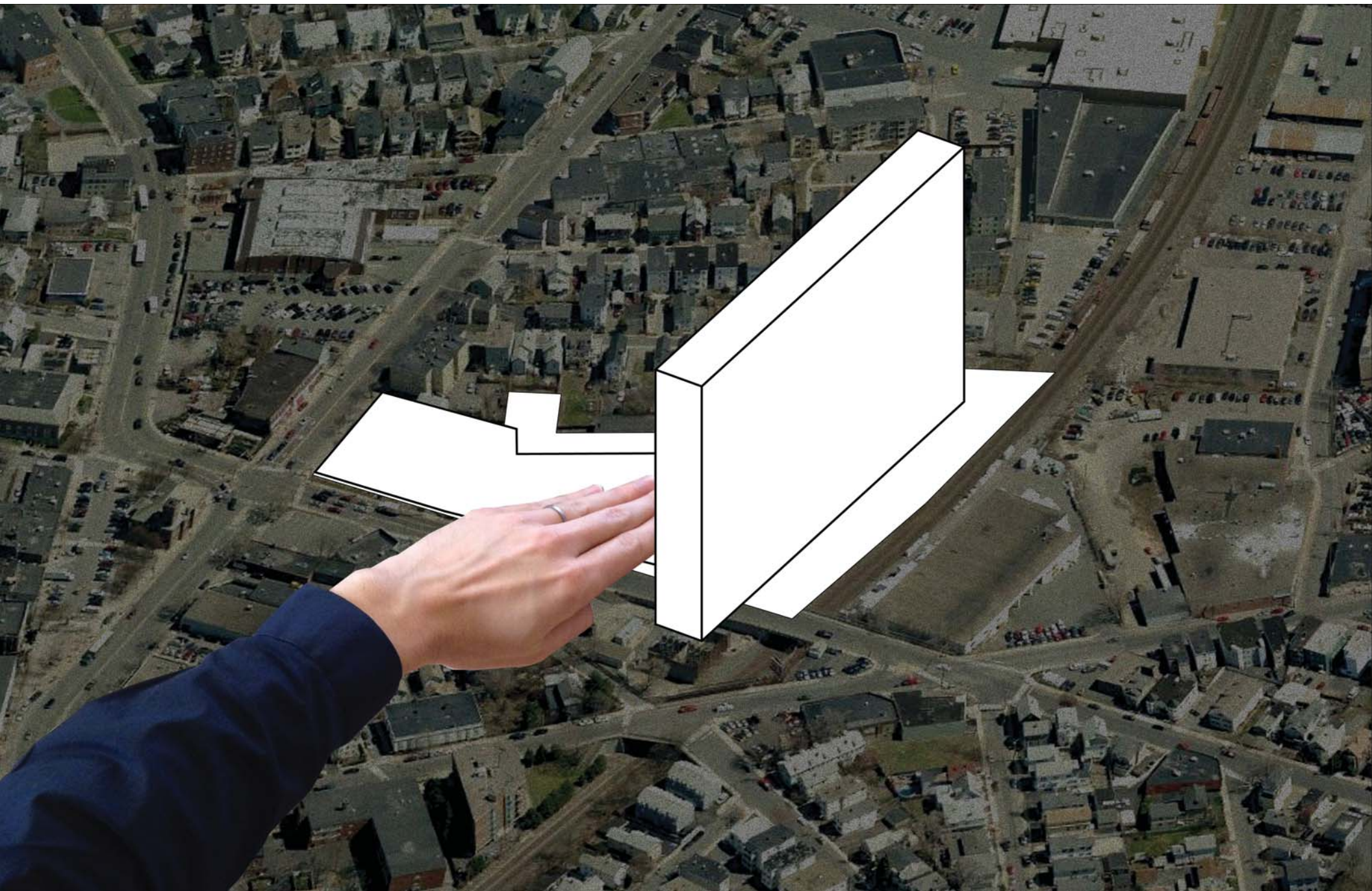


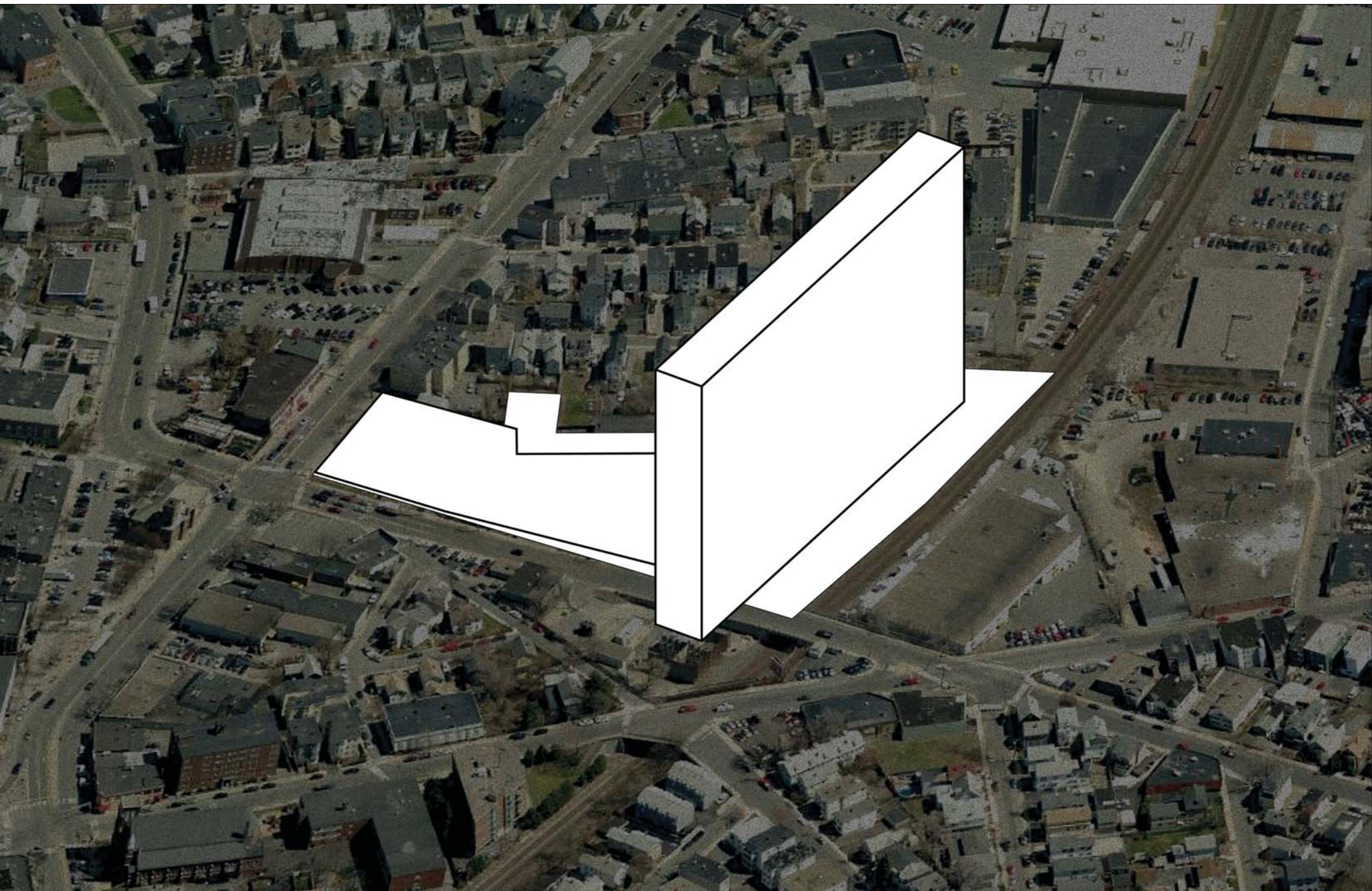


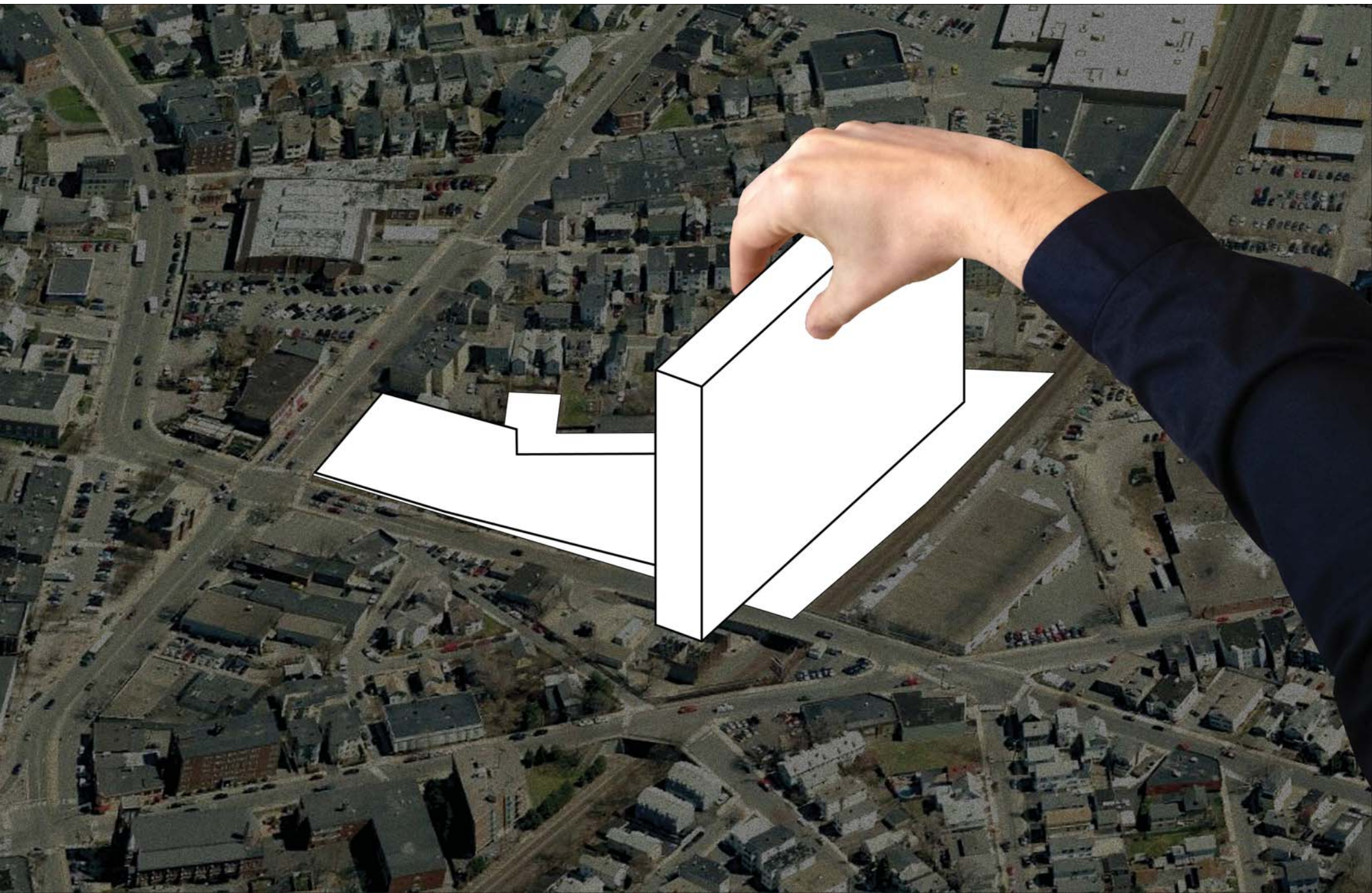


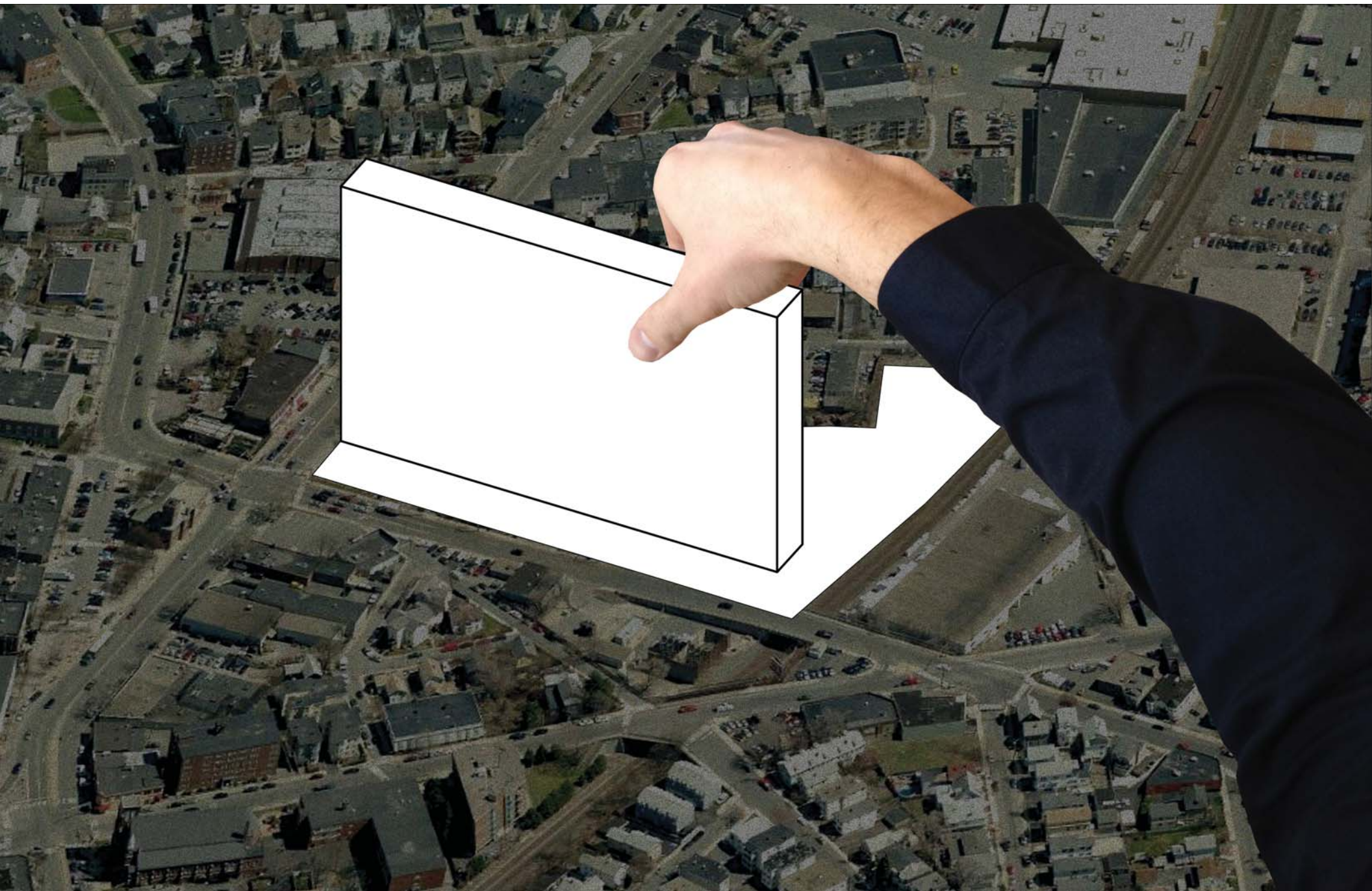


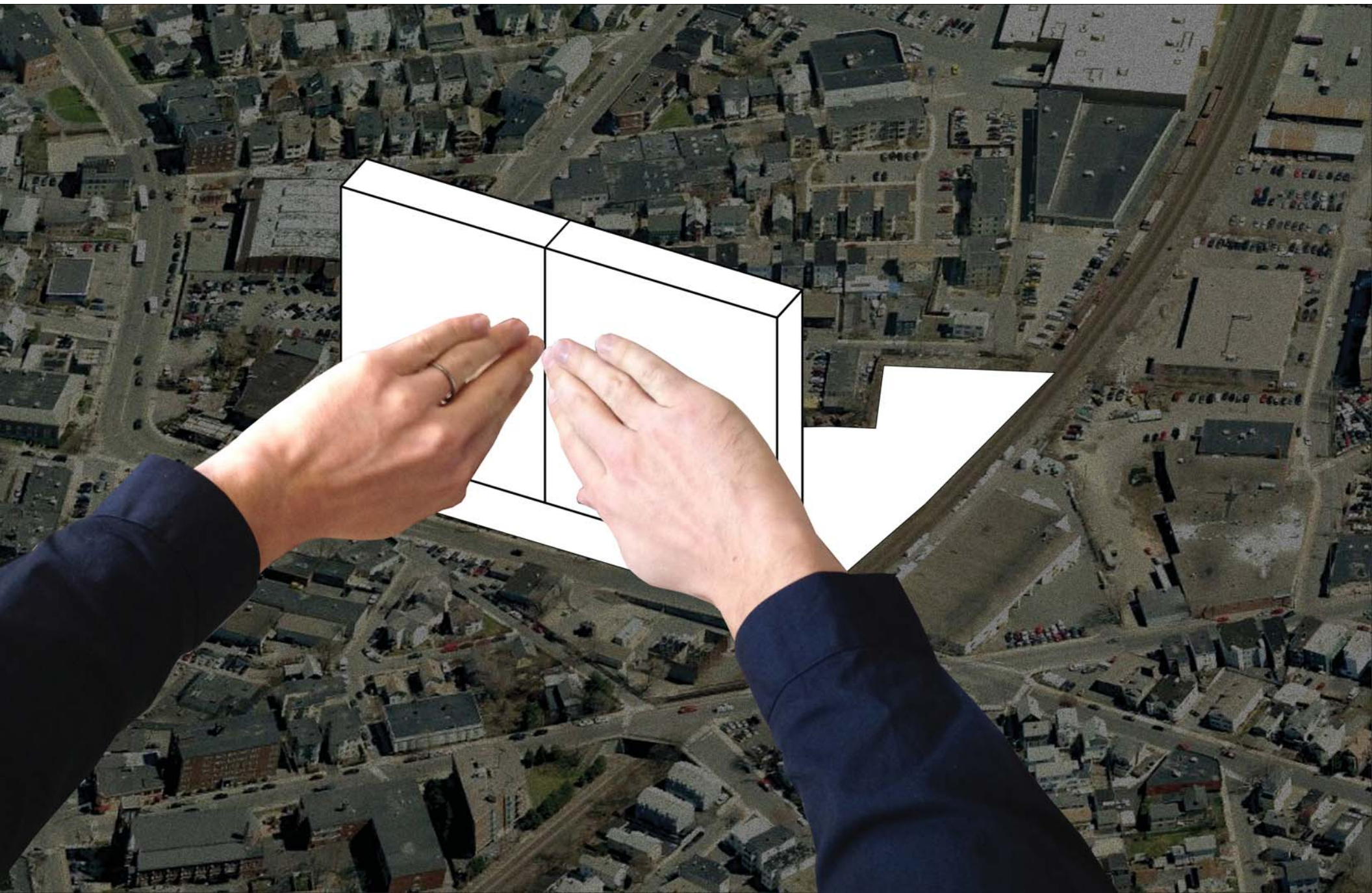


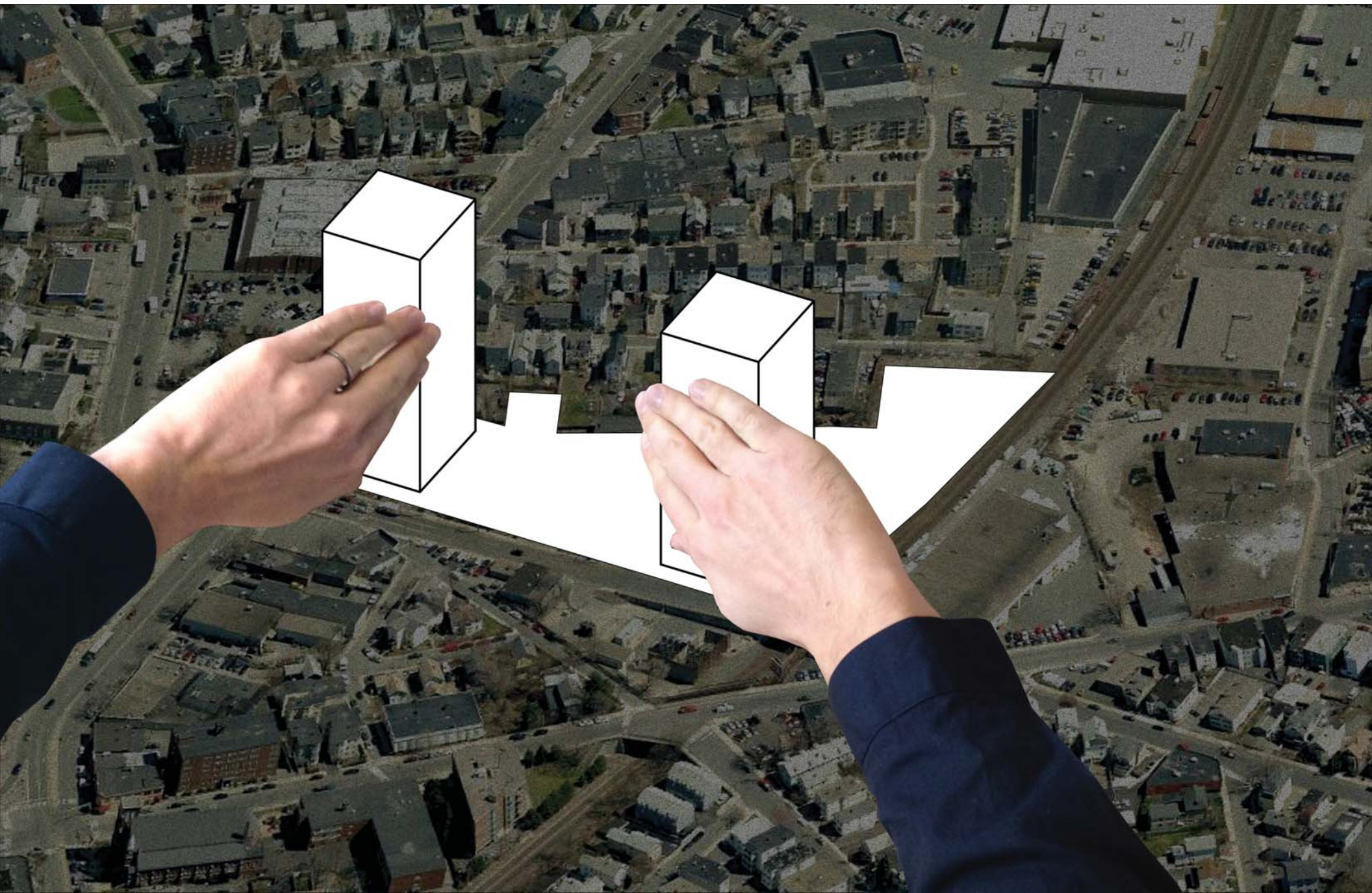


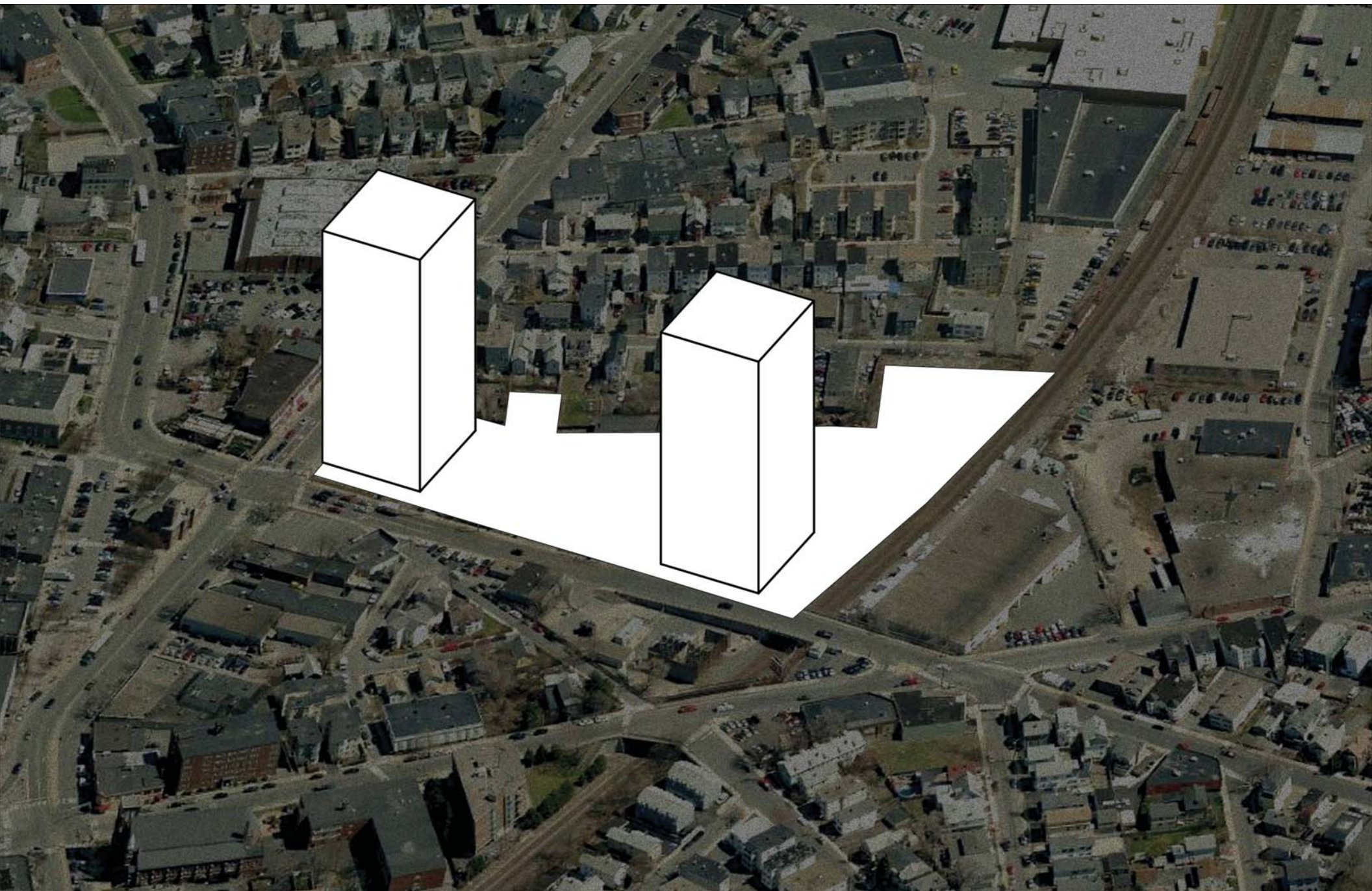


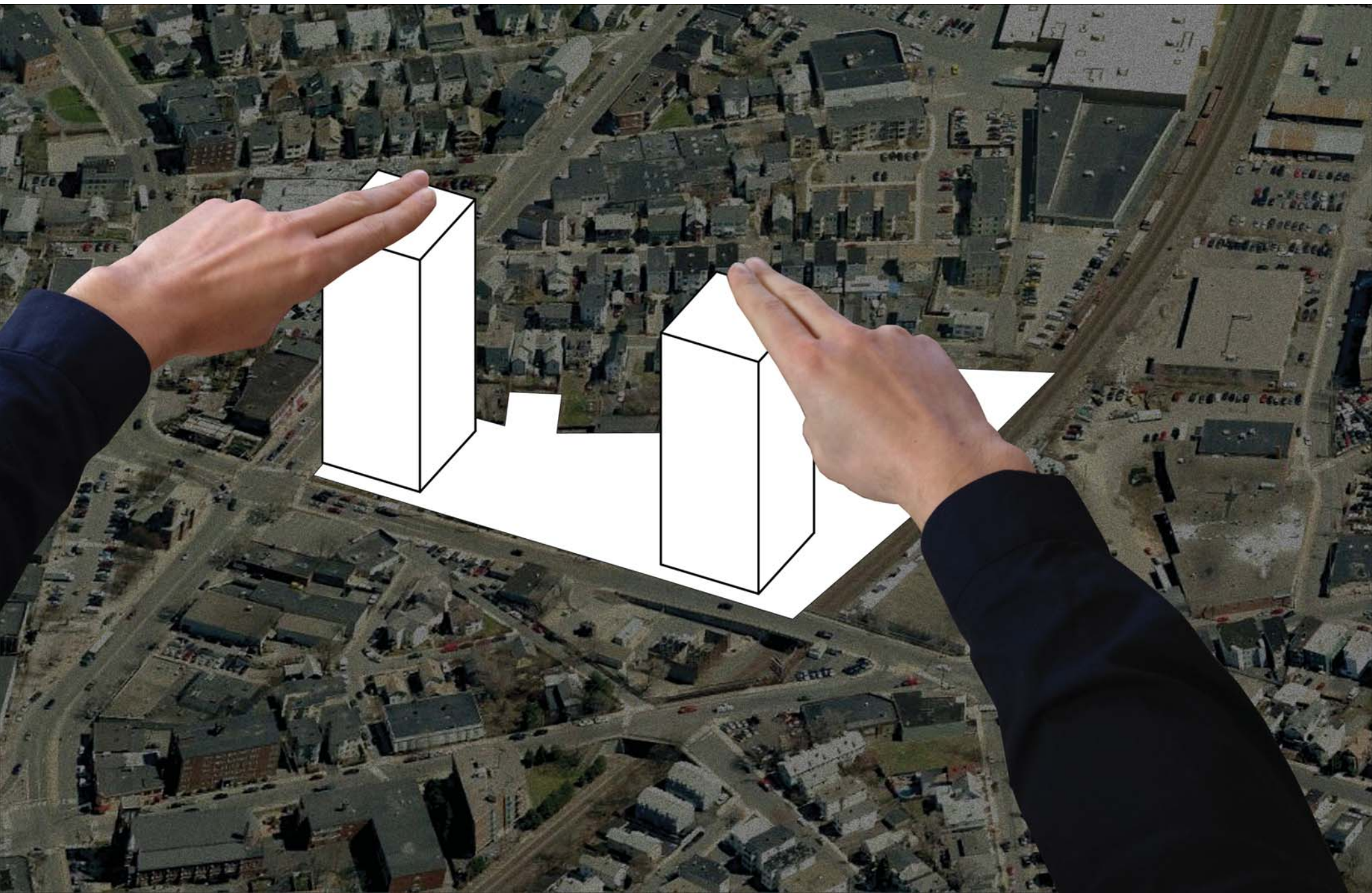


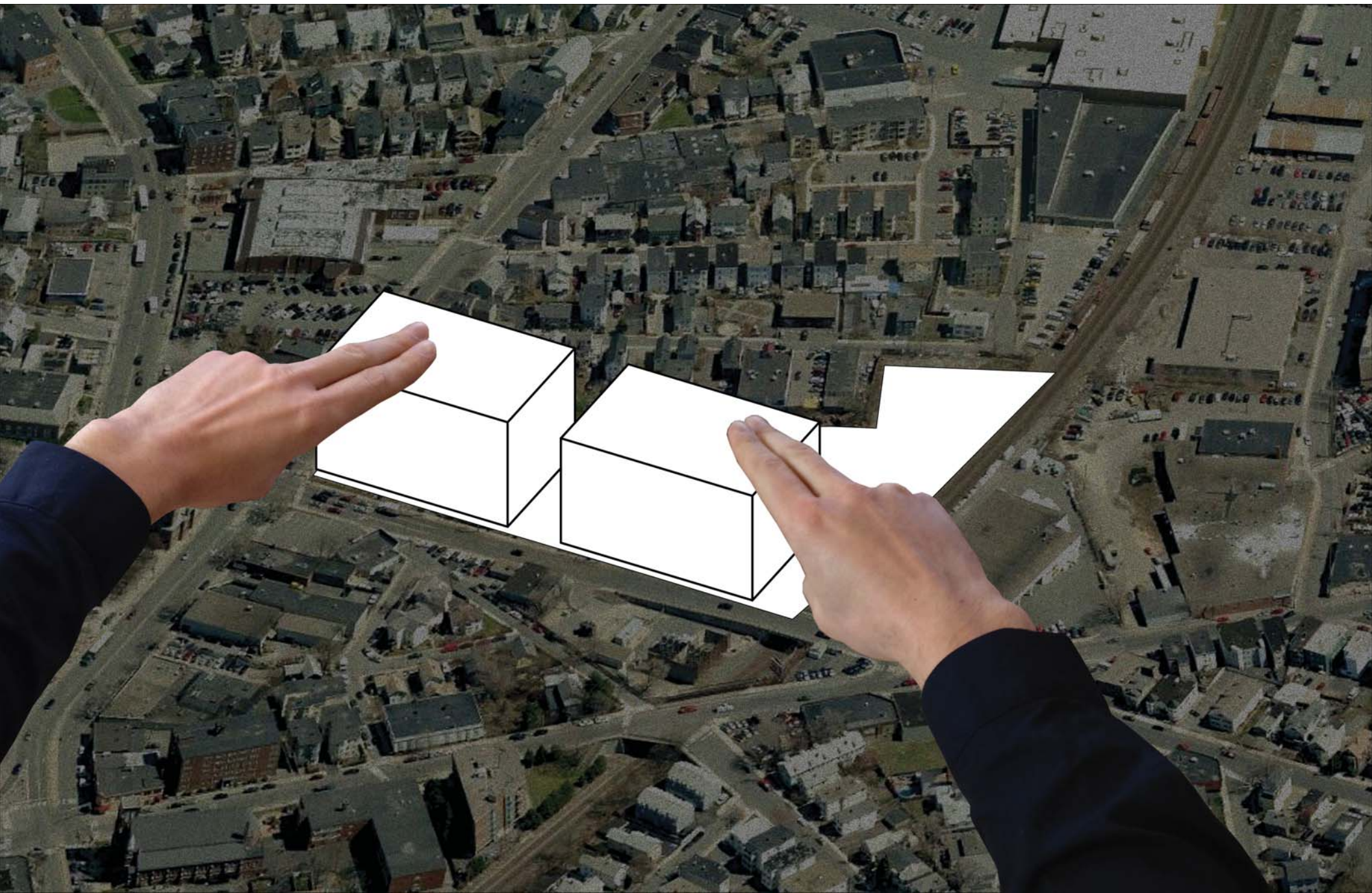


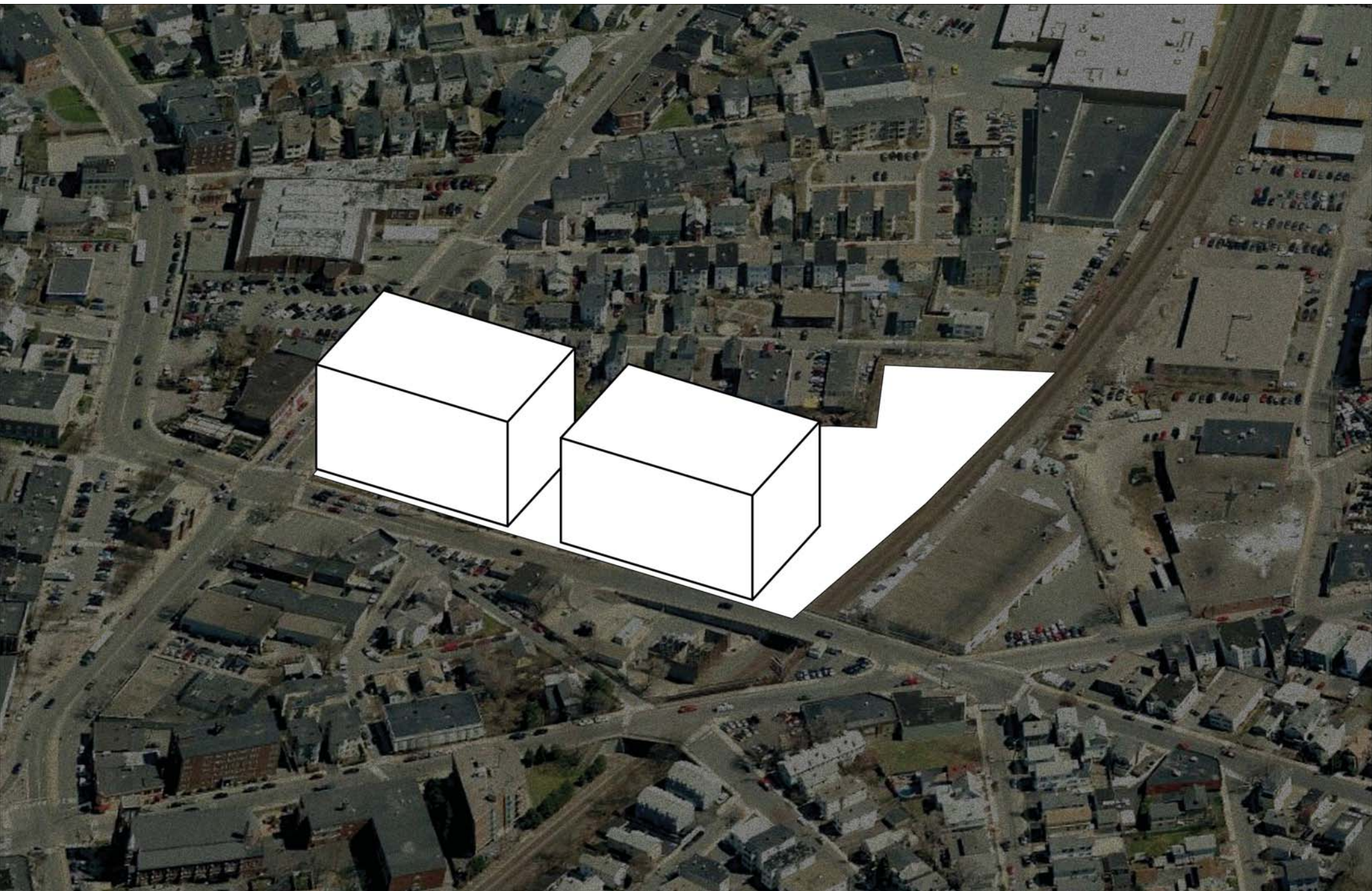


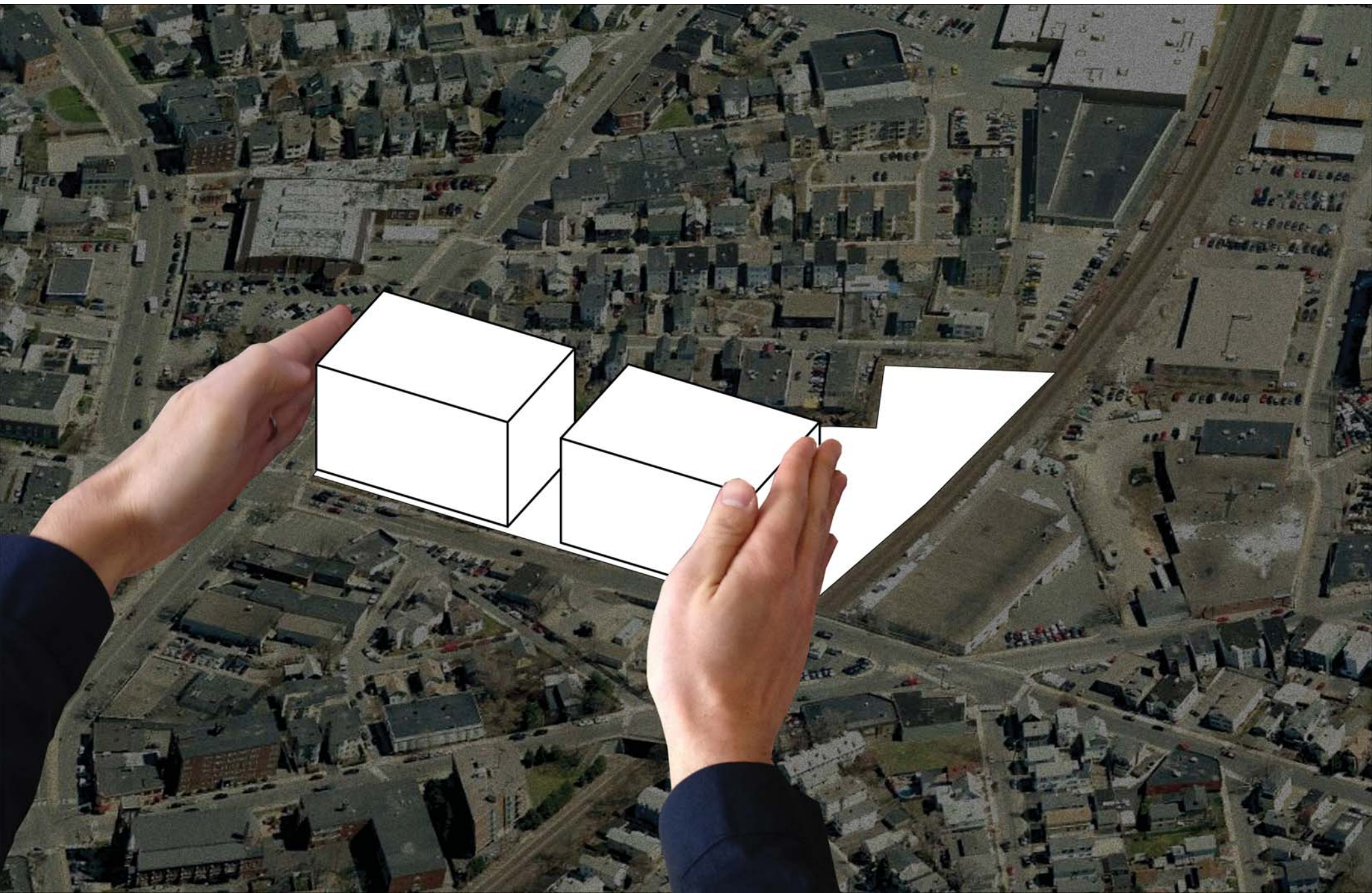


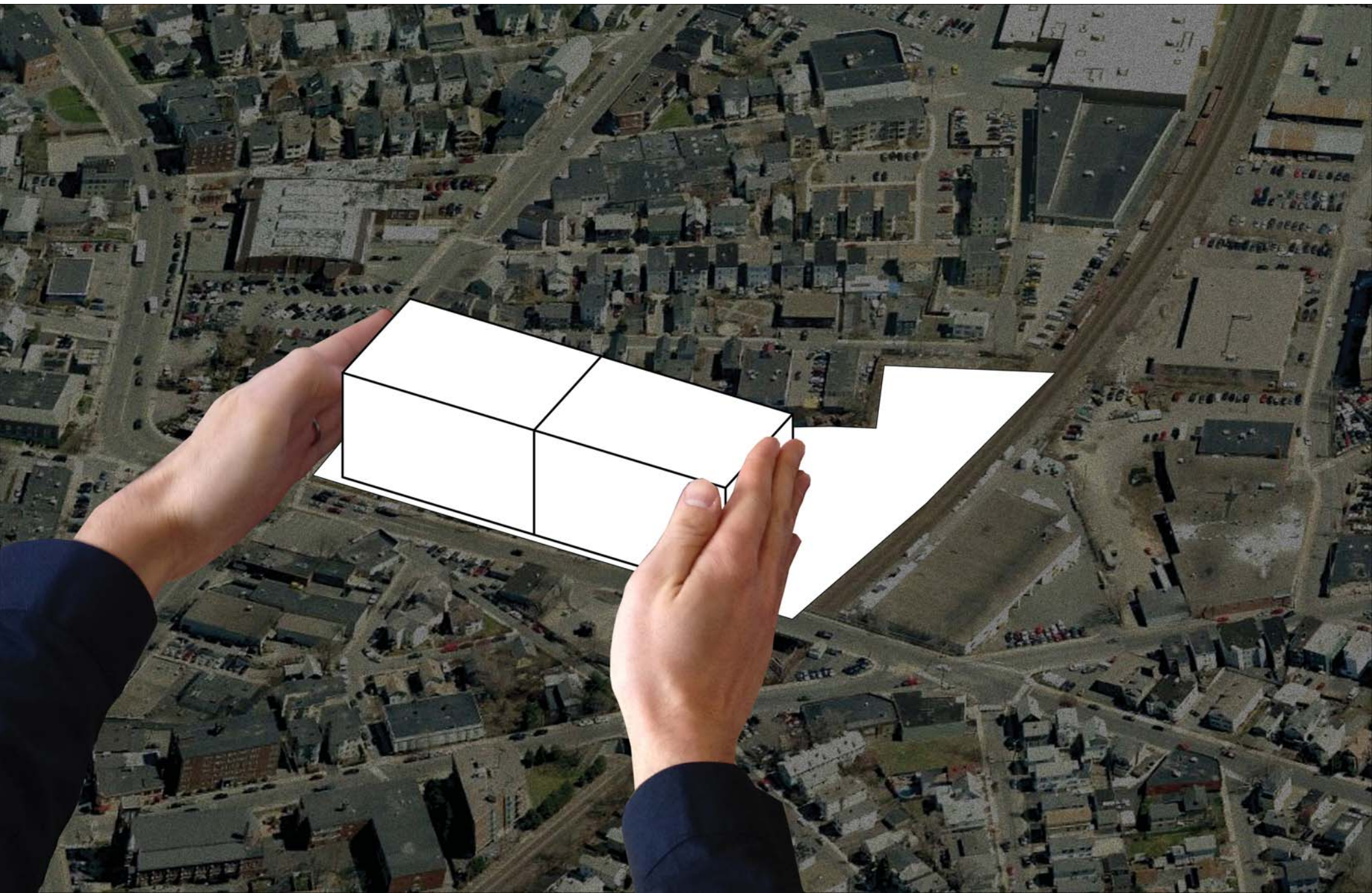


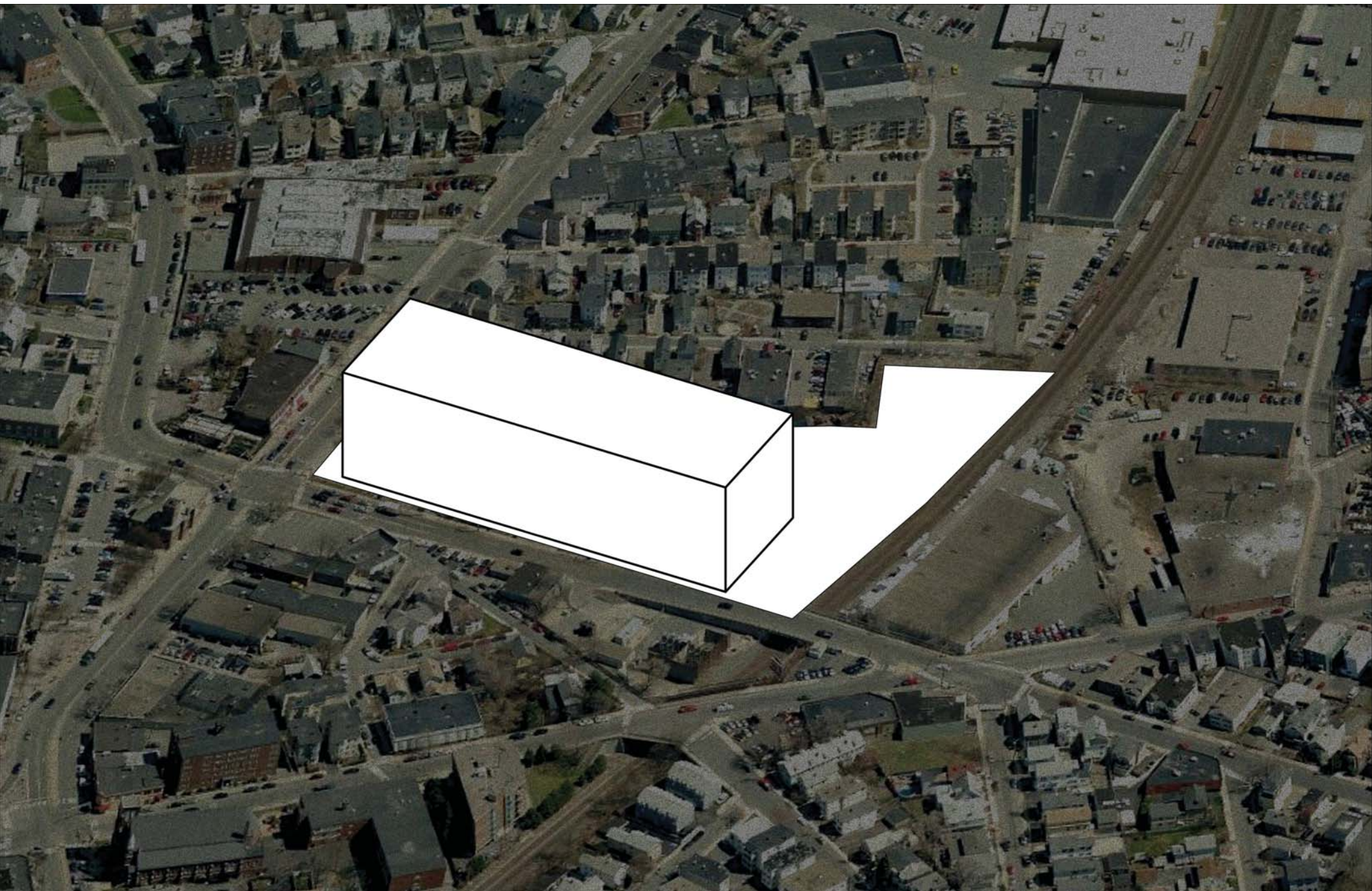


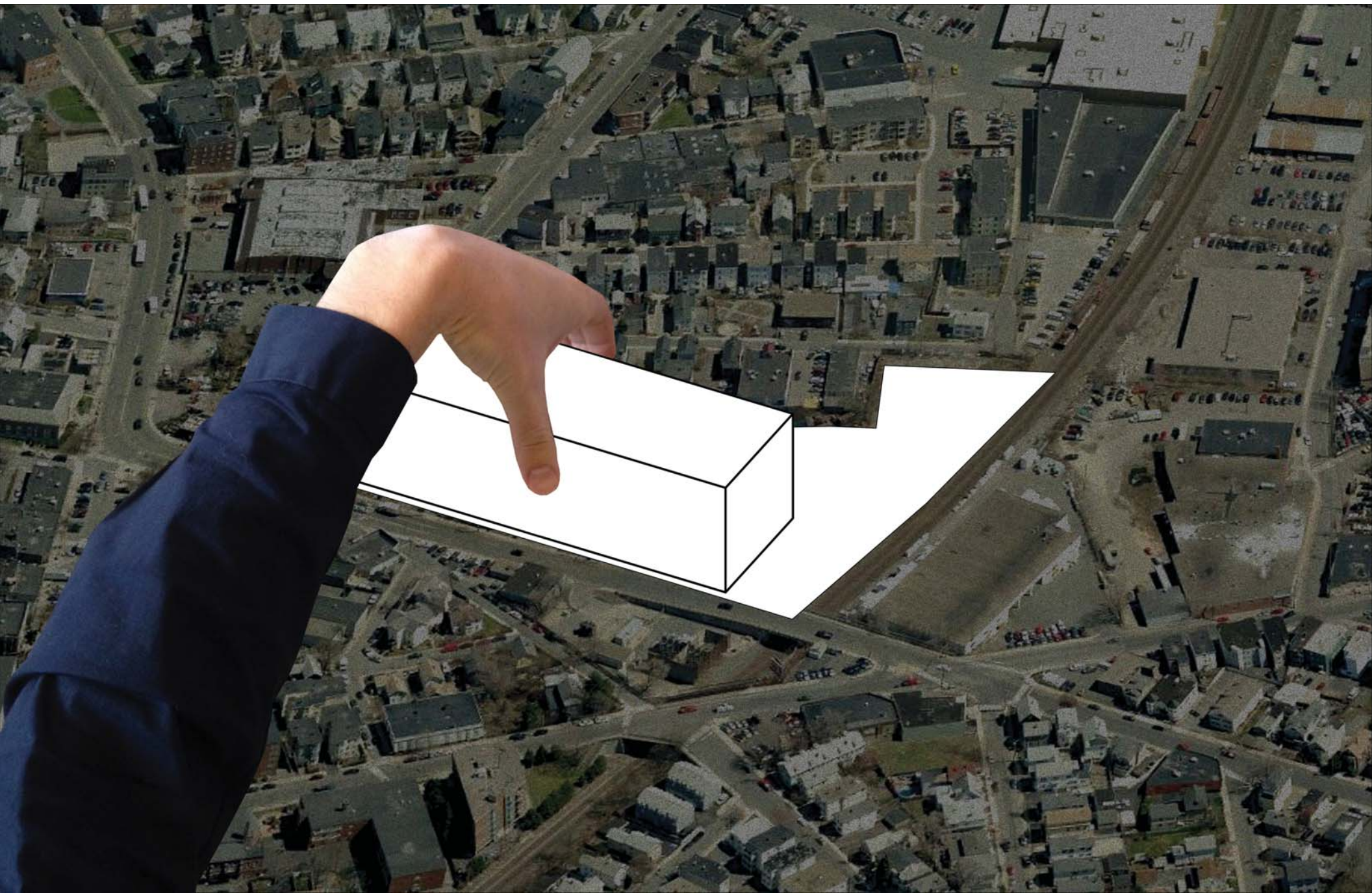


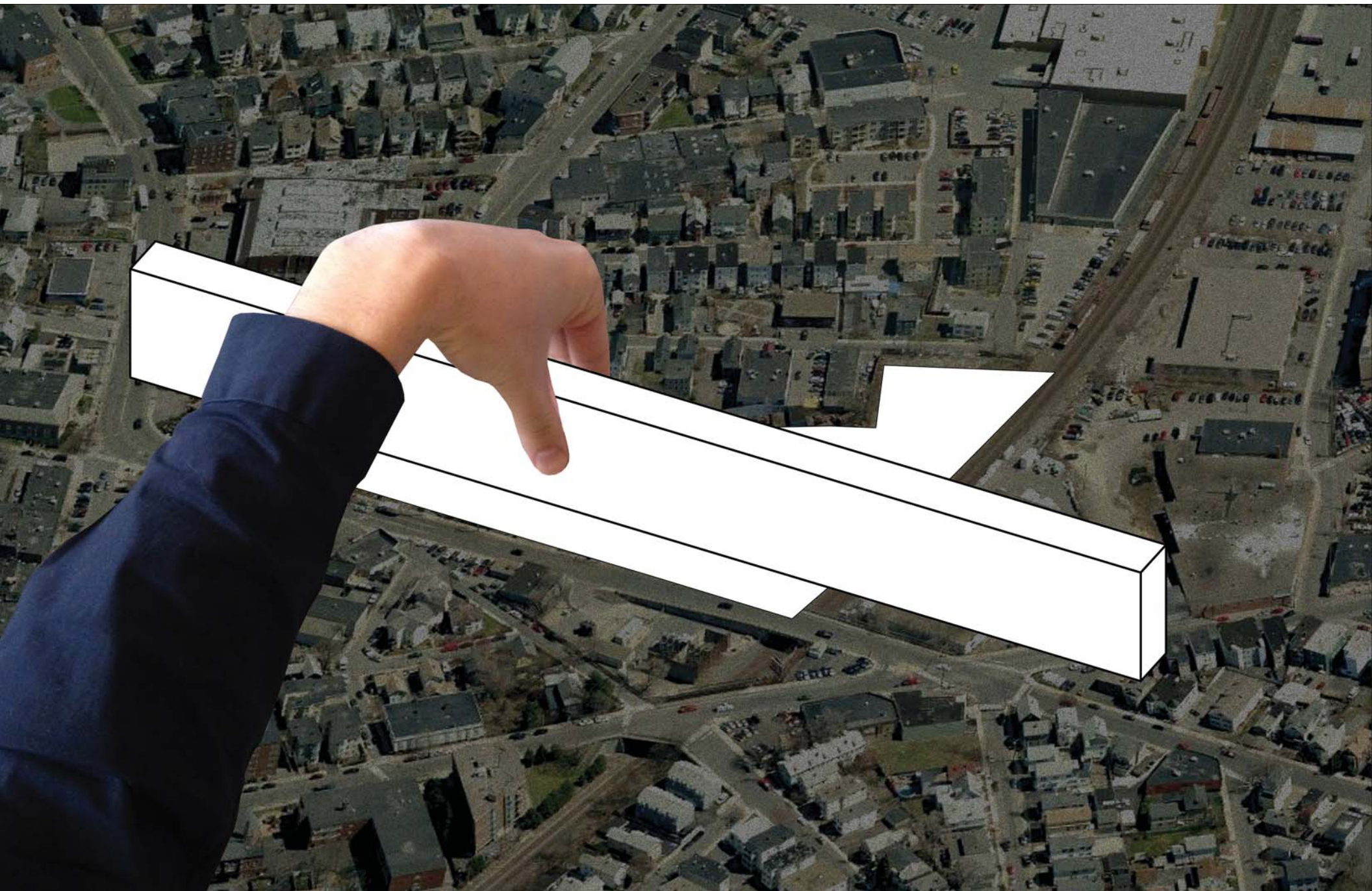


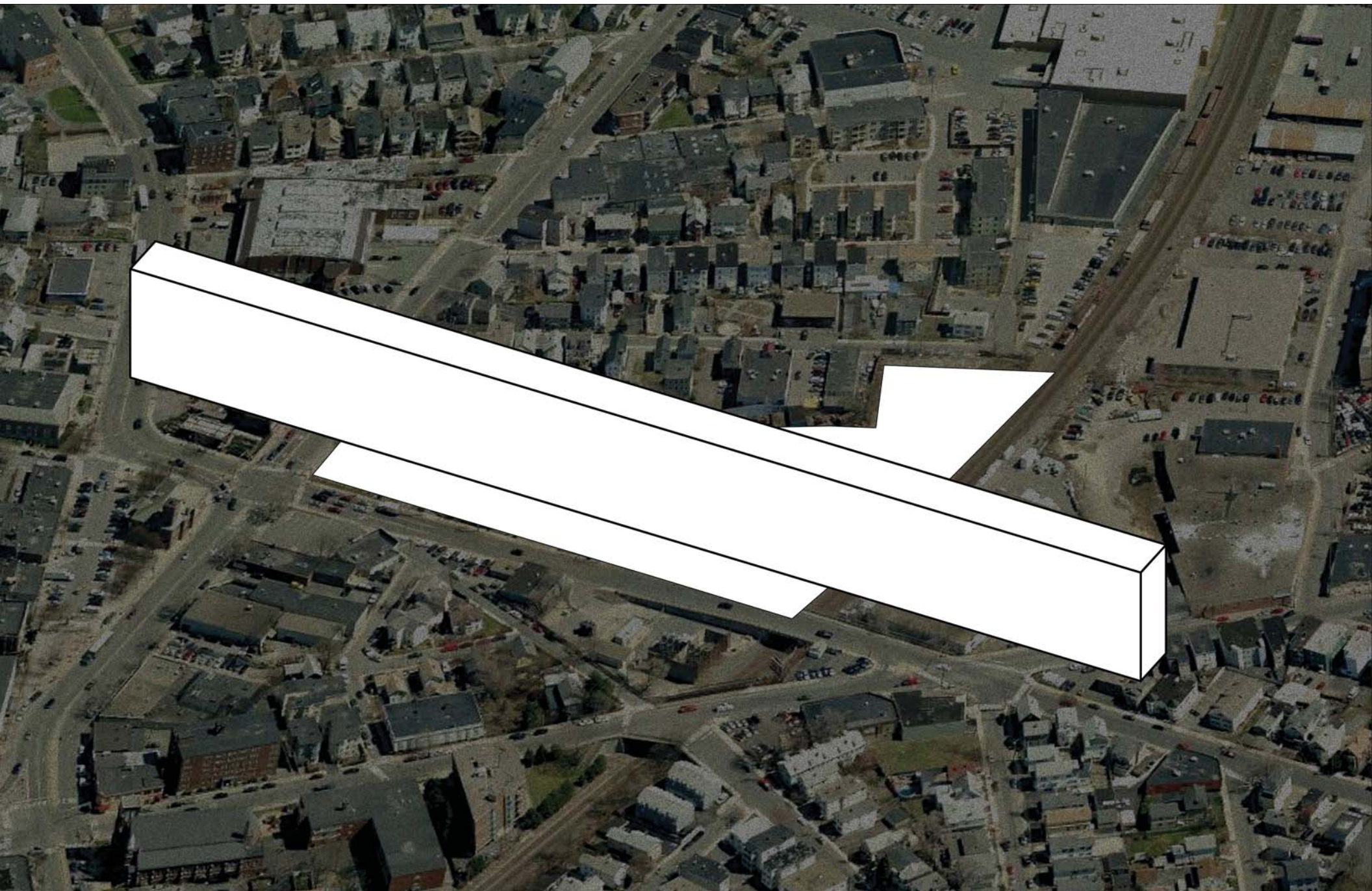


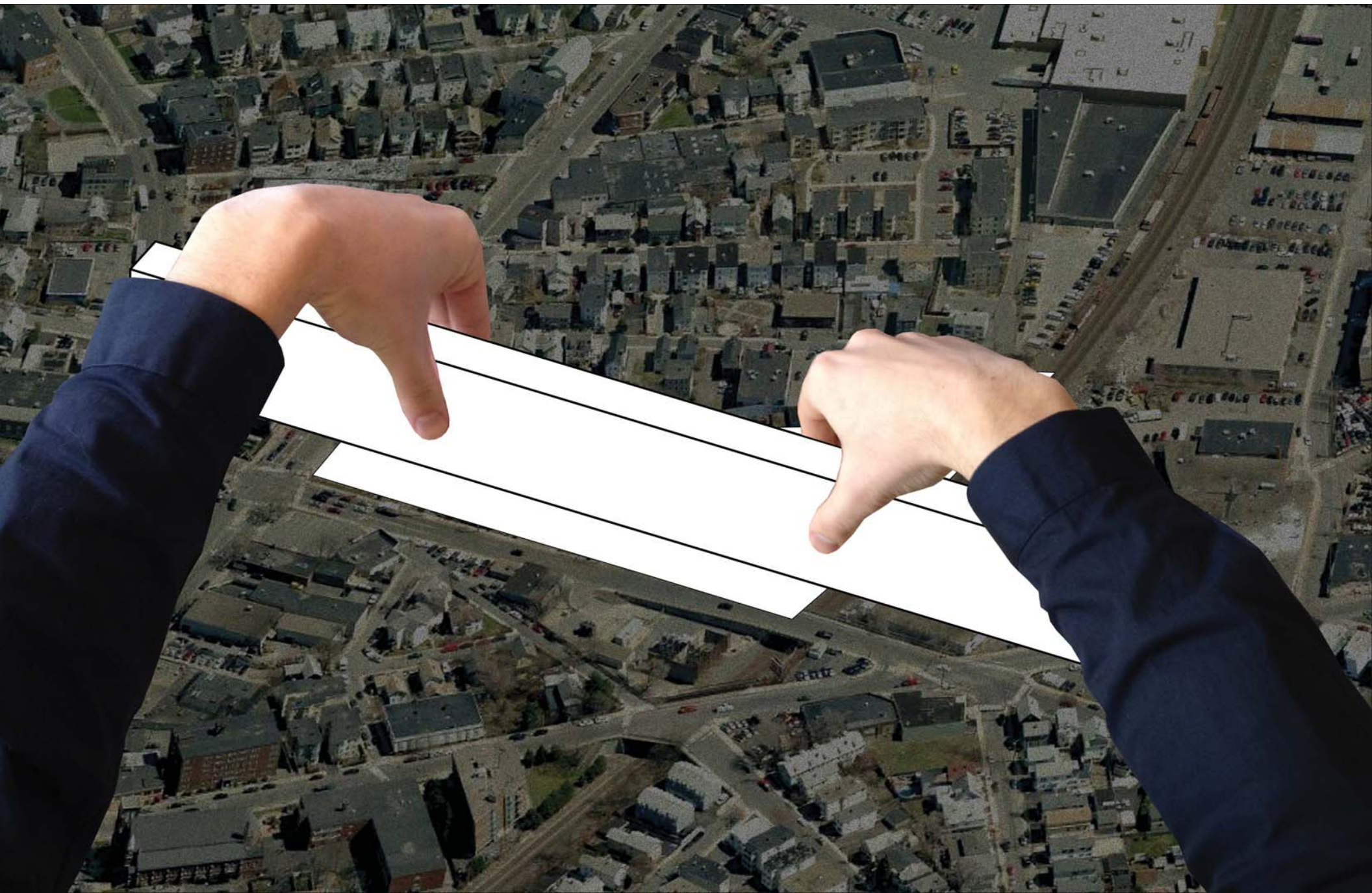


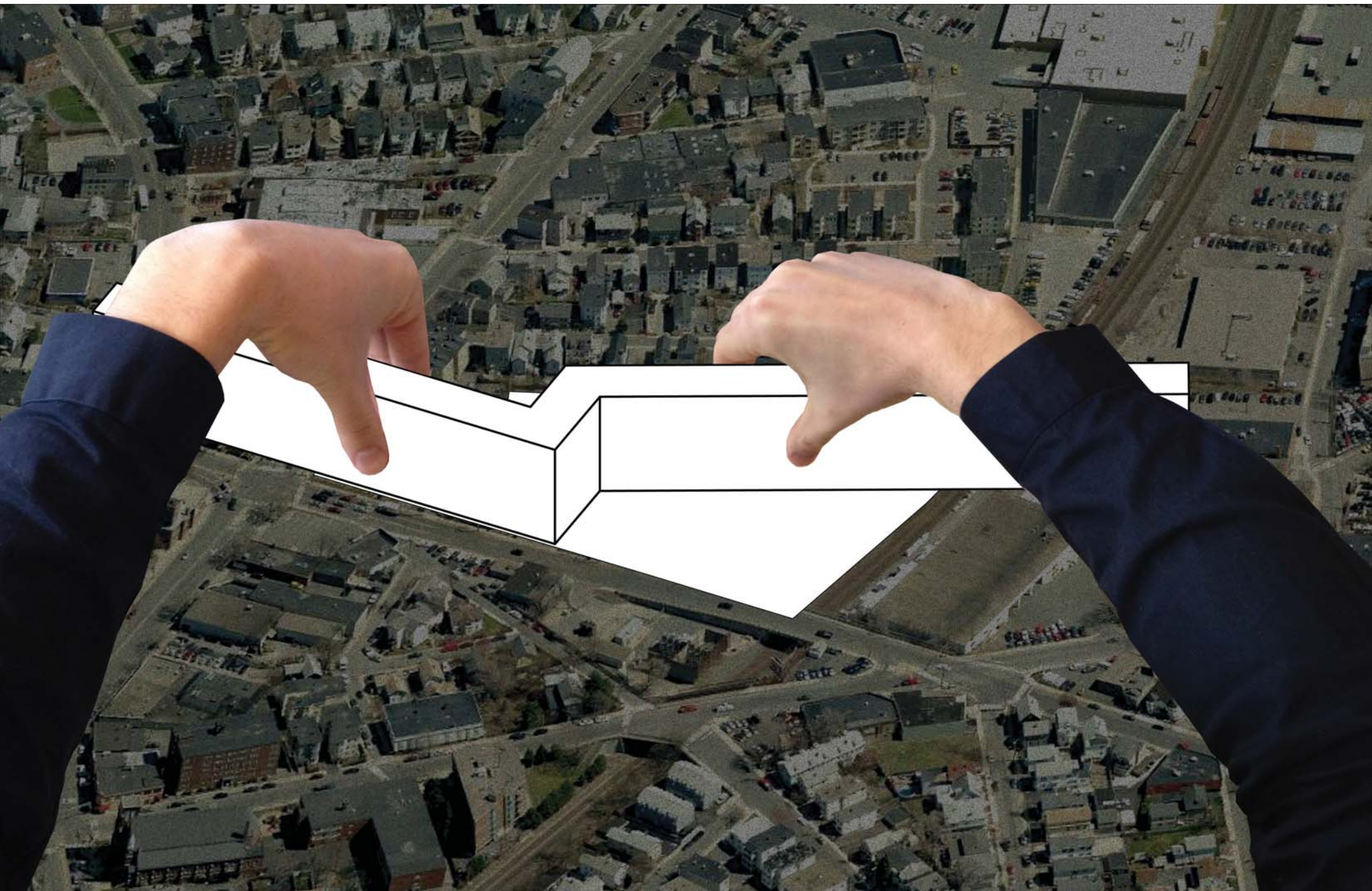


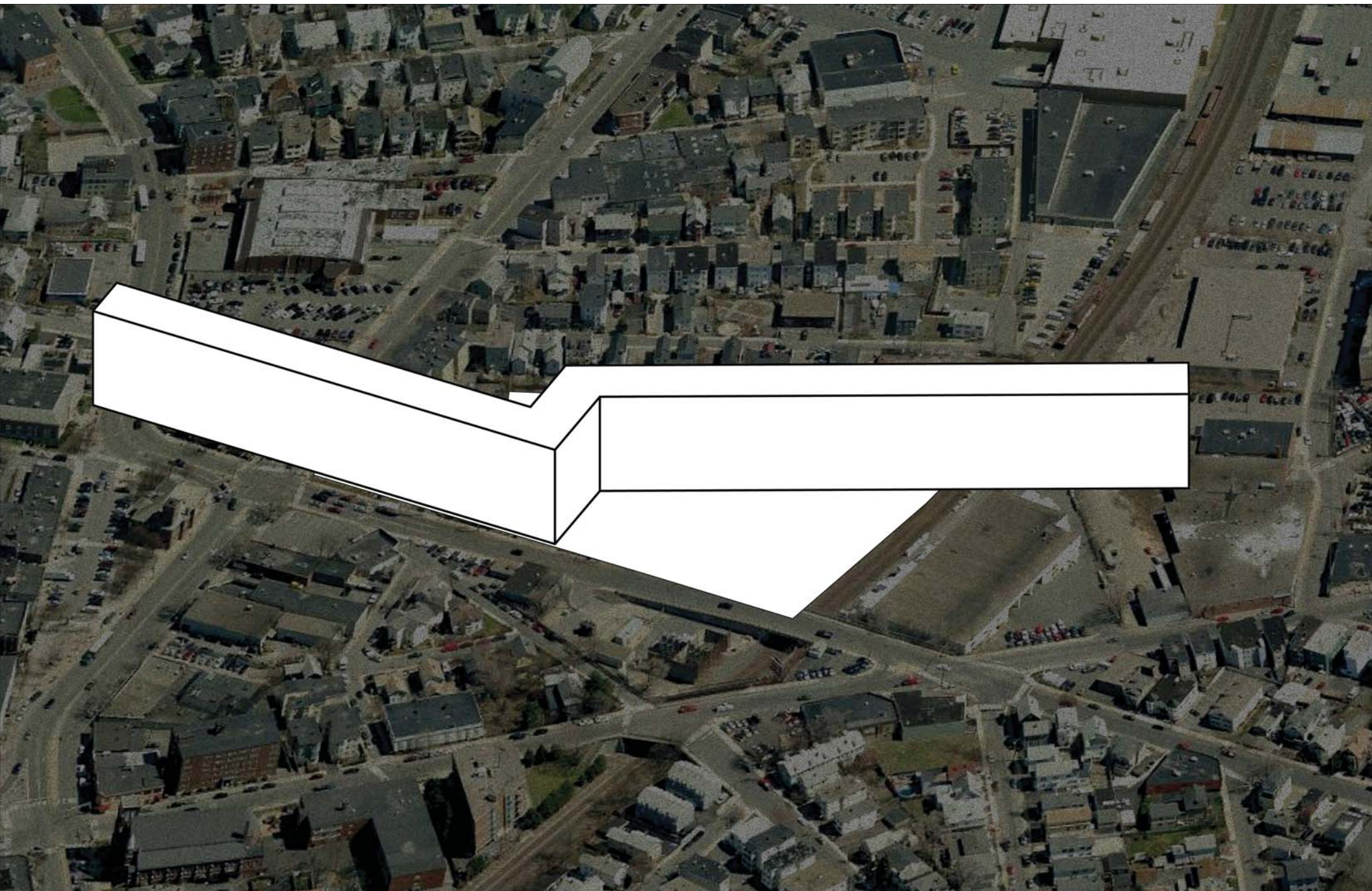


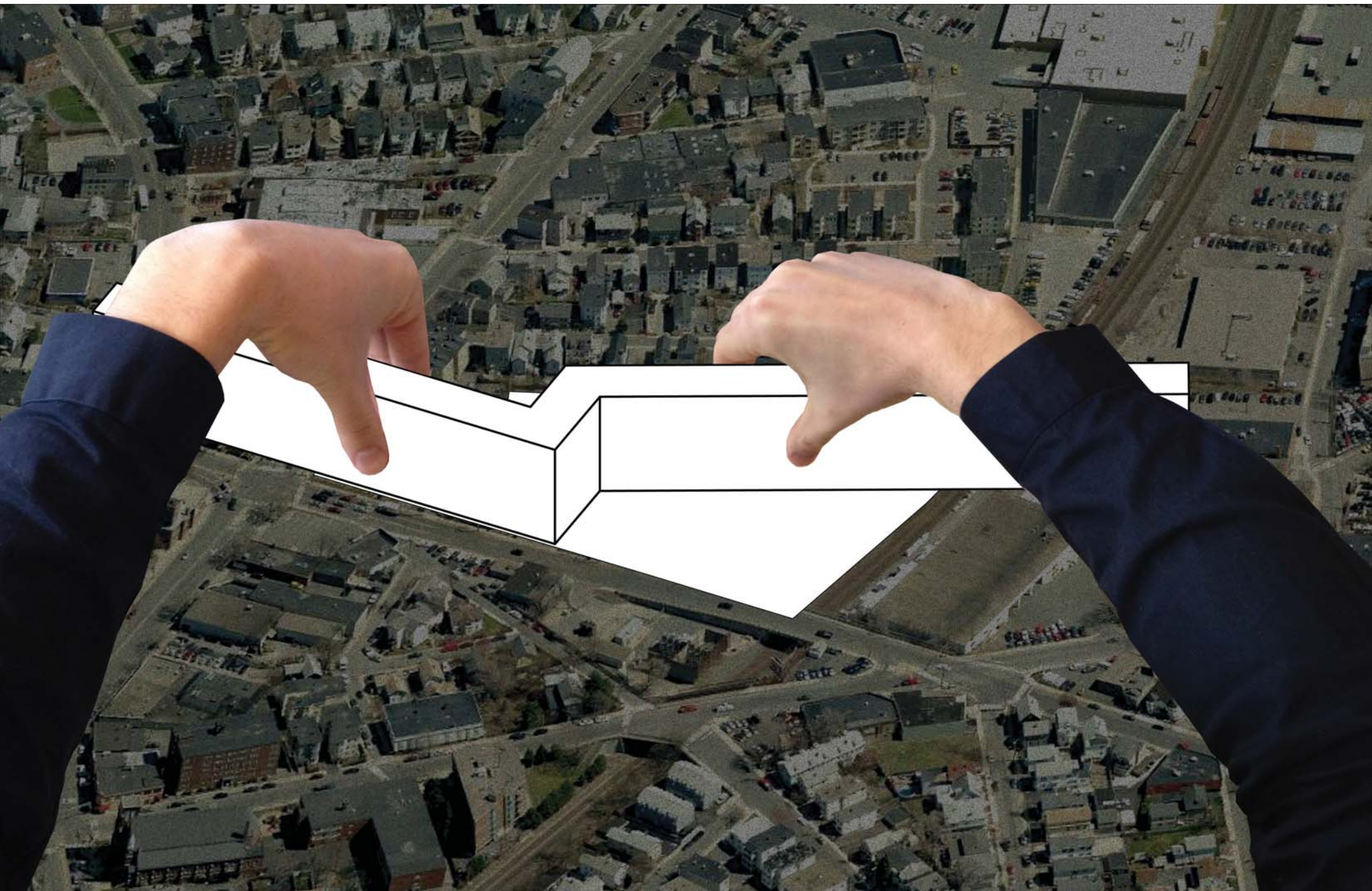


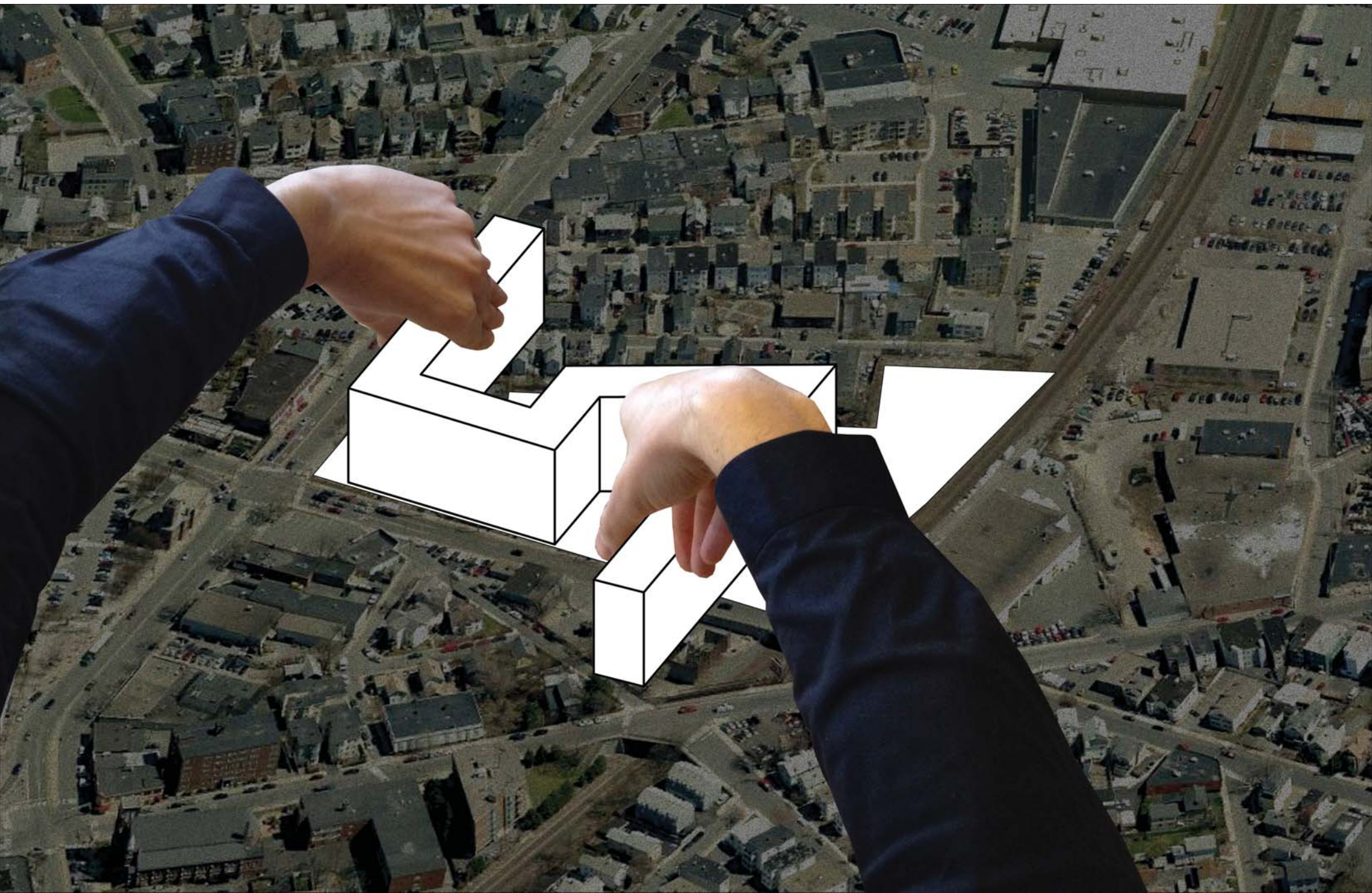


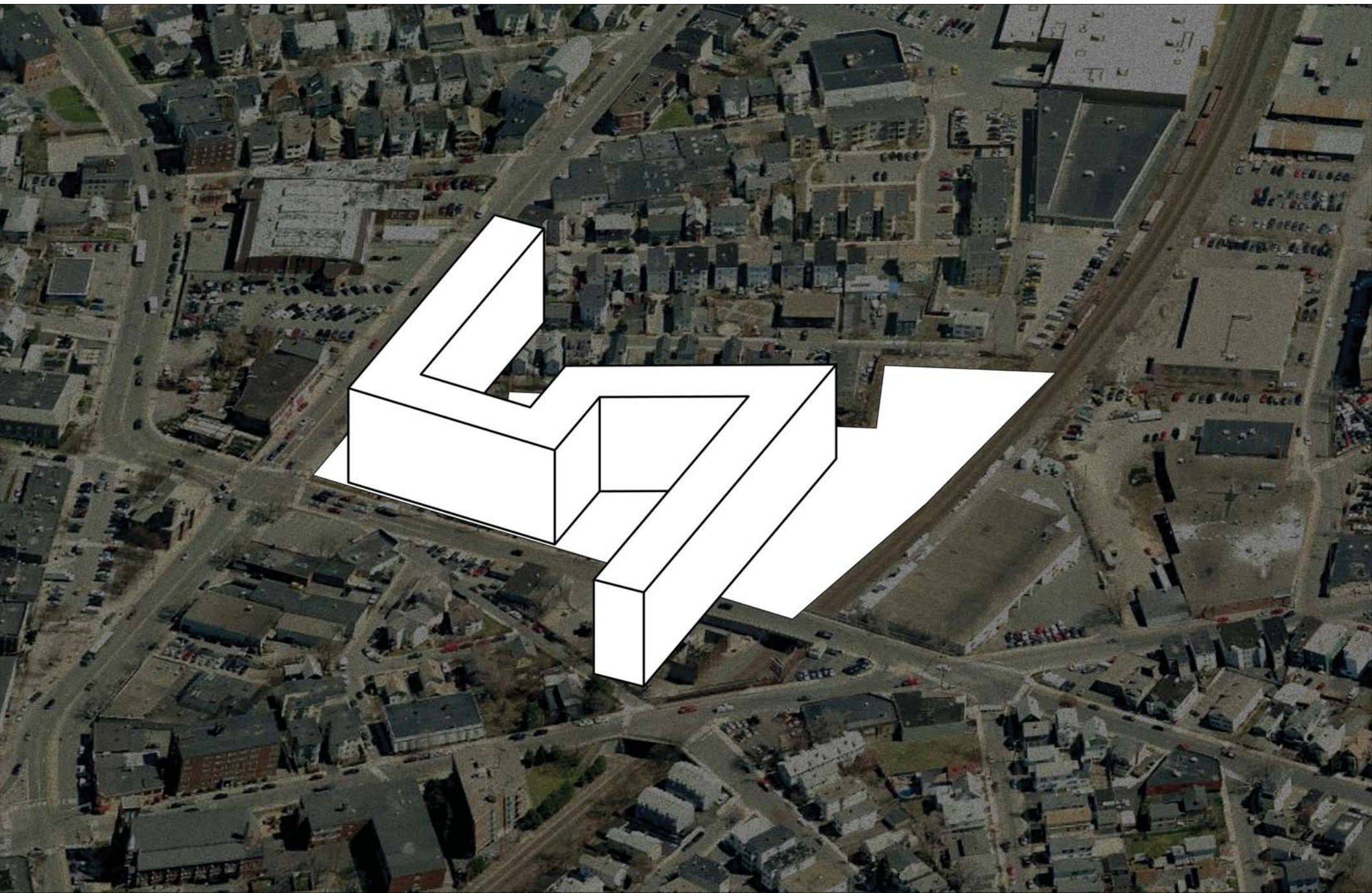


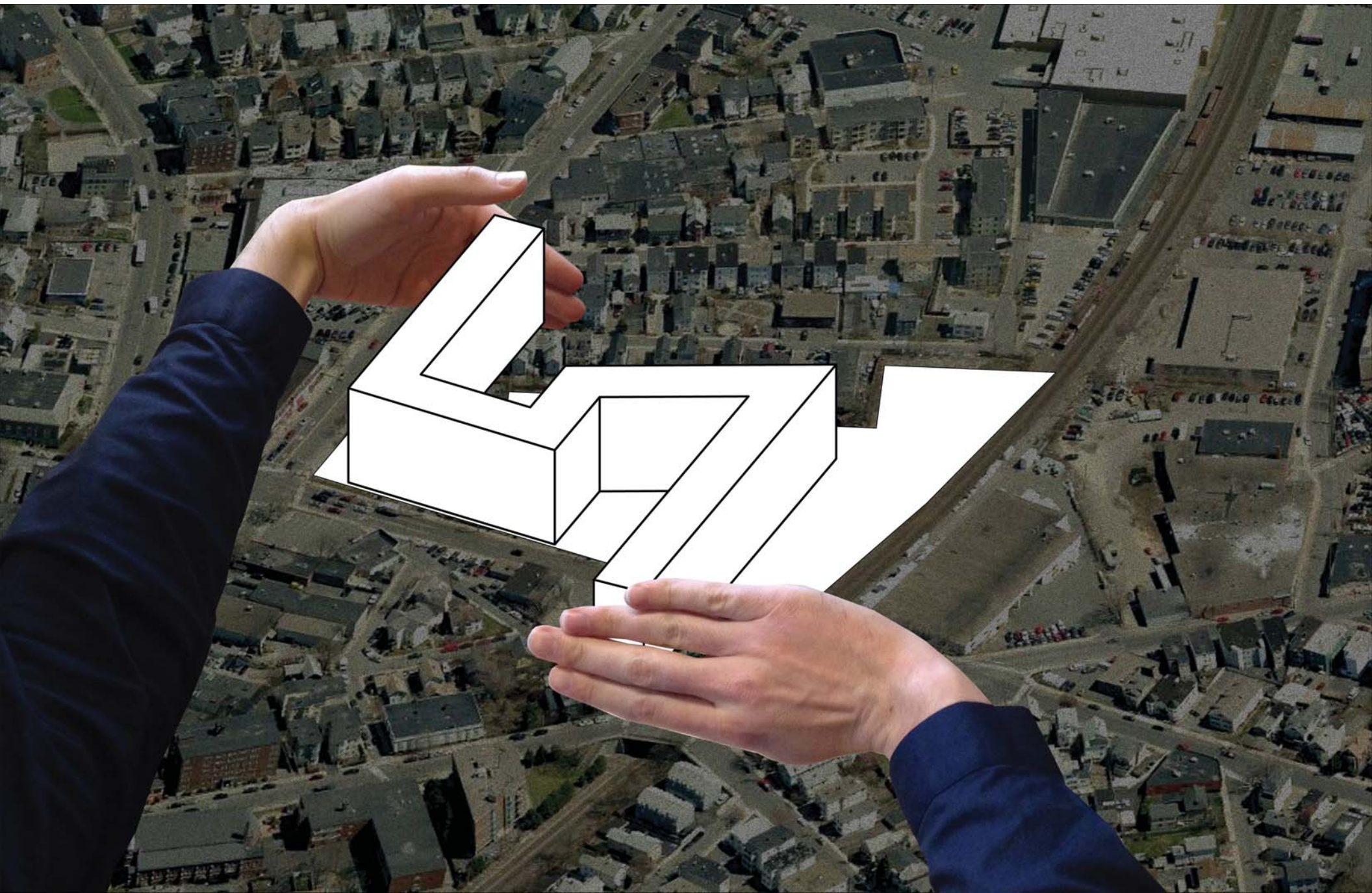


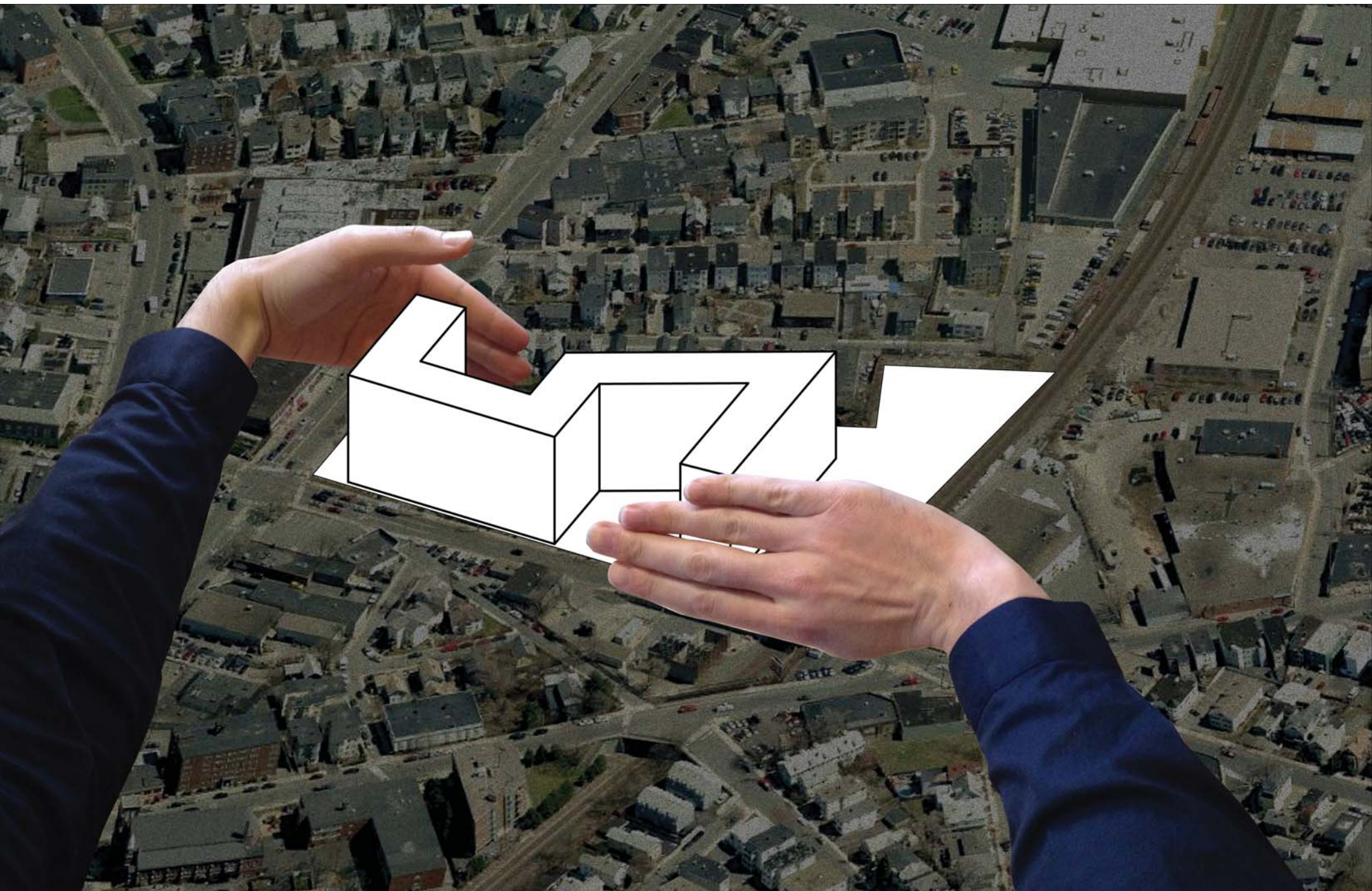


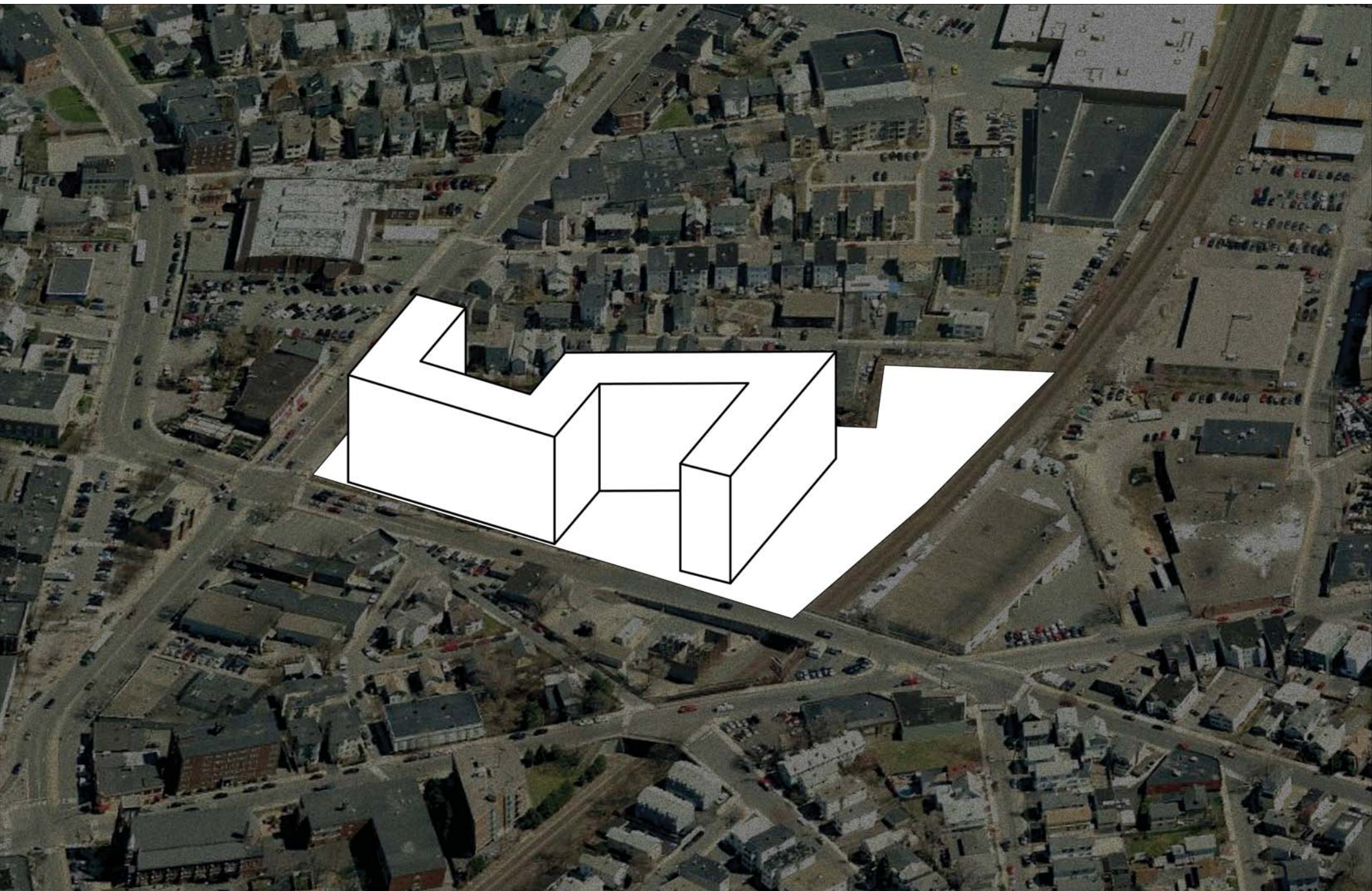


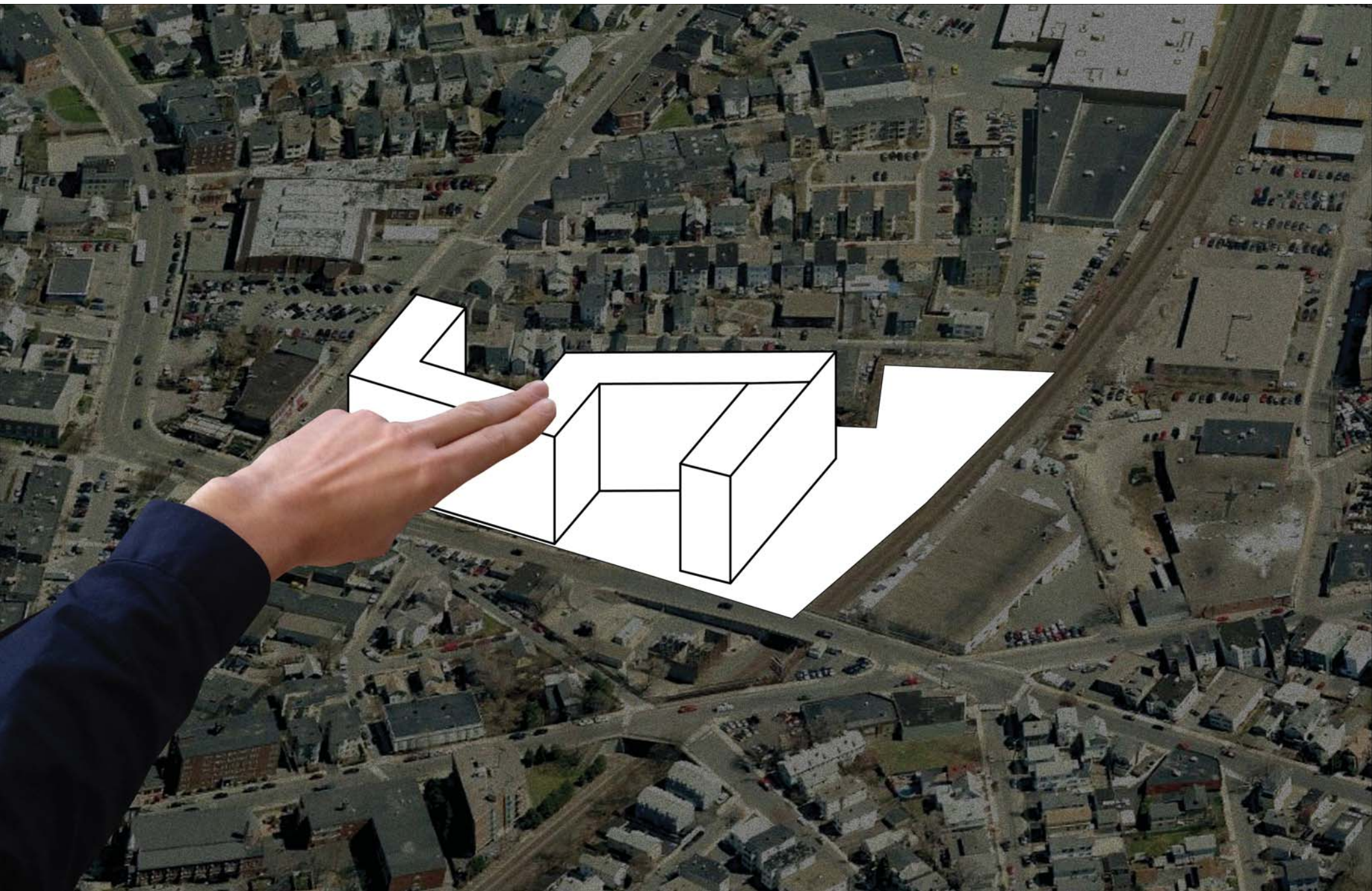


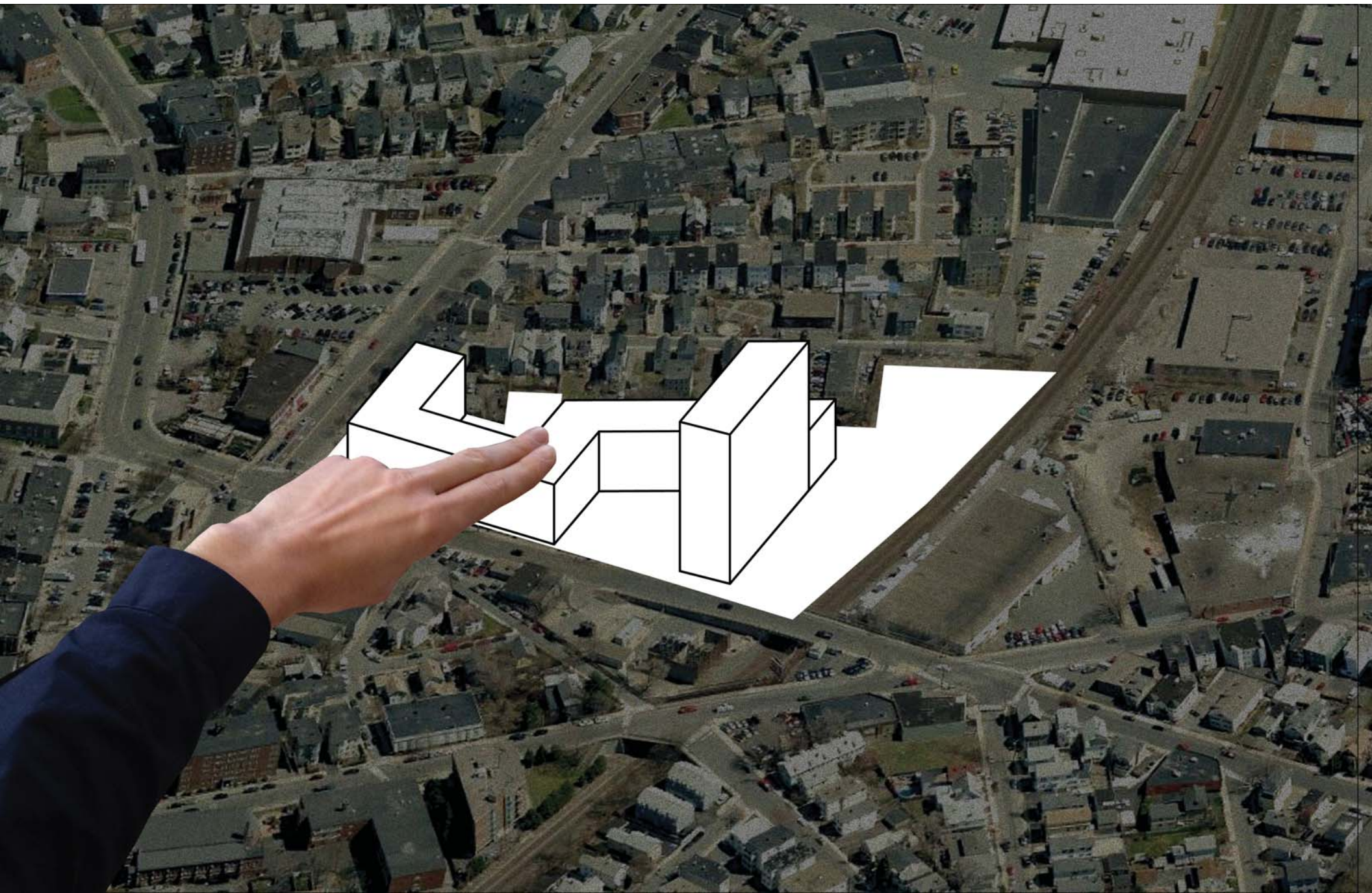


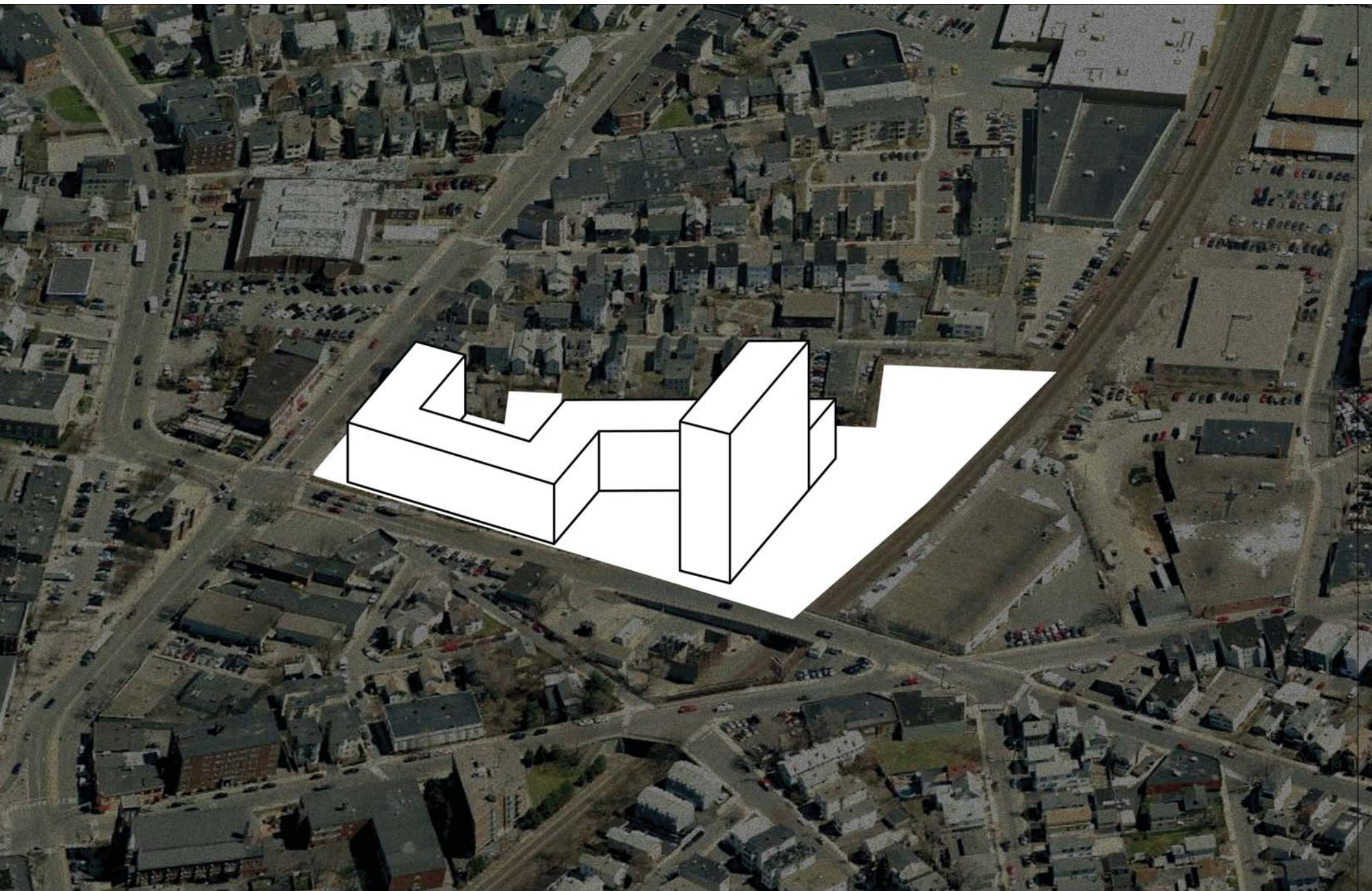


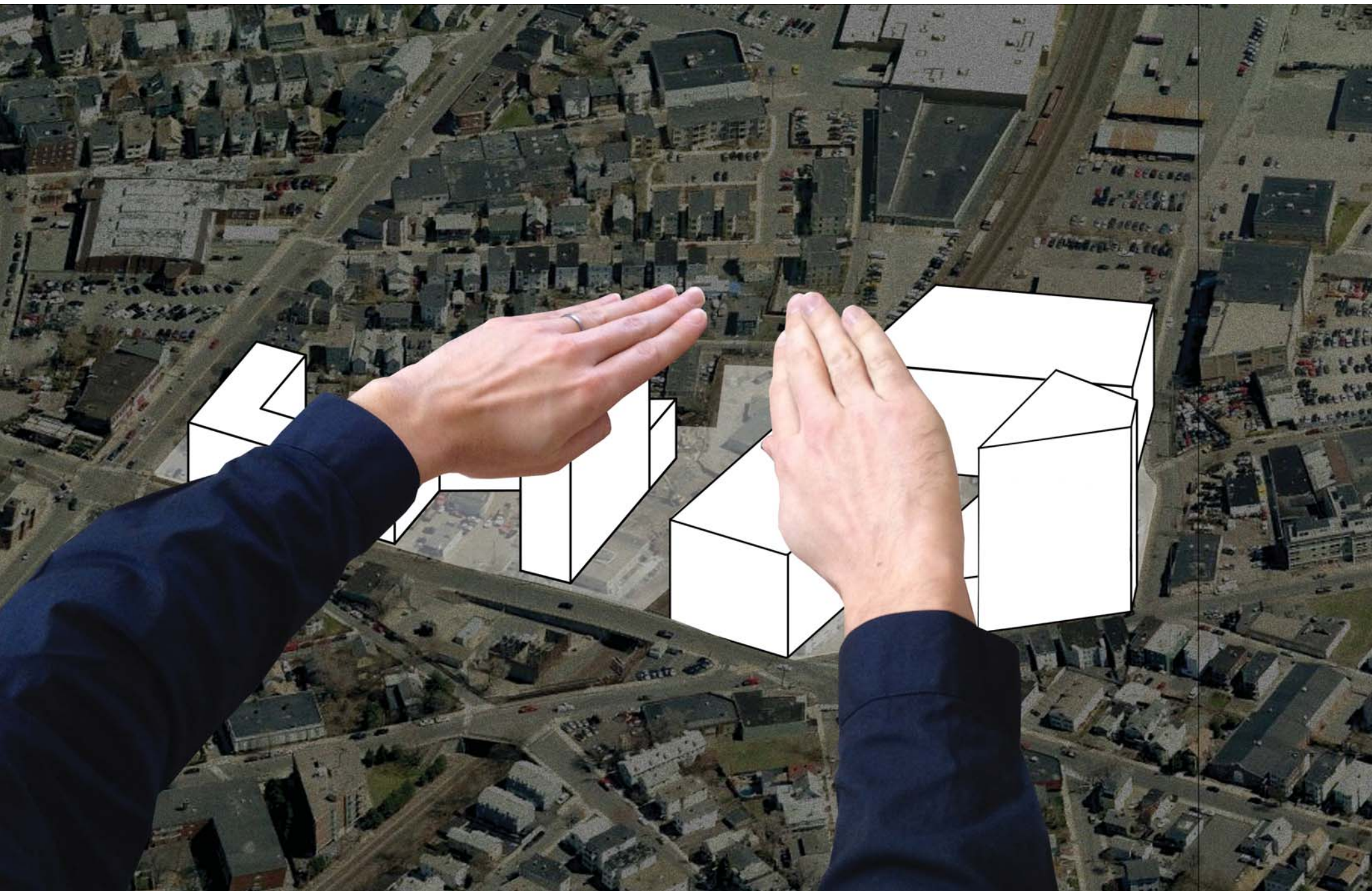


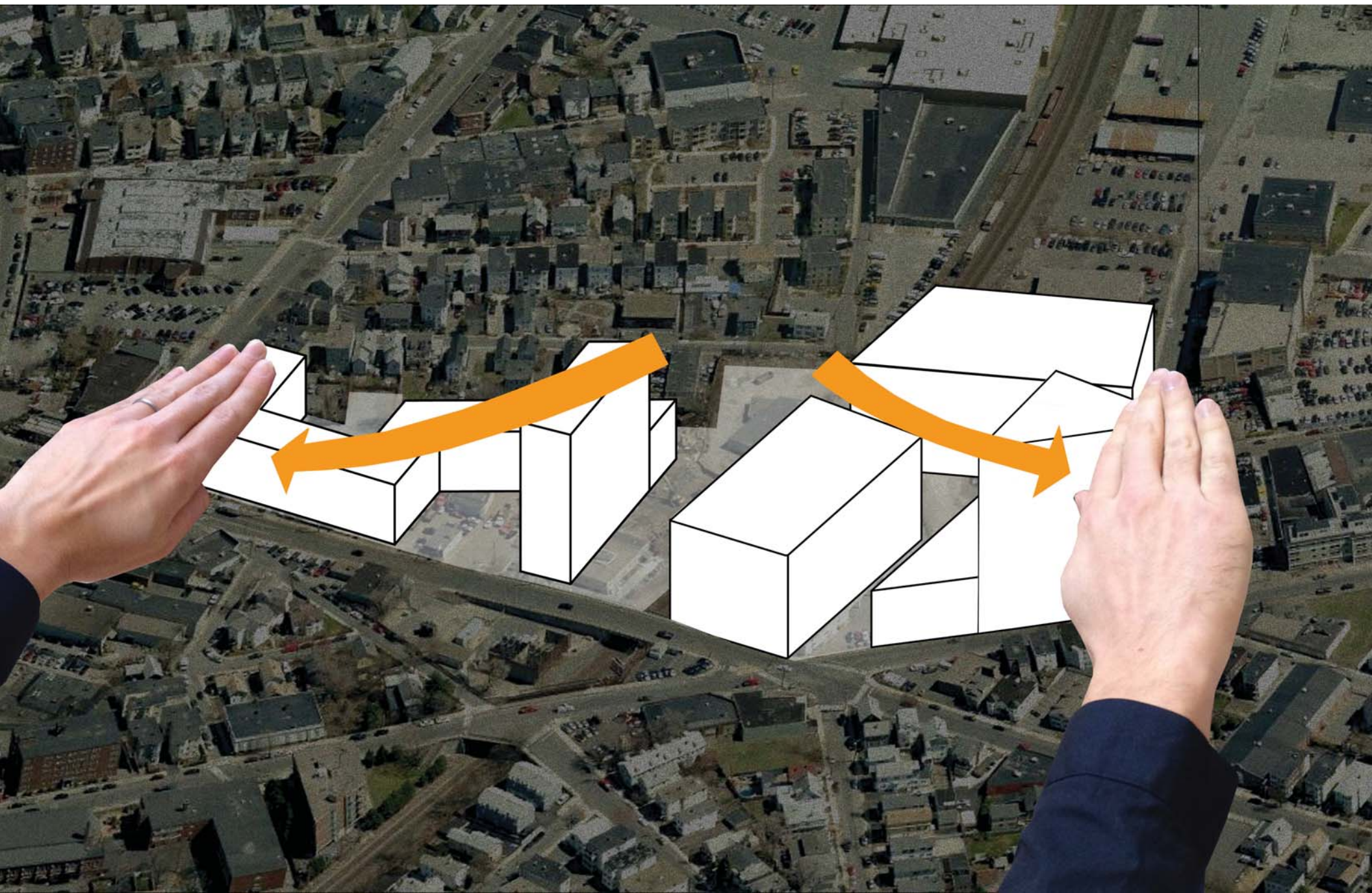


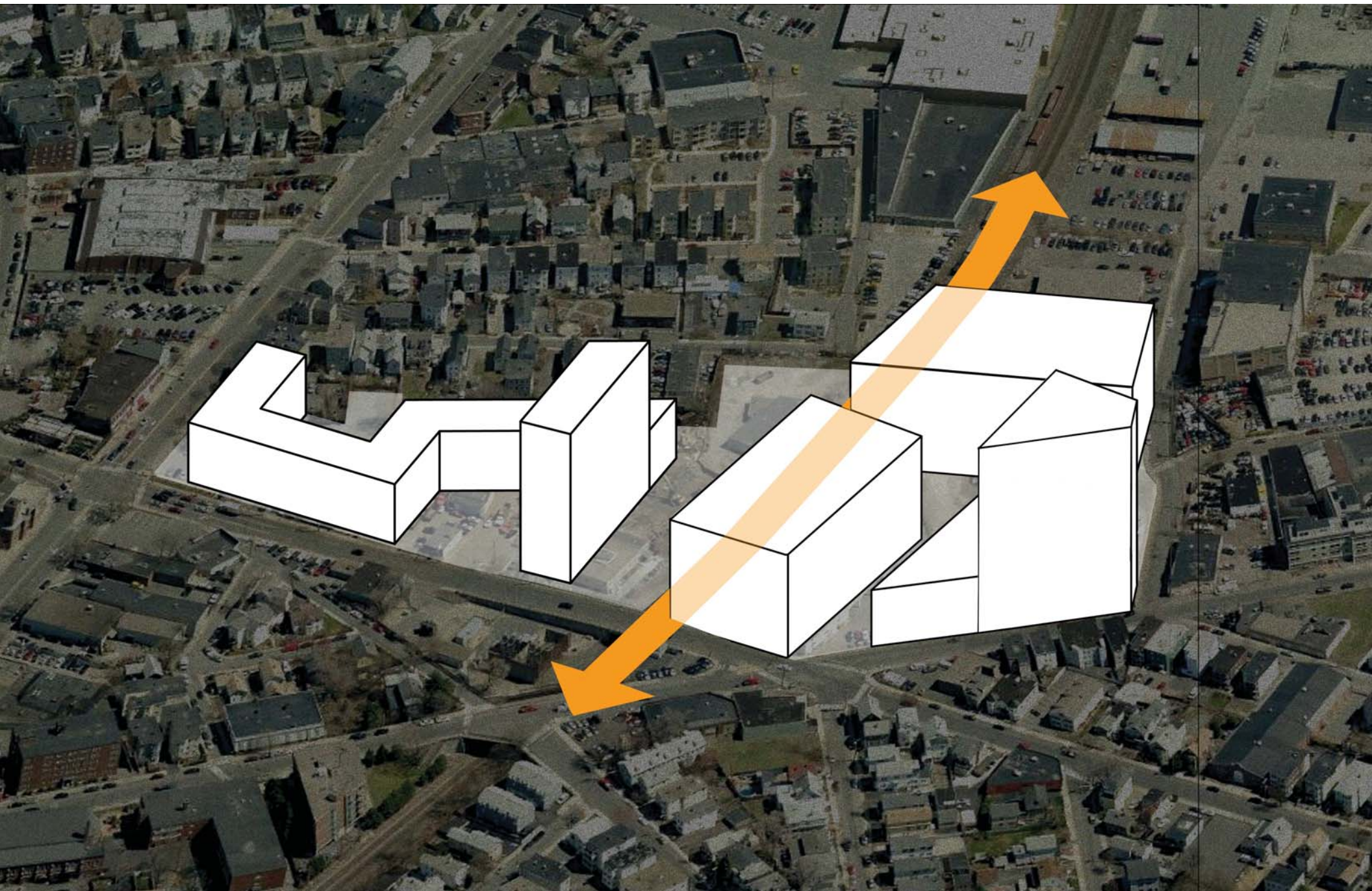




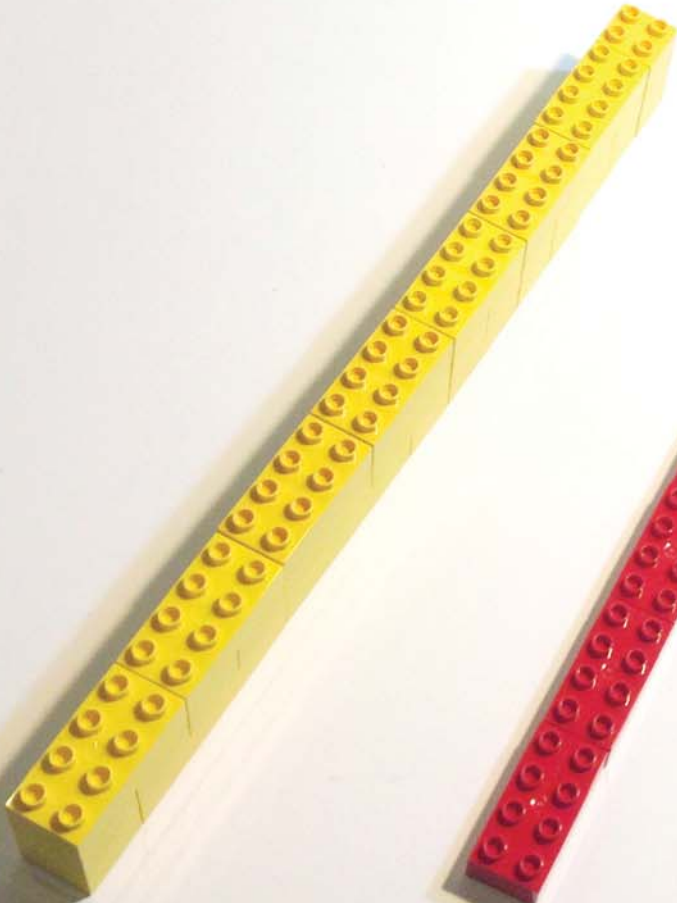








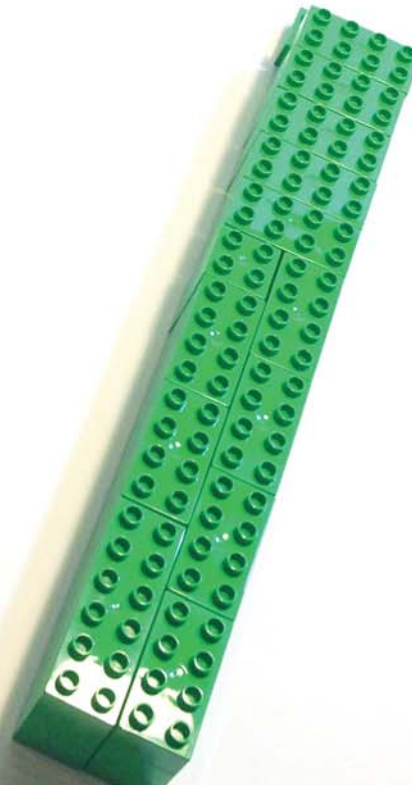
D3 PROGRAM MASSING



HOUSING
45 blocks

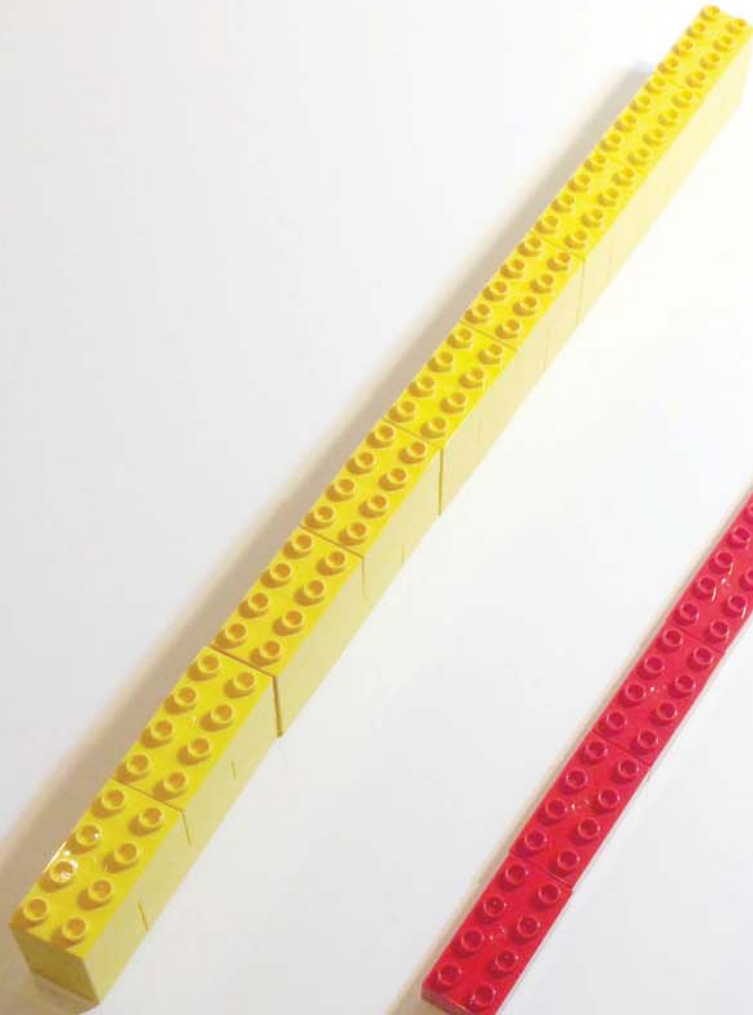


RETAIL
8 blocks

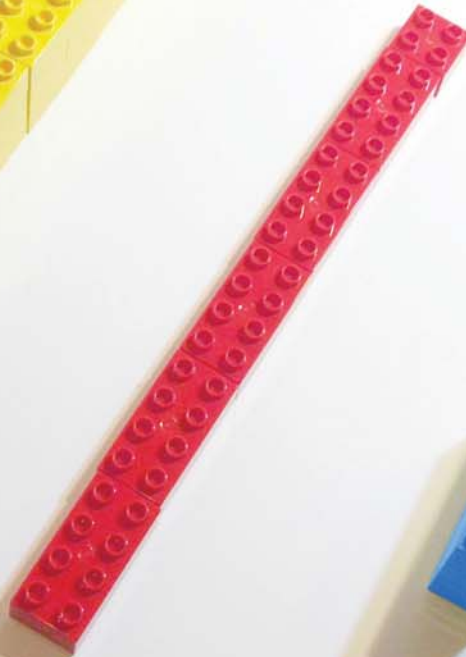


OFFICE
80 blocks

D2 PROGRAM MASSING



HOUSING
54 blocks



RETAIL
11 blocks



HOTEL
9 blocks



OFFICE
3 blocks

OFFICE

YES

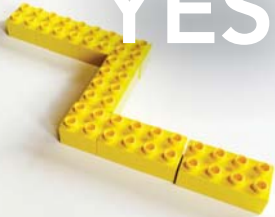


YES



HOUSING

YES



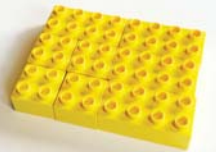
YES



YES



TOO DEEP



Not enough light and air for a housing unit

HOTEL

YES



RETAIL


YES



TOO TALL



Retail doesn't do well above the first story

An aerial photograph of a city, likely New York City, showing a dense urban landscape with numerous buildings, streets, and green spaces. The entire image is overlaid with a solid orange color. Centered over the image is the text "BREAK FOR D2/D3 MASSING ACTIVITY" in a large, white, sans-serif font.

**BREAK FOR
D2/D3
MASSING
ACTIVITY**