



# Herb Chambers Jaguar Land Rover of Boston

1188 Commonwealth Avenue, Boston

Where we started, based on Jaguar Land Rover's new ARCH image guidelines...

## Initial Comments:

*"It's too boxy and horizontal, while everything else in the area is a smaller scale and more vertical".*

*"Maybe extend the portion above the front entrance to the roof line to create more of a separation between the two sides, add a canopy over the doors to highlight the entrance."*

*"It's a 'big box without any interesting or distinguishing architectural elements'..."*

*"...surprised Chambers and Jaguar/Land Rover wanted to build a "flagship downtown dealership with such a boring, industrial looking design".*

*"The Service Entrance is set back too far with a parking lot between this and Porsche."*



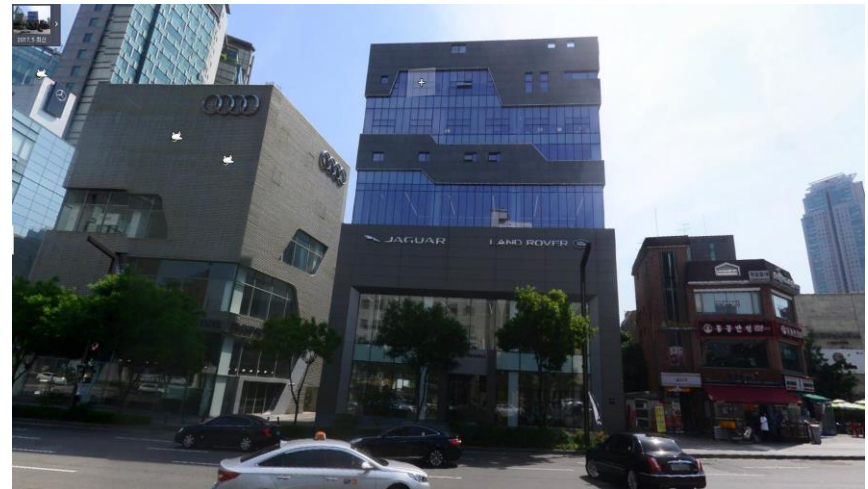
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*Comment: "There are better looking JLR dealerships that are more interesting..."*



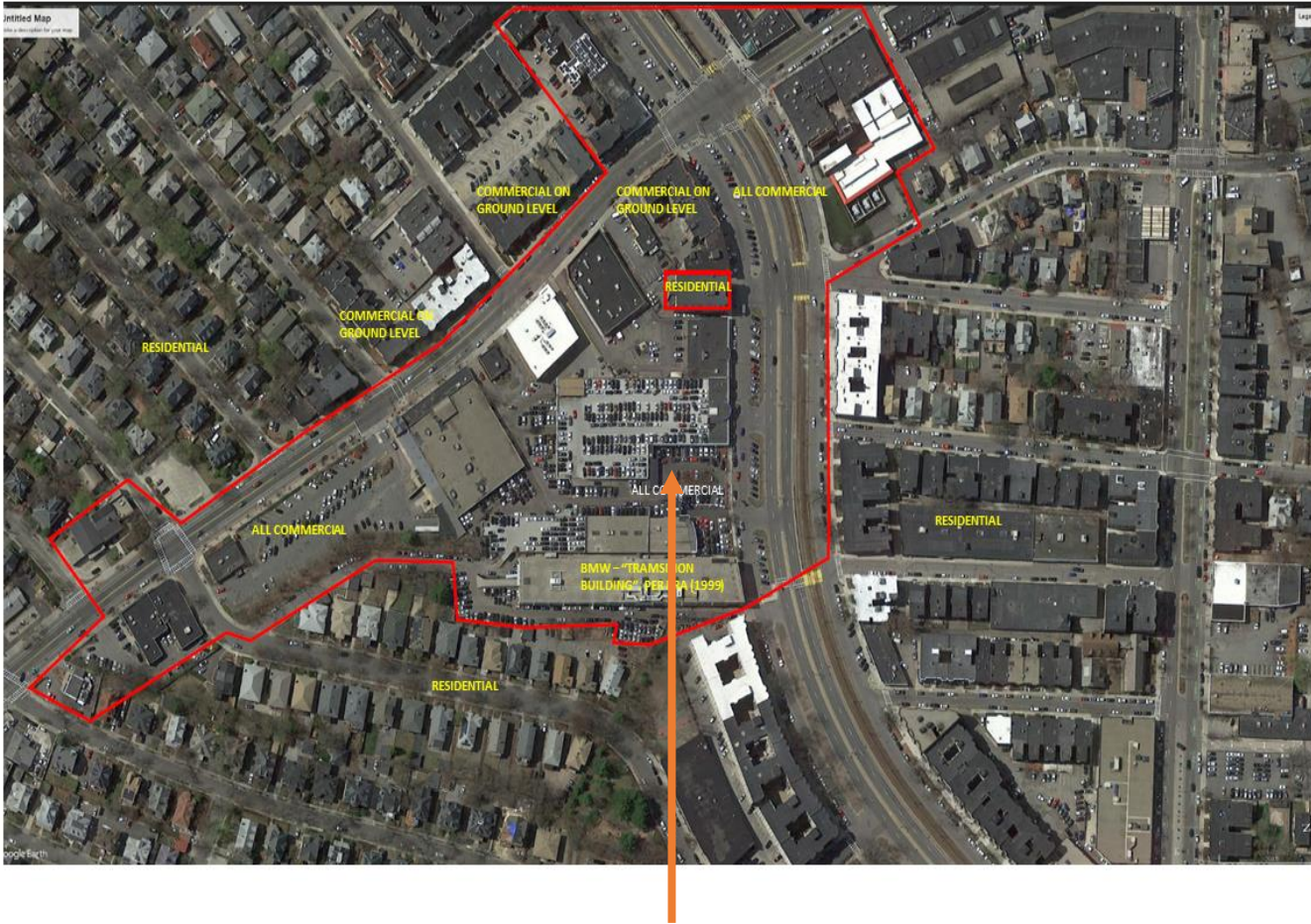
Very few **multi-story**, JLR-compliant dealerships have been built in **urban** locations. None we have found are located in a mostly residential urban neighborhood.



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*Comment: "Look at the evolution of the site. Look at the street. Do a typological analysis of the street including the BMW/Mini buildings. You have three brands, three buildings, three scales and lots of parking."*

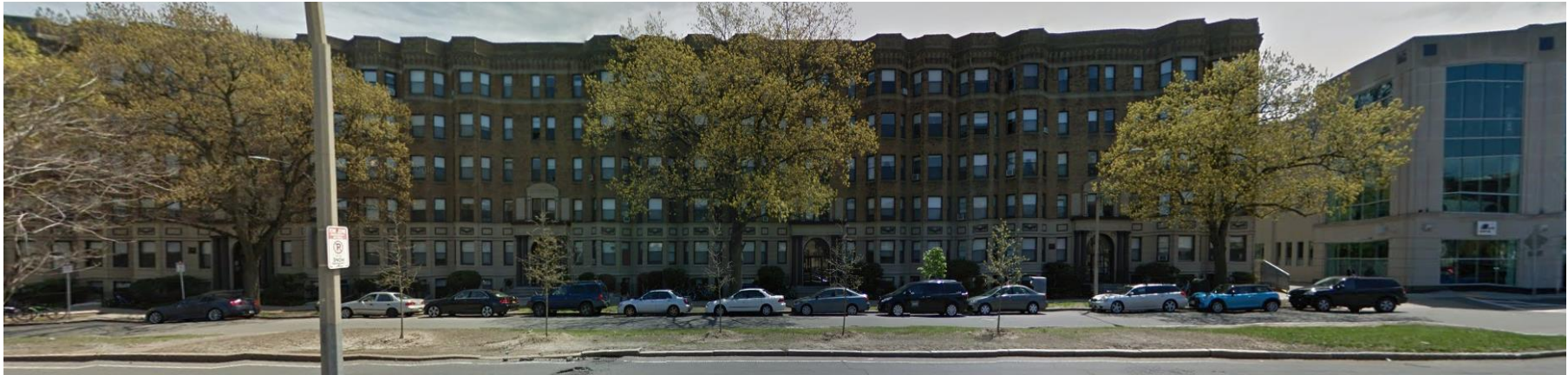


This section of Commonwealth Avenue has had automotive dealerships for nearly 100 years. Cars are big, and with the current situation, they cannot be 'hidden' inside the buildings. We are trying to rectify this by including a vehicle storage facility inside.

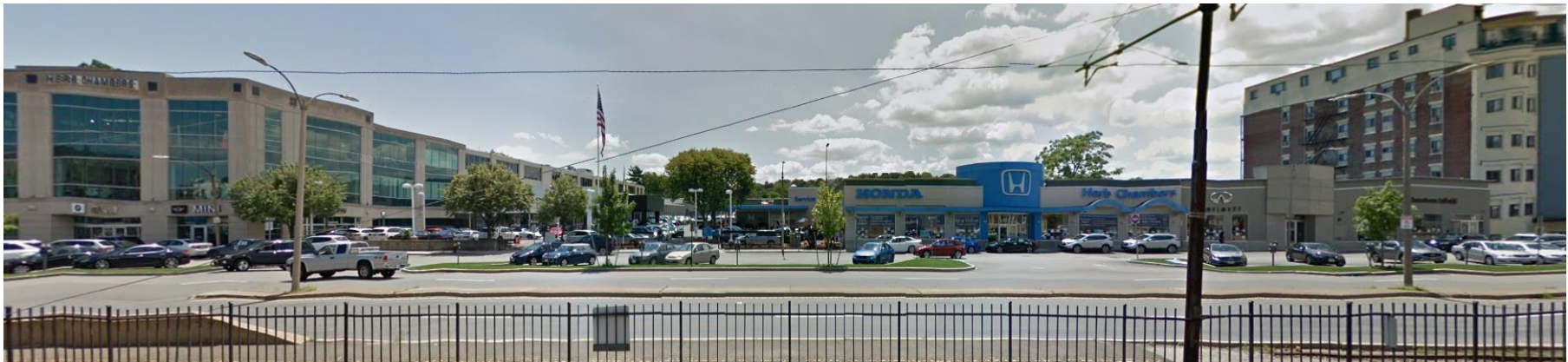
# Herb Chambers Jaguar Land Rover of Boston

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*Comment: "Look along the street to the east and across the street where you see long stretches of very regular articulation."*



1130 – 1150 Commonwealth Avenue



1168 – 1200 Commonwealth Avenue

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1188 Commonwealth Avenue, Boston

*Comment: "Look along the street to the east and across the street where you see long stretches of very regular articulation."*



Directly west of the site - 1200 Commonwealth Avenue to Harvard Avenue



Directly across Commonwealth Avenue

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BMW MINI

PORSCHE

HONDA

INFINITI



Comparison of scale and proportions of other buildings along Commonwealth Avenue

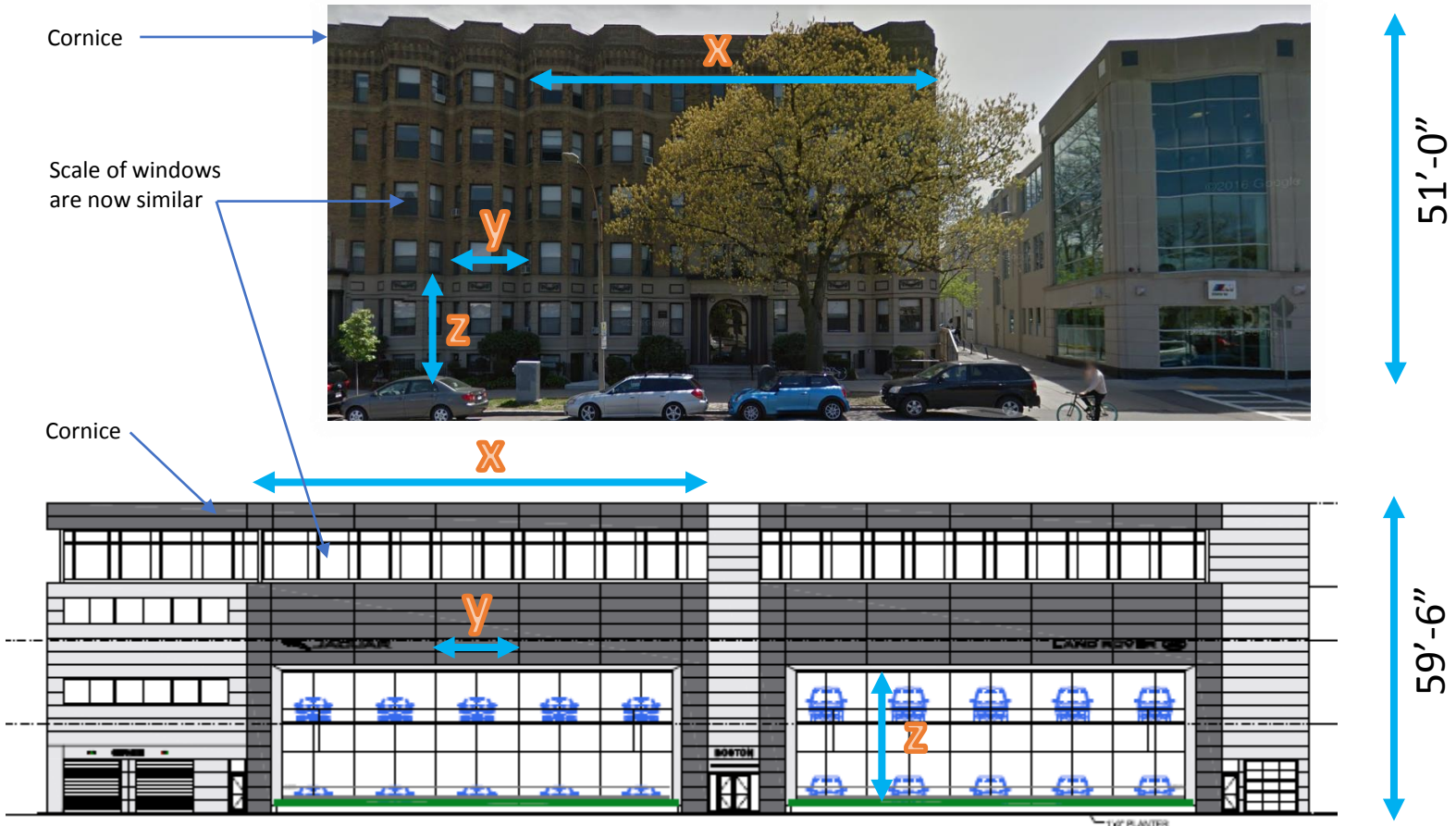
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*Comment: Look along the street to the east and across the street where you see long stretches of very regular articulation.*

## Scale

While the scale may be slightly different between the residential buildings to the east, proportionately they are very similar. This is supplemented by the spacing of the vehicles and lighting compared to the smaller scale elements of the residences. Further, changing the upper level to be mostly glass creates a virtual cornice, reflecting those along the residential blocks.





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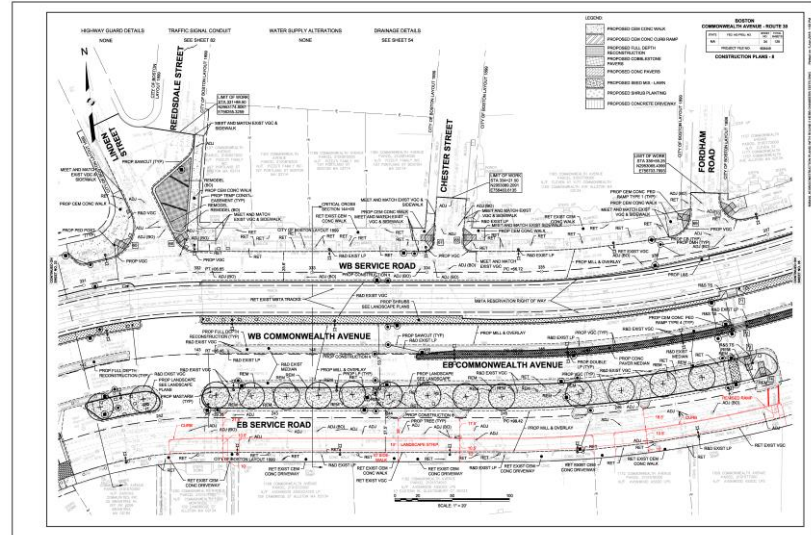
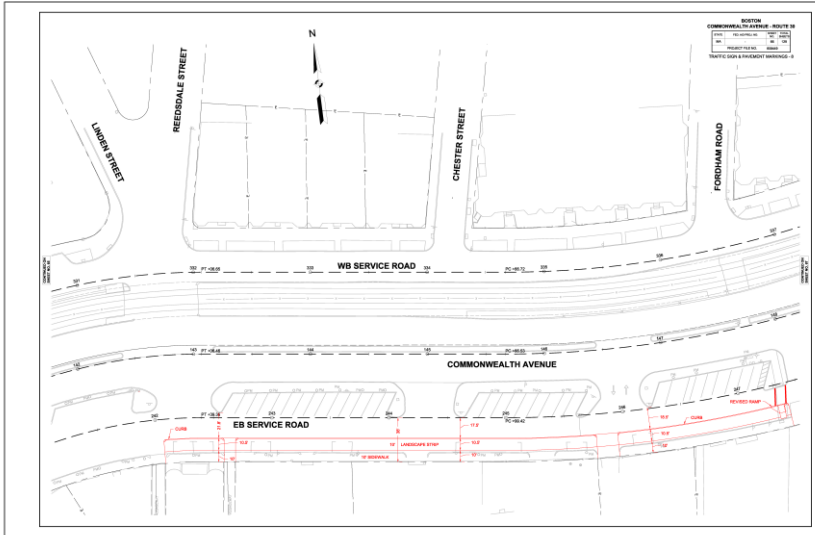
## Commonwealth Avenue Improvement Project



# Herb Chambers Jaguar Land Rover of Boston

1188 Commonwealth Avenue, Boston

## Commonwealth Avenue Improvement Project

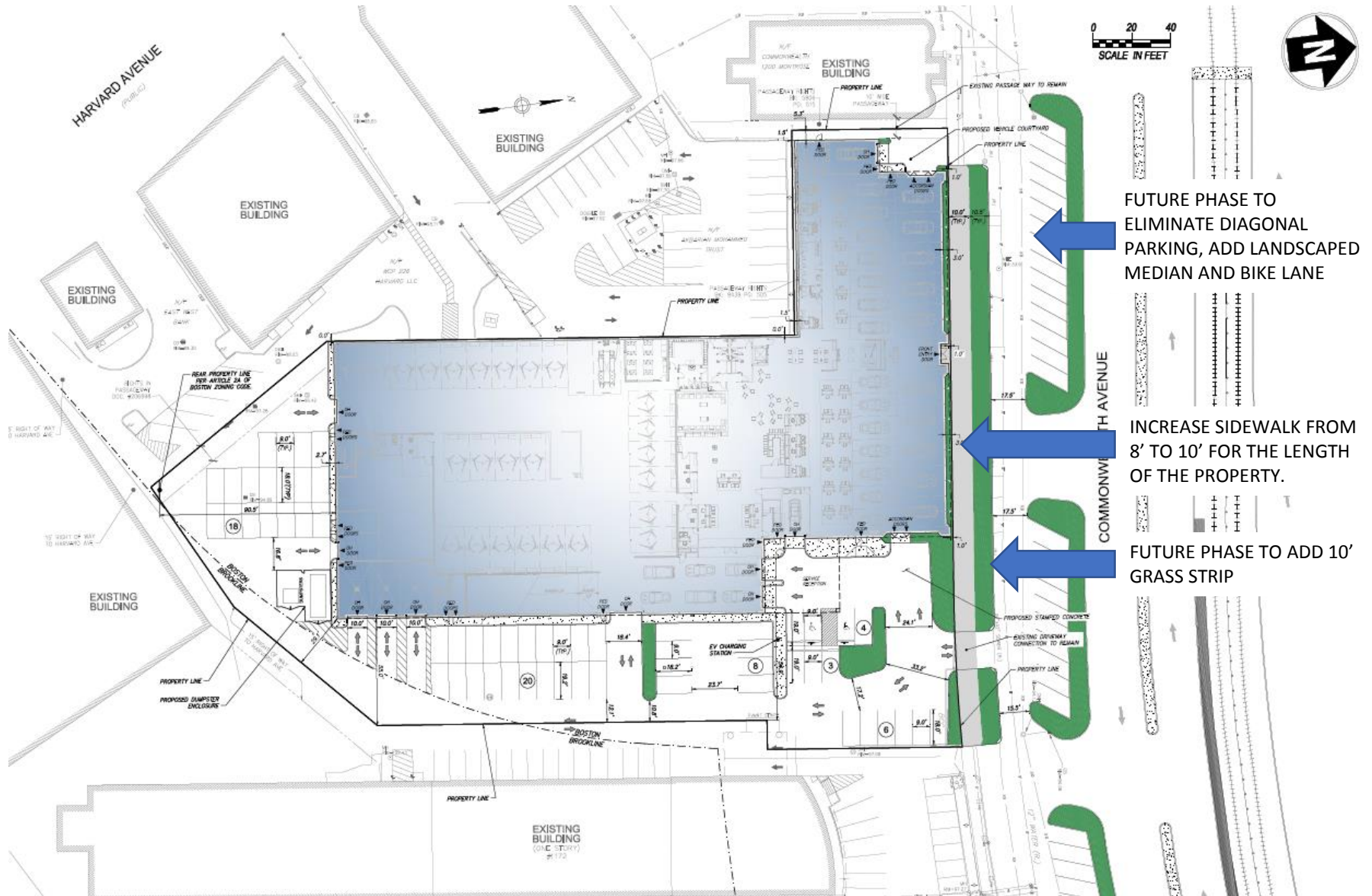


We understand that the DPW has plans in the works to widen sidewalks, eliminate the current parallel parking, add a 10' wide green strip, and ultimately eliminate the diagonal parking in the Carriageway with a landscaped buffer in the future.

We have agreed to build the wider sidewalk as part of the JLR building construction, configured to easily add the green strip adjacent. The Herb Chambers Companies will cooperate with this work when it does happen.

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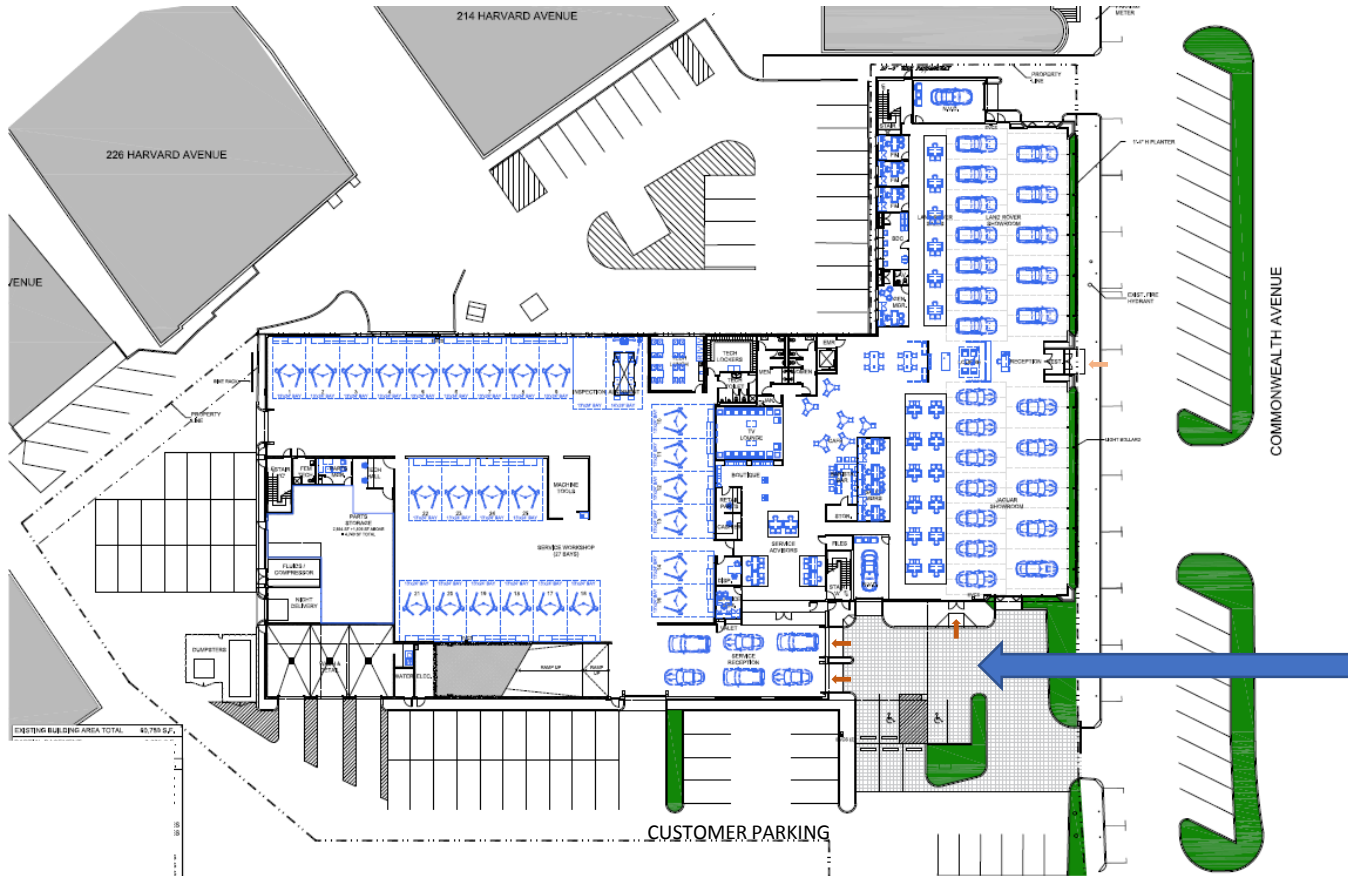
1188 Commonwealth Avenue, Boston



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1188 Commonwealth Avenue, Boston

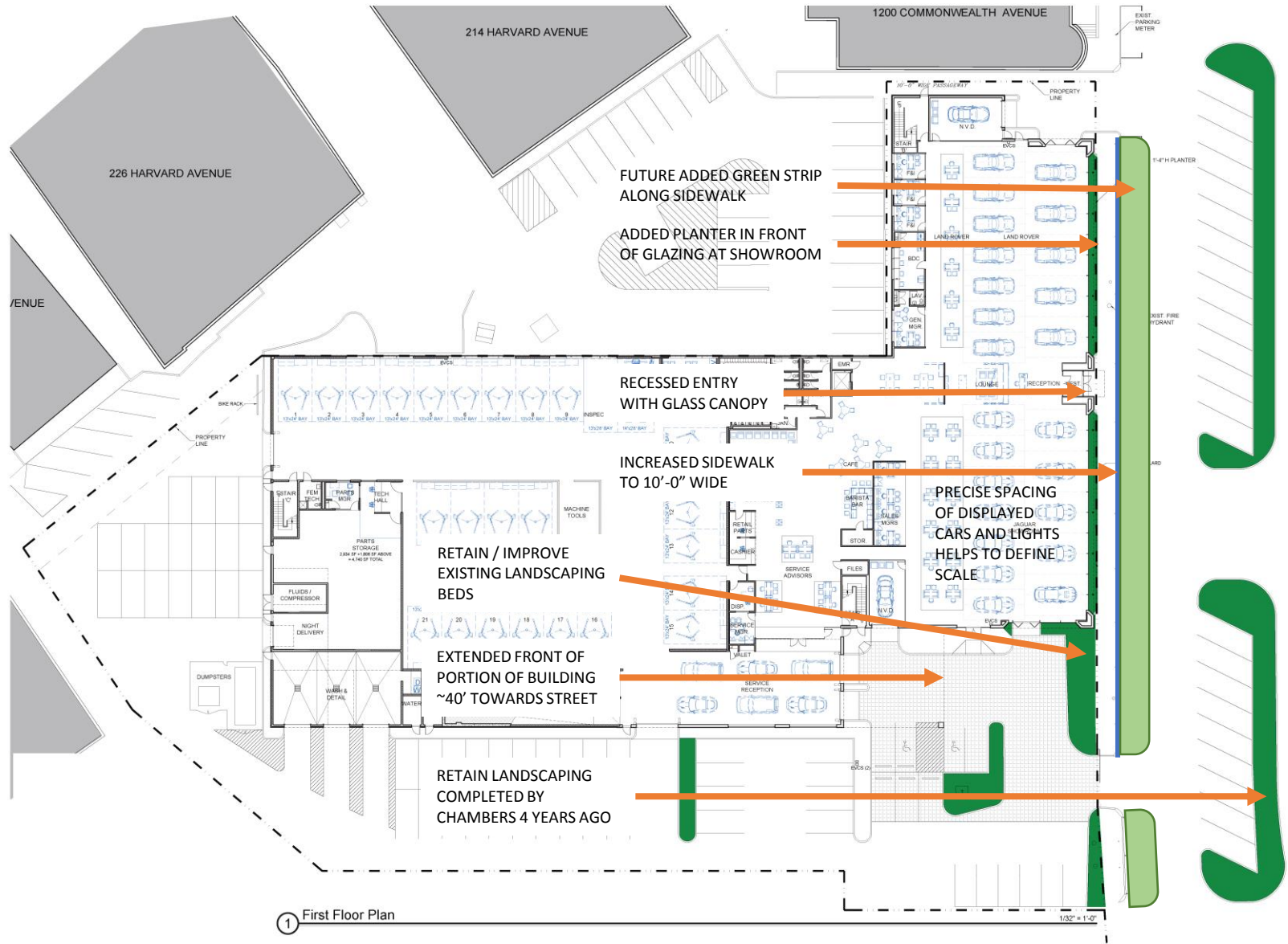
*Comment: "One big issue, you have nearly recreated the existing footprint. You have the opportunity to build more street frontage. Push the parking to the rear and claim the whole front. Articulate (the garage entry) if important. Even though this is not residential, can it be scaled here."*



The parking to the east of the building is for Sales customers. This layout also allows for easy drive-in access for Service customers. These are the primary entrances to the dealership for Sales and Service.

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1188 Commonwealth Avenue, Boston



**R**

**REGENT ASSOCIATES, INC. ARCHITECTS**

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Herb Chambers  
**Jaguar Land Rover**

1188-1192  
Commonwealth Ave  
Boston MA

PROJECT 2017-08  
DRAWN DMB  
SCALE 1" = 16'-0"  
DATE 04.16.18

PROGRESS ONLY  
NOT FOR CONSTRUCTION

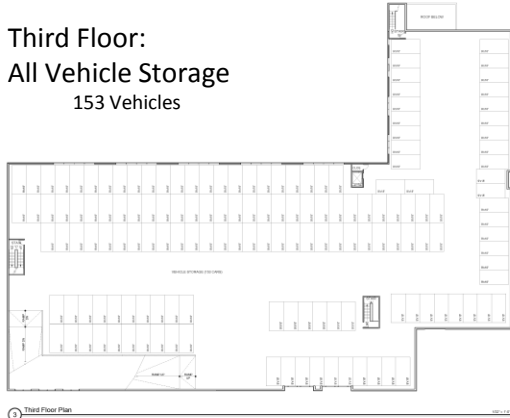
First Floor Plan



# Herb Chambers Jaguar Land Rover of Boston

1188 Commonwealth Avenue, Boston

Third Floor:  
All Vehicle Storage  
153 Vehicles



1188-1192  
Commonwealth Ave  
Boston MA

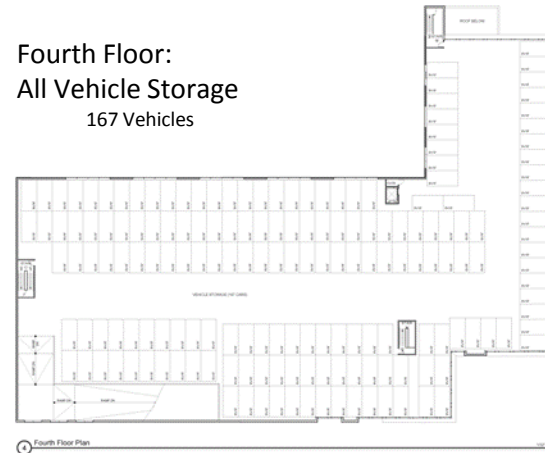
PROJECT	2017-08
DRAWN	DHS
SCALE	1"=10'-0"
DATE	04-16-19

PROGRESS ONLY  
NOT FOR CONSTRUCTION

Third Floor Plan

A1.3

Fourth Floor:  
All Vehicle Storage  
167 Vehicles



1188-1192  
Commonwealth Ave  
Boston MA

PROJECT	2017-08
DRAWN	DHS
SCALE	1"=10'-0"
DATE	04-16-19

PROGRESS ONLY  
NOT FOR CONSTRUCTION

Fourth Floor Plan

A1.4

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MATERIAL KEY LEGEND	
	ACM-1: ALUMINUM COMPOSITE PANEL "JLR SUNSHINE GREY"
	ACM-2: ALUMINUM COMPOSITE PANEL "JLR CHAMPAGNE SILVER"
	M-1: ALUMINUM HORIZONTAL/TRAPEZOIDAL PANEL "JLR SILVER"

EXTENDED FRONT OF PORTION OF BUILDING ~40' TOWARDS STREET

Hold Symmetry



MODIFIED UPPER STORIES TO LIGHTEN THE FAÇADE AND IMPROVE SCALE

THESE WINDOWS SIMILAR IN SIZE AND PROPORTION TO RESIDENTIAL WINDOWS

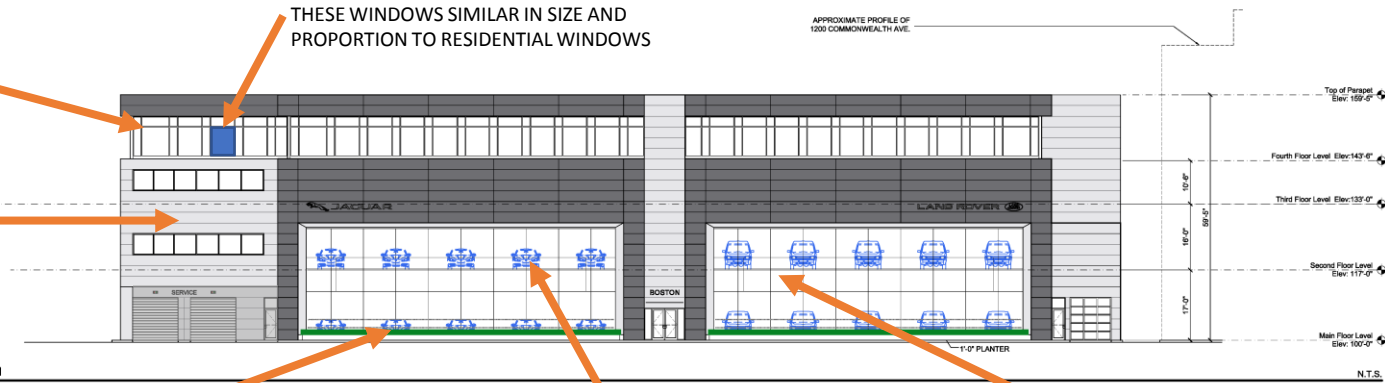
EXTENDED FRONT OF PORTION OF BUILDING ~40' TOWARDS STREET

North Exterior Elevation

ADDED RAISED PLANTER IN FRONT OF GLAZING AT SHOWROOM

SPACING OF CARS AND LIGHTING REDUCES SCALE

OMITTED SECOND FLOOR SPANDREL



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Herb Chambers  
Jaguar Land Rover

1186-1192  
Commonwealth Ave  
Boston MA

PROJECT 2017-08  
DRAWN KMOM/JH  
SCALE AS NOTED  
DATE 04.16.18

PROGRESS ONLY  
NOT FOR CONSTRUCTION

Exterior Elevations

A5.1



# Herb Chambers Jaguar Land Rover of Boston

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Sidewalk view looking west with 10' wide sidewalk

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Sidewalk view looking west with 10' wide sidewalk and 10' wide grass strip

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Aerial view looking west

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1188 Commonwealth Avenue, Boston



Aerial view looking east

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## BUILDING FACTS:

### EXISTING BUILDING

PARTIAL BASEMENT	8,285 S.F.
<u>GROUND FLOOR</u>	<u>52,504 S.F.</u>
EXISTING BUILDING AREA TOTAL	60,789 S.F.

### PROPOSED BUILDING

GROUND FLOOR	47,248 S.F.
SECOND FLOOR	47,582 S.F.
THIRD FLOOR	49,190 S.F.
<u>FOURTH FLOOR</u>	<u>48,301 S.F.</u>
NEW BUILDING AREA TOTAL	192,321 S.F.

### PARKING / STORAGE

EXTERIOR SITE	58 SPACES
GROUND FLOOR DISPLAY	30 SPACES
SECOND FLOOR DISPLAY	23 SPACES
SECOND FLOOR STORAGE	106 SPACES
THIRD FLOOR STORAGE	153 SPACES
<u>FOURTH FLOOR STORAGE</u>	<u>167 SPACES</u>
TOTAL PARKING	537 SPACES