

GE HEADQUARTERS PROJECT

BCDC DESIGN SUB-COMMITTEE REVIEW

September 13th, 2016



AGENDA

1. Synthesis of What We Heard

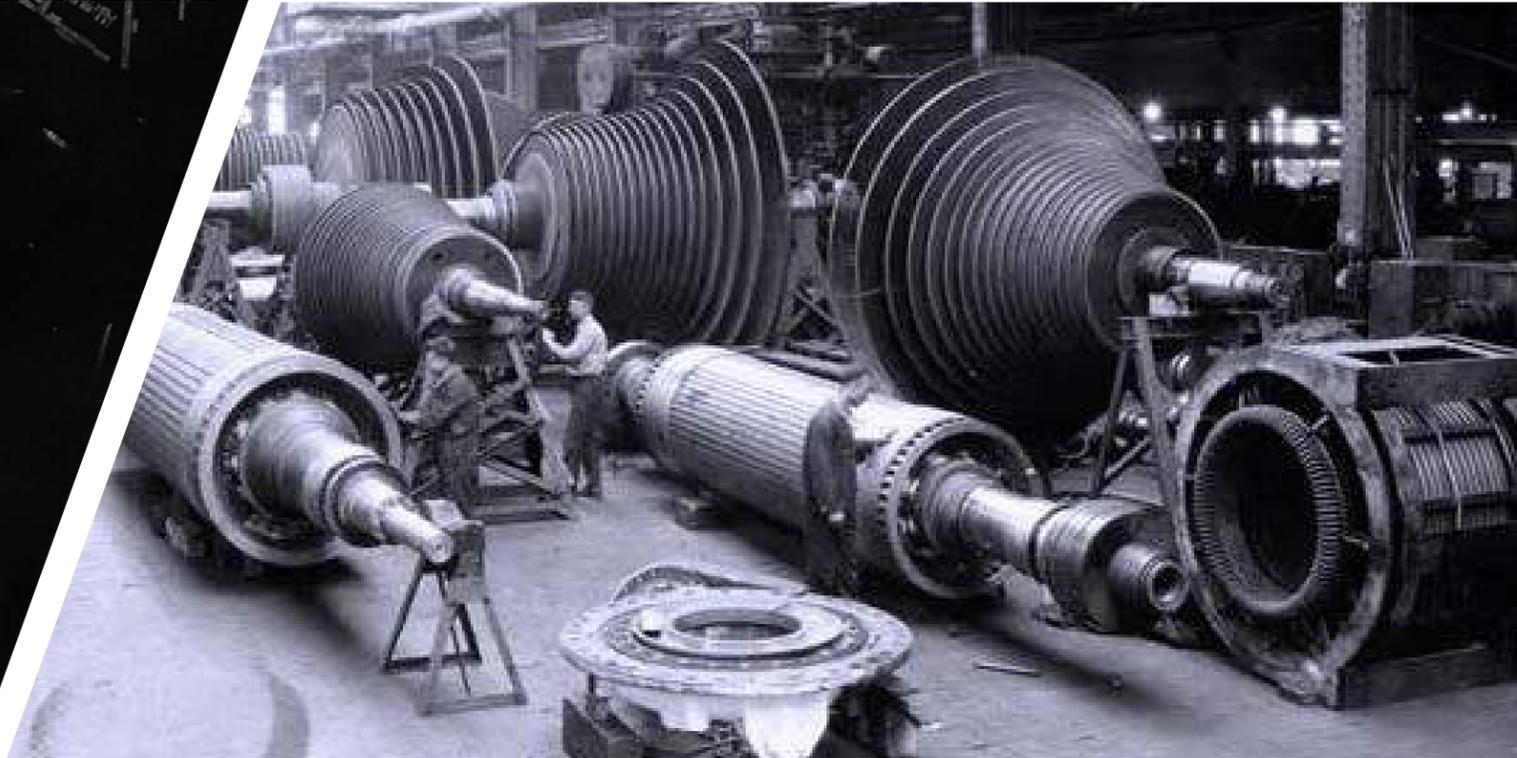
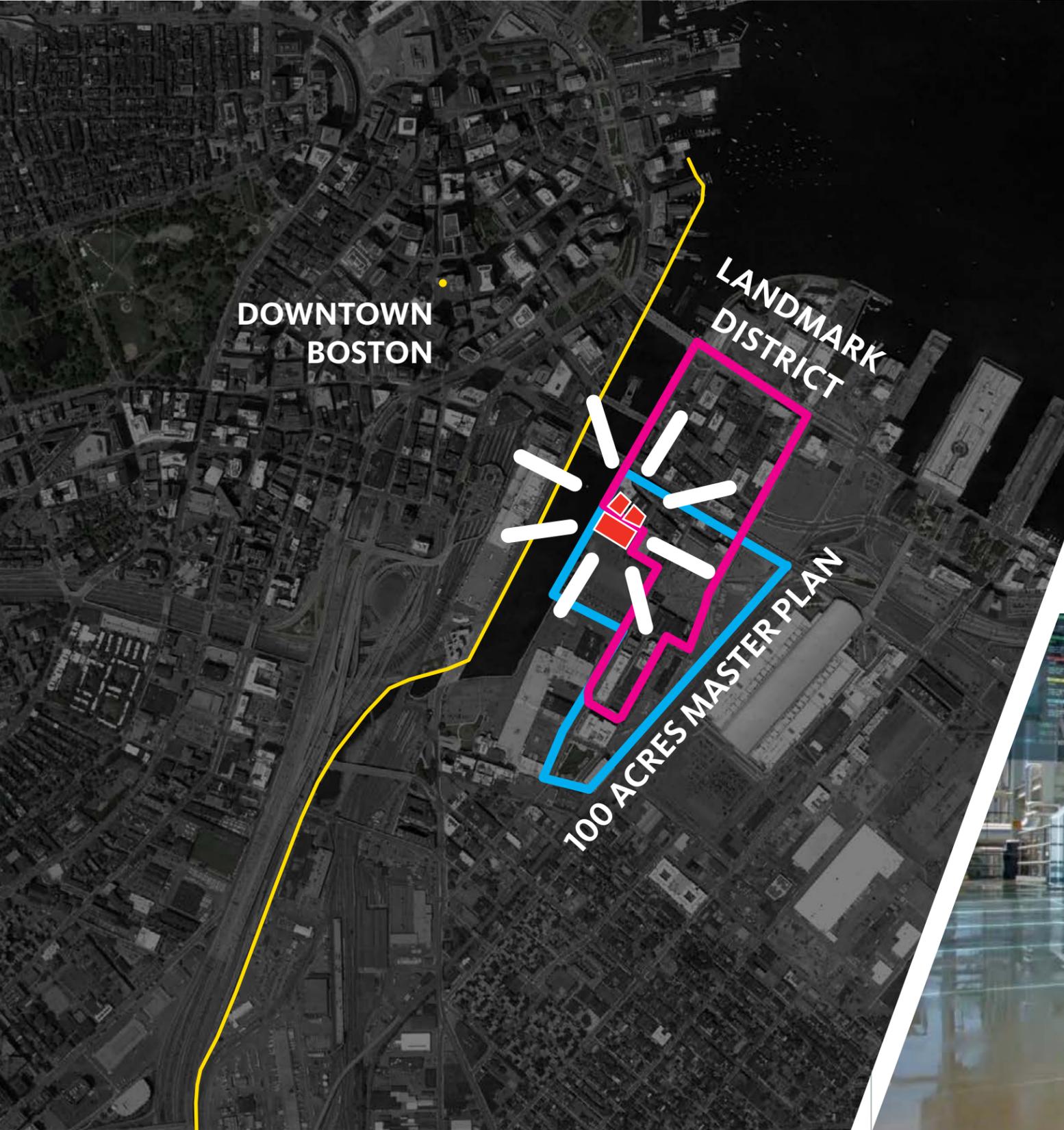
2. Campus Design Approach + Development:

Site + Landscape

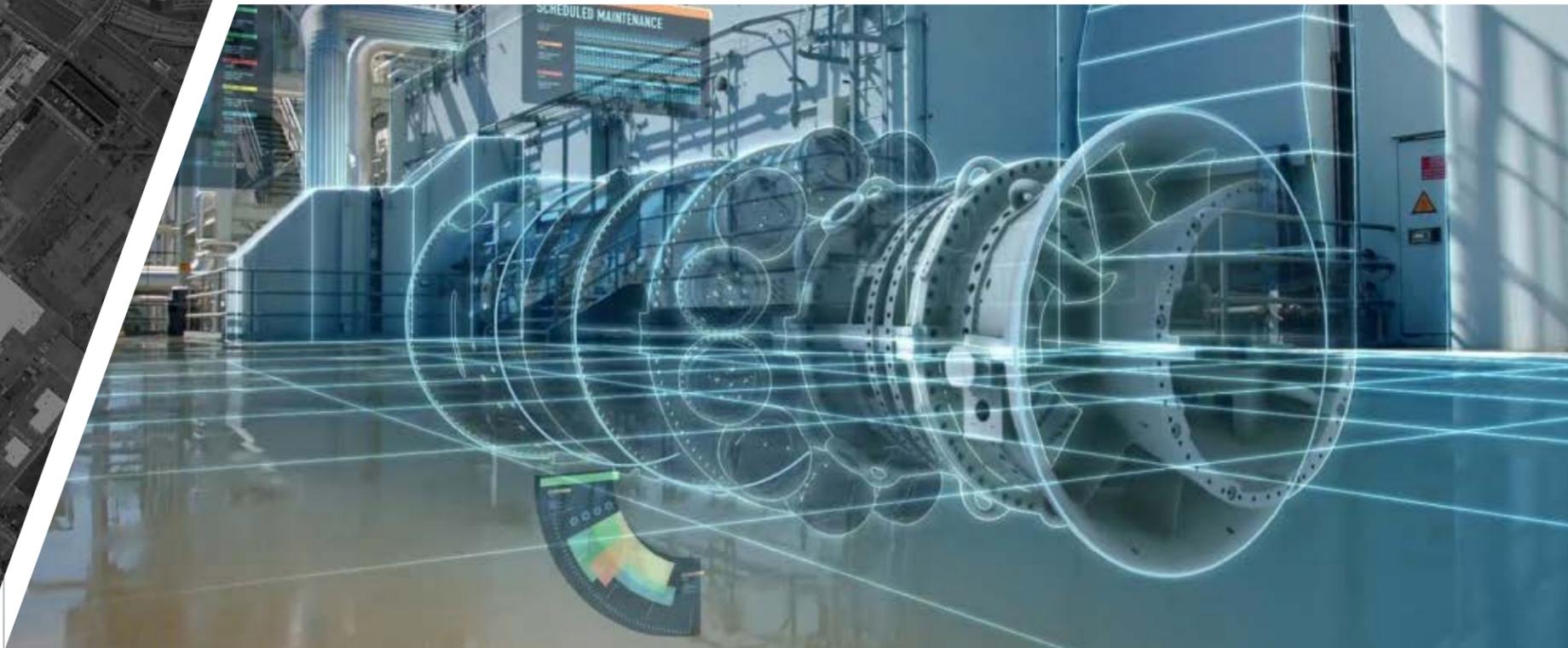
Building + Architecture

3. Next Steps

HERITAGE MEETS INNOVATION



DIGITAL + INDUSTRIAL



Convener

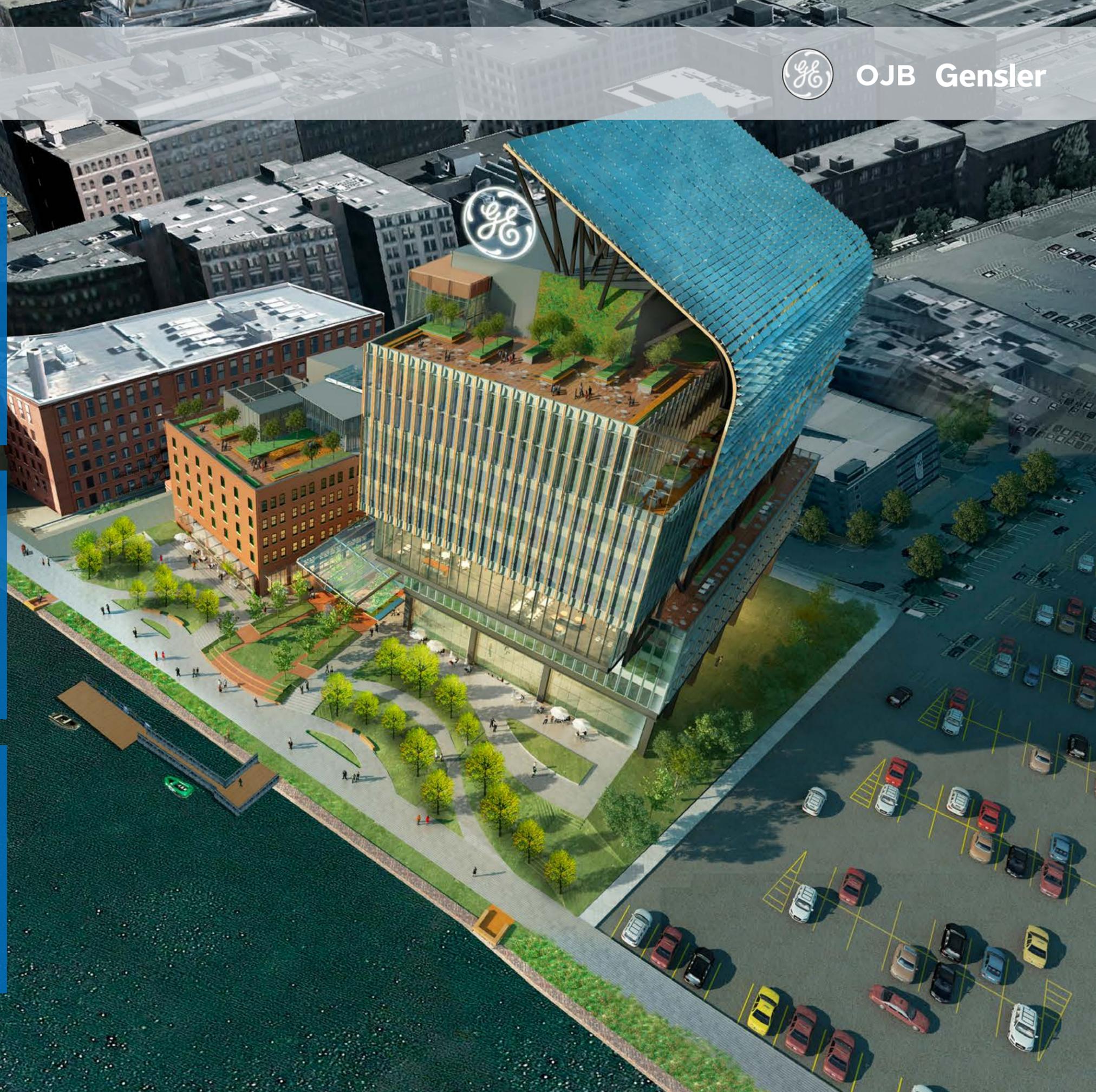
Provide platform for community engagement and gatherings.

Performance

Inside-out design approach that balances functionality, flexibility, and user experience.

Resiliency

Holistic sustainability approach through active and passive strategies.



WHAT WE HEARD: **SYNTHESIS**

SITE

- 1** Create a **sense of place** through GE Plaza and the Harborwalk
- 2** Connection to the **100-acre future plan**
- 3** Provide opportunities to **engage with water**
- 4** Clarity of **entry experience** and sequence
- 5** Refine **architectural composition**

BUILDING



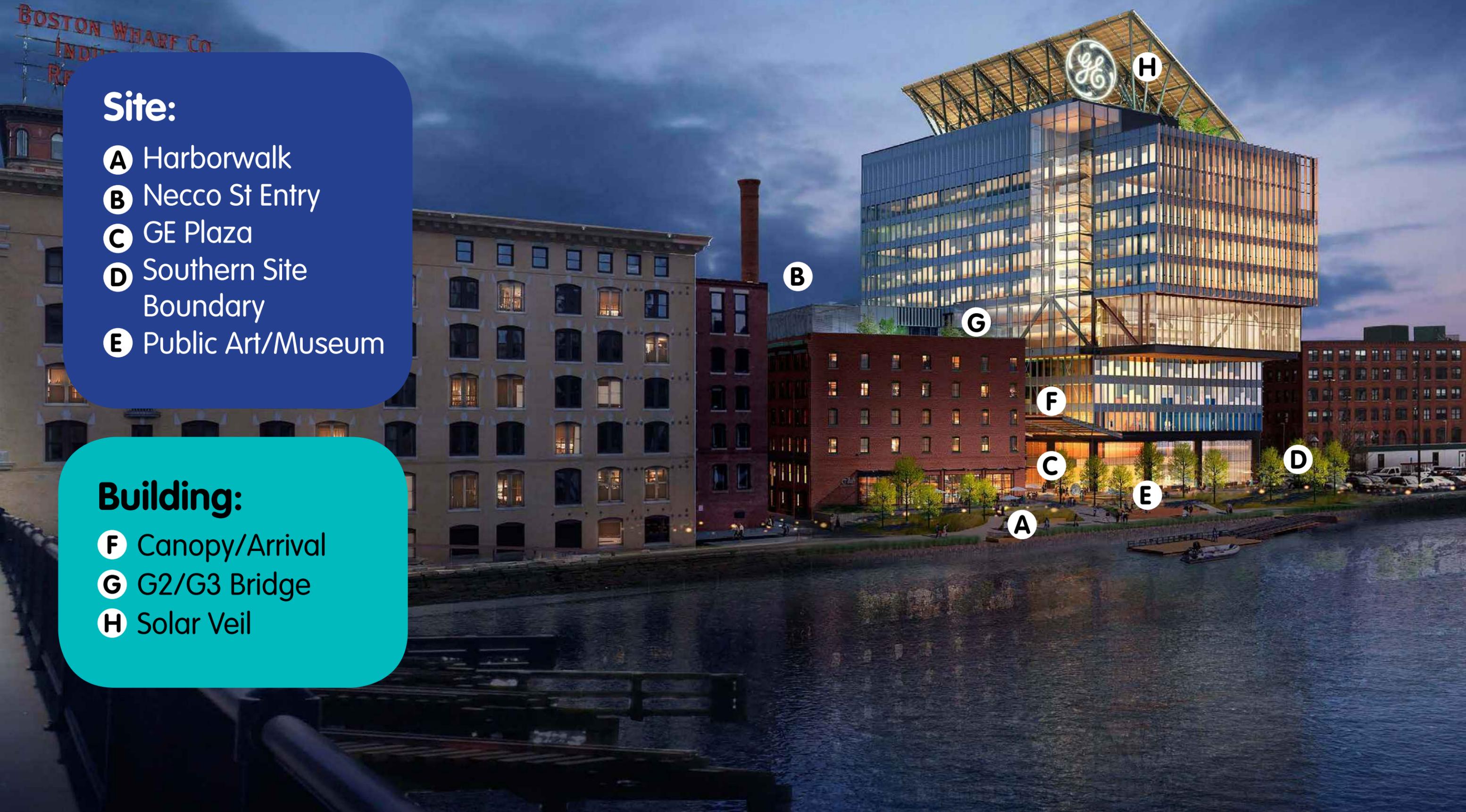
WHAT WE HEARD: AREAS OF FOCUS

Site:

- A** Harborwalk
- B** Necco St Entry
- C** GE Plaza
- D** Southern Site Boundary
- E** Public Art/Museum

Building:

- F** Canopy/Arrival
- G** G2/G3 Bridge
- H** Solar Veil

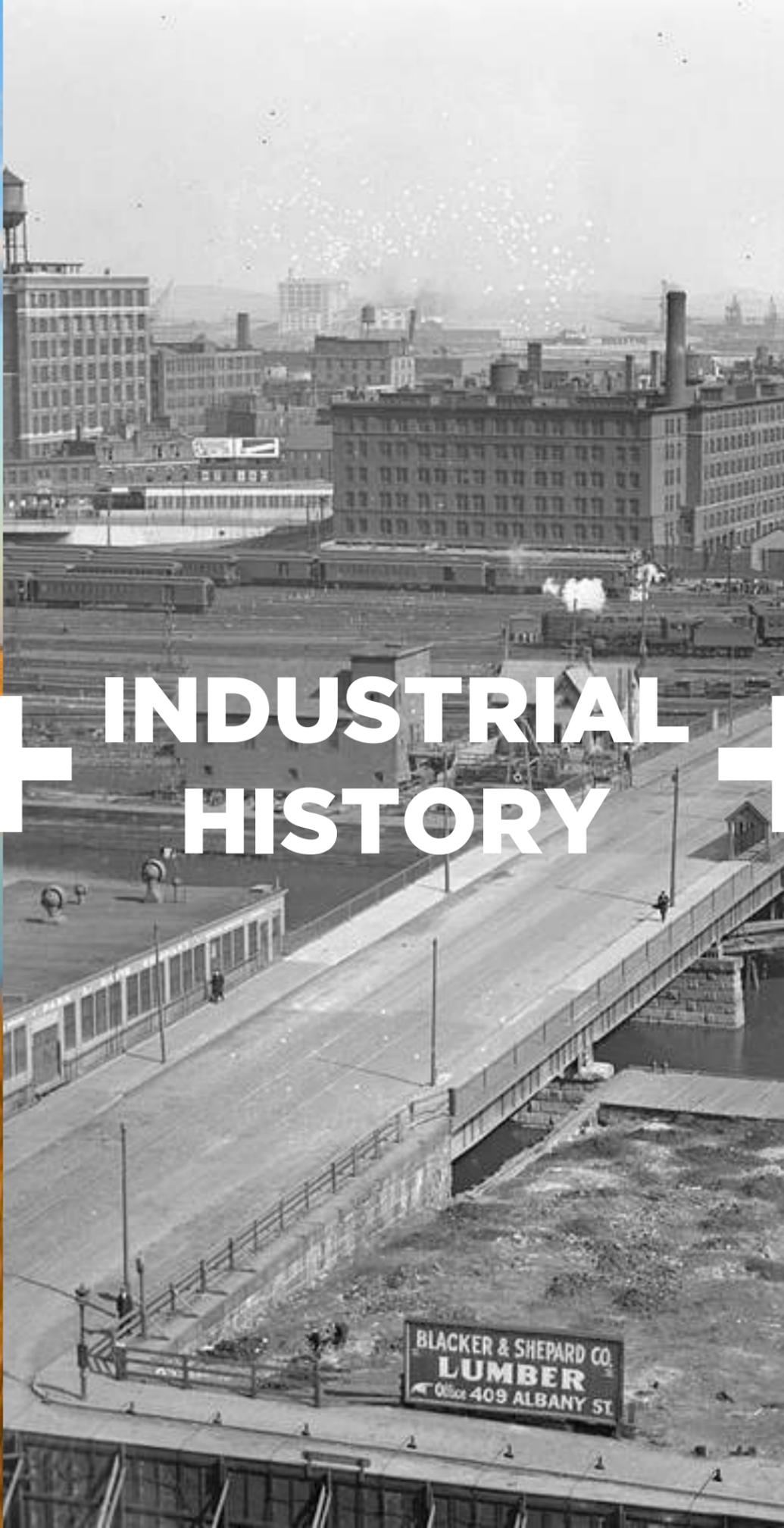


SITE + LANDSCAPE

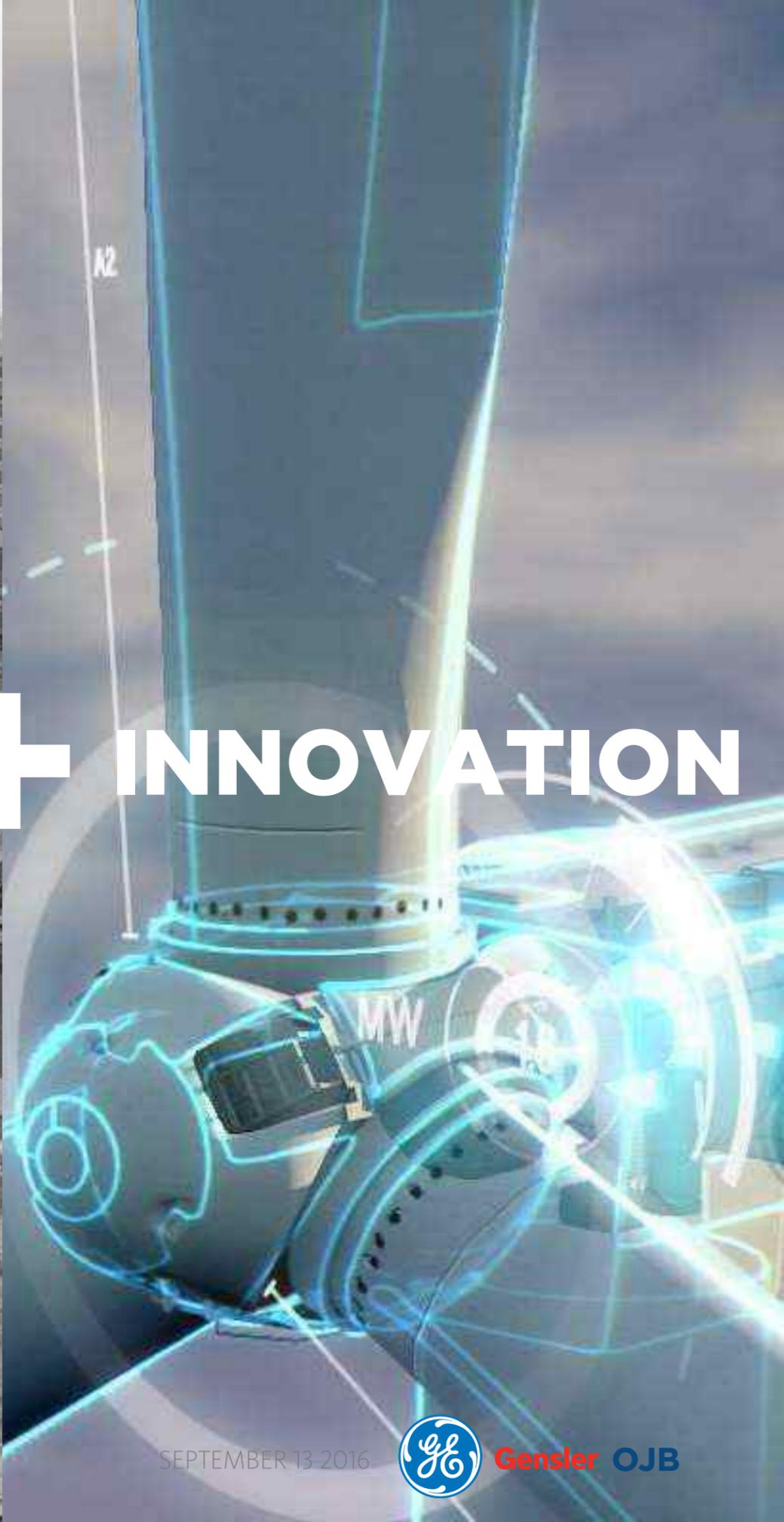




**NATURAL
HISTORY**



**+ INDUSTRIAL
HISTORY**



+ INNOVATION

GUIDING PRINCIPLES



DESIGN EVOLUTION

PREVIOUS DESIGN



WHAT WE HEARD:

- 1** CONSIDER A STRONGER, MORE MEANINGFUL CONNECTION TO THE WATER.
- 2** CONSIDER A SIMPLIFICATION TO PROVIDE CLARITY OF CONCEPT.
- 3** CONSIDER NECCO STREET ARRIVAL AS A PRIMARY ENTRY EXPERIENCE.
- 4** CONSIDER THE SOUTHERN EDGE AS A FUTURE CONNECTION TO CHANNEL PARK - AN ACTIVE PUBLIC SPACE.

SETTING A PRECEDENT

TYPICAL HARBORWALK SECTION

WATER + SEAWALL

GREEN
EDGE
+/- 10'

HARBORWALK
18' CLEAR

- + SIMPLE
- + REPEATABLE
- + CLEAR
- + ELEVATED

RESILIENCY ZONE: GREEN INFRASTRUCTURE

- + COLLECTS STORMWATER
- + FILTERS RUNOFF
- + PROVIDES SPACE TO ELEVATE NEW BUILDINGS FOR RESILIENCY PURPOSES
- + CREATES A SOFT, NATURAL WATER'S EDGE
- + CREATES HABITAT
- + CARBON SEQUESTRATION
- + REDUCES HEAT ISLAND AFFECT
- + MITIGATES WIND

OUTDOOR
PROGRAM

- + PUBLIC
- + GATHERING
- + INTERIOR/
EXTERIOR

+ 0'

+/- 1'

+ 4.5'

AREAS OF FOCUS

PREVIOUS DESIGN

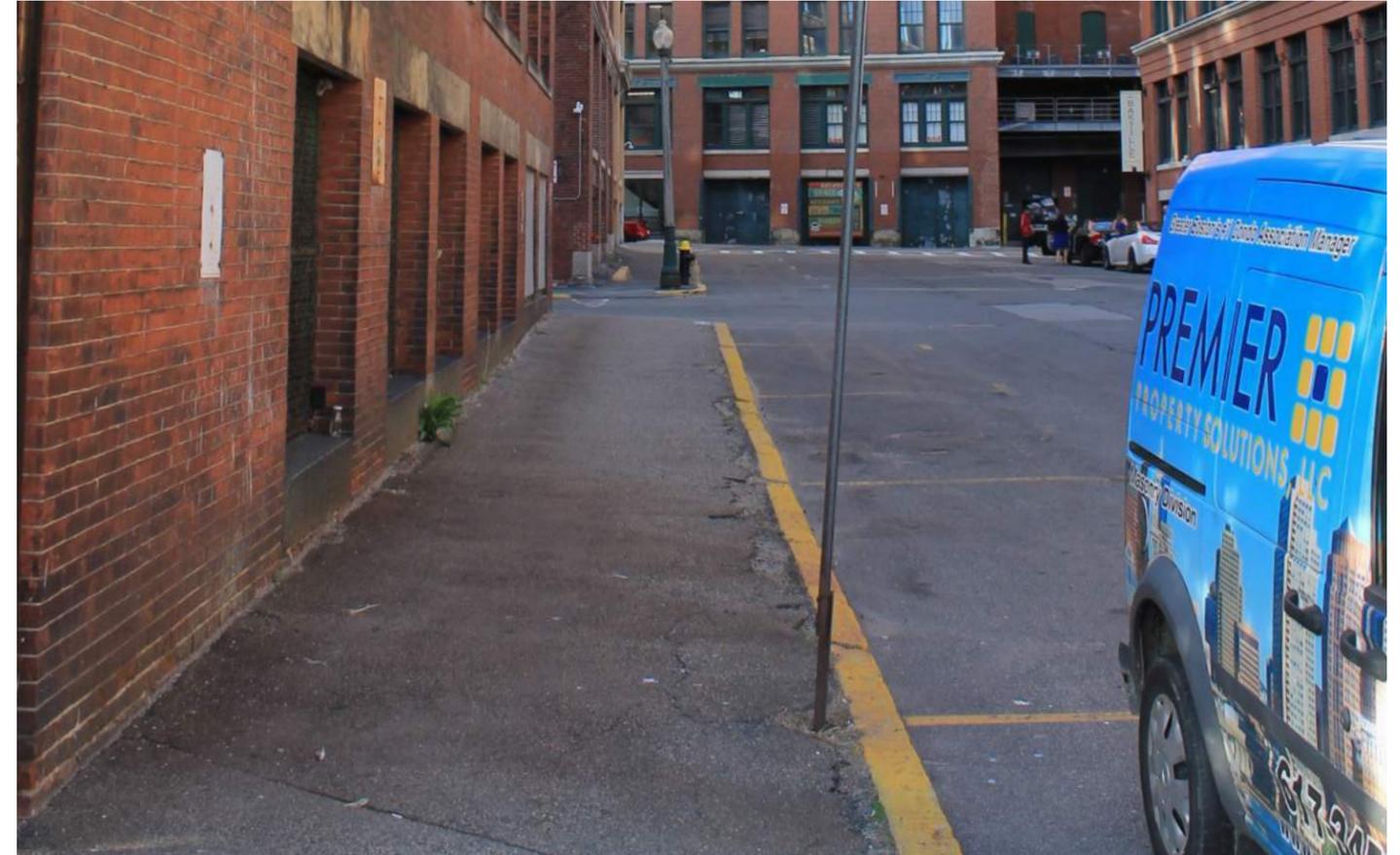


AREAS OF FOCUS:

- 1** NECCO STREET + ARRIVAL PLAZA
- 2** GE PLAZA + FLEXIBLE EVENT SPACE
- 3** HARBORWALK + WATER'S EDGE
- 4** FUTURE PARK CONNECTOR

NECCO STREETScape + ARRIVAL PLAZA

PURPOSE + SCALE

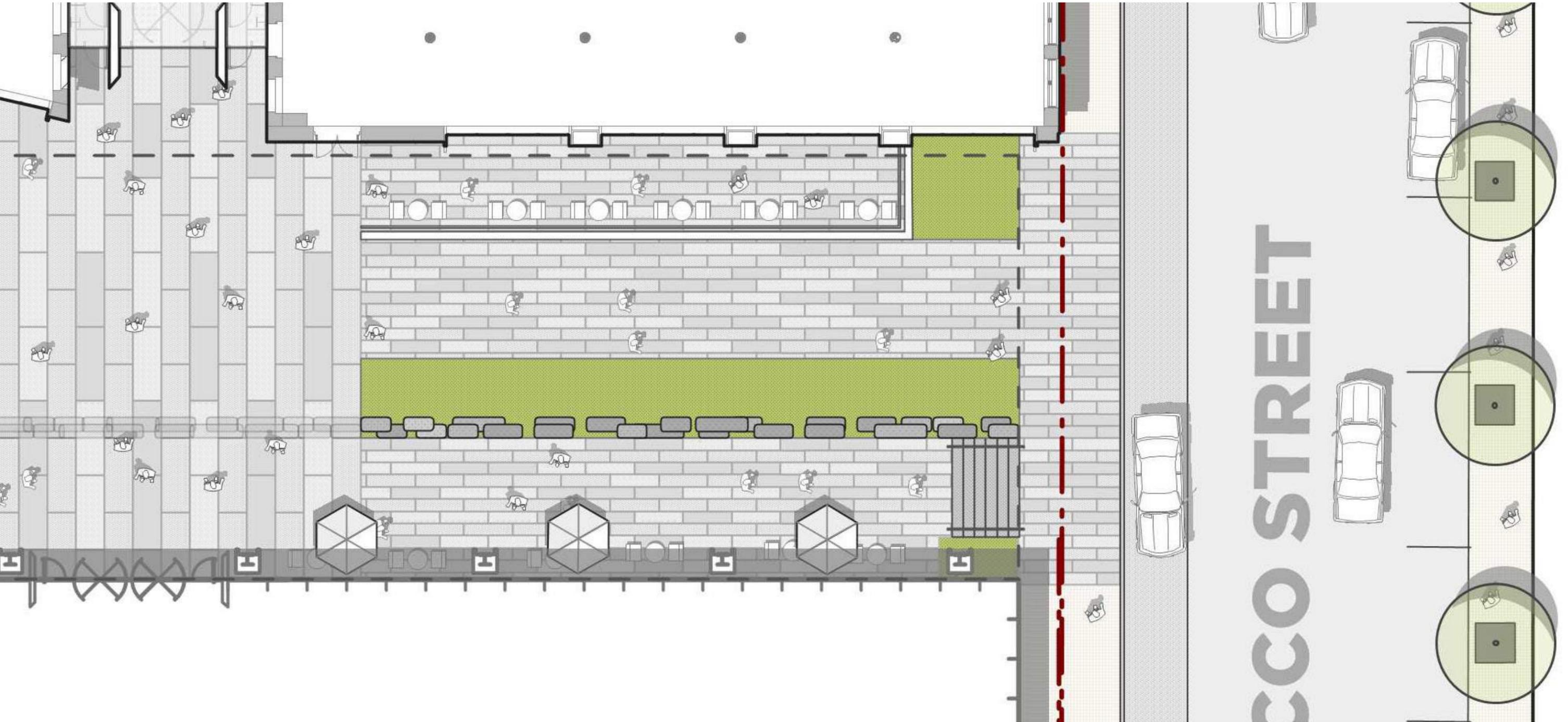


DESIGN OBJECTIVES:

- 1 CELEBRATE ENTRY TO GE PLAZA / CREATE A FRONT DOOR
- 2 ENHANCE PEDESTRIAN EXPERIENCE ALONG NECCO ST.
- 3 FRAME VIEW TO ART ON THE PLAZA
- 4 CREATE ENGAGING WALK UP TO PLAZA LEVEL

DESIGN EVOLUTION

PREVIOUS DESIGN



WHAT WE HEARD:

- 1 CREATE A MEANINGFUL ENTRY - NOT A BACK DOOR
- 2 WHAT IS THE PEDESTRIAN EXPERIENCE ON NECCO STREET?
- 3 HOW DO WE ANNOUNCE ENTRY FROM N/S?

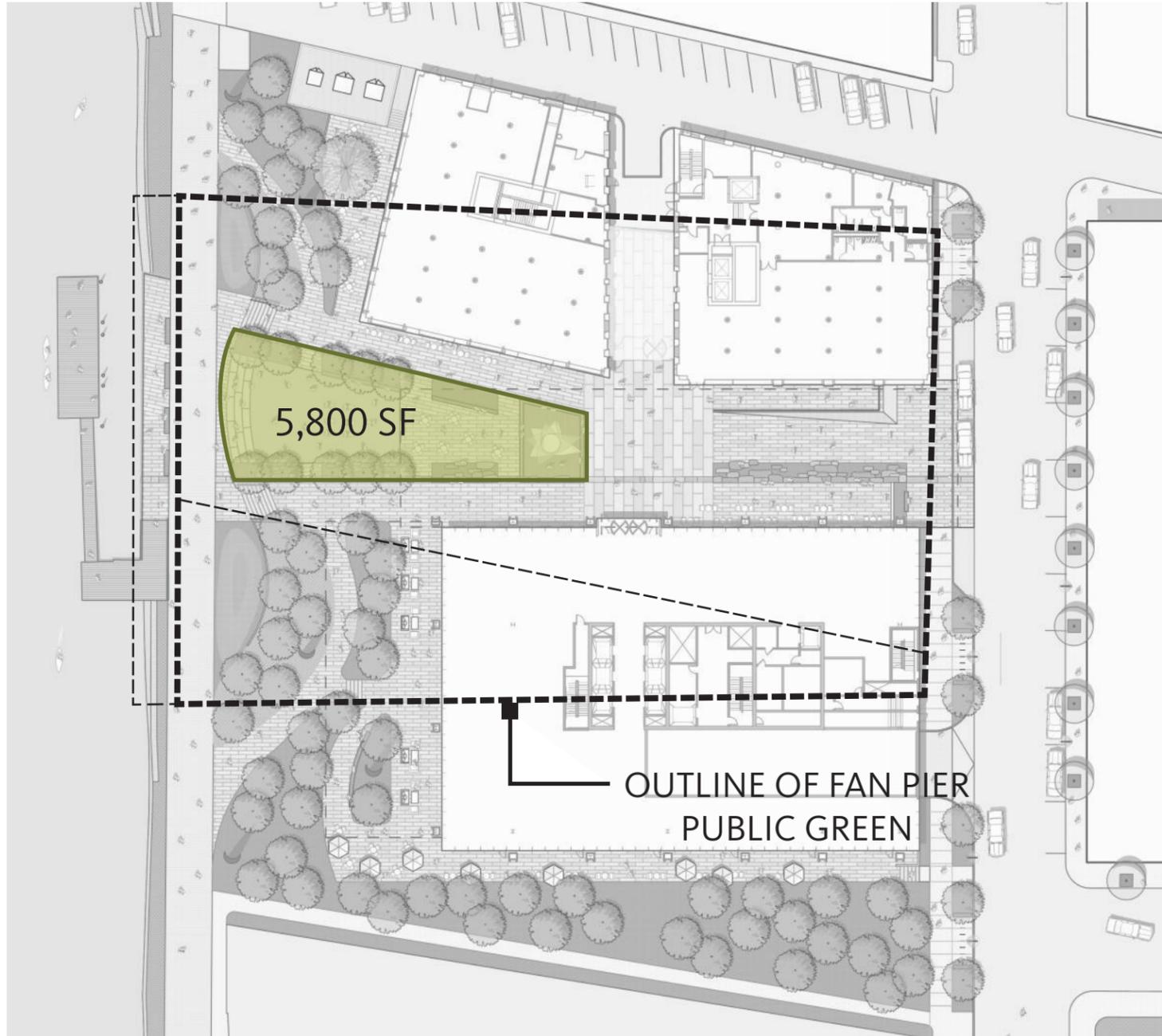
NECCO STREET ARRIVAL

CURRENT DESIGN



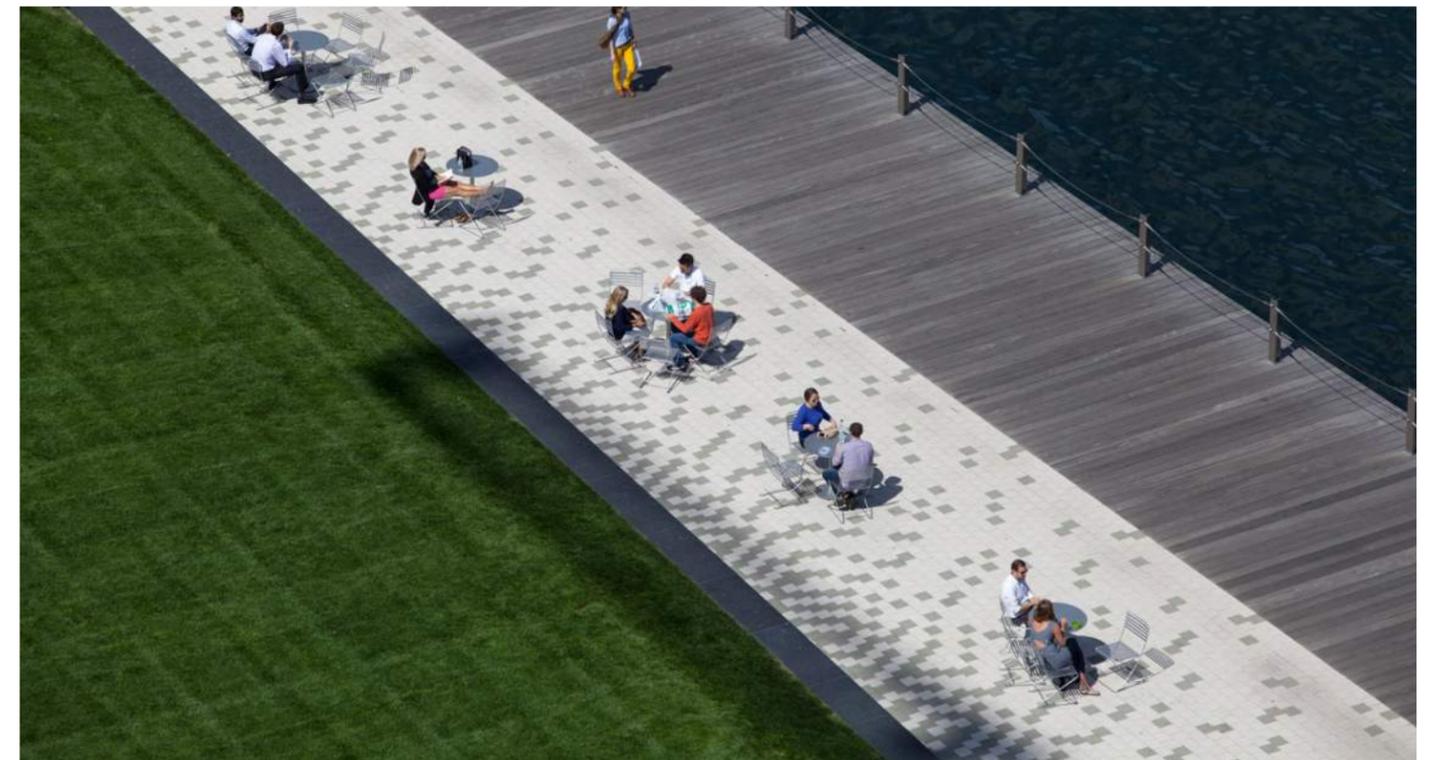
GE PLAZA + FLEXIBLE EVENT SPACE

PURPOSE + SCALE STUDY



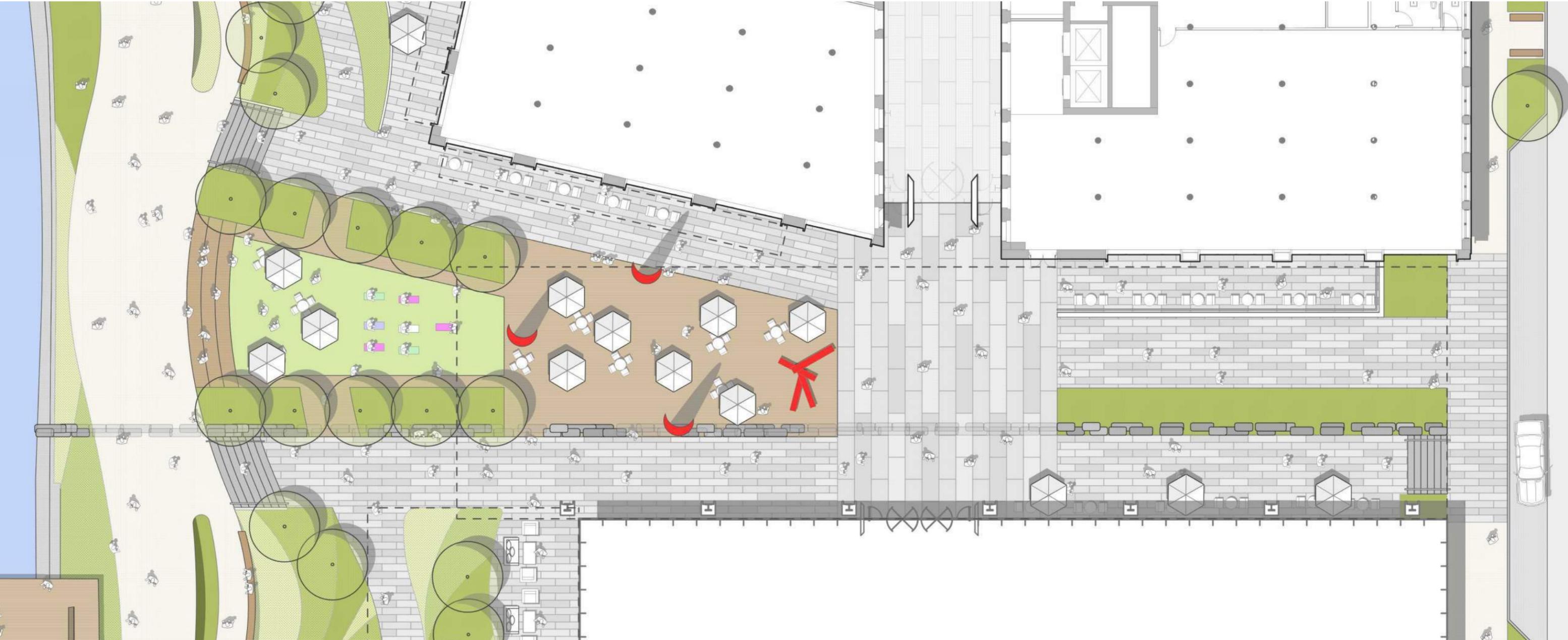
DESIGN OBJECTIVES:

- 1 CELEBRATE GE IDENTITY
- 2 ALLOW ULTIMATE FLEXIBILITY FOR VARIETY OF USES
- 3 CONNECT FROM NECCO STREET TO THE CHANNEL
- 4 CREATE BETTER CONNECTION TO EXISTING DOCK



DESIGN EVOLUTION

PREVIOUS DESIGN



WHAT WE HEARD:

- 1 CONSIDER CREATING PLACE - "A THERE, THERE"
- 2 CONSIDER A SIMPLIFICATION TO PROVIDE CLARITY
- 3 HOW DO VISITORS KNOW THEY HAVE ARRIVED AT GE?
- 4 IS IT A PASSAGEWAY OR A PLACE FOR GATHERING?
- 5 CONSIDER THE "POSTCARD" MOMENT

DESIGN EVOLUTION

CURRENT DESIGN



LEGEND:

- | | | |
|--|---------------------------------|-------------------------------------|
| 1 ARRIVAL PLAZA | 5 OUTDOOR GATHERING ROOM | 9 CHANNEL OVERLOOK + SEATING |
| 2 SLOPED ENTRY WALK | 6 FLEXIBLE GREEN | 10 DOCK CONNECTION |
| 3 PLAZA FEATURE - CONNECTING TO THE CHANNEL | 7 CHANNEL STEPS | 11 CAFE TERRACE |
| 4 ART PLATFORM | 8 HARBORWALK | 12 BRILLIANT LAB TERRACE |

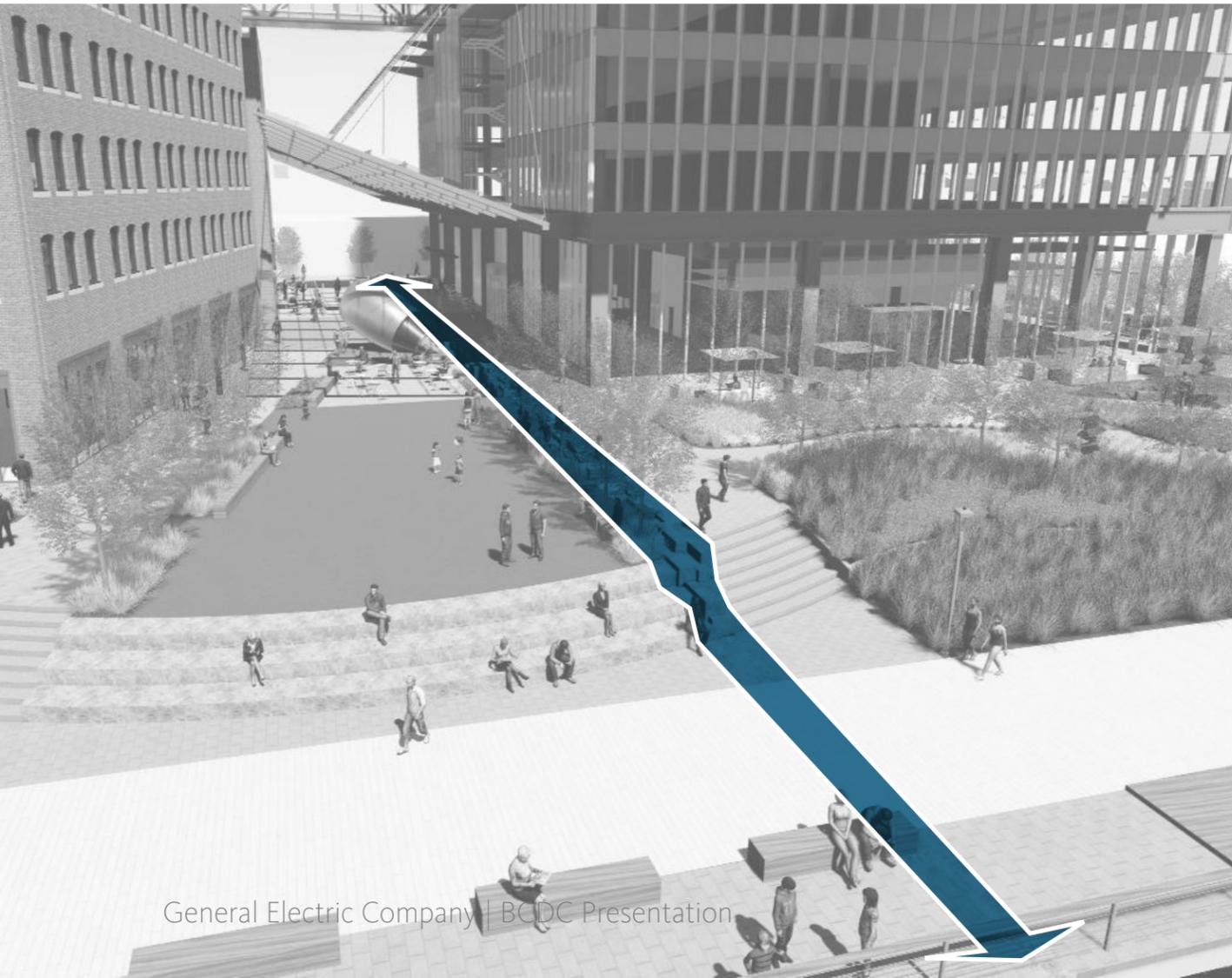
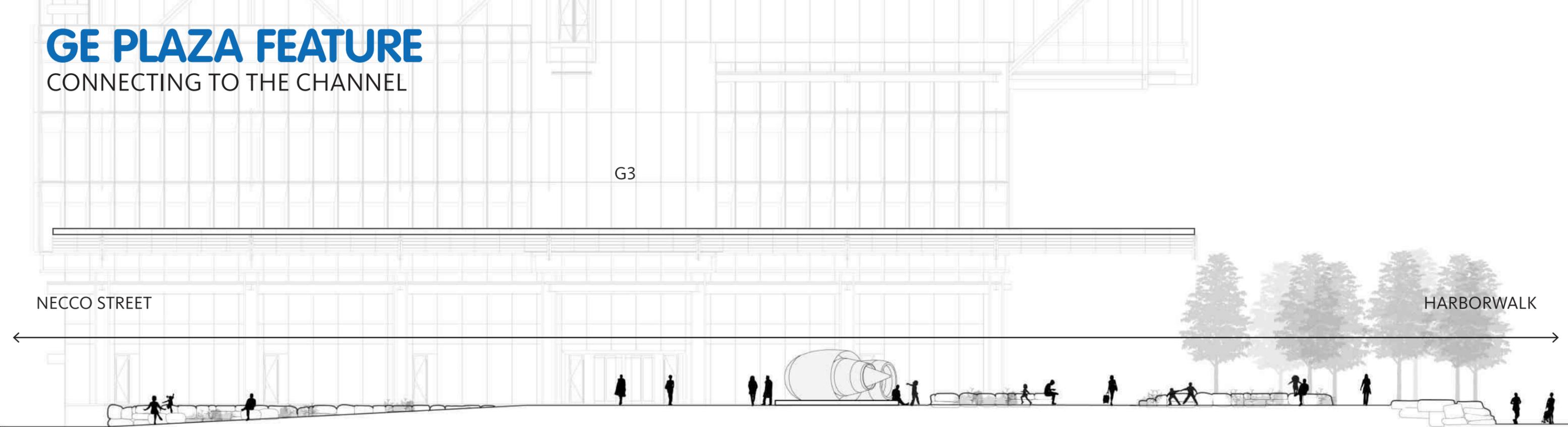
GE PLAZA FEATURE

CONNECTING TO THE CHANNEL

G3

NECCO STREET

HARBORWALK



GE PLAZA

PREVIOUS DESIGN



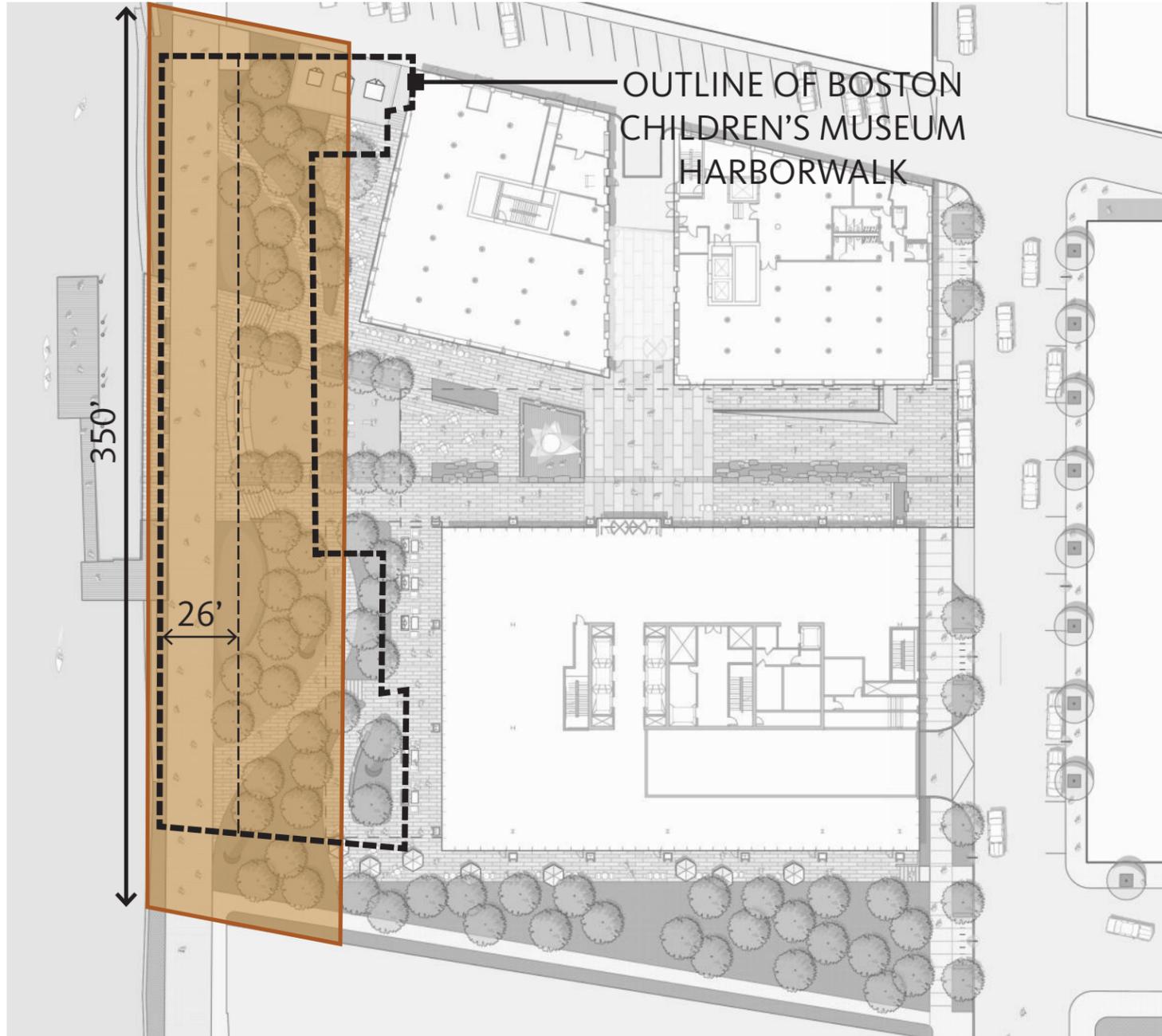
GE PLAZA

CURRENT DESIGN



HARBORWALK

PURPOSE + SCALE STUDY



DESIGN OBJECTIVES:

- 1 SIMPLE CONCEPT THAT IS CLEAR AND REPEATABLE
- 2 STRONG CONNECTION TO THE WATER
- 3 PROVIDE RESILIENT BUFFER - GREEN SPONGE
- 4 THE HARBORWALK WINS



DESIGN EVOLUTION

PREVIOUS DESIGN

F O R T P O I N T C H A N N E L



WHAT WE HEARD:

- 1** CONSIDER A STRONGER, MORE MEANINGFUL CONNECTION TO THE WATER.
- 2** CONSIDER A SIMPLIFICATION TO PROVIDE CLARITY OF CONCEPT.
- 3** CONSIDER INTEGRATING THE EXISTING DOCK INTO THE DESIGN
- 4** CONSIDER OPPORTUNITIES AND INFRASTRUCTURE FOR PUBLIC ART

DESIGN EVOLUTION

PREVIOUS DESIGN



LEGEND

- 1 SIMPLIFIED HARBORWALK
- 2 CHANNEL OVERLOOK
- 3 HARBORWALK SEATING
- 4 GREEN BUFFER
- 5 ACCESSIBLE CONNECTION
- 6 STORMWATER RETENTION CELL
- 7 CHANNEL STEPS
- 8 DOCK CONNECTION
- 9 PUBLIC ART INFRASTRUCTURE

HARBORWALK

PREVIOUS DESIGN



HARBORWALK

CURRENT DESIGN



DESIGN EVOLUTION

PREVIOUS DESIGN



CURRENT DESIGN

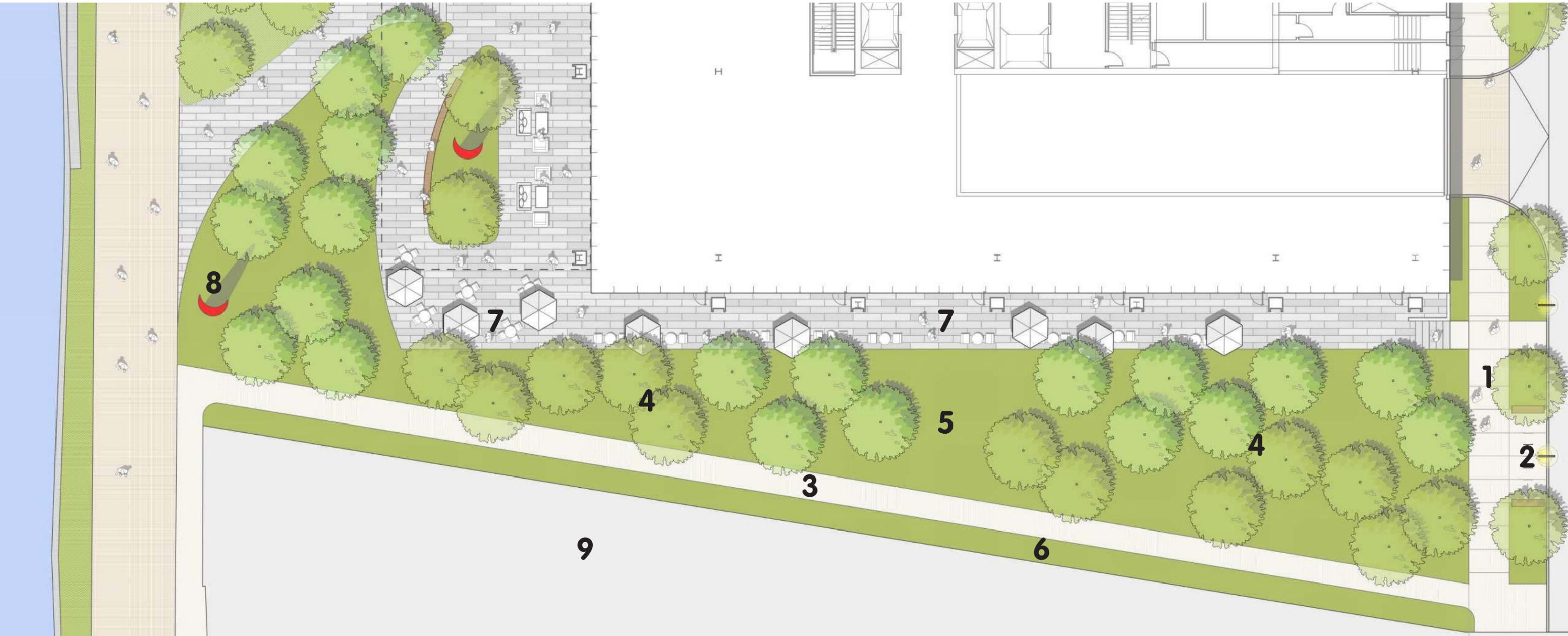


WHAT WE HEARD:

- 1 NEEDS MORE ATTENTION - FEELS LIKE AN AFTER THOUGHT
- 2 PLANNED FOR AN ACTIVE EDGE IN 100-ACRE PLAN
- 3 CONSIDER INFORMING FUTURE DEVELOPMENT (CHANNEL PARK)

DESIGN EVOLUTION

CURRENT DESIGN



LEGEND:

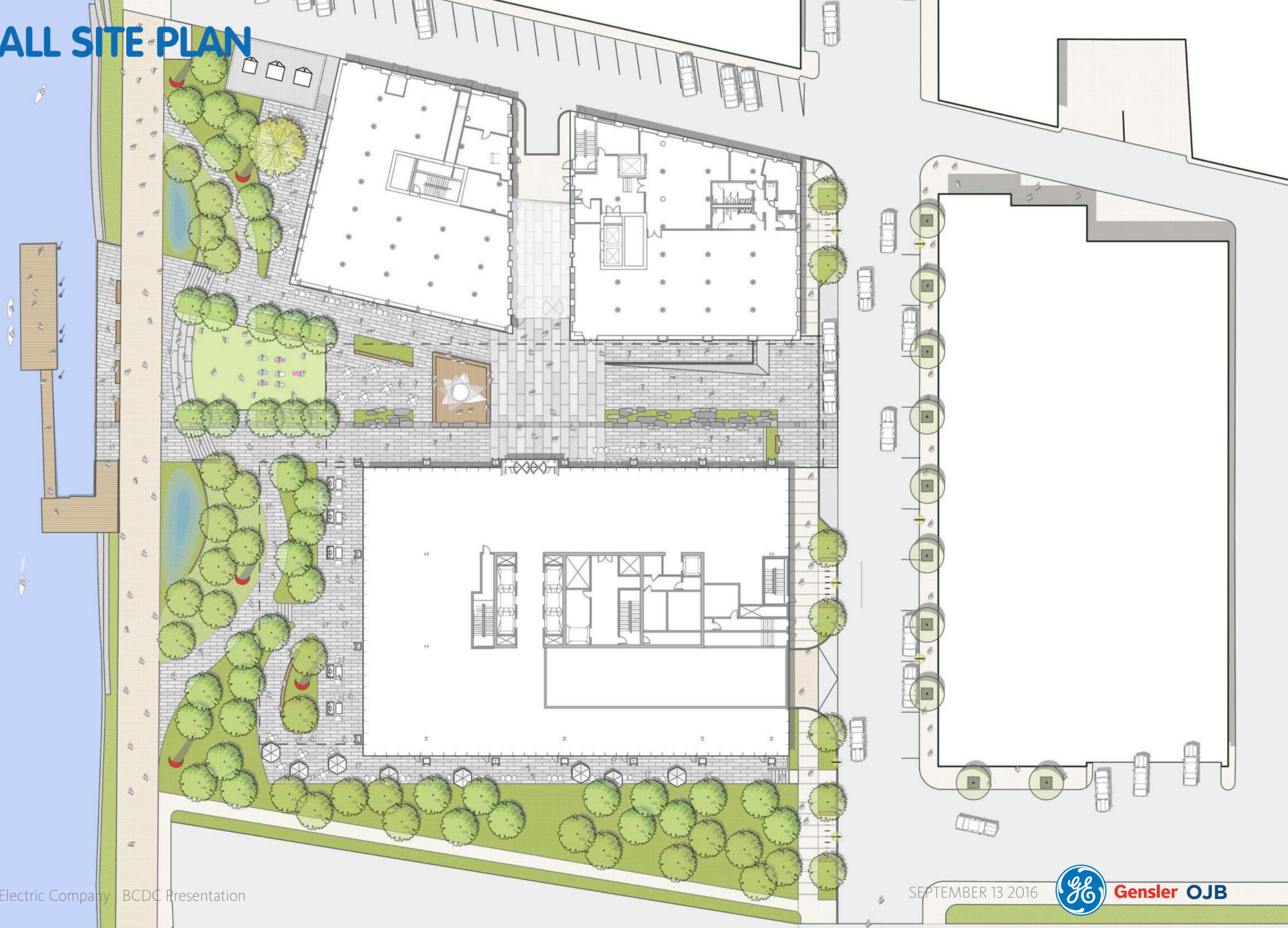
- 1** NECCO STREETScape
- 2** BIKE RACKS + SEATING
- 3** HARBORWALK CONNECTOR
- 4** WIND MITIGATING PLANTINGS
- 5** TRANSITIONAL LANDSCAPE
- 6** PARKING LOT BUFFER
- 7** MUSEUM PROGRAM EXTENSION
- 8** PUBLIC ART INFRASTRUCTURE
- 9** EXISTING PARKING / FUTURE PARK

FUTURE PARK CONNECTION

CURRENT DESIGN



OVERALL SITE PLAN





OJB Gensler

ENTRY + ARRIVAL EXPERIENCE



GE PLAZA/CANOPY: **WHAT WE HEARD**

Clarity of entry

Clarity of purpose

Angle/geometry

Height/vertical position

Size

Relationship with bridge above

Simplify



GE PLAZA/CANOPY: KEY CRITERIA + DESIGN DELIVERY

Placemaking

Establish pedestrian street/space through intimate human-scaled covering.

Performance/Position

Protection from weather condition: snow, rain, wind, etc.

Shape

Dynamic and breaks the symmetry to acknowledge the presence of the brick building.

Materiality

Modern tectonic steel, glass, and wood.

Durability/Cost

Ability to cost-effectively withstand the elements.



ARRIVAL: APPROACH FROM SUMMER ST



ARRIVAL: APPROACH FROM HARBORWALK NORTH



ARRIVAL: VIEW TOWARDS GE PLAZA



ARRIVAL: VIEW FROM HARBORWALK NORTH



ARRIVAL: G3 ENTRANCE



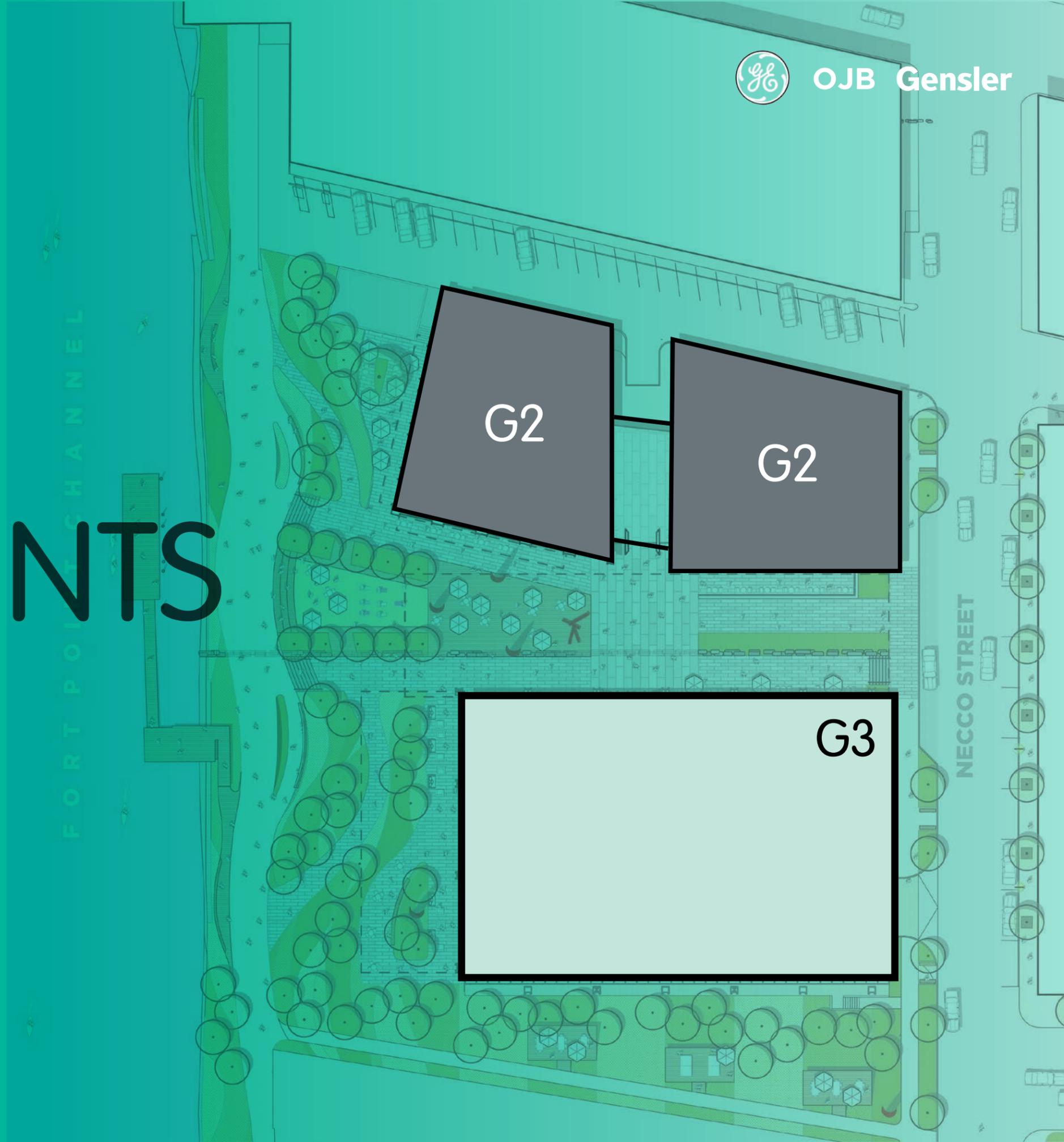
ARRIVAL: G2 ENTRANCE





CAMPUS COMPONENTS

- G2/G3 Bridge
- Solar Veil



G2-G3 BRIDGE/VERTICAL VILLAGE: WHAT WE HEARD

Simplified massing

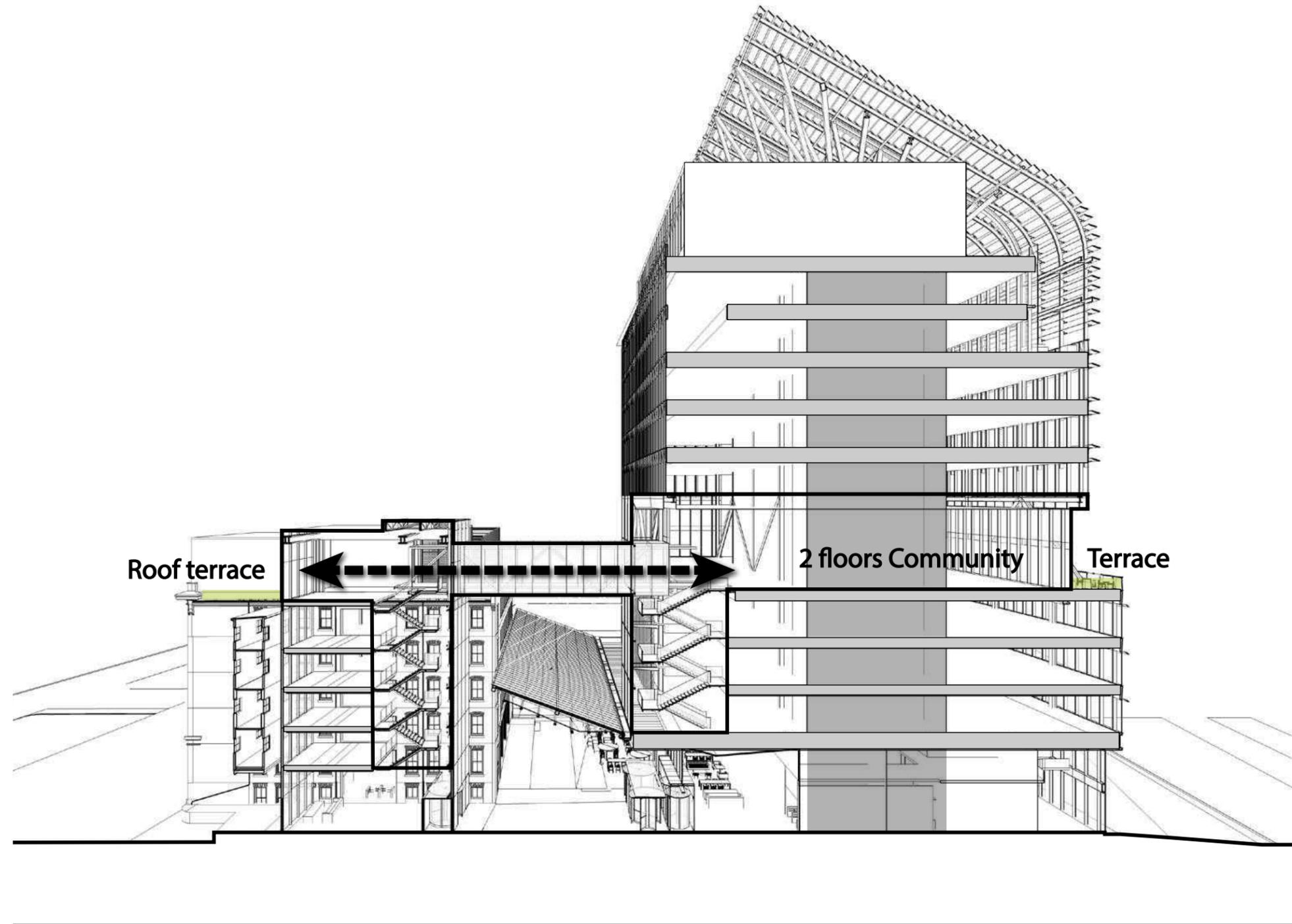
Relationship with the canopy

Alignment and engagement with brick buildings

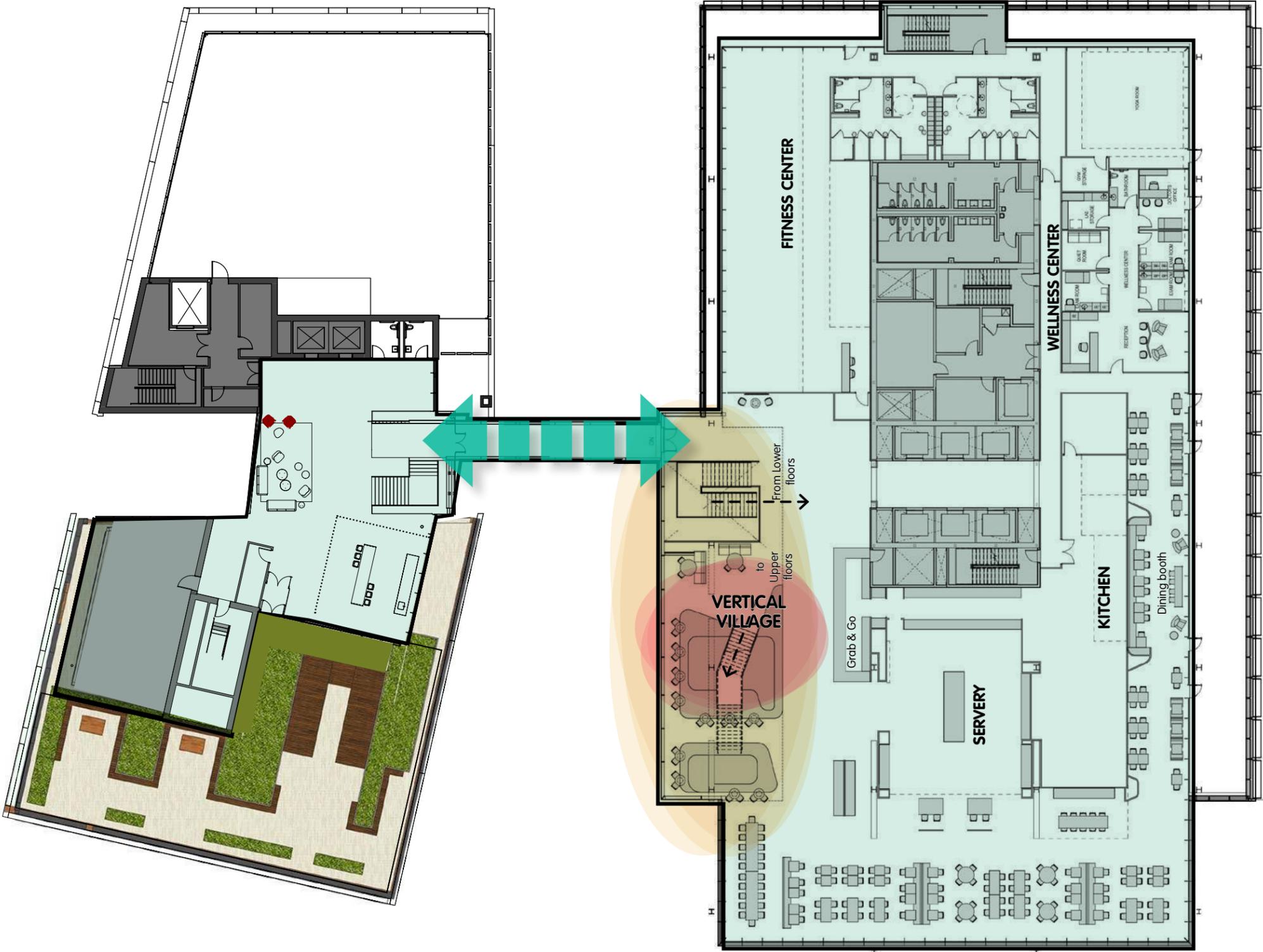


G2-G3 BRIDGE/VERTICAL VILLAGE : KEY PURPOSE + DESIGN DRIVERS

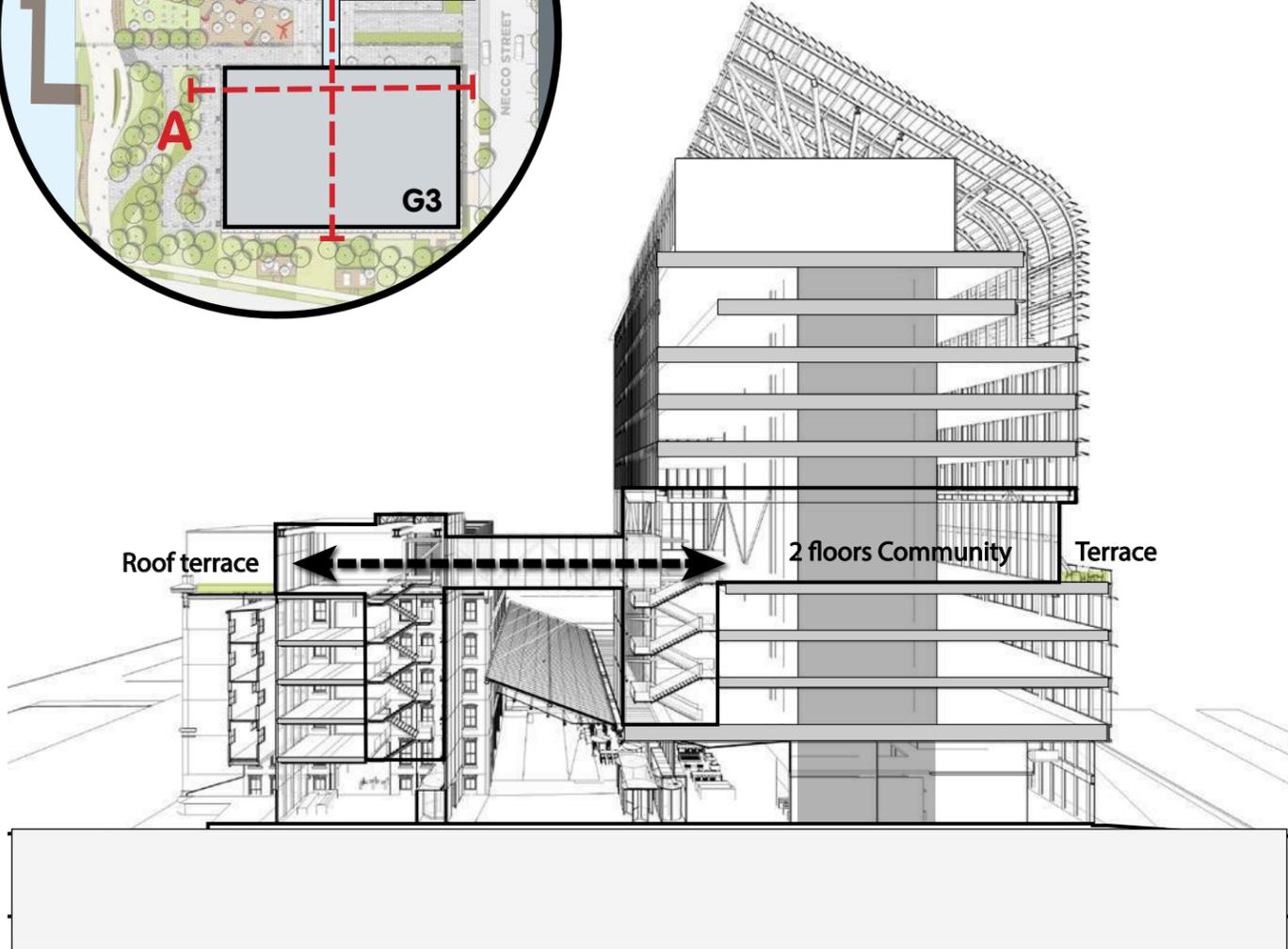
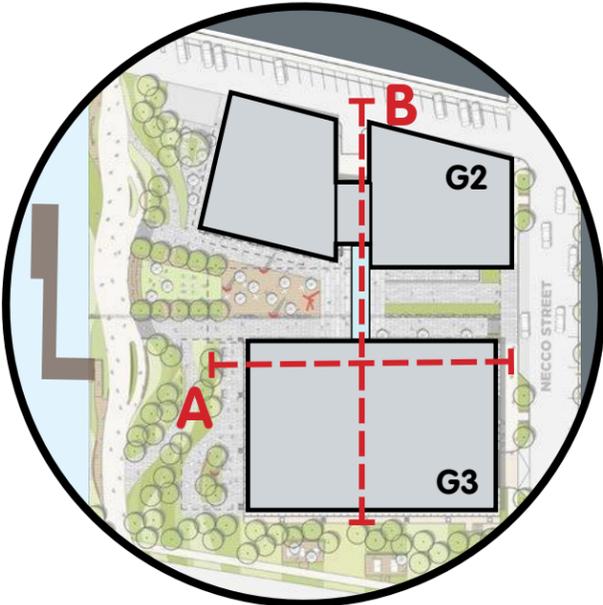
1. Provide **campus connectivity at above ground level**
2. Capitalize on **community spaces (6th floor) as central gathering - town square**
3. Bridge location that **align with top of new atrium between brick buildings**
4. **Extension of G3 modern architecture**



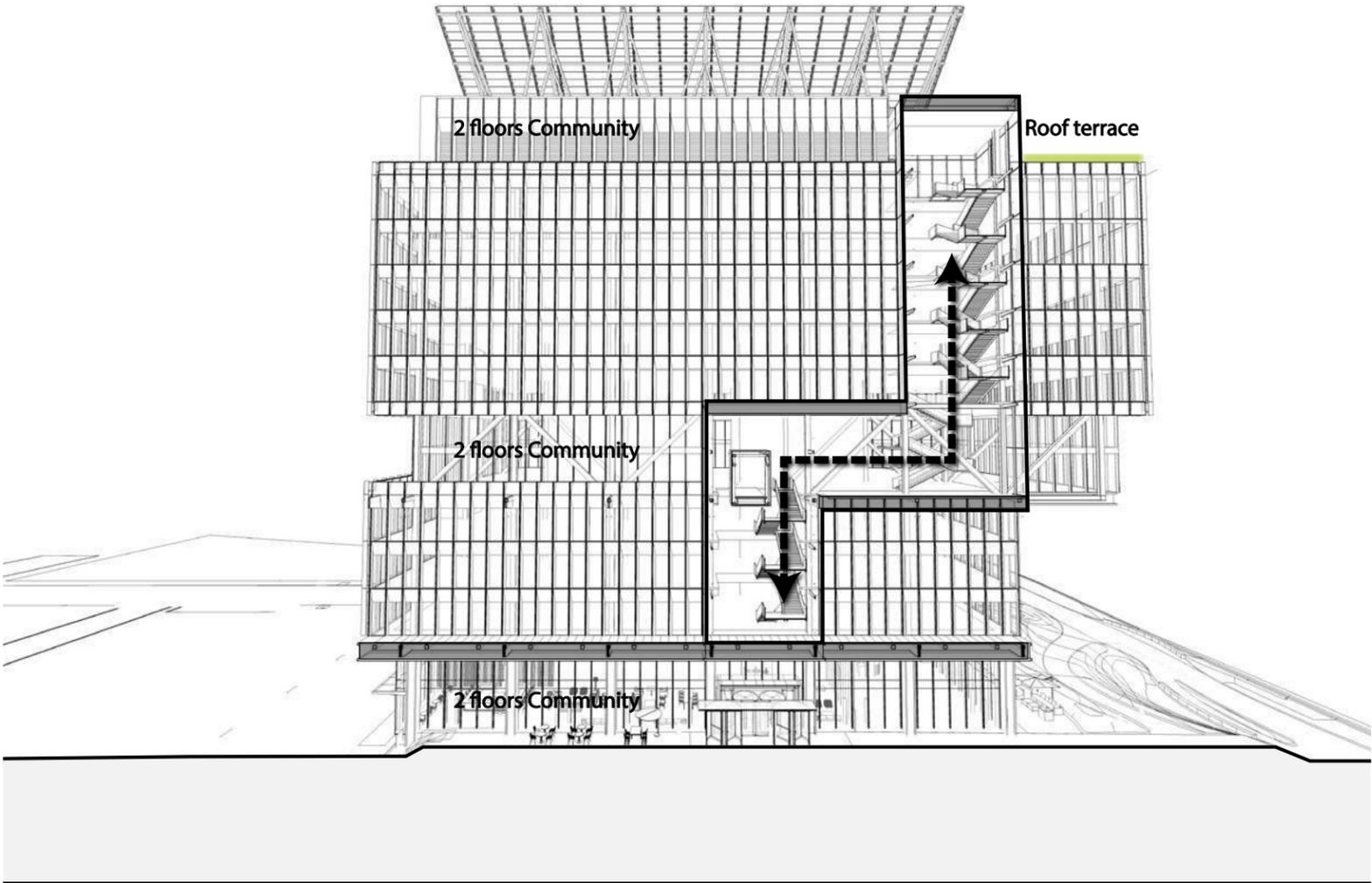
G2-G3 BRIDGE/VERTICAL VILLAGE: 6TH FLOOR PLAN



G2-G3 BRIDGE/VERTICAL VILLAGE



A. NORTH/SOUTH SECTION THROUGH BRIDGE

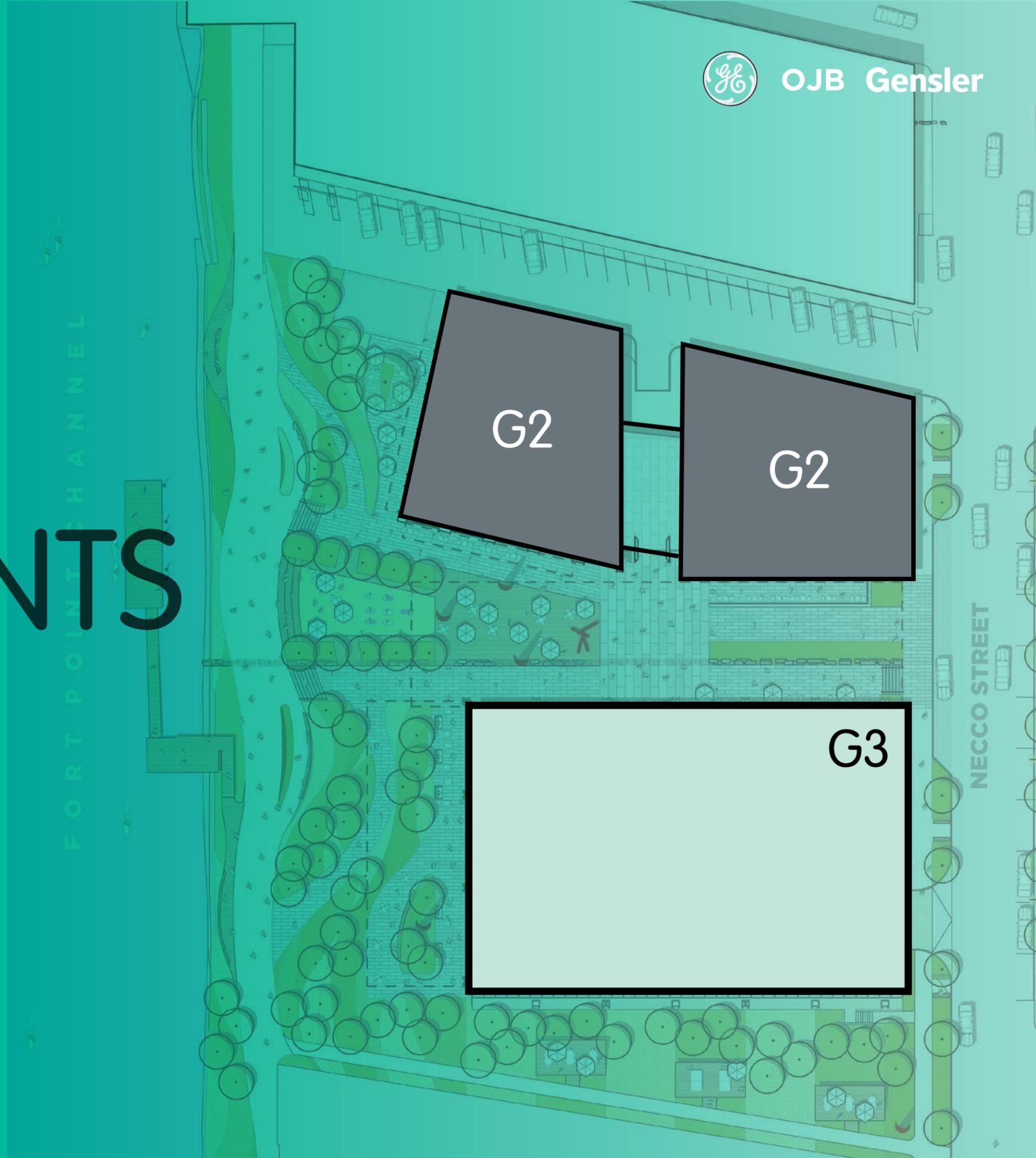


B. WEST/EAST SECTION THROUGH G3 VERTICAL VILLAGE



CAMPUS COMPONENTS

- G2/G3 Bridge
- Solar Veil



SOLAR VEIL: **WHAT WE HEARD**

Architectural character of support structure

Shadow Impacts

Orientation

Density/Height

Movement



SOLAR VEIL: KEY CRITERIA

Performance + Efficiency

- Renewable energy source
- Reduces heat load
- Maintenance and durability

Inside-out Experience

- Provides interior shading and glare control

Materiality

- Expressive, texture, warmth

Buildability/Cost

- Deliver value



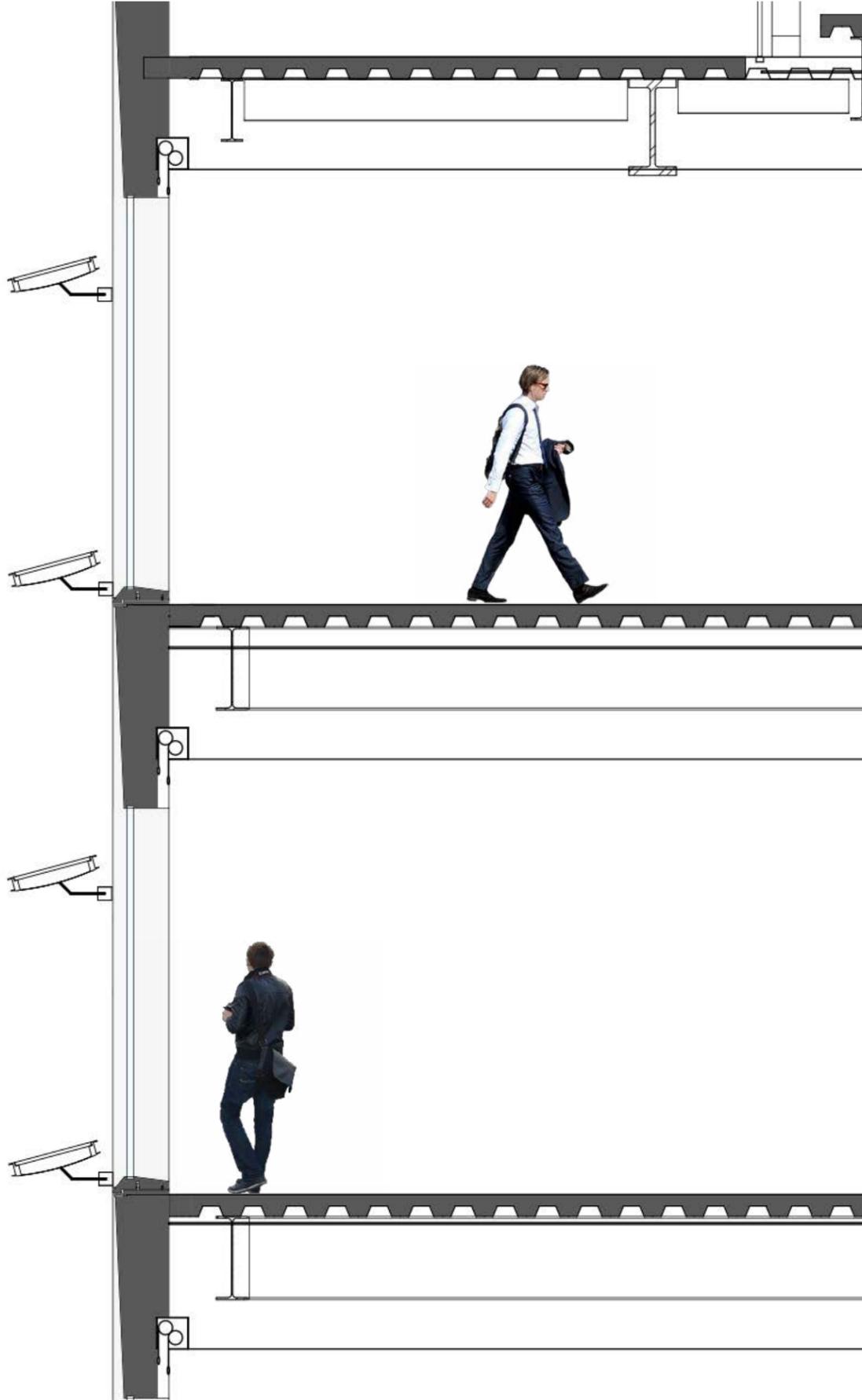
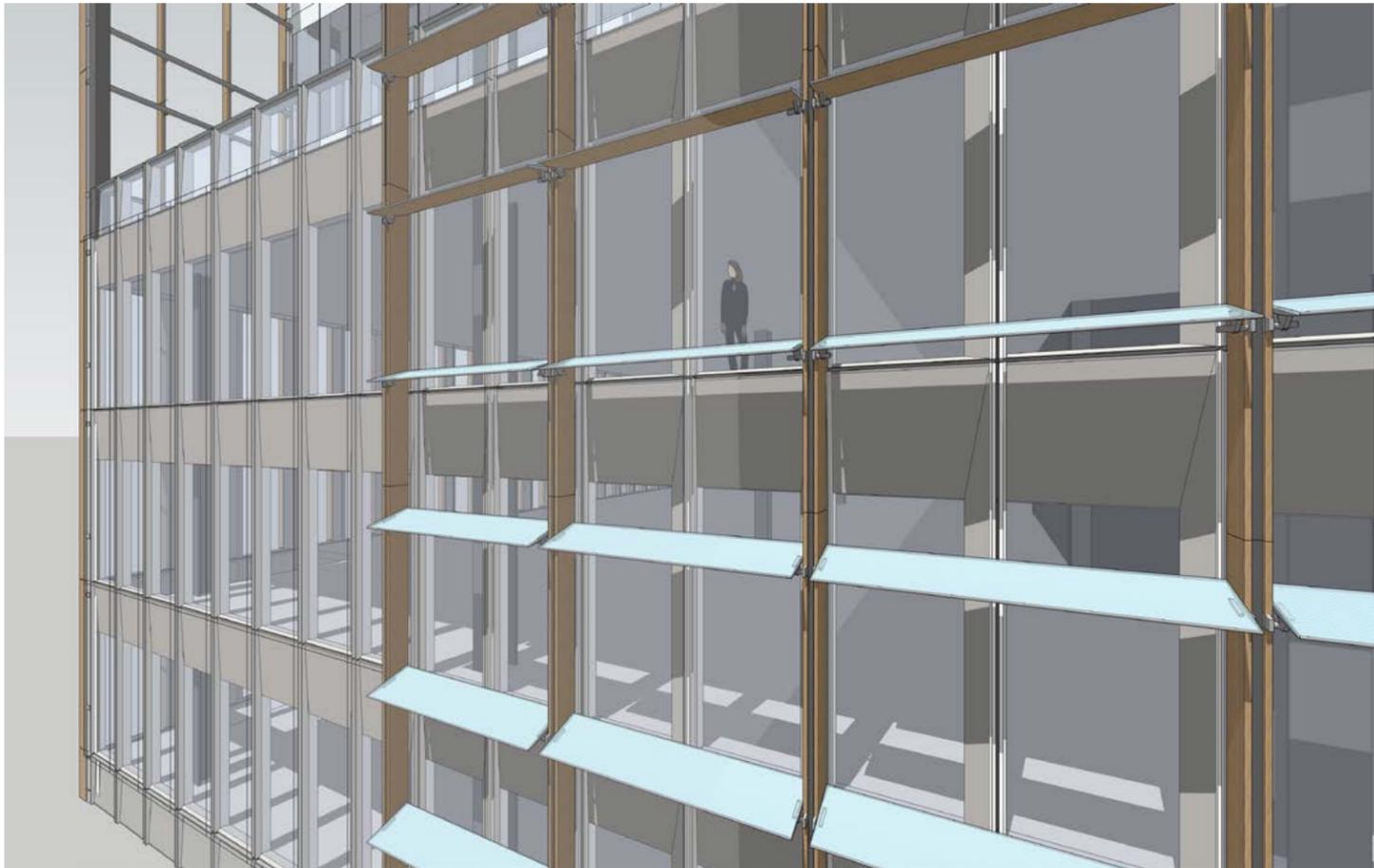
HARBORWALK SOUTH



SOLAR VEIL



SOLAR VEIL



HARBORWALK SOUTH

