



Aerial View of Harvard Square



Existing View of Palmer Alley Looking South Towards Brattle Street



Proposed View of Palmer Alley Looking South Towards Brattle Street



**HARVARD**  
Campus Services

**THE COOP**

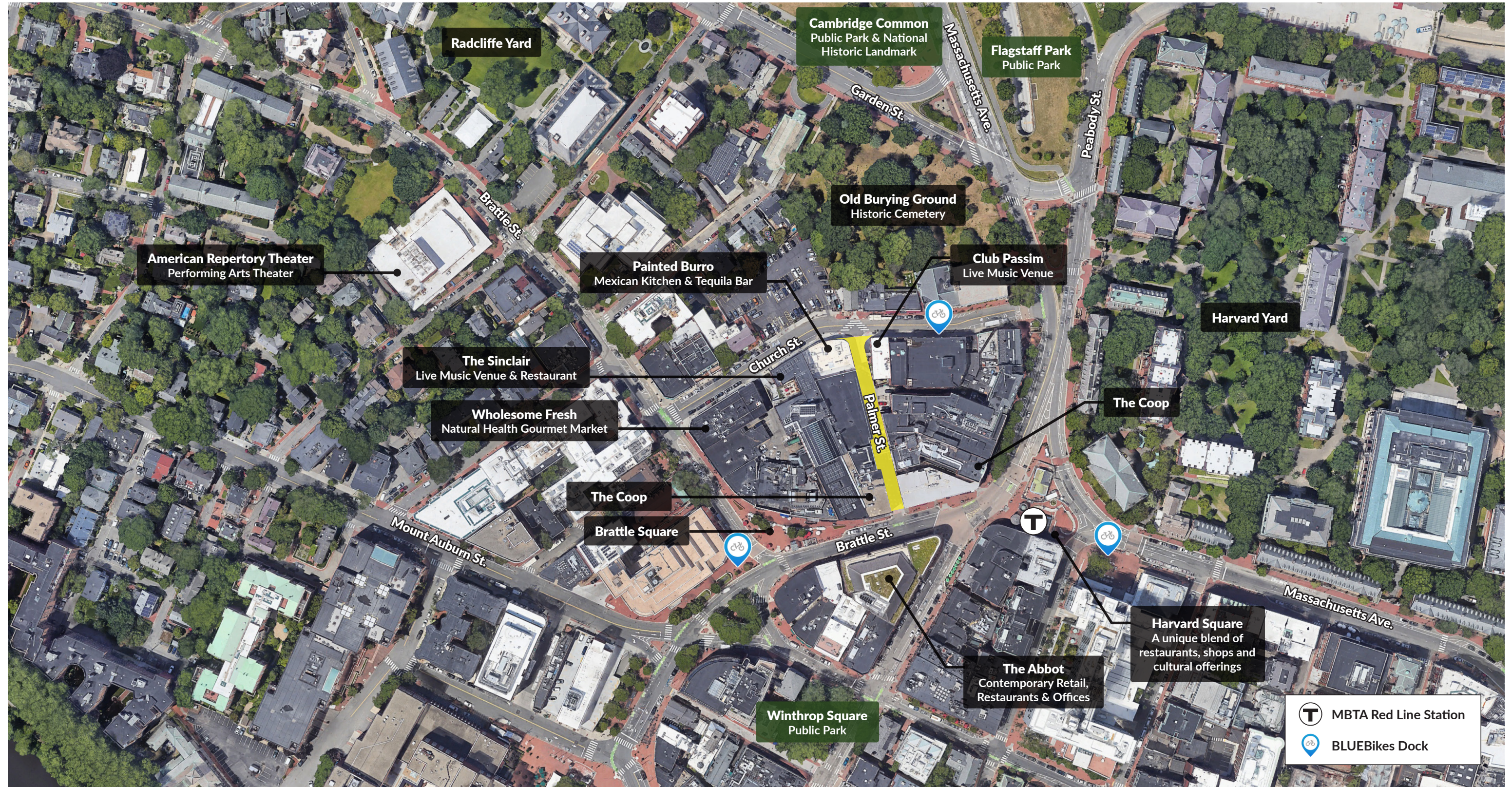
12-30 PALMER STREET > CONCEPTUAL DESIGN  
**HISTORICAL COMMISSION SUBMISSION**  
 02 MAY 2024

**DRAFT**

**BAKER  
 DESIGN  
 GROUP**

# HARVARD REAL ESTATE | THE COOP

12 - 30 PALMER STREET > IN THE COMMUNITY





12-30 PALMER STREET CONCEPTUAL DESIGN STUDY  
**EXISTING CONDITIONS**

# HARVARD REAL ESTATE | THE COOP

12 - 30 PALMER STREET > EXISTING CONDITIONS PHOTOS



Existing Conditions - Exterior



Existing Conditions - Exterior



Existing Conditions - First Floor



Existing Conditions - Second Floor



Existing Conditions - Third Floor

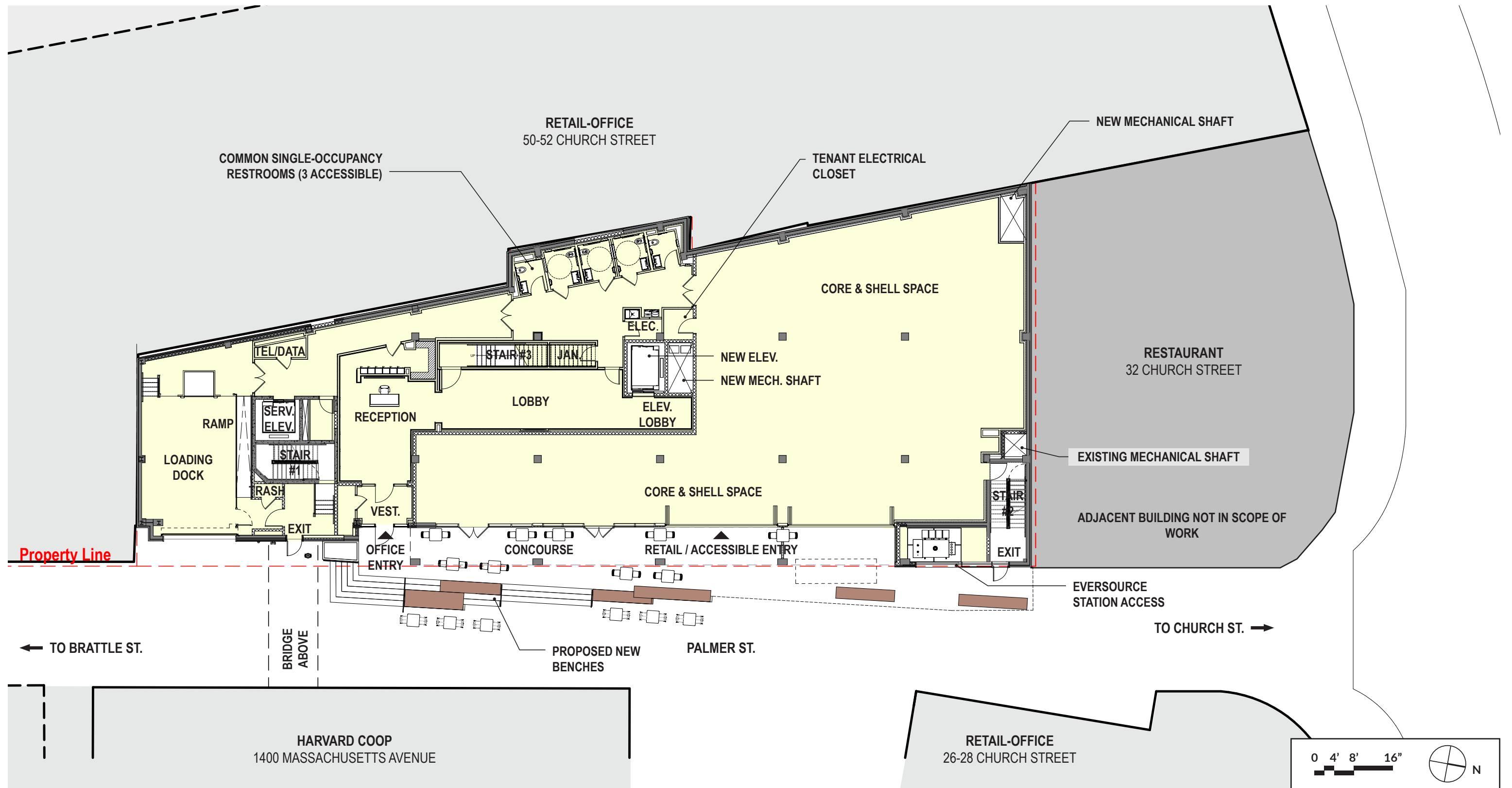


Existing Conditions - Fourth Floor

12-30 PALMER STREET CONCEPTUAL DESIGN STUDY  
**CONCEPTUAL DESIGN**

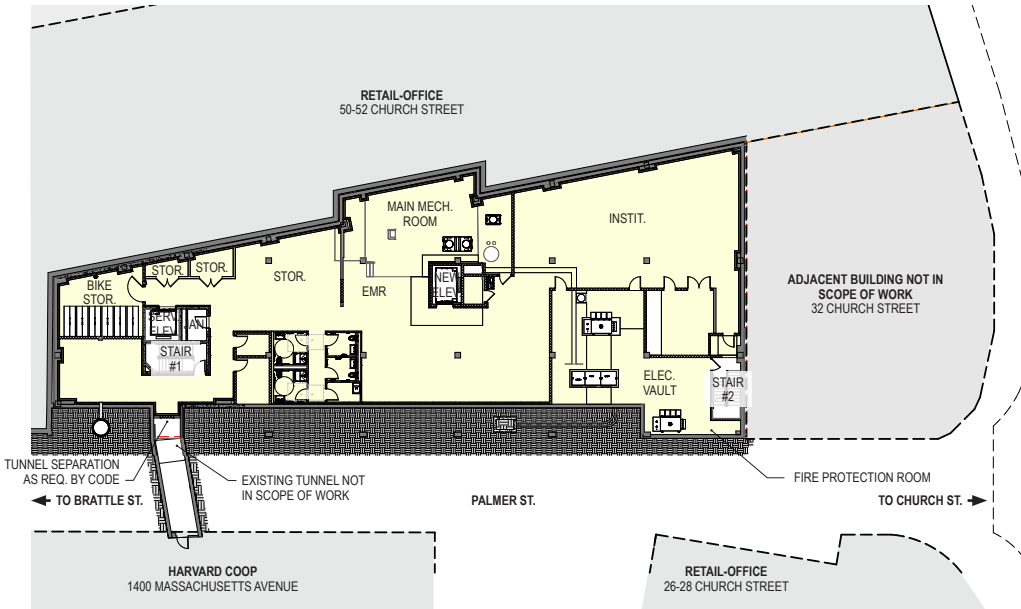
# HARVARD REAL ESTATE | THE COOP

## 12 - 30 PALMER STREET > PROPOSED FIRST FLOOR PLAN

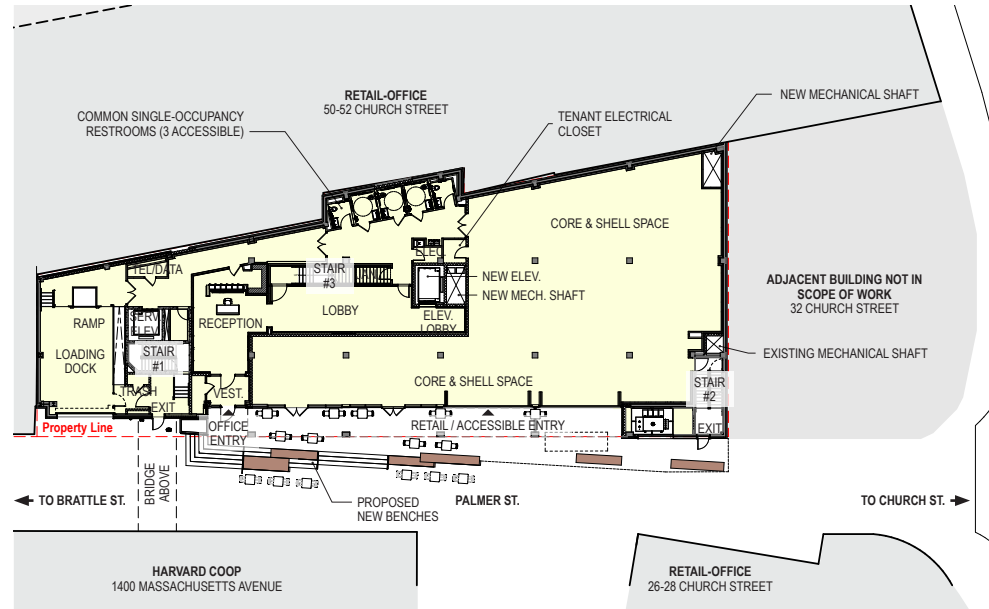


# HARVARD REAL ESTATE | THE COOP

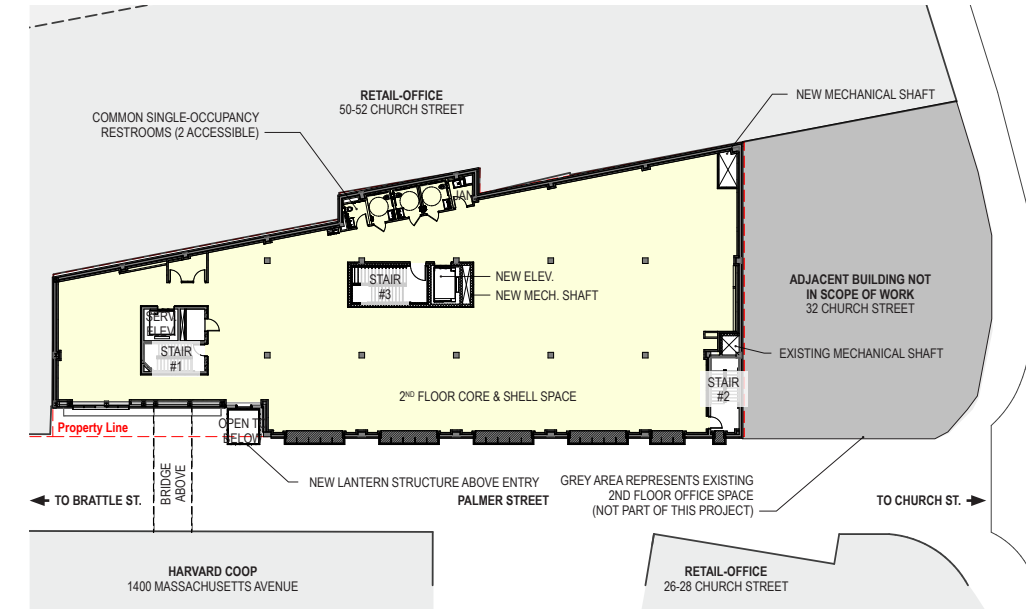
## 12 - 30 PALMER STREET > CONCEPTUAL DESIGN PLANS



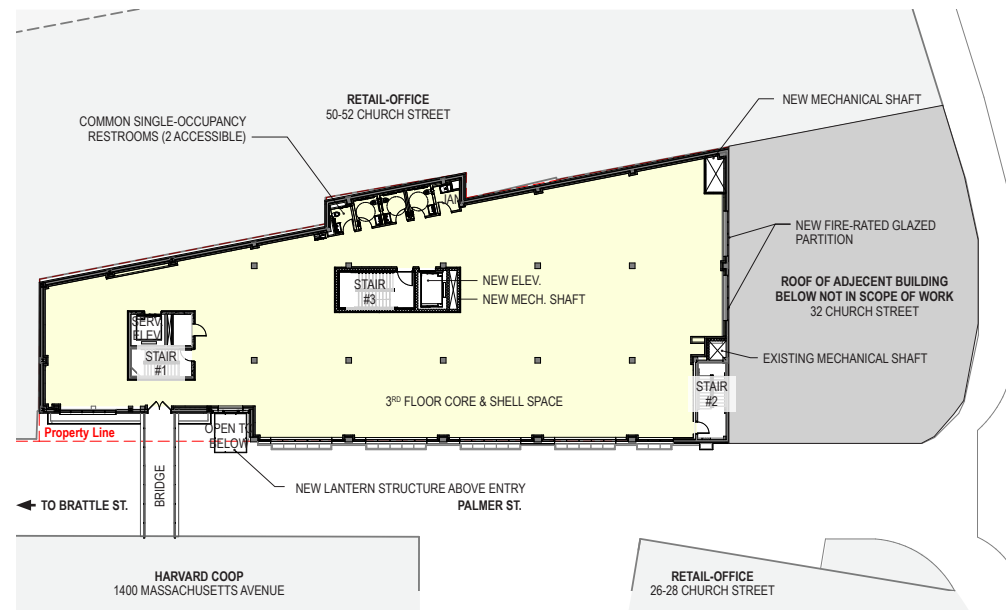
> Basement Level Plan



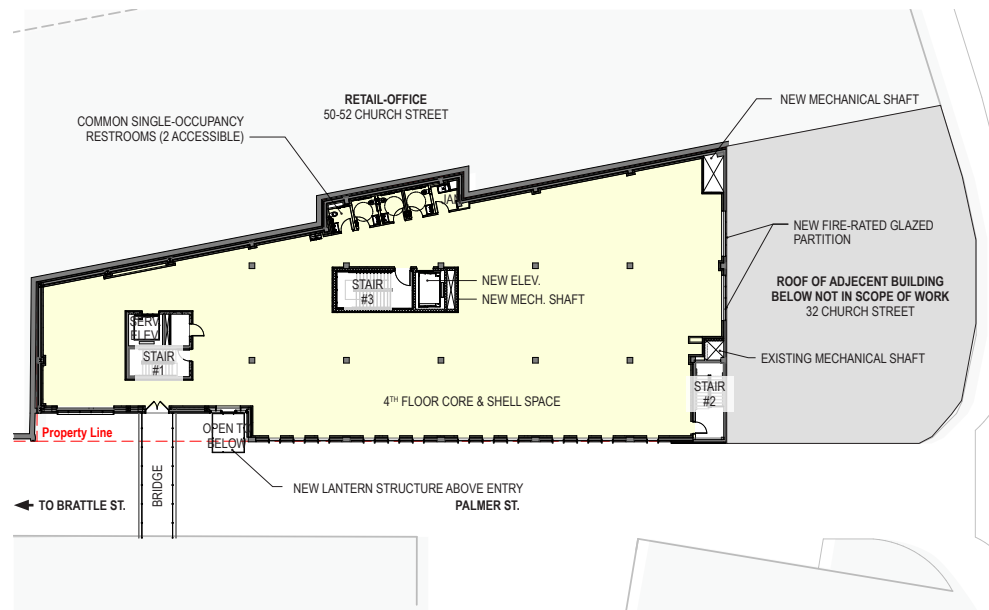
> First Floor Plan



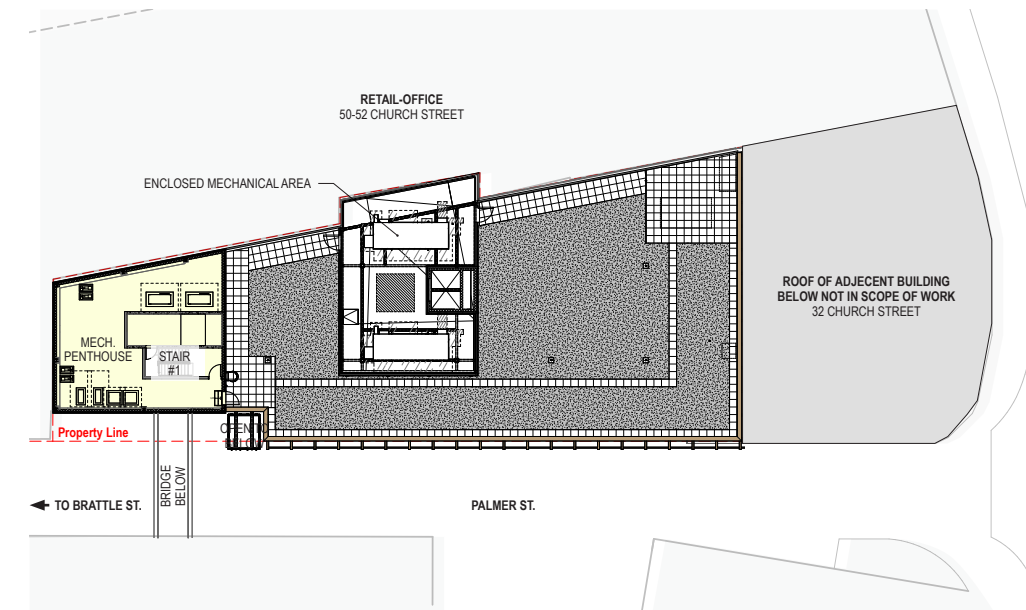
> Second Floor Plan



> Third Floor Plan



> Fourth Floor Plan



> Roof Plan



12-30 PALMER STREET CONCEPTUAL DESIGN STUDY  
**FENESTRATION STUDY**



# HARVARD REAL ESTATE | THE COOP

12 - 30 PALMER STREET > EXISTING FACADE



### EXISTING 12 PALMER STREET FAÇADE:

The former Harvard COOP Book Store Annex building was purpose built as an annex to support their retail and product storage needs.

### 1ST FLOOR FAÇADE:

At the COOP Retail entry and window displays the 1st Floor Façade uses full height glass windows. North of the retail windows are solid brick walls with a small overhead service door. To the south of the bridge are solid brick walls and the large overhead service door for the loading dock. The 2nd Floor overhangs the 1st Floor creating a covered concourse along the retail windows.

### 2ND FLOOR FAÇADE:

Along the entire 2nd Floor of the building there are no windows on the exterior to the north or south of the bridge.

### 3RD FLOOR FACADE:

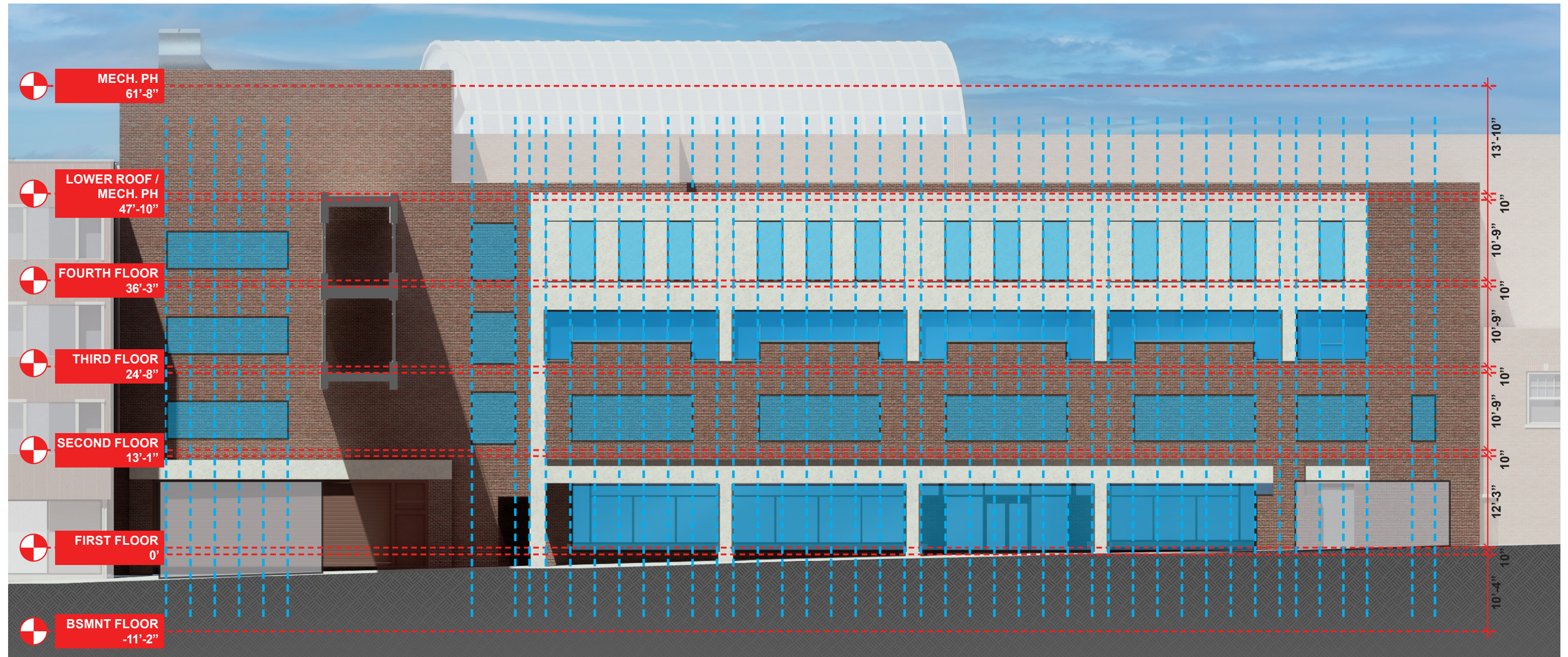
The 3rd Floor of the build has groups of half-height windows on the exterior between the structural columns. There solid brick walls with no windows to the north at the fire stair, or south, adjacent the bridge.

### 4TH FLOOR FAÇADE:

The 4th Floor has a limestone exterior façade with no windows, and to the south adjacent to the bridge are solid brick walls with no windows.

### MECHANICAL PENTHOUSE:

At this level above the bridge there are no windows on the elevation because this area contains the elevator override, mechanical systems, utilities, and access to the roof.

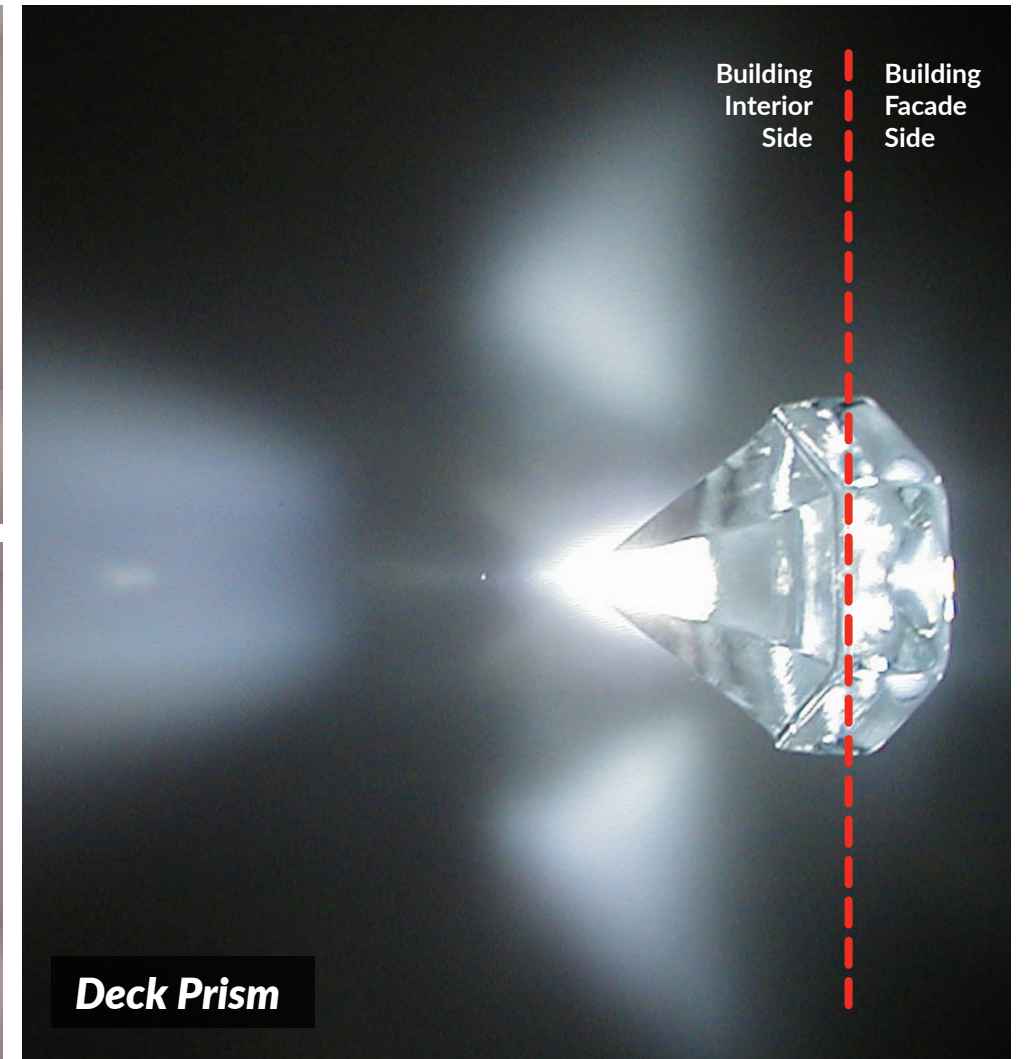


### BUILDING FENESTRATION

The existing building has a minimal number of windows, but this is typical for a building that was designed to mostly create inwardly focused spaces for retail displays or storing products, that do not want exposure to ultraviolet light which can fade fabrics and packaging. While the existing façade makes sense for the previous programmed use, the future use of the building will be for office spaces where daylight will be a valued feature to the spaces and occupants.

To add new windows to the Palmer Street Elevation we have developed a façade planning grid to show where windows could occur, inspired by the existing windows and limestone panel joints. Working with the existing geometries of the façade and the floor slab locations, new windows have been proposed to bring daylight into the future office, retail, and restaurant spaces.

It should be noted that the 3<sup>rd</sup> and 4<sup>th</sup> floor receive the most direct sunlight during the day. The 2<sup>nd</sup> Floor is blocked by the buildings located on the east side of Palmer Street. To help harvest as much daylight as possible bay windows have been designed that will redirect light into the 2<sup>nd</sup> Floor. More information can be found on the design of these special bay windows on the following page.



**Deck Prism**

**DAYLIGHT EXPOSURE**

Palmer Street is narrow running north / south, and the amount of direct sunlight is limited across the day. The sunlight hitting the 2<sup>nd</sup> Floor is further limited by the taller buildings on the east side of Palmer Street. Working with the geometries of the existing building we have investigated ways to introduce punched windows into the brick façade.

To bring the most sunlight available into the 2<sup>nd</sup> Floor we are proposing to introduce new modern glass bay windows into the brick façade. There is a long-standing use of deck prisms to harvest daylight to illuminate the areas below a ship's deck. Conceptually, we have designed the new bay windows to work in a similar manner to a deck prism to redirect sunlight into the 2<sup>nd</sup> Floor.



### PROPOSED 12 PALMER STREET FAÇADE:

The redevelopment of the building will have people occupying the floors above grade for a variety of retail, restaurant, and office related needs.

### 1ST FLOOR FAÇADE:

The new 1st Floor façade will have a greater use of full-height fixed and folding glass panels to allow for the restaurant / retail spaces to open-up to serve customers sitting along the new landscaped concourse.

South of the retail / restaurant spaces, a new entrance to the 3 floors of office spaces above is located adjacent to the bridge. The building entry is highlighted by an unglazed, metal trellis, illuminated lantern feature. The brick wall at the back of the lantern will receive large operable windows with proportions similar to the new windows on the 4th Floor. The new loading dock door has been reduced in width and a new service entry door has been created. Both the loading dock door and the service

entry door have been designed to support an Art Mural opportunity with lighting above. At the north end of the 1st Floor access for an electrical transformer had been added. The access panels to the transformer and the fire exit door have been designed to support an Art Mural opportunity with lighting above.

### 2ND FLOOR FAÇADE:

One of the stated goals of the building renovation is to create a desirable destination and attract people. The proposed new bay windows on the 2nd Floor will use vertical fins of dichroic glass to both reflect and transmit colored light on the exterior and interior. When the building is viewed from either end of Palmer Street, the sides of the 2nd Floor bay windows will display dichroic fins like banners on the building. By day, the vertical dichroic fins will reflect gold / lavender colors and at night the vertical fins will transmit blue / lavender color from the internal office lighting. These vertical glass fins will also reflect and transmit colored light into the 2nd

Floor for the enjoyment of the occupants. Just above the 1st Floor a linear wall washing lighting fixture has been added to illuminate the clinker-brick façade in the evening.

There are additional new punched windows proposed south of the new entrance lantern and bridge. These are simple punched windows in the brick façade that follow the proportions of the windows created on the 4th Floor. Original bricks removed for new windows openings will be salvaged for any required repair or restoration, to retain the original facade materiality.

### 3RD FLOOR FAÇADE:

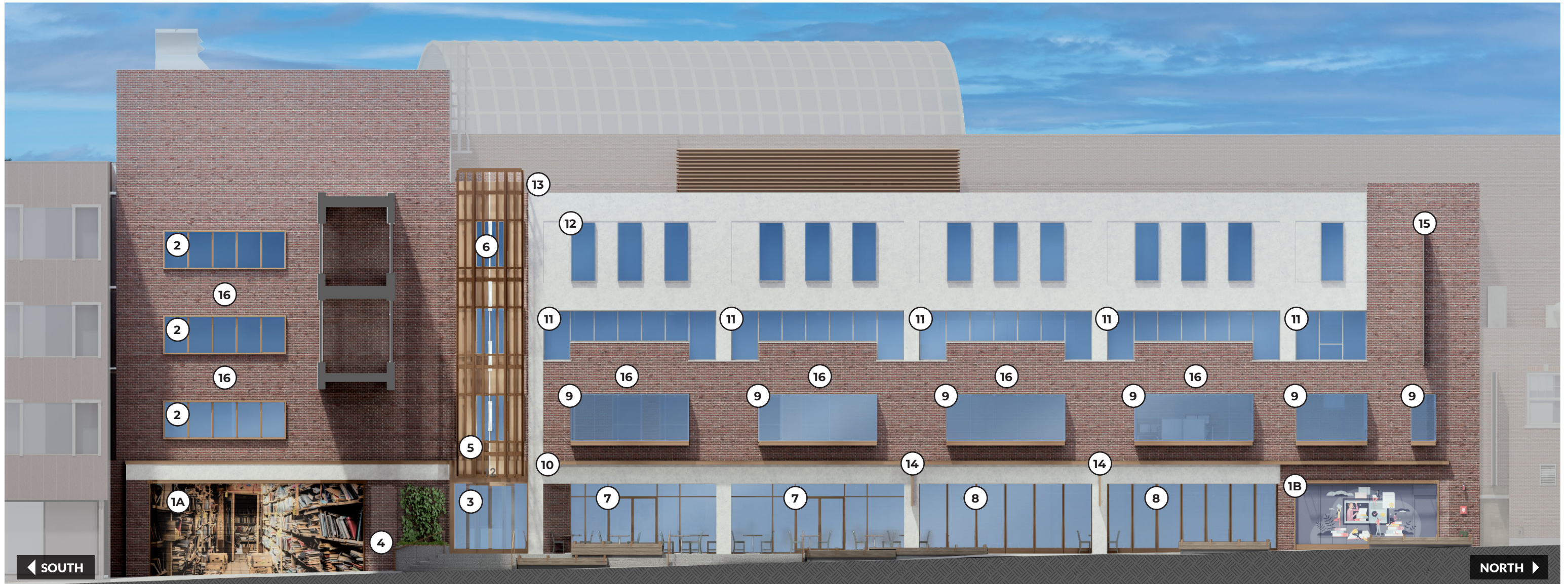
New insulated glass windows will be installed using the proportions of the original windows. The exposure to sunlight on the 3rd Floor is good so these windows are a simple replacement for the existing windows. There are additional new punched windows proposed south of the new entrance lantern and bridge.

### 4TH FLOOR FAÇADE:

The current façade has solid limestone panels, with seams in the stone that align with the windows of the floors below. This will be an occupied floor, so the new insulated glass windows follow the proportions of the original stone panels. The exposure to sunlight on the 4th Floor is good so these windows will be simple punched windows with insulated glass. There are additional new punched windows proposed south of the new entrance lantern and bridge.

Above the new windows in the limestone façade at the parapet a linear wall washing lighting fixture has been added to illuminate the limestone façade in the evening.

At the top of the building set far back from the parapet is the acoustic screen enclosure for the mechanical equipment.



**BUILDING SERVICE AREAS:**

**1A** Revised loading bay area to include:

- A. Reduced Loading Door
- B. Insulated Panel Facade
- C. New Egress Door

**1B** New metal facade for utility access:

- A. Removable Insulated Metal Panels
- B. New Egress Door

**Note:** The entire assembly is designed to look like a framed composition, where a future art mural could be installed.

**2** New window openings in existing brick façade.

**OFFICE ENTRY AREA:**

- 3** New main entry door for the offices portion of the program.
- 4** New exterior planter, and green wall adjacent to main entry.
- 5** New ornamental "lantern" structure above the main entry, composed of an open metal lattice, and pendant light fixtures.
- 6** New curtain wall above the behind the lantern, including new glazed openings.

**1ST FLOOR CONCOURSE:**

- 7** New storefront and entries to proposed commercial spaces on the first floor.
- 8** New glazed folding partitions to be used in lieu of storefront if appropriate for the future retail uses.

**2ND FLOOR FACADE:**

- 9** New glass window bays, with interior glass fins (interior fins to be clad with Dichroic film).
- 10** Continuous painted metal light cove to up light the original Clinker Brick texture of the building.

**3RD FLOOR FACADE:**

- 11** Original windows to be replaced with new, triple-glazed windows to match the original geometry.

**4TH FLOOR FACADE:**

- 12** New intermittent windows are proposed in the field of limestone panels at this level. Each window will follow the same dimensions, and proportions of the original architectural panel lines.

**ROOF PARAPET:**

- 13** Recessed parapet with a painted steel trellis supporting a light cove to illuminate the top of the façade.

**SIGNAGE**

- 14** Future signage for the proposed retail spaces will be installed at the concourse columns.
- 15** A +/- 20'-0" x 3'-0" primary signage banner is proposed at the higher elevation in the North corner of the building. The exact final dimensions and composition of the sign will be reviewed and permitted through the appropriate City authorities.

**MASONRY RESORATION**

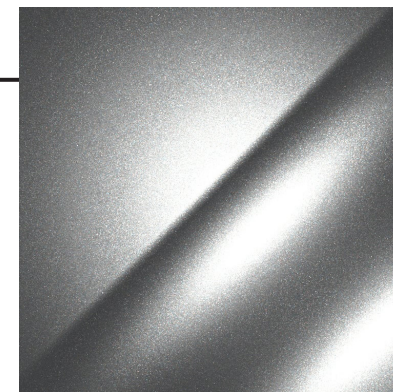
- 16** Original bricks removed for new windows openings will be salvaged for any required repair or restoration, to retain original facade materiality.

# HARVARD REAL ESTATE | THE COOP

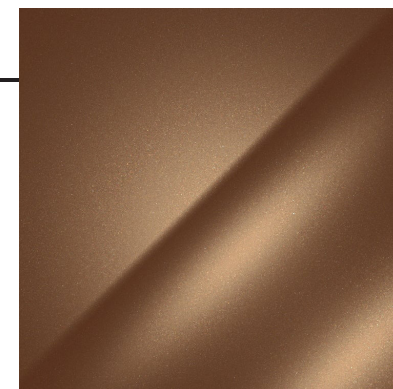
## 12 - 30 PALMER STREET > PROPOSED FACADE FINISHES



**Proposed Signage Dimensions**  
 +/- 20'-0" Tall x 3'-0" Wide  
 +/- 60 SF  
 26' Above Street Level



**METAL COATING  
 THIRD & FOURTH FLOOR WINDOW TRIM**  
**PPG Industries**  
 Duranar XL Ultra-Cool SL Sunrise Silver  
 BN9A552B  
 BN5C100B Clear Coat  
 Gloss 25 - 35



**METAL COATING  
 FIRST & SECOND FLOOR WINDOW TRIM & GRID**  
**PPG Industries**  
 Duranar XL Ultra-Cool Copper Penny  
 BN9P100B  
 BN5C102B Clear Coat  
 Gloss 25 - 35

12-30 PALMER STREET CONCEPTUAL DESIGN STUDY

**CONCEPTUAL DESIGN  
EXTERIOR RENDERINGS**



Existing Rooftop - Day





Proposed Rooftop - Day



Looking Towards Brattle St. - Day





Looking Towards Brattle St. - Day



*Looking Towards Brattle St. - Night*



Looking Towards Brattle St. - Day



Looking Towards Brattle St. - Day



Looking Towards Brattle St. - Night





**Building Entrance - Day**



**Building Entrance - Night**



Looking from Brattle St. - Day



Looking from Brattle St. - Day



Looking from Brattle St. - Night



Looking Towards Church St. - Day



Looking Towards Church St. - Day



Looking Towards Church St. - Night





Looking Towards Church St. - Day



Looking Towards Church St. - Night



**Building Concourse - Day**



**Vestibule at Main Entry**

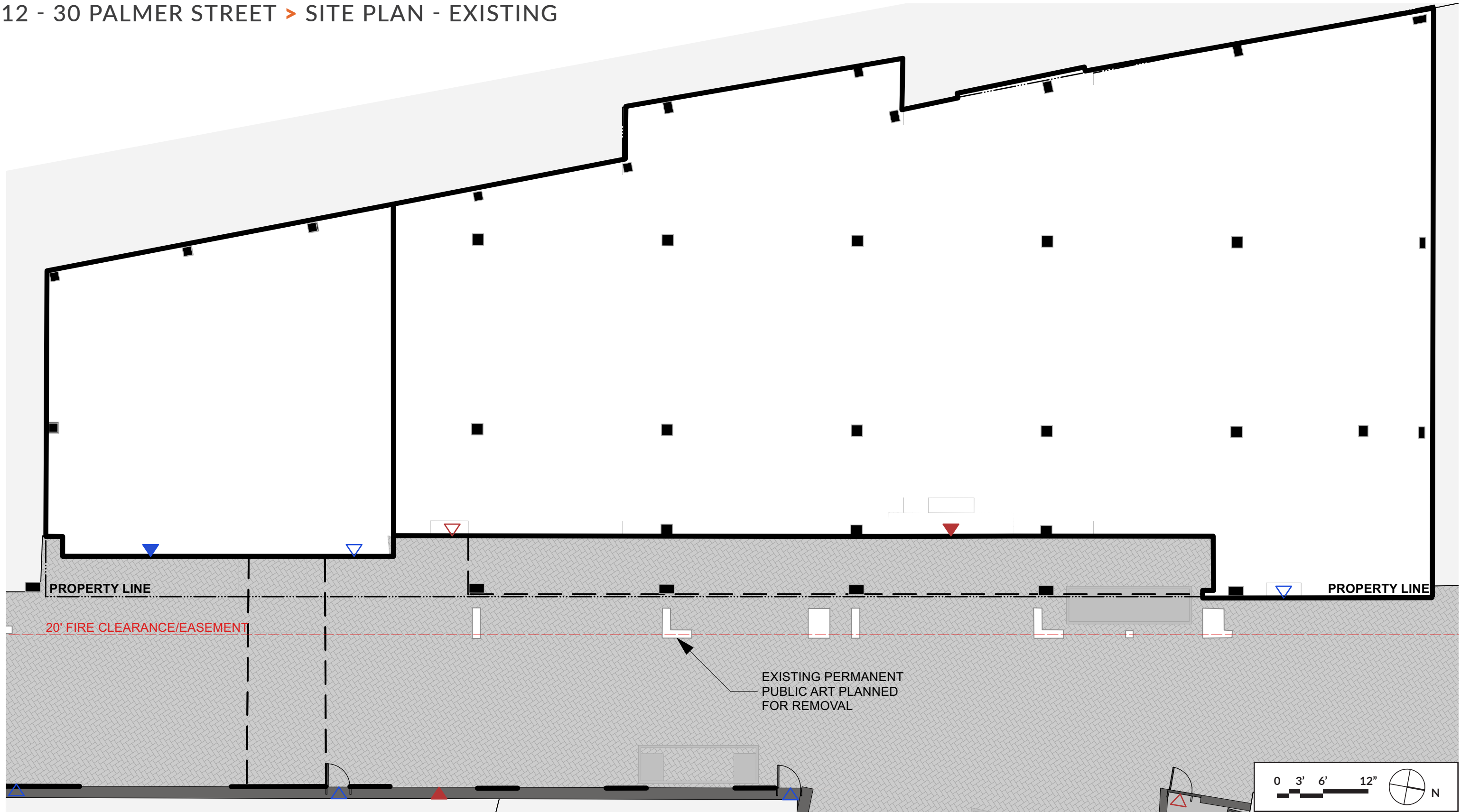


**View from Entry Vestibule**

12-30 PALMER STREET CONCEPTUAL DESIGN STUDY  
**CONCEPTUAL DESIGN**  
**LANDSCAPE IMPROVEMENTS**

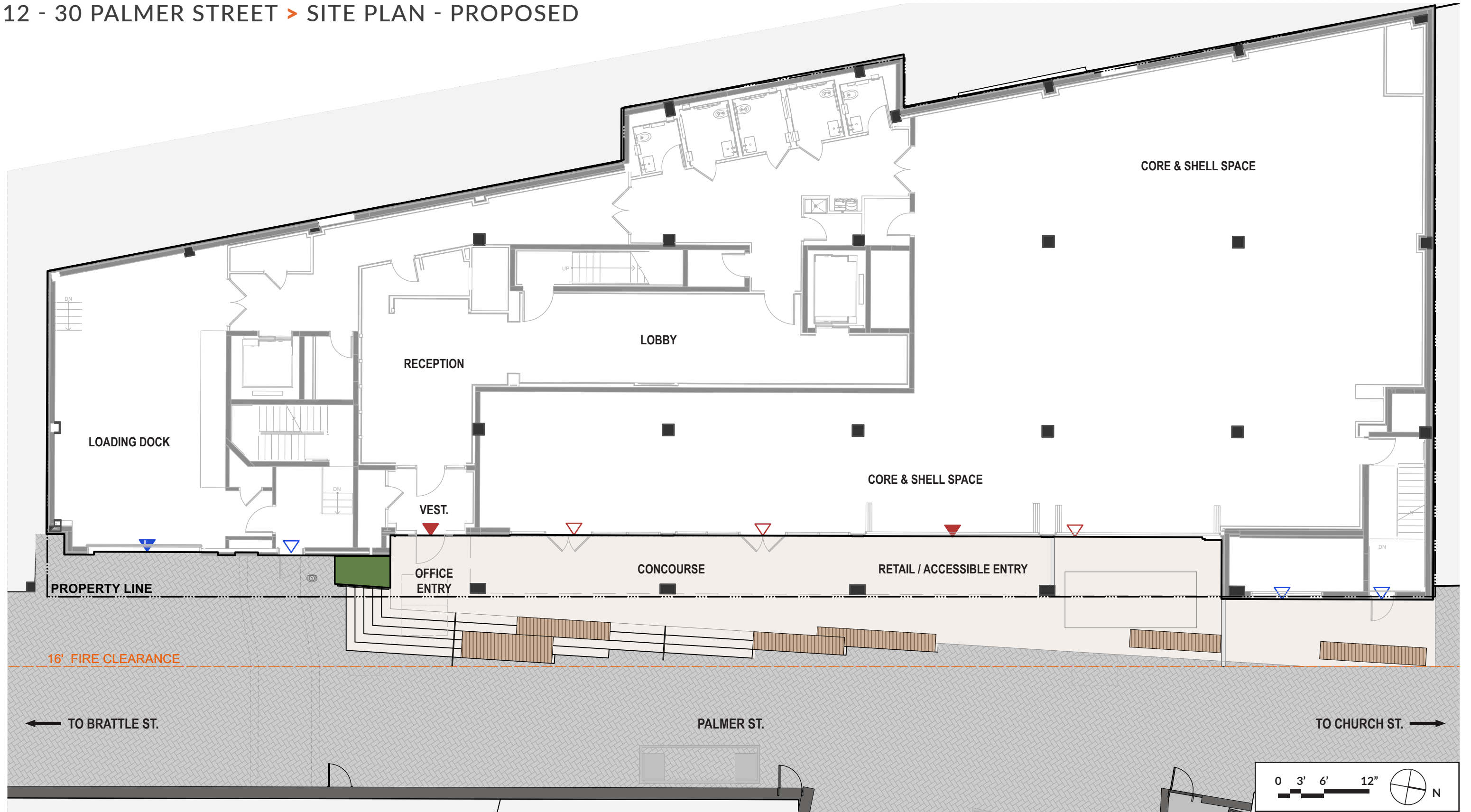
# HARVARD REAL ESTATE | THE COOP

12 - 30 PALMER STREET > SITE PLAN - EXISTING



# HARVARD REAL ESTATE | THE COOP

12 - 30 PALMER STREET > SITE PLAN - PROPOSED



# HARVARD REAL ESTATE | THE COOP

12 - 30 PALMER STREET > UNIFYING AND ANIMATING THE STREET

