

Berklee
college of
music

Berklee College of Music Framework Master Plan

Presentation to the City Task Force



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Introduction: Major presence in Boston

- Largest music college in the world
- 4,000 students
- 1,000 international students from 70 countries
- 1,100+ employees (300+ Boston residents)
- 800 students in campus housing
- Annual FY05 Operating Budget \$125,000,000
- Capital expenses past 10 years \$100,000,000

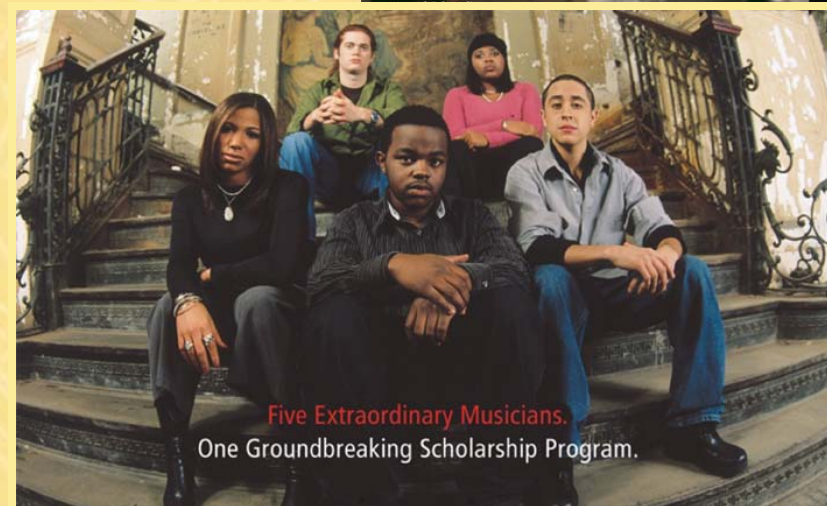
Major presence in entertainment industry

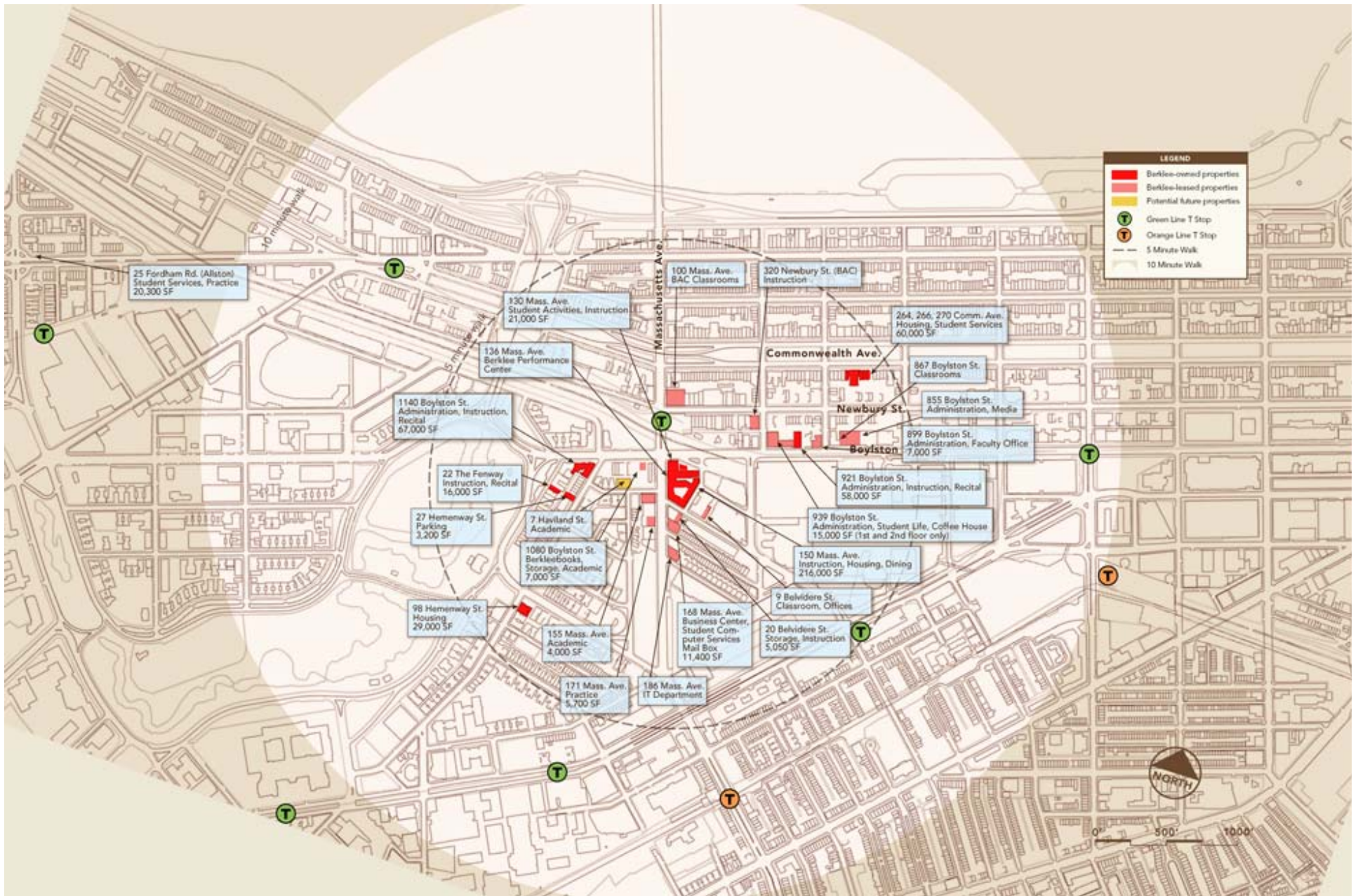
- Alumni: Quincy Jones, Diana Krall, Branford Marsalis, Gary Burton, John Mayer, and Natalie Maines
- Film credits: Lord of the Rings, Forrest Gump, Silence of the Lambs, and the Simpsons
- Entrepreneurs: Panos Panay of Sonic Bids, Derek Sivers of CD Baby, and Patrick Faucher and Philip Antoniadis of nimbit
- Music therapy: relationships with Blue Cross and major Boston medical facilities
- Largest producer of music teachers in Boston



Community benefits

- \$290,000/yr payment in lieu of taxes to city
- \$700,000/yr scholarships to Berklee City Music and other city program components
- Beantown Jazz Festival sponsor
- Boston Arts Academy co-founder
- Fenway Cultural District member





Vision 2015

Berklee will be the world's leading institute of contemporary music. Attracting diverse and talented students passionate about careers in music, we will offer a relevant and distinctive curriculum in music and liberal arts. We will engage an unparalleled faculty of inspiring educators and cutting-edge industry professionals, **provide state-of-the-art facilities for learning and living**, and produce tomorrow's leaders of the global music community.



What did we learn from the Berklee community?

Create a Community of Learning

- The fundamental challenge to the college's mission is the "lack of space"
 - Curricular activities are the best in the world...
 - The college and the pursuit of mastery of a discipline is individually and inwardly focused. But with that should the college also become more outwardly focused?
 - Campus "Community" struggles to exist and the college is "physically invisible"
- ...create a compact and walkable campus—one that fosters formal and informal learning, interaction, collaboration, and socializing—a community of learning.*

Berklee's Goals

- Organize and consolidate activity around Boylston Street and Massachusetts Avenue
- House 50% of students in Berklee housing
- State-of-the-art performance venue
- Optimize facility with multiple uses
- Build a campus that supports creating a community of learning
- Celebrate Berklee as community of creative music in the heart of Boston
- Create an iconic physical space that identifies Berklee as world's leading college of contemporary music
- Contemporary music museum and archive



What did we learn from the surrounding community?

Neighborhood Goals

- Accommodate as many students as possible in new Berklee campus housing
- Maintain human scale at the street, do not “institutionalize” Boylston Street and Massachusetts Avenue
- Create a transit-oriented campus – minimize parking
- Complete the west end of Boylston Street – create pedestrian-friendly connection between Back Bay & Fenway
- Continue Berklee’s contributions to the cultural richness of both Back Bay & Fenway
- Continue revitalization of outer Boylston
- We have met with political and neighborhood groups

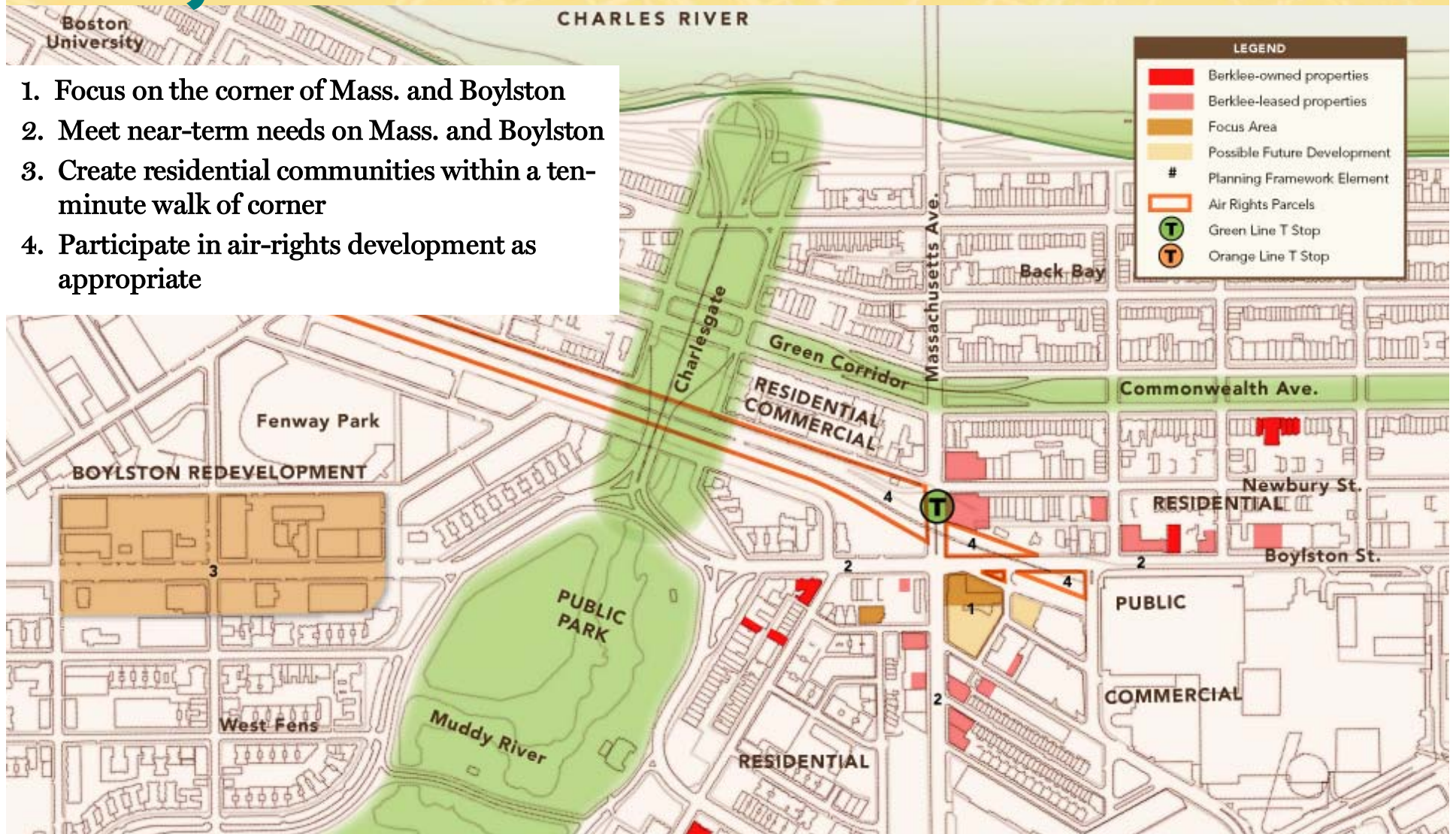
What did we learn from the City?

Urban Design and Development Goals

- Create a gateway to the Back Bay and Fenway Cultural District
- Enrich and enliven public realm along Boylston Street & Massachusetts Avenue
- Celebrate Berklee as a community of creative music in the heart of Boston
- Strong identification as a campus
- Help develop Boston's entertainment industry

Major Elements of Framework Plan

1. Focus on the corner of Mass. and Boylston
2. Meet near-term needs on Mass. and Boylston
3. Create residential communities within a ten-minute walk of corner
4. Participate in air-rights development as appropriate





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GOODY
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ARCHITECTURE
PLANNING
PRESERVATION

Miller Dyer Spears • Vanasse Hangen Brustlin

MASTER PLANNING