

Berklee
college of
music

Preparation of Institutional Master Plan

Presentation at the City Task Force Meeting #4



05 December, 2006

Agenda

- Review previous material
 - Goals and program
 - Potential directions for accommodating needs
- Near-term projects
- Longer-term projects
 - Crossroads building
 - Additional housing and related spaces

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
- Alumni have been awarded 147 Grammys
- 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



Introduction: Major presence in Boston

- Largest music college in the world
- 4,000 students (219 Boston 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 impact on Boston community

- \$290,000/yr payment in lieu of taxes to city
- \$1,000,000/yr scholarships to Berklee City Music and other city program components
- Beantown Jazz Festival sponsor
- Boston Arts Academy co-founder
- Fenway Cultural District member



Berklee's Goals

- **House 50% of students (2,000 beds)**
- **Create the world's best place to hear, perform, and study jazz and contemporary music**
 - > State-of-the-art performance venue
 - > State-of-the-art teaching facilities
 - > Contemporary music museum and archive
- **Be a good neighbor**
 - > Maintain a safe and active streetscape around college
 - > Create coffee house and retail spaces
 - > Maintain ongoing dialogue with neighbors and area businesses



Space Needs: Near-Term and Longer-Term

	EXISTING	NEAR-TERM	LONGER-TERM
CLASSROOM	211,000	40,000	20,000
OFFICE	85,000	35,000	60,000
PERFORMANCE	45,000	5,000	40,000
CAMPUS LIFE	5,000	20,000	50,000
HOUSING	256,500	0	430,000
TOTAL	602,500	100,000	600,000

Longer-Term Needs

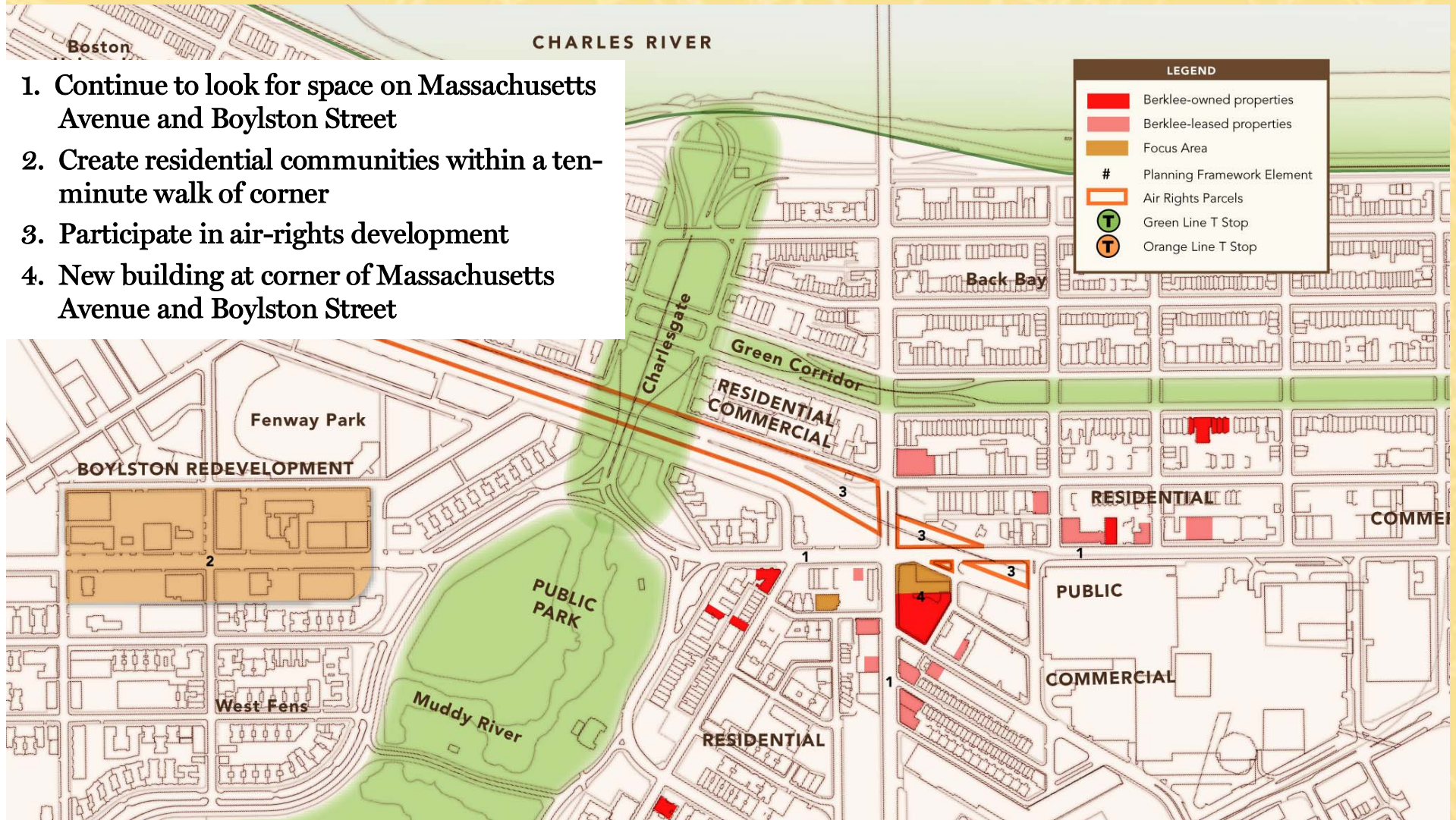
*Left: 264-266-270
Commonwealth Avenue
Right: 98 Hemenway Street*



HOUSING NEEDS	BEDS
BERKLEE STUDENT HOUSING GOAL—50% OF STUDENTS	2,000
CURRENT BEDS	800
PROPOSED AT MASS. AVE. AND BOYLSTON ST. (BERKLEE SITE)	600
ADDITIONAL BEDS NEEDED TO MEET 50% GOAL	600
ADDITIONAL BEDS NEEDED TO REPLACE NEIGHBORHOOD HOUSING	250 +100

Directions for the Future

1. Continue to look for space on Massachusetts Avenue and Boylston Street
2. Create residential communities within a ten-minute walk of corner
3. Participate in air-rights development
4. New building at corner of Massachusetts Avenue and Boylston Street



Near-Term

- Find immediate space needs and replacement space needs
 - Dislocated space from 130 and 136 Massachusetts Avenue



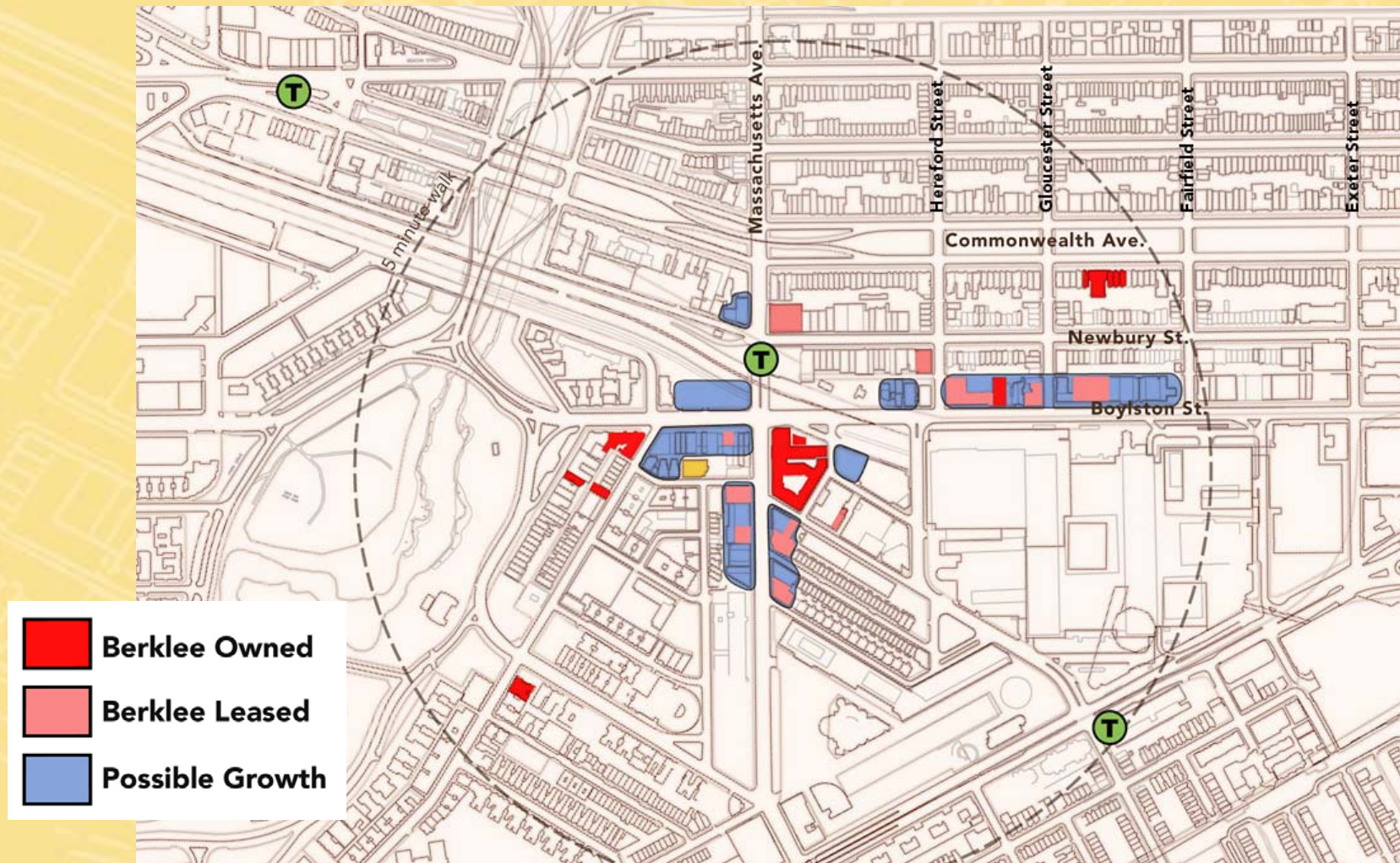
Academic Program Displacement and Replacement



Program Space Use	Existing to be Displaced (NSF)
Recording Studios (MP&E Department)	7,602
Ensemble Department (Rooms and Faculty)	7,311
Film Scoring Department	4,148
General Classrooms	5,372
Theater and Support	11,386
Other (Practice Rooms, Instrument Lockers, etc.)	3,639
Total	39,458 (@ 53,000 GSF)

Where do we accommodate replacement space?

Replace-displaced possibilities



Longer-Term

- Develop Massachusetts Avenue and Boylston Street building
- Add additional Berklee housing
- Relocate students out of Berklee “neighborhood” housing

Massachusetts Avenue and Boylston Street building potential program

PHASE 1—SPACE TYPE	GSF
PERFORMANCE VENUES—1,600 SEATS—400 SEATS	40,000
RESIDENCE HALLS—600 BEDS	210,000
CAMPUS LIFE—DINING HALL, LOUNGE, AND ACTIVITY SPACE	50,000
ACADEMIC/ADMINISTRATIVE	50,000
TOTAL	350,000

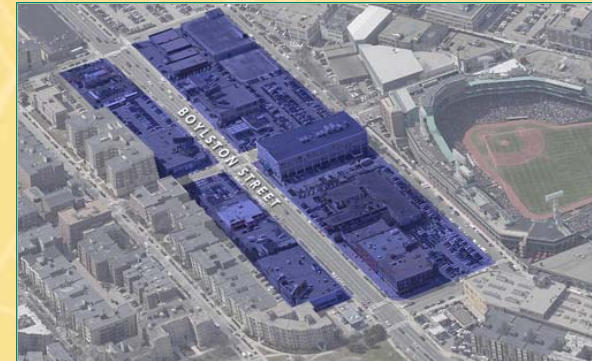


Where do we put the beds?

Outer Boylston Street

Additional Turnpike Air Rights

Other sites within walking distance that do not displace existing housing or land in residential neighborhoods



Additional Berklee Housing

- Relocate students out of Berklee neighborhood housing



264-266-270 Commonwealth Avenue



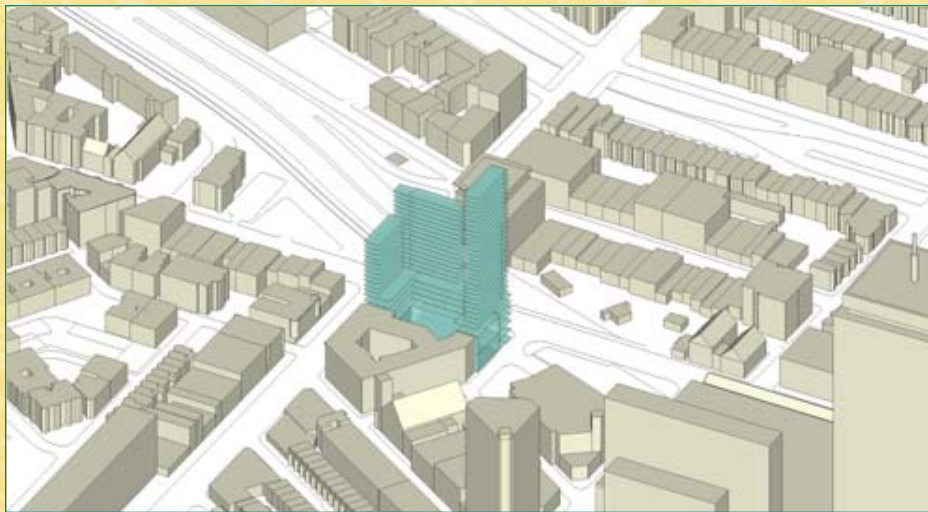
98 Hemenway Street

Planning for Massachusetts Avenue and Boylston Street Building

- Massing
- Shadows
- History
- Transportation and Parking
- Hynes truck access
- Active sidewalks



Possible Massing Concept



Equinox - 9 AM Shadow



Equinox - 12 PM Shadow



Equinox - 3 PM Shadow



History – Facades



Transportation and Parking

- 600 students at campus core
- 750 additional seats
- High occupancy to venue (2.5)
- Mode split varies on demographics of shows
- Shared parking with existing parking supply

Hynes Truck Access



Active Sidewalks

- Public music related uses
 - Café
 - Music store
 - Museum / archive
 - Ticket center
 - Community use of venues
- Active campus related uses
 - Campus center entrance
 - Access to residence halls
 - Food venues