



HARVARD SQUARE KIOSK AND PLAZA

Neighborhood & Long-Term
Planning; Facilities, Arts and
Celebrations Committee
October 23rd, 2018

COMMUNITY ENGAGEMENT

- Working Group (10 meetings)
- Community meetings (90 participants)
- Call for Ideas (33 proposals)
- Survey (219 responses)
- Pop-up workshops (2)
- Stakeholder interviews (14)

The Kiosk and Plaza should be...

- Flexible and adaptable – across seasons, different times of day, month, or year
- Welcoming and safe for all users
- A community gathering space
- Navigable – maintaining the space as a busy transit thoroughfare
- Dynamic and engaging

MANAGEMENT & OPERATIONS

- Cambridge Office for Tourism to operate the visitor information component
- Intention is for operation of programming in Kiosk and Plaza to be financially self-sufficient

Operator activities:

- Site maintenance, security, and cleaning (supplementing the services already provided by the City) of the Kiosk and Plaza
- Onsite staffing (hosting programming and certain daily activities)
- Offsite management (planning and scheduling events, marketing and promotion, financial management, etc.)

GOVERNANCE & OVERSIGHT

Advisory Committee

- Appointed by City Manager
- Reviews operations and finances of Kiosk operation, including schedule and approach for programming
- Provides ongoing recommendations to City Manager to help ensure the operation of the Kiosk and Plaza are consistent with the vision set forth by the Working Group
- Meets 2 to 3 times per year
- Residents as well as business, institutional, nonprofit, and neighborhood representatives
- Range of expertise, such as: financial management, operations, arts and culture, and civic life

PROCUREMENT

Goals:

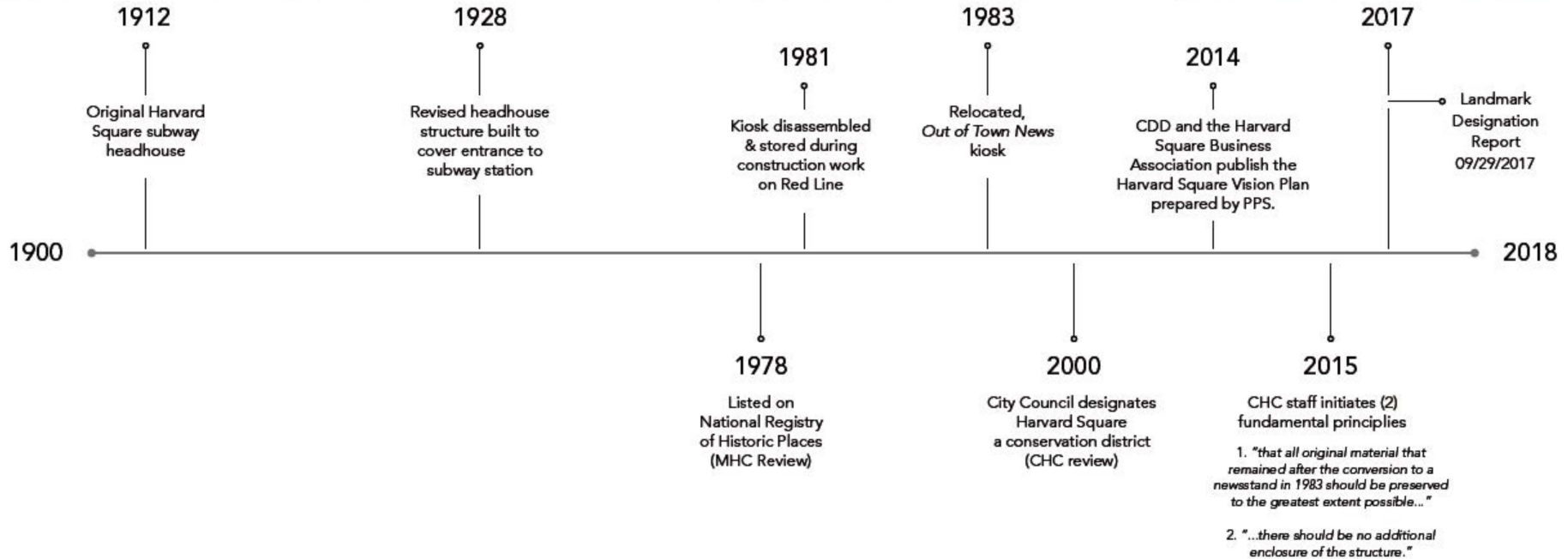
- Encourage broader range of potential operators and seek best outcome for City
- Allow for creativity in applying program scope to successfully operate Kiosk
- Fair, transparent, and open bidding process

3 Step Process:

1. Request for Information (RFI)*: to gather information from potential operators about feasibility of program scope, limitations on revenue generating activities, etc.
2. Refinement
3. Request for Proposals (RFP)*: to solicit proposals

*Note: Public review period for both RFI and RFP

Timeline



"Original" Kiosk



Harvard Square Kiosk - 1977

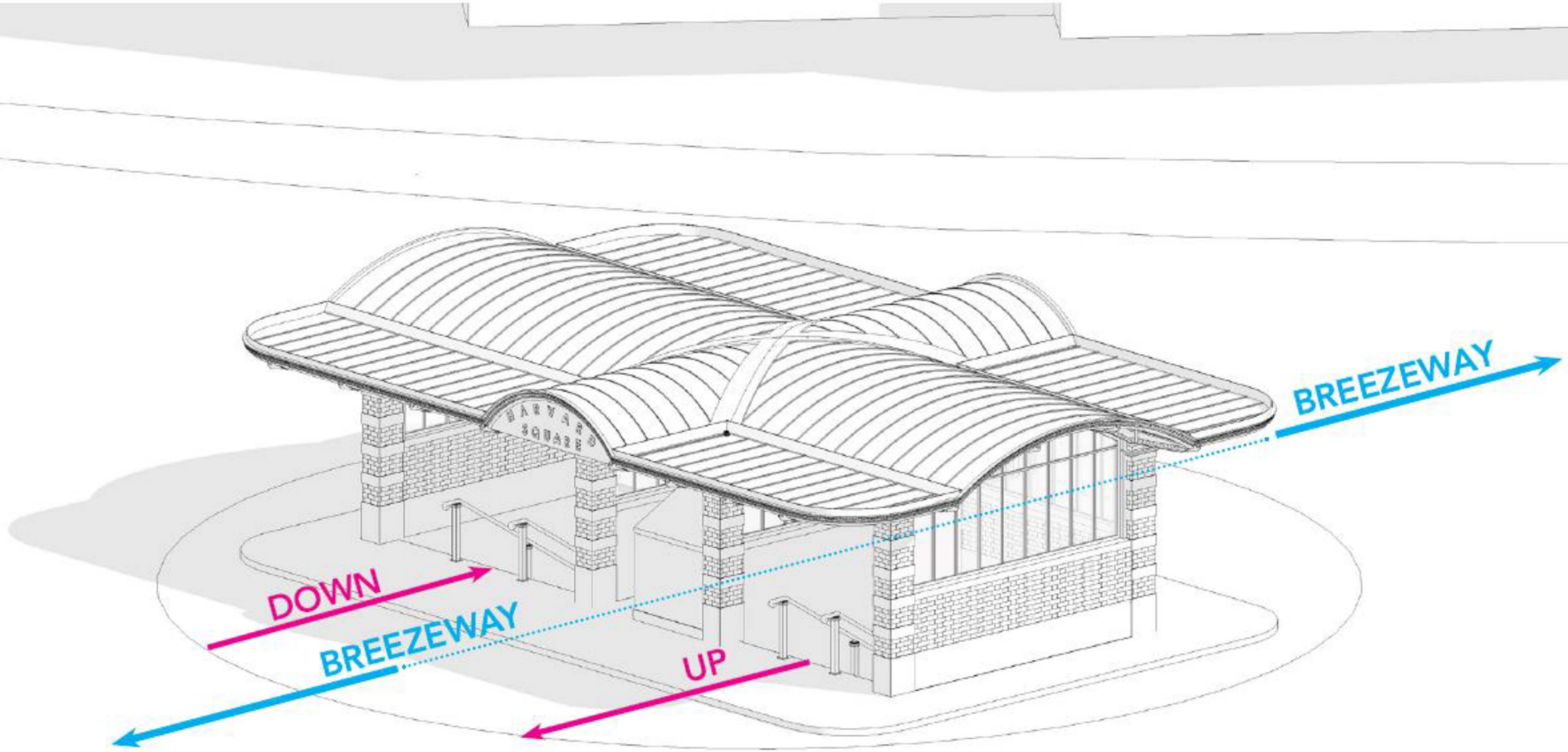


Harvard Square Kiosk



Harvard Square Kiosk

"Original" Kiosk



1983

"...all original material that remained after the conversion to a newsstand in 1983 should be preserved to the greatest extent possible, and that there should be no additional enclosure of the structure."



moving of kiosk roof & structure (photo credit: Boston Globe)

1983 relocation of kiosk roof & structure (photo credit: Boston Globe)

HARVARD SQUARE - CAMBRIDGE, MASSACHUSETTS
APRIL 25, 2018

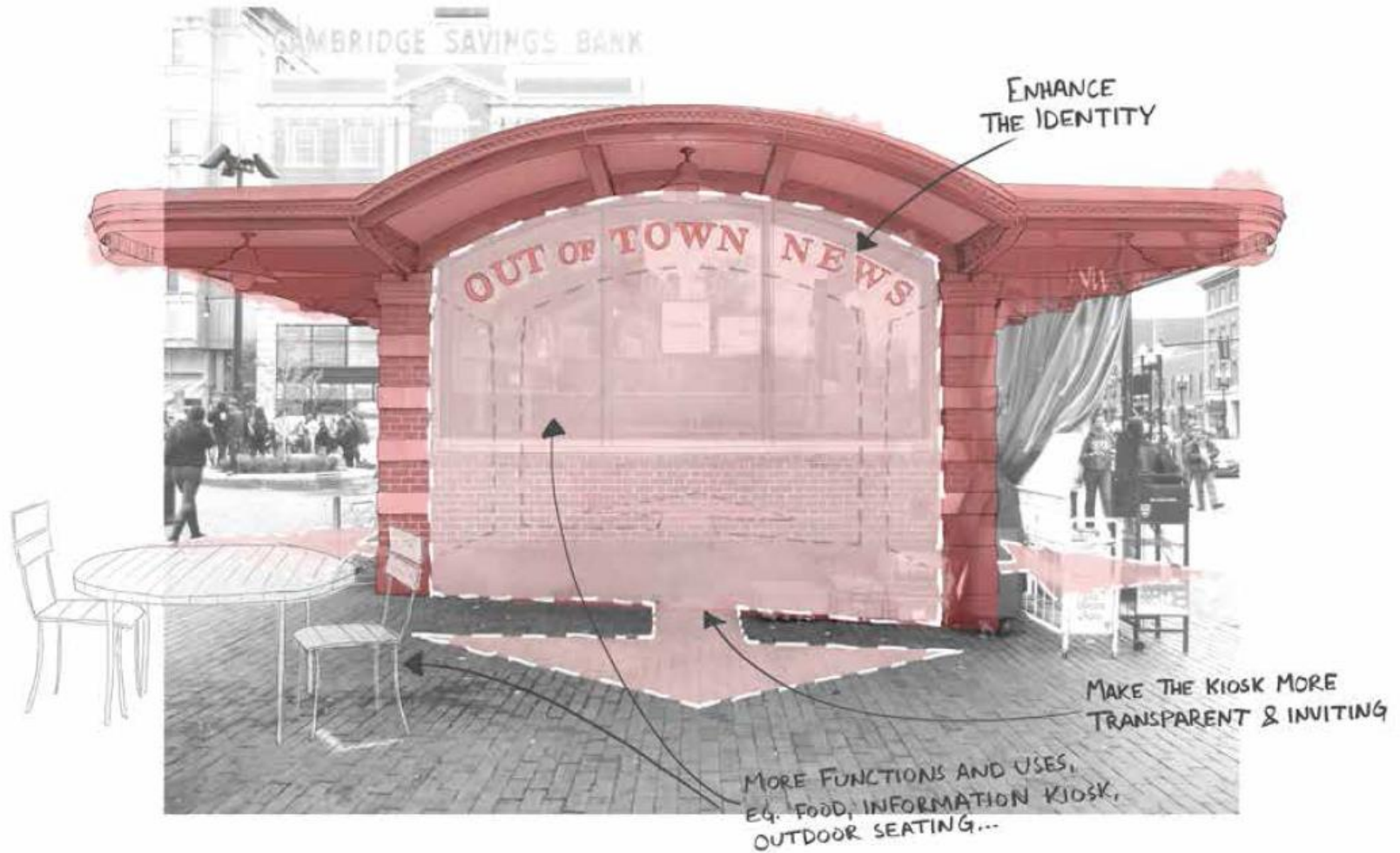
tt Touloukian Touloukian Inc.
Architecture • Urban Design

HDR

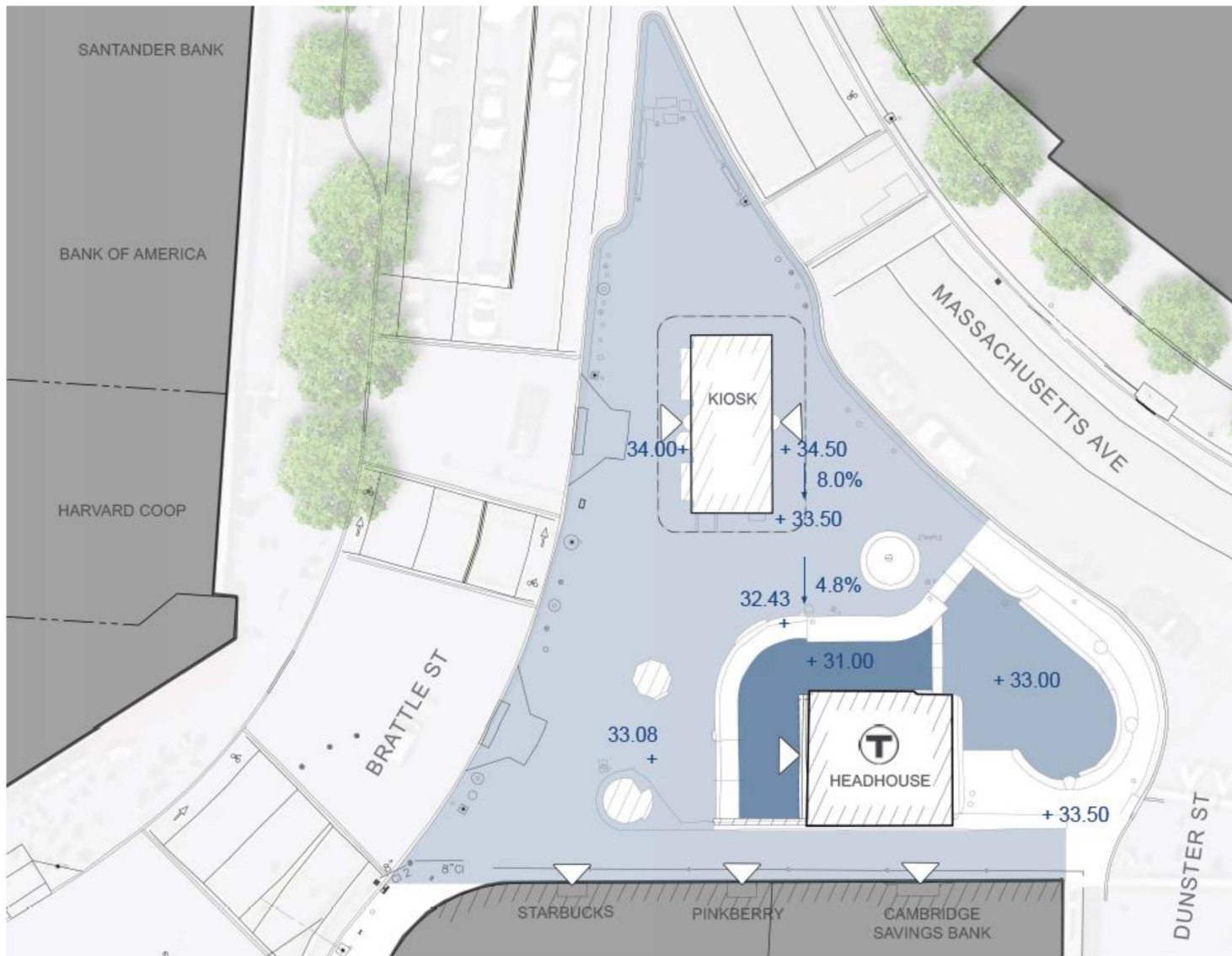
HALVORSON DESIGN
PARTNERSHIP

Exterior Kiosk Today





HARVARD SQUARE VISION PLAN (2014)



EXISTING ELEVATION

- UPPER
- INTERMEDIATE
- LOWER

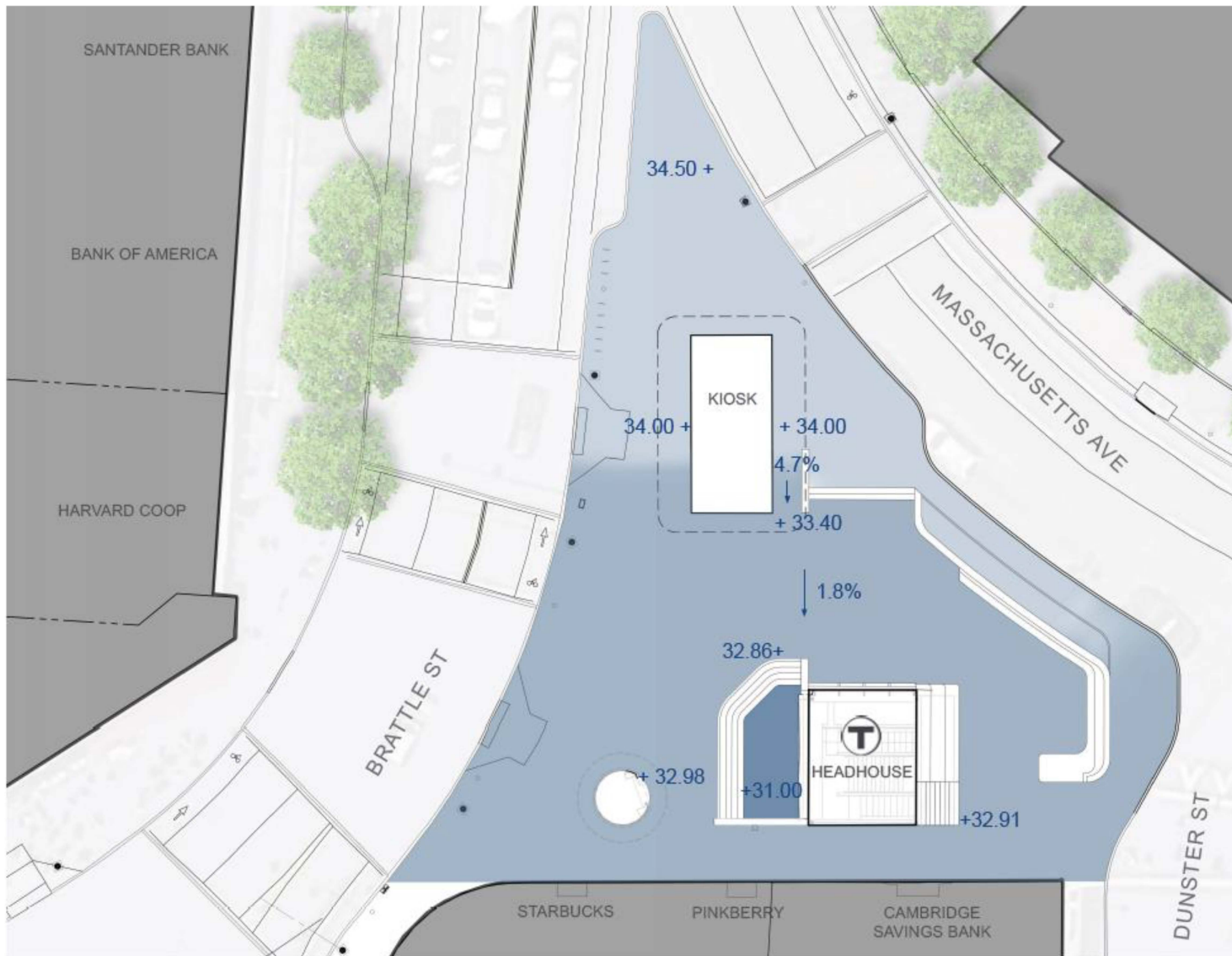
PLAZA IS SUBDIVIDED INTO THREE LEVELS LIMITING CIRCULATION AND USAGE

WEST SIDE OF KIOSK IS 6" HIGHER THAN EAST SIDE RESULTING IN A STEP DOWN OUT OF KIOSK

EXISTING PLAZA SLOPES ARE NOT COMPLIANT WITH CURRENT ADA/MAAB REGULATIONS



EXISTING ELEVATION DIAGRAM



PROPOSED ELEVATION

- UPPER
- INTERMEDIATE
- LOWER

RECONFIGURED STEPS AND WALLS
CREATE ONE LARGER GATHERING
SPACE AT INTERMEDIATE LEVEL

KIOSK ELEVATION IS LOWERED 6"
PROVIDING UNIVERSAL ACCESS TO
BOTH EAST AND WEST ENTRANCES

PLAZA SLOPES ARE COMPLIANT WITH
CURRENT ADA/MAAB REGULATIONS



PROPOSED ELEVATION DIAGRAM

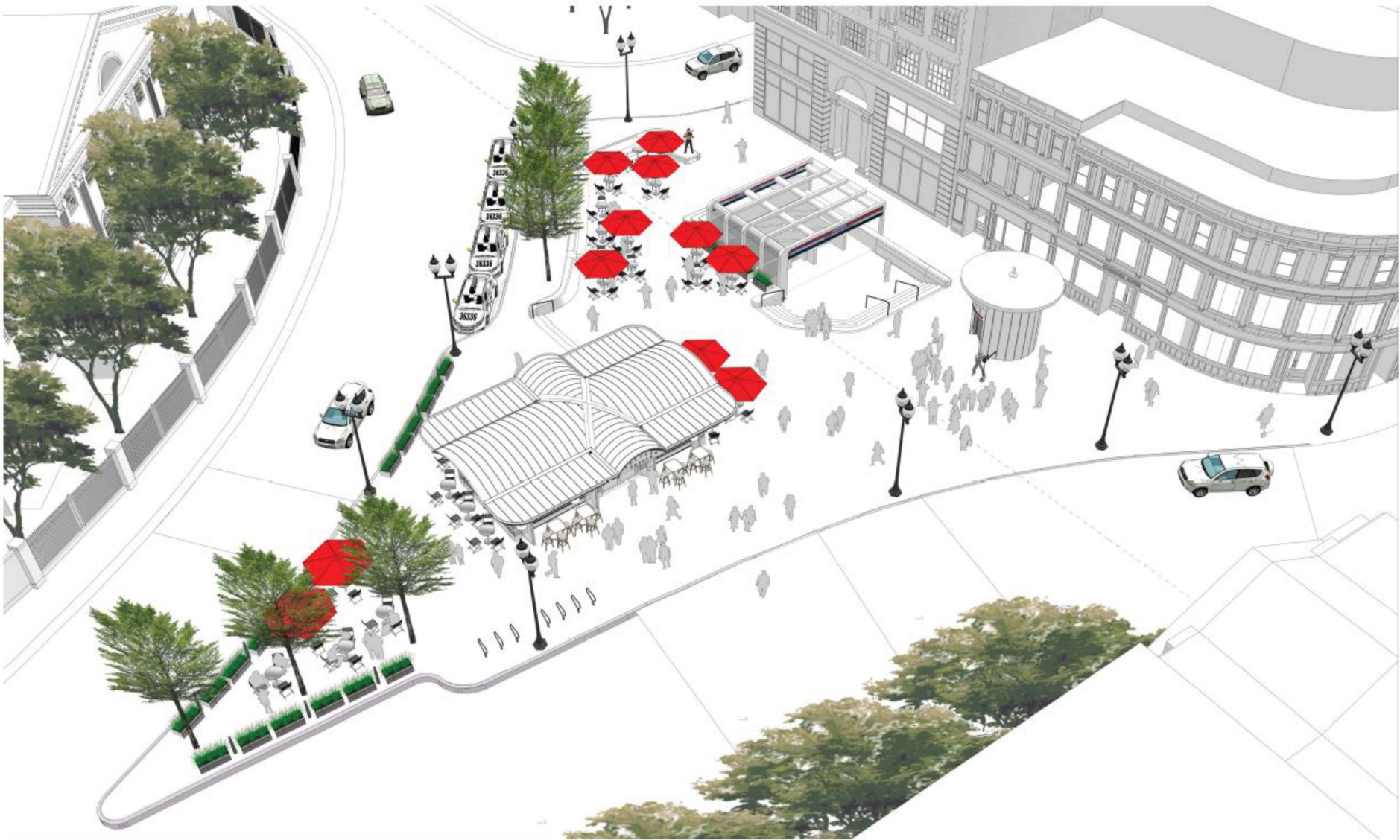


DAILY USES

- SEATING AREAS
- TABLE GAMES
- TOUR GROUPS
- STREET PERFORMERS

TEMPORARY USES

- PUBLIC PIANO
- ARTISTIC SCULPTURE/SEATING
- STORYTELLING
- FACE PAINTING
- TABLING FOR COMMUNITY GROUPS
- ART VENDORS
- FARMER/FLEA MARKET
- FOOD FESTIVALS
- RALLIES
- PERFORMANCES





TREES IN PERMEABLE PAVERS

TABLES AND CHAIRS

PLANTERS TO BUFFER THE PLAZA

REMOVE ONE TAXI SPACE TO AMELIORATE PINCH POINT

LOWER FINISH GRADE OF KIOSK FOR ACCESSIBILITY

TREES IN PERMEABLE PAVERS

RETAINING SEAT WALL

TABLES AND CHAIRS

LEVEL FLEXIBLE PLAZA SPACE

WIDENED SIDEWALK

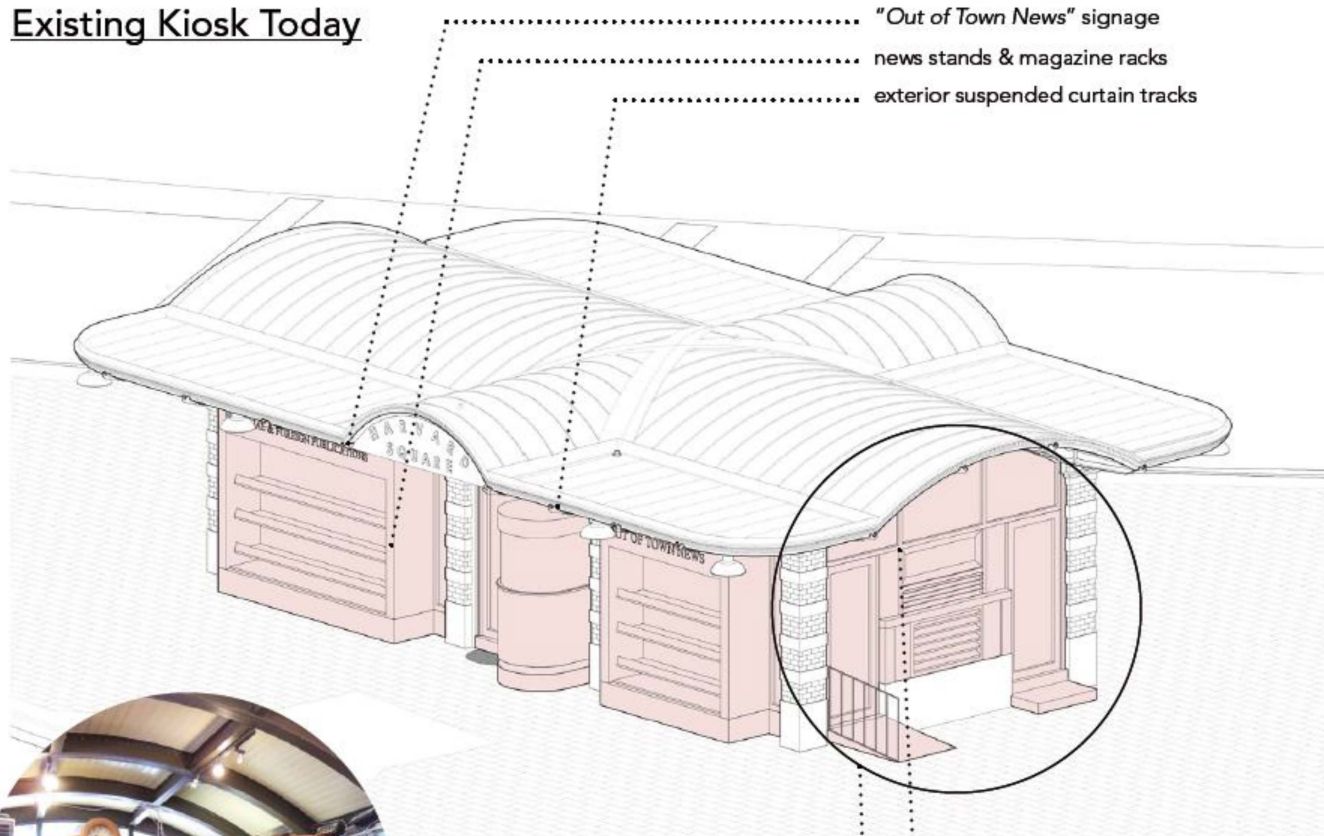
TERRACED SEATING FEATURE

RECONFIGURED STAIRS

NEW GLASS MBTA ELEVATOR



Existing Kiosk Today



- "Out of Town News" signage
- news stands & magazine racks
- exterior suspended curtain tracks

- interior
- interior casework & electrical room
 - select interior light fixtures
 - interior heating & cooling systems

- aluminum framed storefronts
- south elevation fenestration, vents, doors & ramp



present day kiosk - exterior



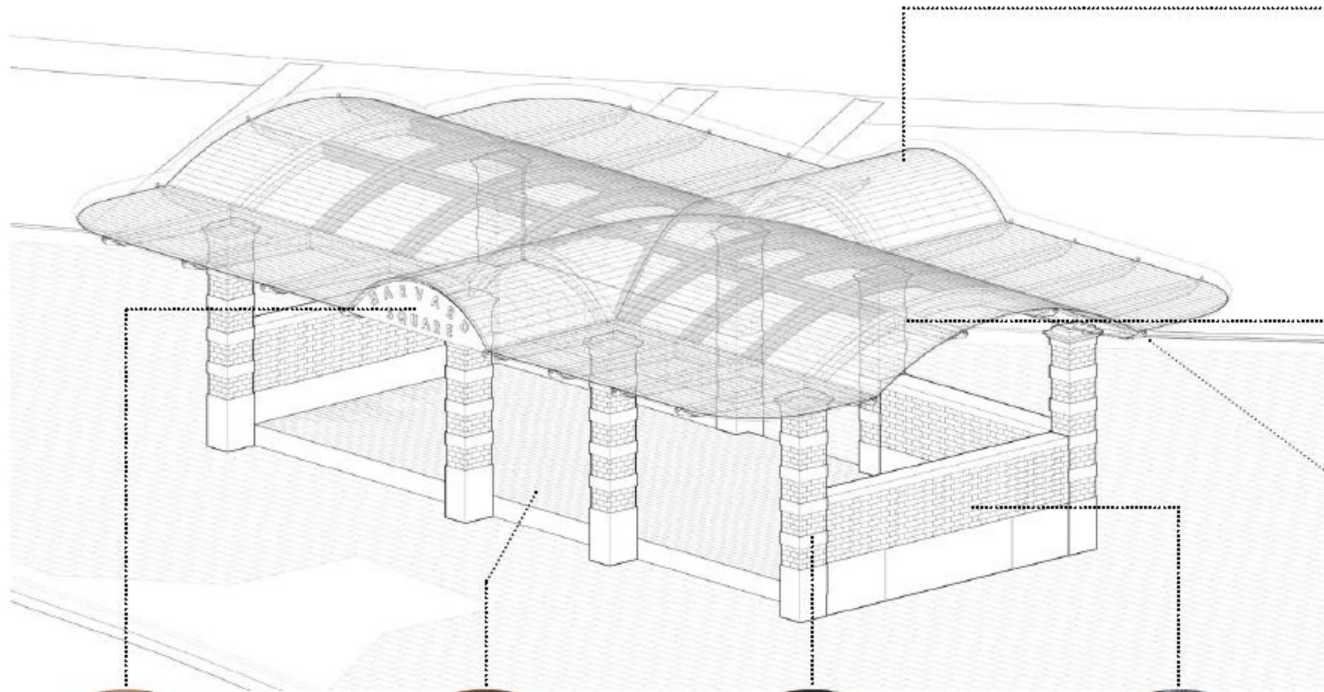
present day kiosk - exterior



present day kiosk - interior

Landmark Designation Report Guidelines

Historic Preservation



standing seam copper roof



riveted iron structure & exposed wood beadboard



exterior signage



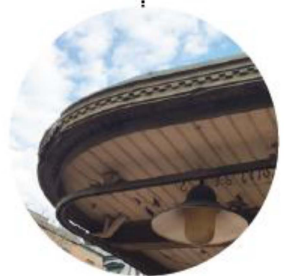
brick flooring



masonry and limestone piers



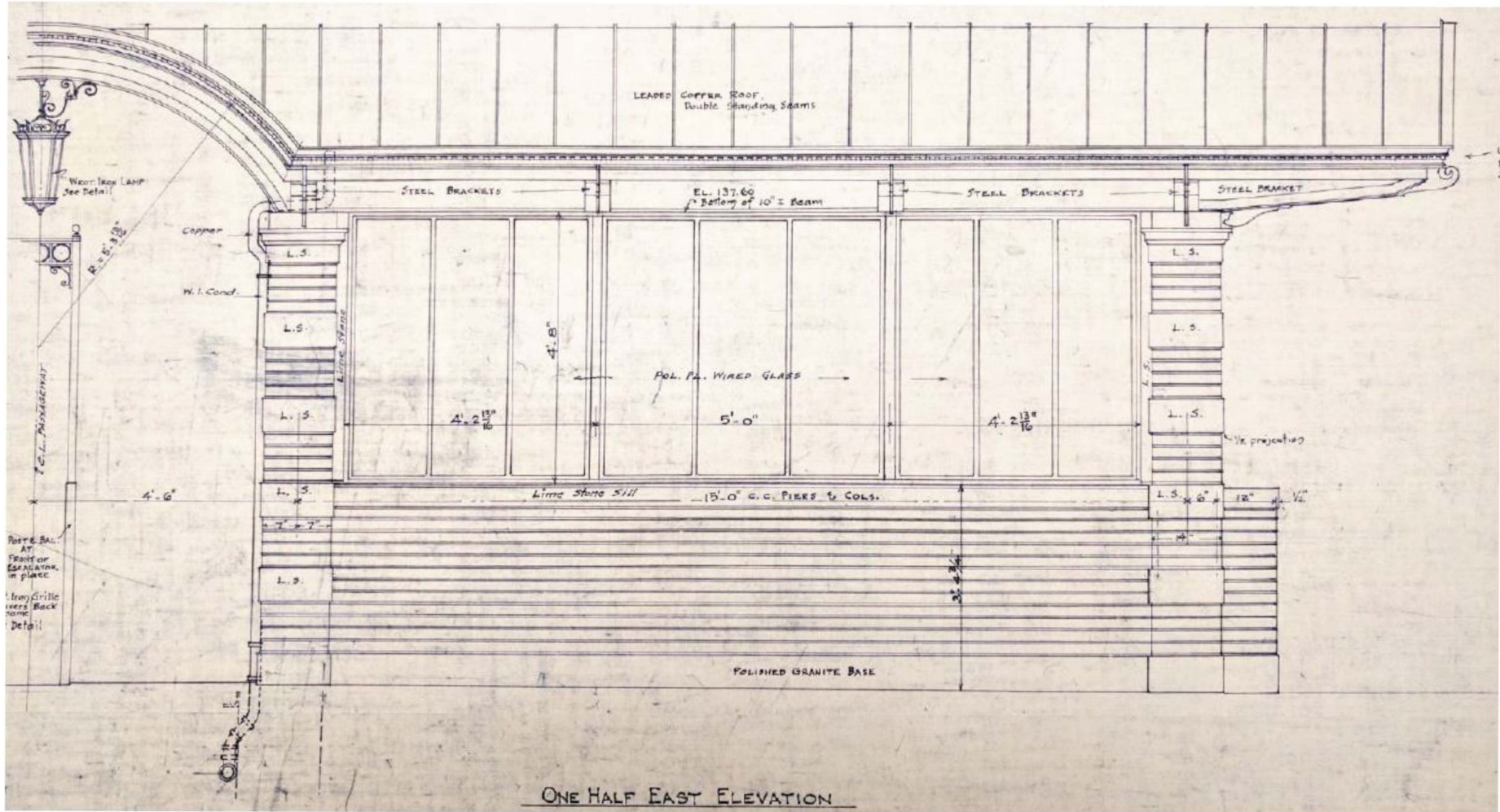
perimeter brick wall with granite base



metal cornice

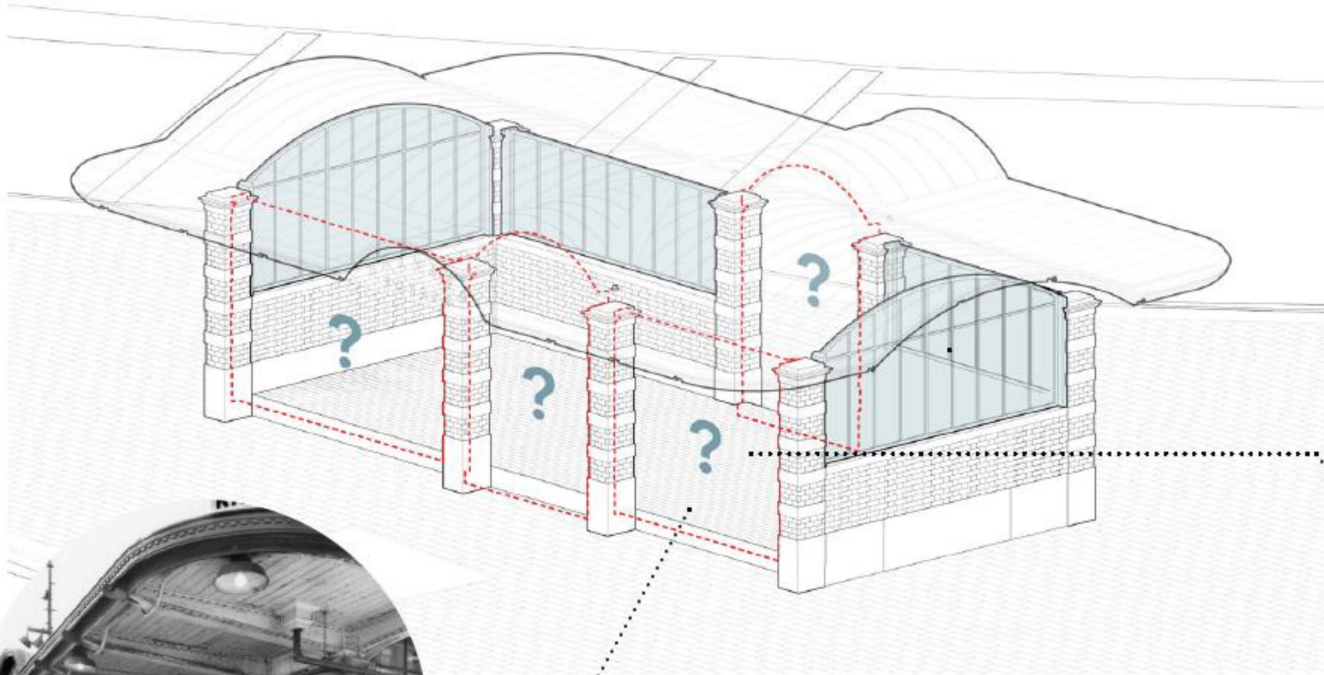
Preservation Research

Original Drawings



Masonry Opening Opportunities

Fenestrations



provide new windows



removal of magazine racks



original entrance into the train

Kiosk and Plaza Relationships



Exterior Envelope Equation

$(\text{Interior Use} + \text{Exterior Use}) \times \text{Historical Significance} / \text{Surrounding Site} = \text{Highest and Best Exterior Envelope for Flexible and Adaptable Uses}$



How opportunities relate to the use of the plaza and building.



VISION & RECOMMENDATIONS

Uses

Daily Uses



Visitor Information



News

Temporary Uses



Family Activities



Civic Functions



Social Seating



Board Games



Performance/Events

Daily Uses: Visitor Information & News Content



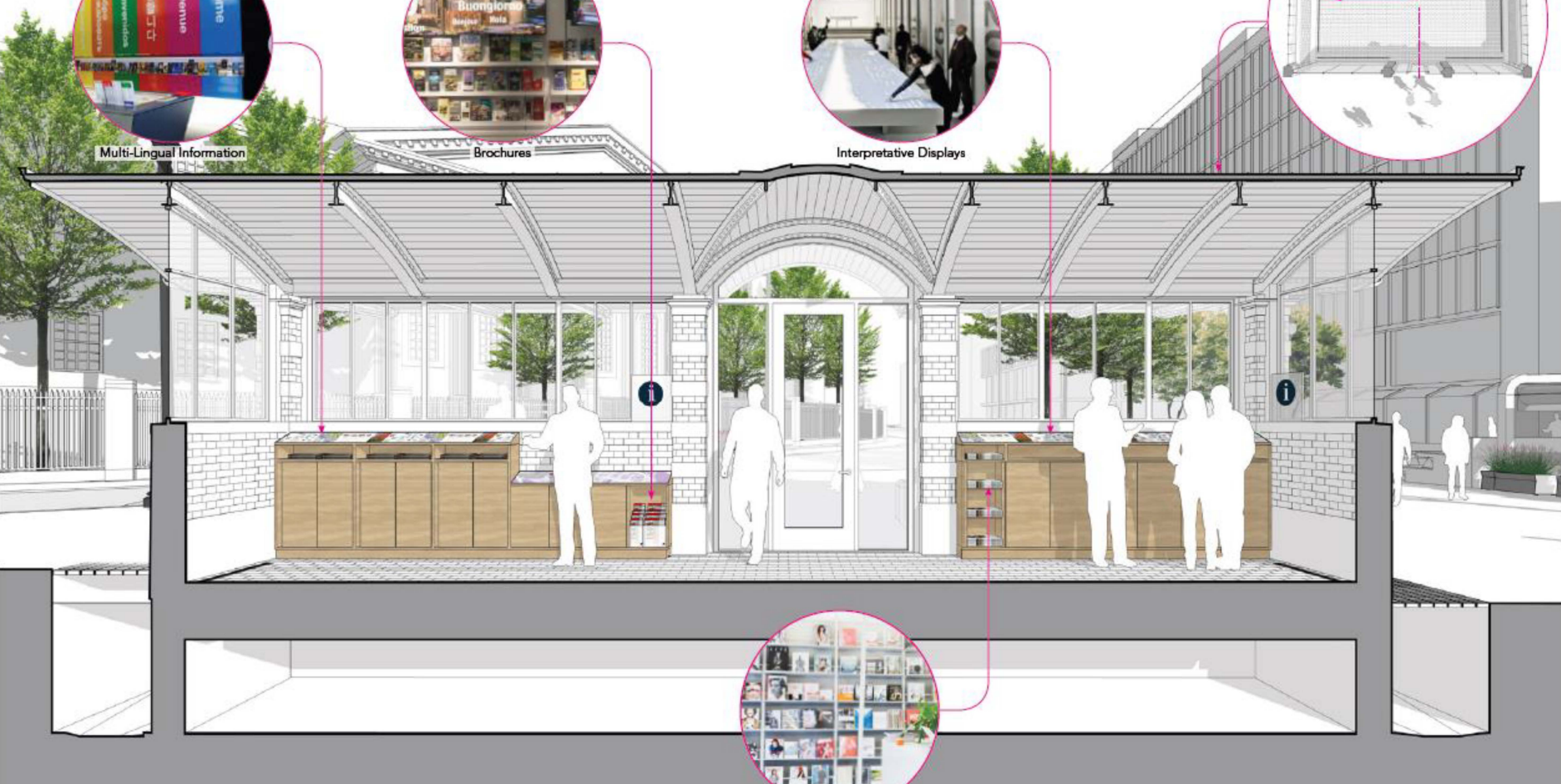
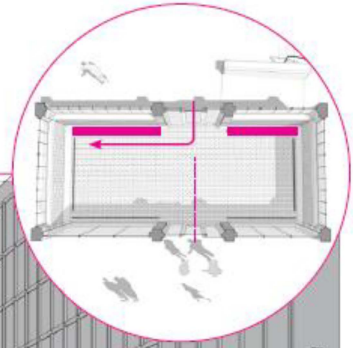
Multi-Lingual Information



Brochures



Interpretative Displays



Storage

Section - North/South

Test Fit Use Scenario's

Daily Uses



Visitor Information



News



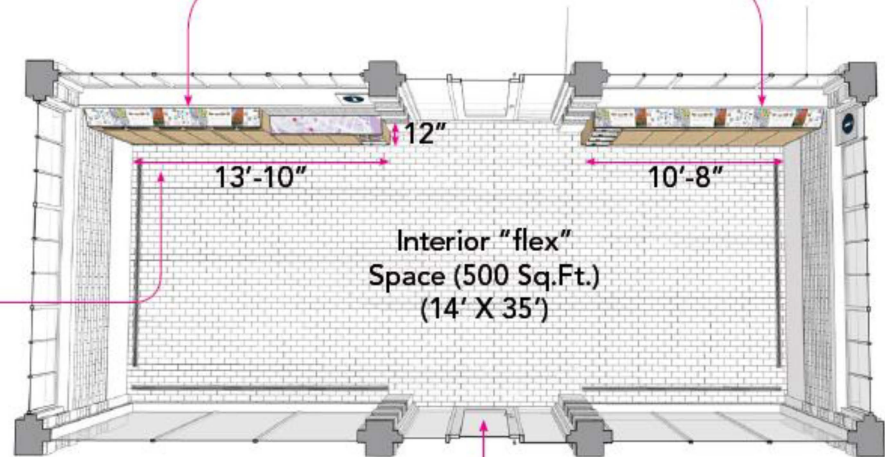
Tables (6)
*Foldable



Chairs (24)
*Stackable



Flexible Storage



Family Activities



Civic Functions



Social Seating



Board Games



Performance

Temporary Uses

GOALS OF PROGRAMMING

- Celebrate community and creativity
- Promote civic engagement
- Highlight the historical legacy of the area
- Support Cambridge businesses, nonprofits, other organizations, and Cambridge festivals and activities
- Inform passersby of City services
- Contribute to making Harvard Square a more delightful, engaging place.

EXAMPLES OF KIOSK PROGRAMMING

- Small performances
- Voter registration and other civic functions
- Art installations
- Family-oriented programming
- Collection of clothing/food donations
- Small lecture or roundtable style events
- Historical exhibits
- Sampling/promotion of goods, services, or activities (e.g., chocolate samples, poetry recitations, calligraphy lessons)

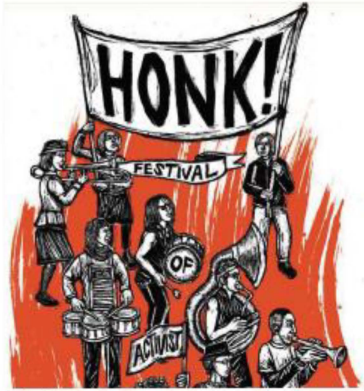


EXAMPLES OF PLAZA PROGRAMMING

- Performances (impromptu and planned)
- Interactive installations (e.g., public piano, artistic sculptures/seating, etc.)
- Family-oriented activities (e.g., storytelling, face painting, etc.)
- Spaces for community groups, demonstrations, etc.
- Outdoor markets (e.g., selling books, crafts, food/produce, etc.)



Daily Use: Visitor Information + News



Local Events



Brain Rhythms in Health & Disease Symposium
 4 All Day - 10:00 AM - 10:00 PM
 Harvard University

Israel Summit at Harvard 2018
 8 The Charles Hall, Cambridge, MA
 Harvard University



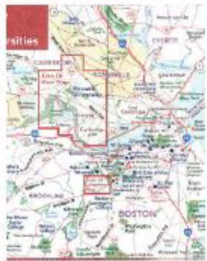
Brain Rhythms in Health & Disease Symposium
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 Harvard University



COLOMBIA 2040: V. Colombini
 Conference at Harvard + MIT
 27 Harvard University

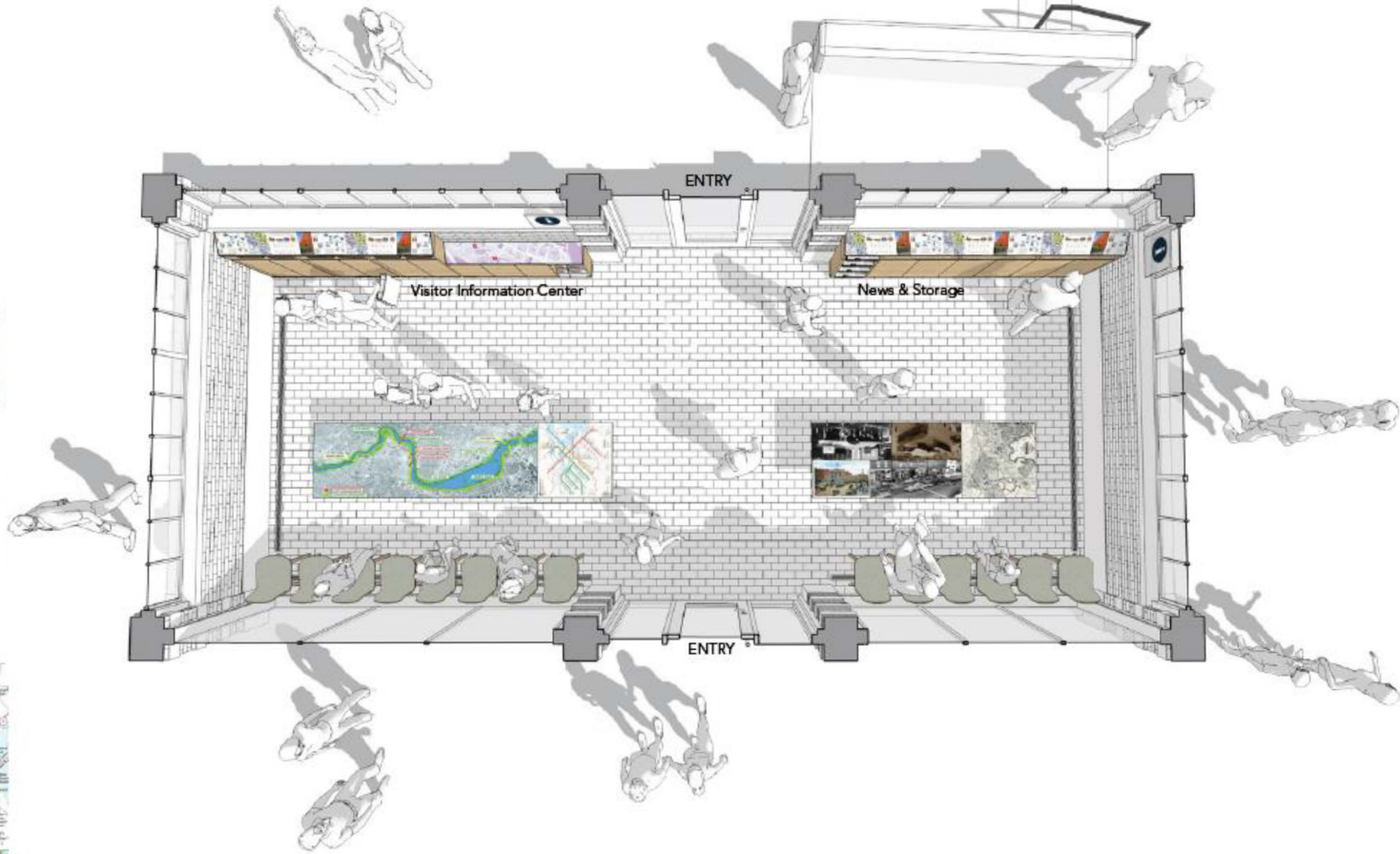
Announcements & Area events

Harvard Square -
 Walking Tour of
 Harvard
 Square-Harvard

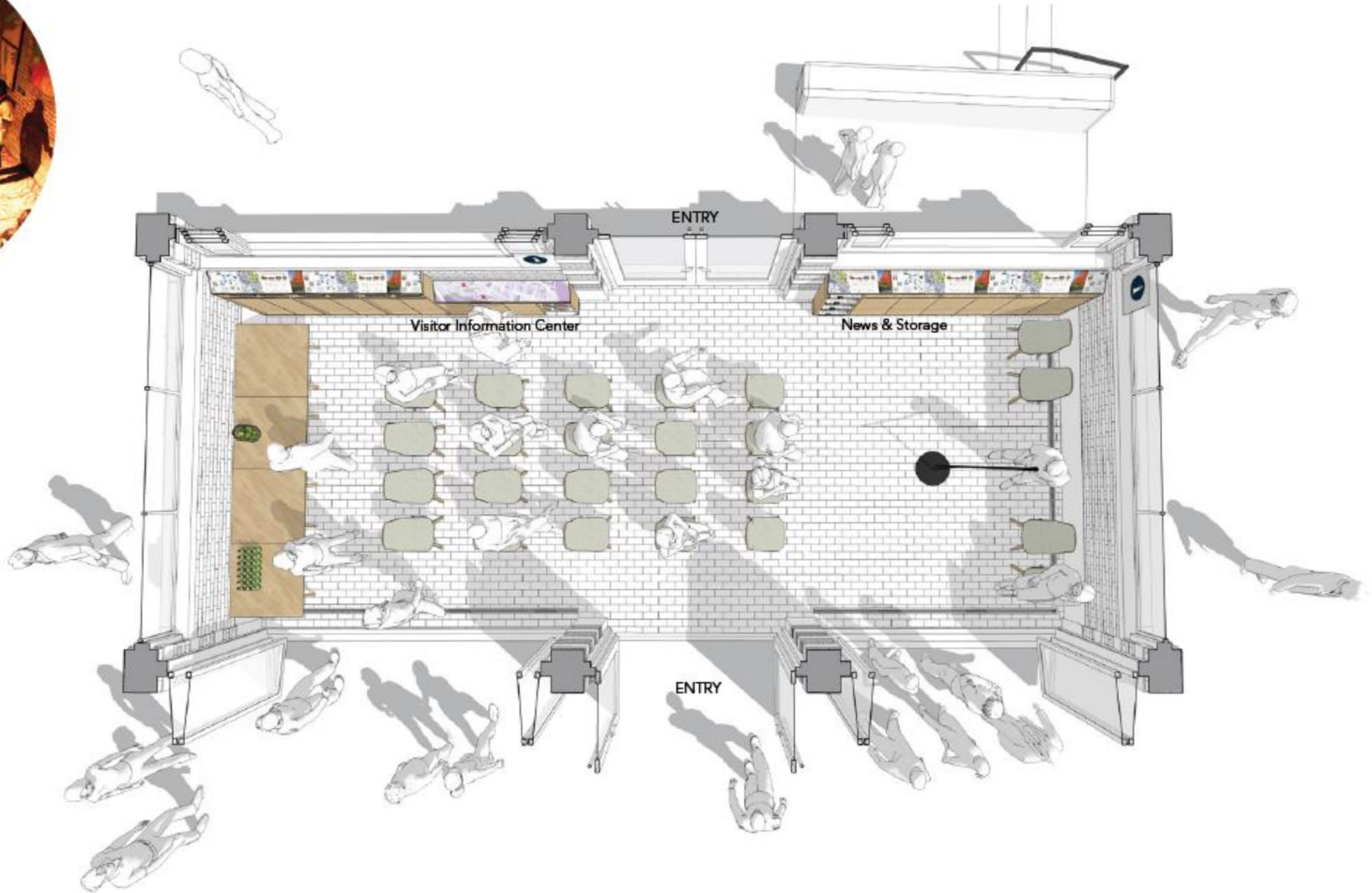


Tour Information
 HARVARD SQUARE - CAMBRIDGE, MASSACHUSETTS
 APRIL 25, 2018

Tourist Maps



Performances/Events



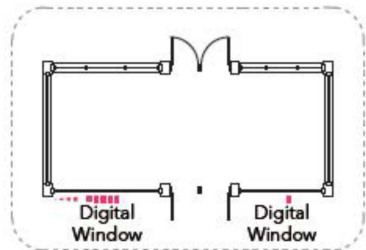
Plan (500 Sq.Ft.) - Diagram

← NORTH

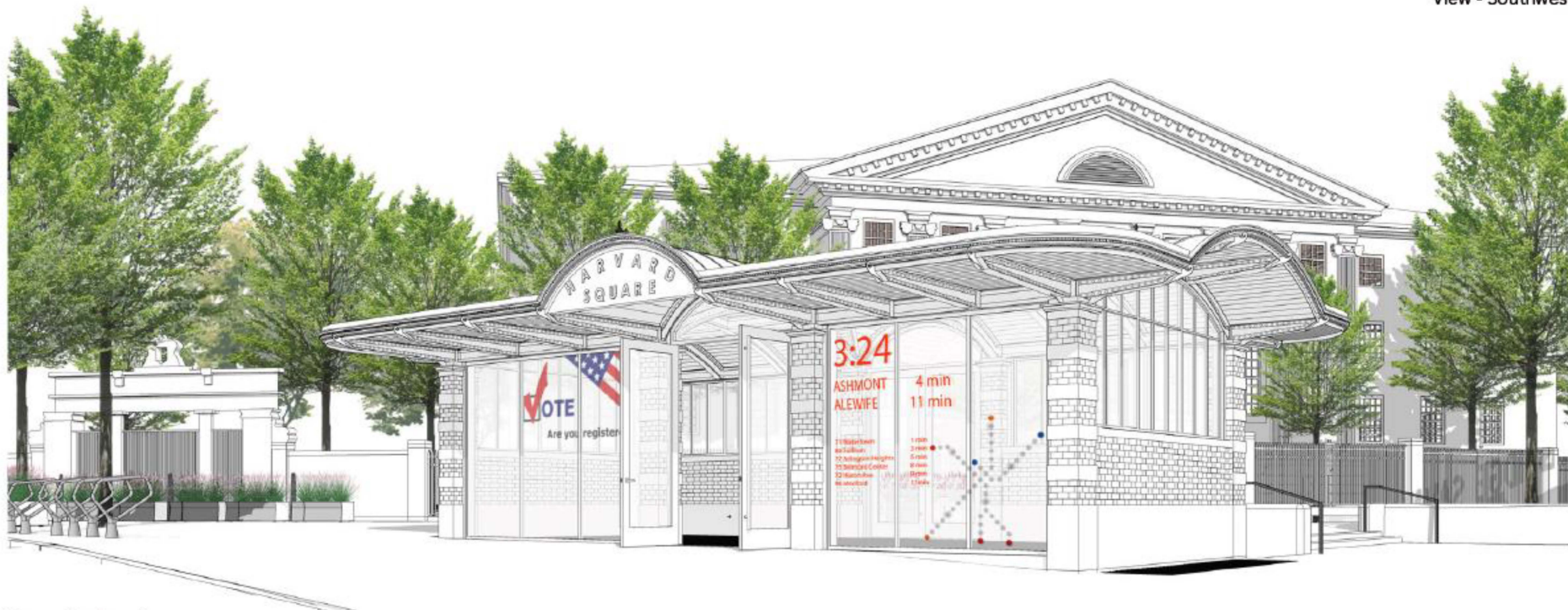
Performances/Events



Section - East/West



View - Southwest



View - Northeast



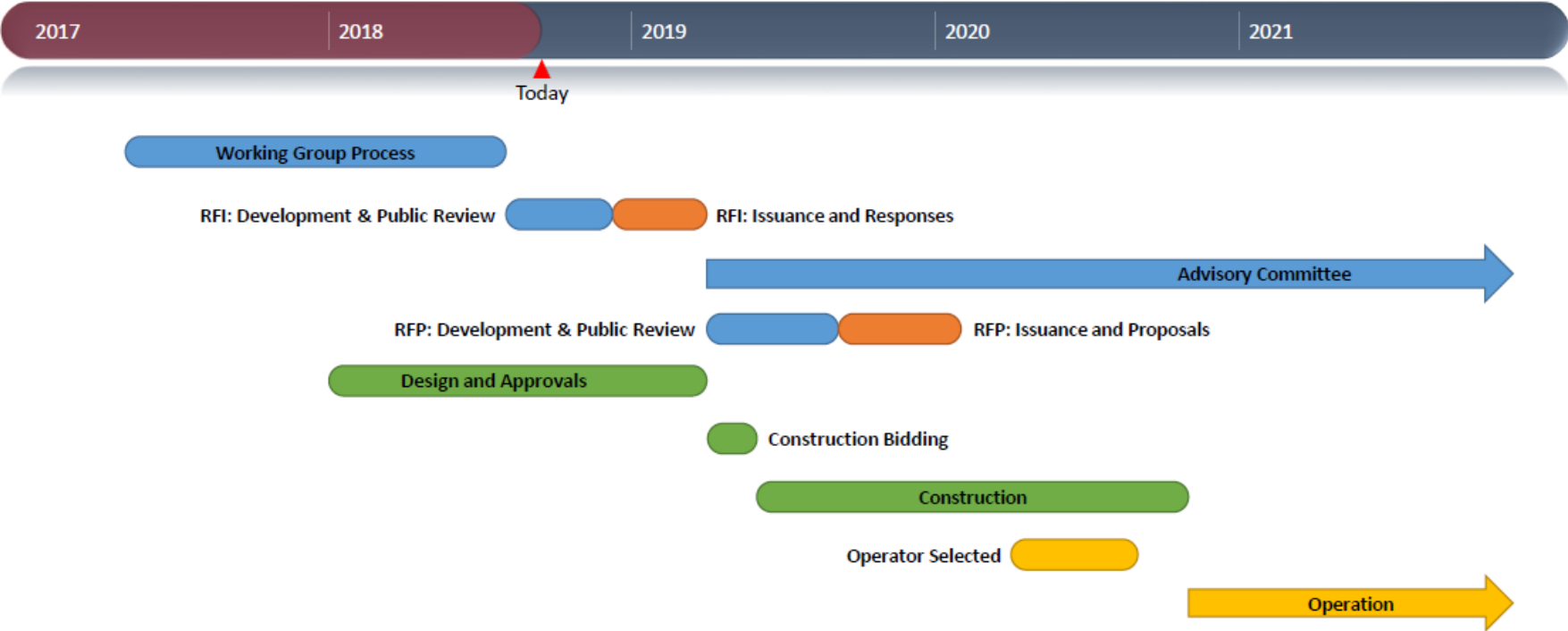
View - Southwest



View - Northeast

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PROJECTED TIMELINE





THANK YOU

