

EAST CAMBRIDGE PLANNING TEAM
KENDALL SQUARE
PLANNING STUDY

cbt

2012.03.22

AGENDA

ECPT Objectives

ECPT Study Area

Kendall Square Today

Urban Design Vision – ECPT Asks

Recommendations and Next Steps



ECPT OBJECTIVES: KENDALL FOR ALL

Develop a holistic vision for Kendall Square Area that can be shared by multiple constituents

Enhance the vitality and viability of Kendall Square for all users

Create a vision that is credible with the development industry

Study MIT proposal and make recommendations

Improve access to Charles River

Develop mechanisms for implementation



STUDY AREA AND PLANNED PROJECTS

OFFICE/R&D	9.7 MN
RESIDENTIAL	2.8 MN
RETAIL	0.2 MN
INSTITUTIONAL	2.6 MN
HOTEL	0.5 MN
INDUSTRIAL	0.7 MN
TOTAL	16.5 MN
<i>• Includes permitted Alexandria Plan</i>	
<i>• Existing information gathered from City of Cambridge GIS</i>	



KENDALL SQUARE TODAY

A PROBLEM OF SUCCESS

WHAT IS THE IDENTITY OF KENDALL SQUARE

Identity of Kendall Square? Is it

- Cambridge's Downtown?
- Institutional Campus?
- Regional Sub-Center?
- Like the other Squares in Cambridge?

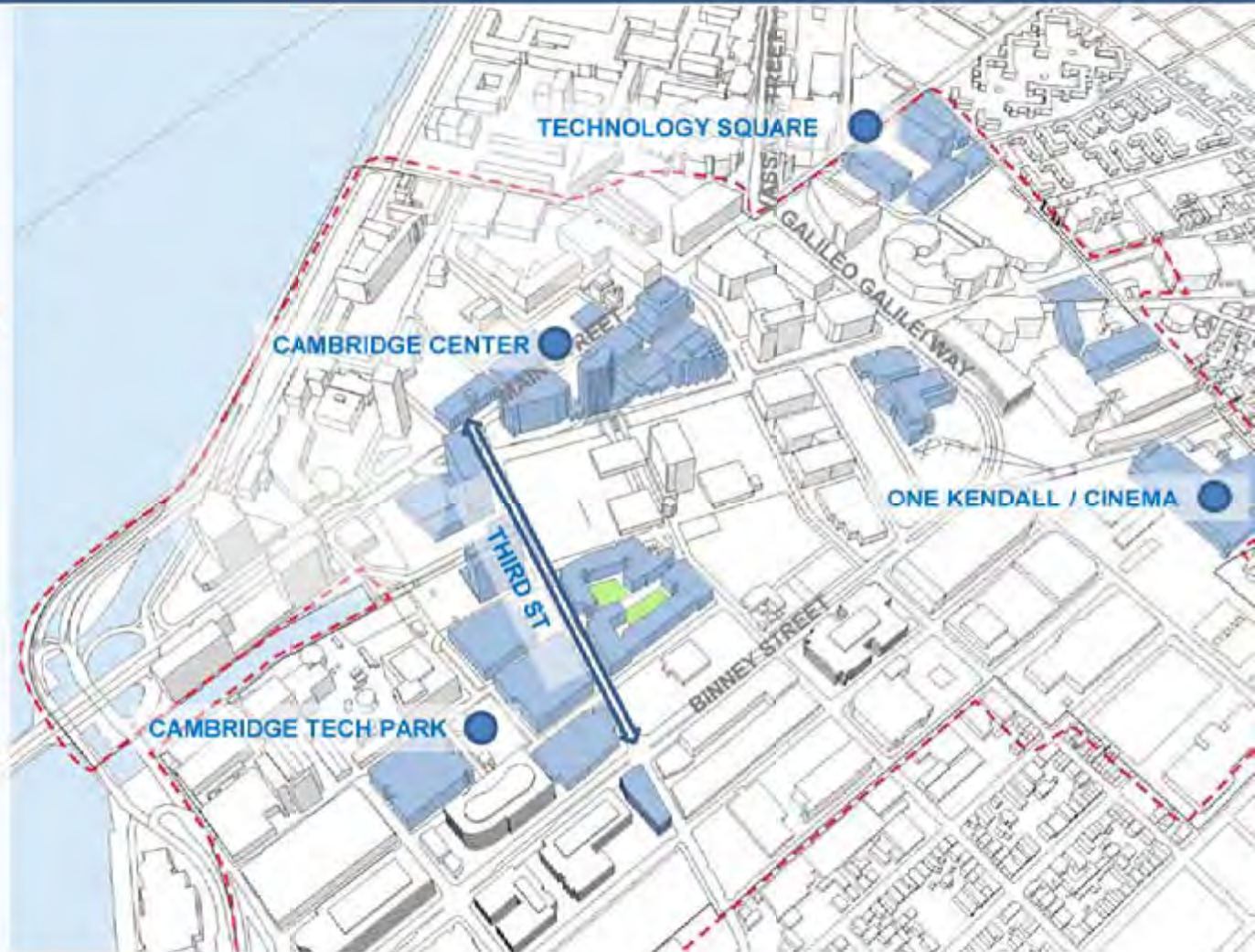
Relationship to the River is challenged

- Opportunity to create a unique place that is a "Urban Mixed-use Campus"



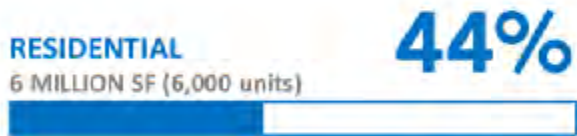
POCKETS OF PUBLIC ACTIVITY

- Sum is smaller than the parts
- High density urban concentration by the day
 - Kendall 115,000/SQM
 - Manhattan Island 70,000/SQM
- Future of Retail?
 - Lack of cohesive strategy
 - Upwards of 550,000 SF. Existing potential
 - Relationship to Galleria Mall
- Need to enhance vibrancy
- Main Street overwhelmed by transportation
- Auto-dominant transport networks
- How do you humanize Kendall?



LAND USE IMBALANCE

MISSION BAY, SAN FRANCISCO 303 acres



HAFENCITY, HAMBURG 311 acres



KENDALL SQUARE, CAMBRIDGE 234 acres



KENDALL SQUARE TOMORROW
URBAN DESIGN VISION

APPROACH AND PRINCIPLES

1.

**CREATE LEGIBILITY AND IDENTITY:
PEARL NECKLACE**

Mono-culture to Multi-culture

From building to place: opportunity to develop a unique research based mixed use urban form

Push beyond the conventional regulatory tools and create a shared story

2.

**ACHIEVE LAND USE BALANCE:
SMART INTENSIFICATION**

Encourage great stewardship and ownership

3.

**MAKE KENDALL SQUARE HUMANE:
PEOPLE FIRST**

Resolve programmatic, transportation and planning/morphological issues simultaneously

Develop a combination of big moves with fine grained moves

Attract a diversity of players and encourage new partnerships

EXISTING CONDITIONS



PROPOSED VISION



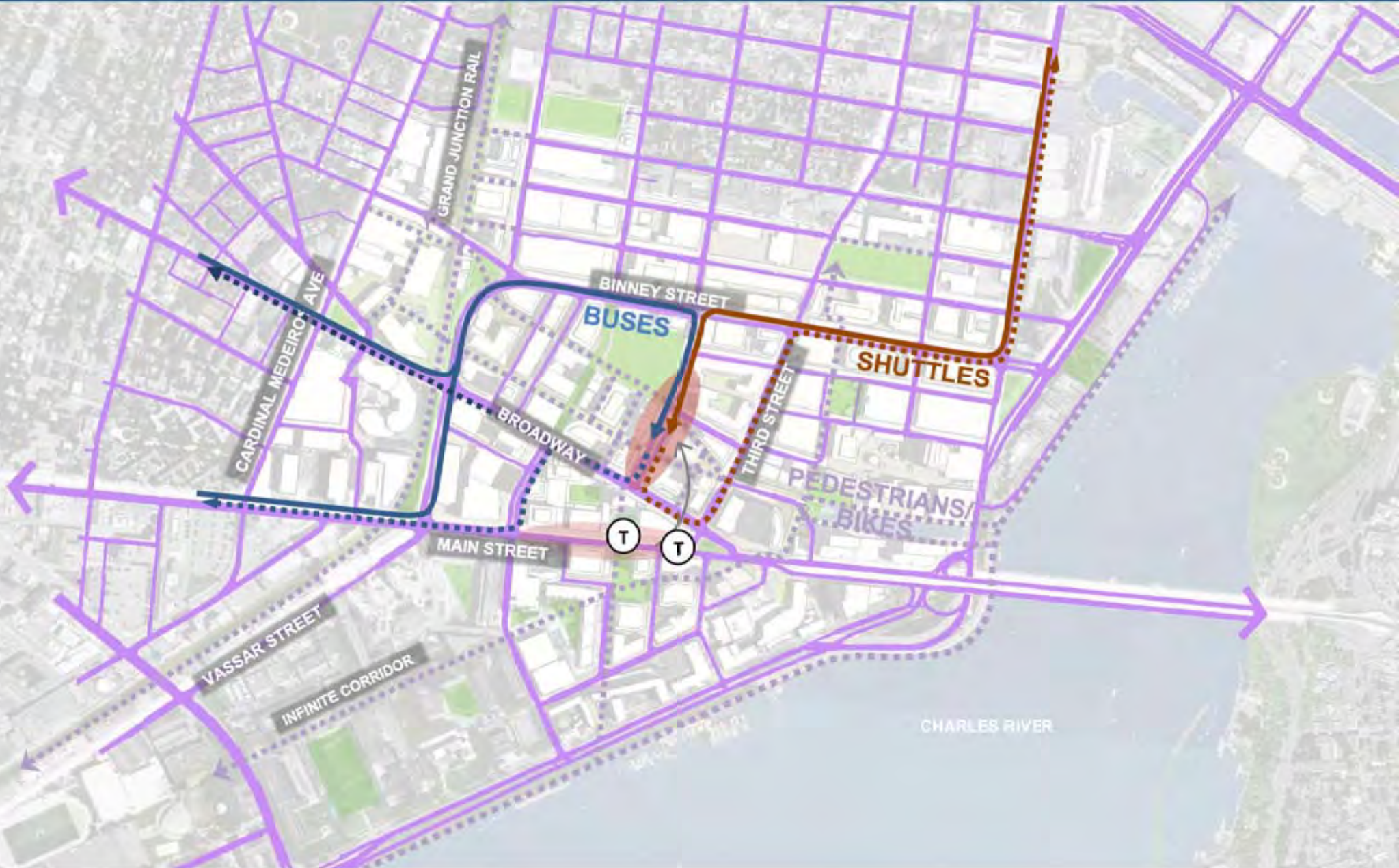
1 PLANNING PRINCIPLES

PEARL NECKLACE

PUBLIC REALM NETWORK



TRANSPORTATION NETWORK



GROUND FLOOR RETAIL NETWORK



2 PLANNING PRINCIPLES

SMART INTENSIFICATION

EXISTING CONDITIONS



LARGE SITES WITH A GREAT MIX OF USES

Total New Development:
7.4 MILLION sf

OFFICE/R&D	2.7 MILLION SF	37%
RESIDENTIAL	4.2 MILLION SF	57%
RETAIL	407,885 SF	5%

Overall Development:
25 MILLION sf

OFFICE/R&D	13 MILLION SF	53%
RESIDENTIAL	7 MILLION SF	29%
RETAIL	709,212 SF	3%

SMART BLOCKS – MIX OF USES AND DENSITY



SMART BLOCKS – TYPOLOGIES

Building	Gross Area	Residential	Office/Lab	Retail
C10	213,512		198,512	15,000
	131,984		123,984	8,000
C11	236,000		225,000	11,000
C12	449,982	439,982		10,000
TOTAL	1,031,478	439,982	547,496	44,000

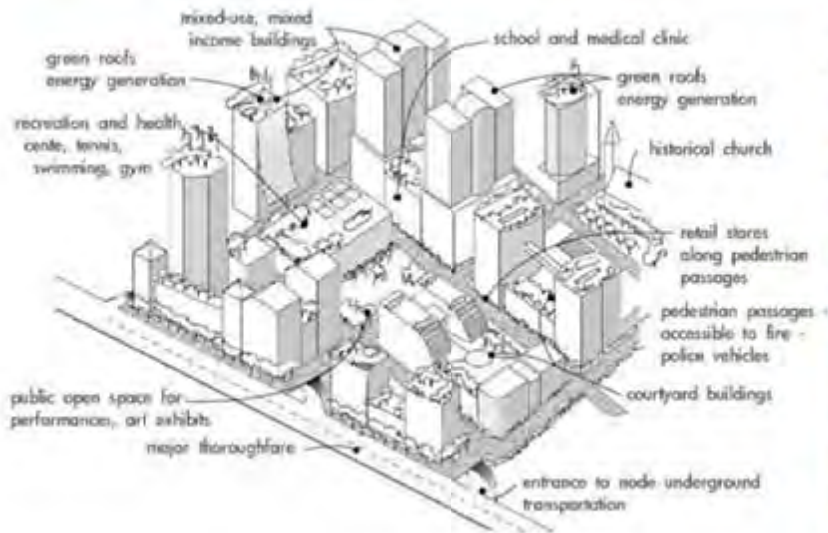
DEVELOPABLE BLOCK AREA: 169,178 SF
TOTAL GROSS DEVELOPMENT: 1.2 MILLION SF
F.A.R.: 7.3



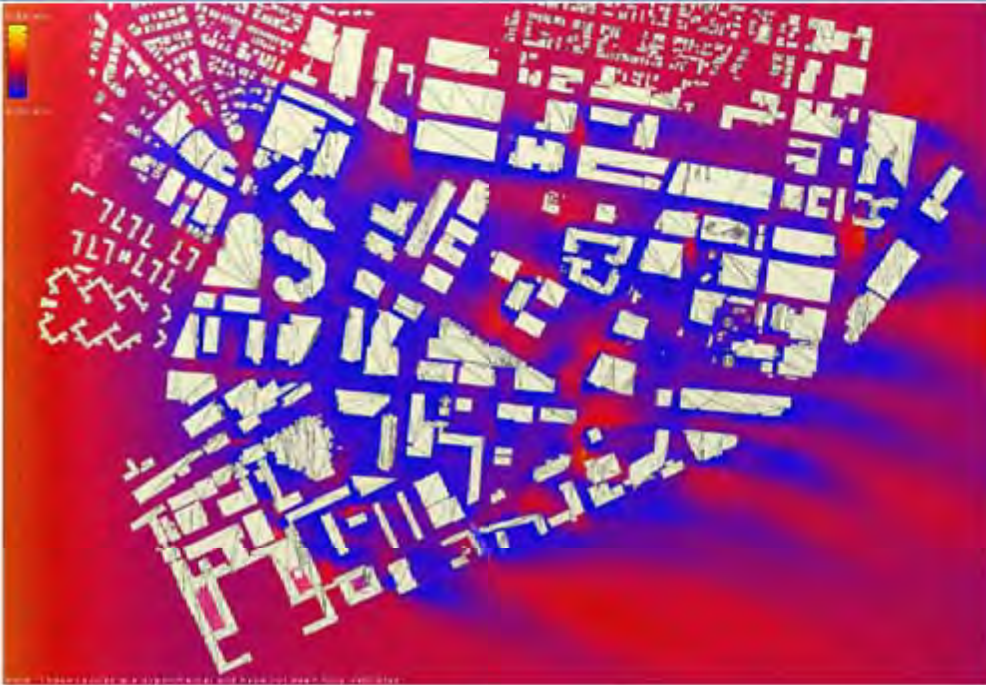
DEVELOPABLE BLOCK AREA: 143,048 SF
TOTAL GROSS DEVELOPMENT: 1 MILLION SF
F.A.R.: 7.2

Building	Gross Area	Residential	Office/Lab	Retail
C5	265,872	251,872		14,000
C6	223,960		213,960	10,000
C7	181,873	176,873		5,000
C8	224,800		214,800	10,000
C9	339,639	324,639		15,000
TOTAL	1,236,144	753,384	428,760	54,000

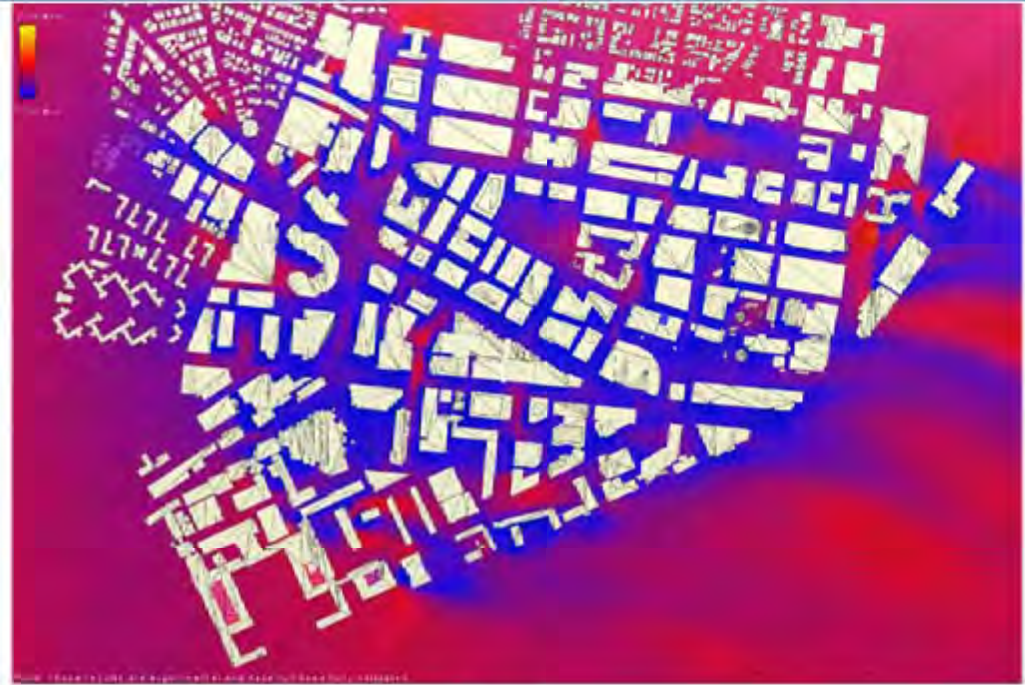
SMART BLOCKS: DENSE, TALL/LOW, MIXED



ENVIRONMENTAL COMFORT



WIND EXISTING (WINTER)



WIND PROPOSED (WINTER)

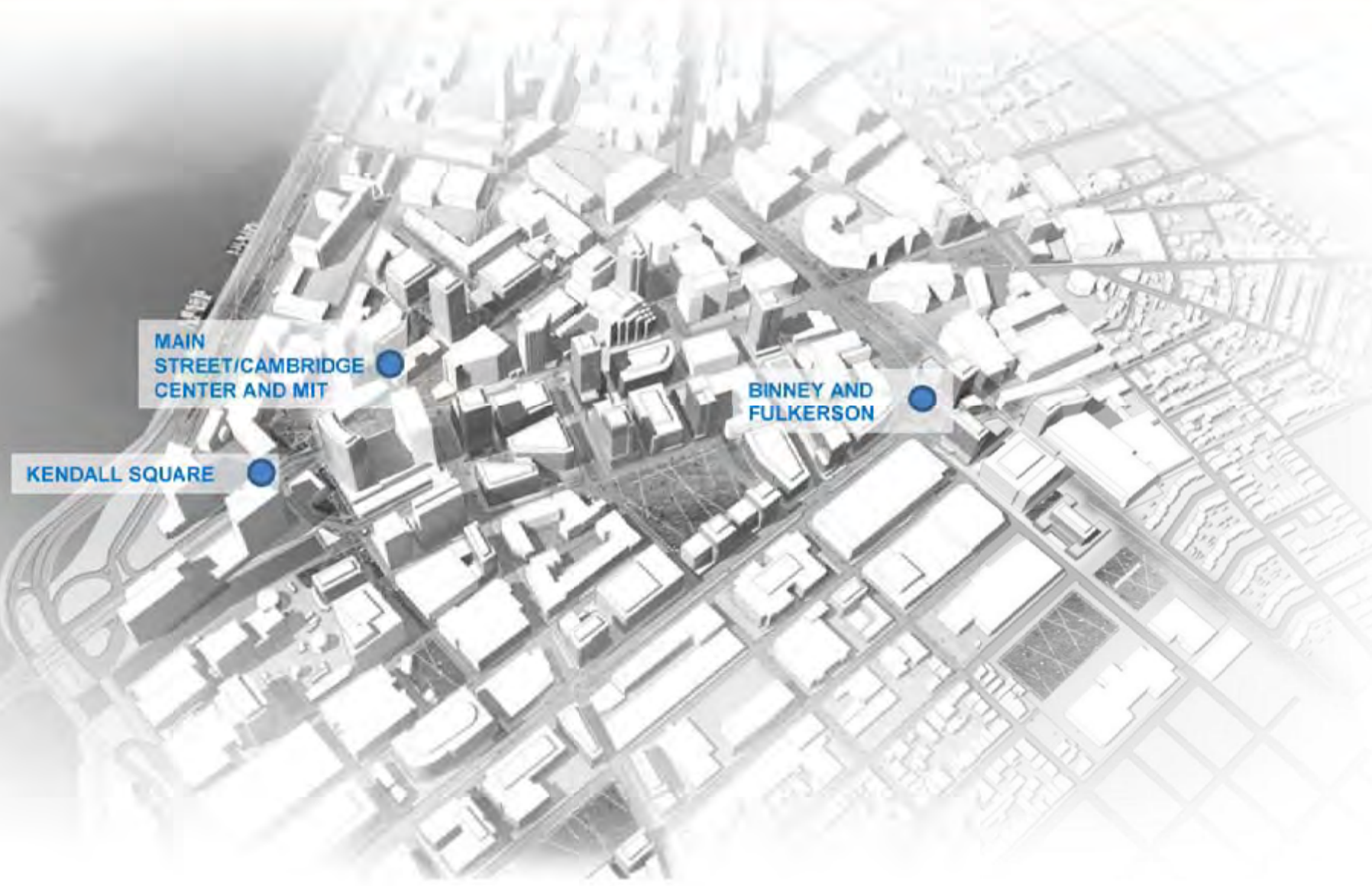


REPRESENTATIVE SHADOWS (JUNE 9AM, NOON, 3PM)

3 PLANNING PRINCIPLES

PEOPLE FIRST

FOUR CHARACTER AREAS

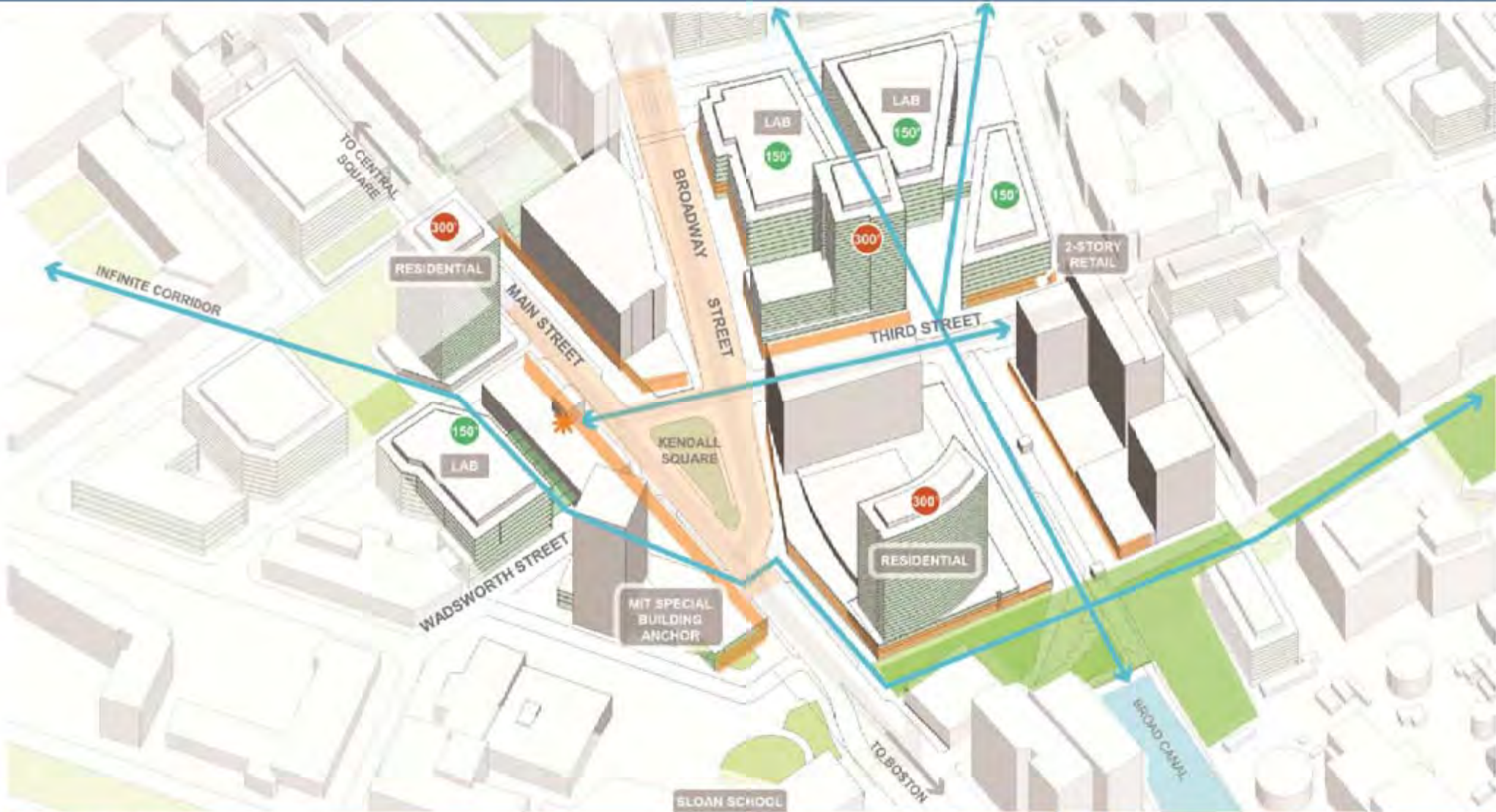


MAIN STREET/CAMBRIDGE CENTER AND MIT

KENDALL SQUARE

BINNEY AND FULKERSON

KENDALL SQUARE



PUBLIC REALM

ESTABLISH A LEGIBLE INTERSECTION AND CREATE A SQUARE AT THE INTERSECTION OF MAIN, BROADWAY AND THIRD STREET WITH AN URBAN PLAZA AND STRONG RETAIL EDGES AROUND

CREATE CONNECTIONS/TRAILS FROM BROAD CANAL TO THE EAST CAMBRIDGE AND WELLINGTON HARRINGTON NEIGHBORHOODS

TRANSPORTATION

ESTABLISH A SYNCHRONIZED TRAFFIC INTERSECTION WITH WIDENED SIDEWALKS AND EASE TO CROSS PEDESTRIAN CROSSINGS THAT CONNECTS THE SQUARE

KENDALL SQUARE



KENDALL SQUARE PRECEDENTS



HARVARD SQUARE



NYC STREETS PLAN



MADISON SQUARE PARK, NYC



NYC STREETS PLAN

KENDALL SQUARE RETAIL ACTIVATION



EATALY, TURINO ITALY



POTSDAMER PLATZ, BERLIN



SANTA CATERINA MARKET, BARCELONA



STEVEN STREET, TORONTO

KENDALL SQUARE RETAIL ACTIVATION



KENDALL SQUARE GATEWAY TO MIT



MIT at Massachusetts Avenue



MIT at Main Street??

MAIN STREET, CAMBRIDGE CENTER AND MIT



PUBLIC REALM

REMOVE MEDIANS AND WIDEN SIDEWALKS ALONG MAIN STREET AND CREATE A CONTINUOUS STREET WALL WITH RETAIL

CREATE A VERTICAL CIRCULATION PUBLIC ACCESSWAY FROM THE NEW WINTER GARDEN TO THE EXISTING ROOF GARDEN NEXT TO MARIOTT

CREATE OPPORTUNITIES FOR CONNECTIONS/VIEWS TO THE CHARLES RIVER FROM MAIN STREET

TRANSPORTATION

RELOCATE BUS TERMINAL FROM MAIN STREET TO THE NEWLY EXTENDED 5TH STREET

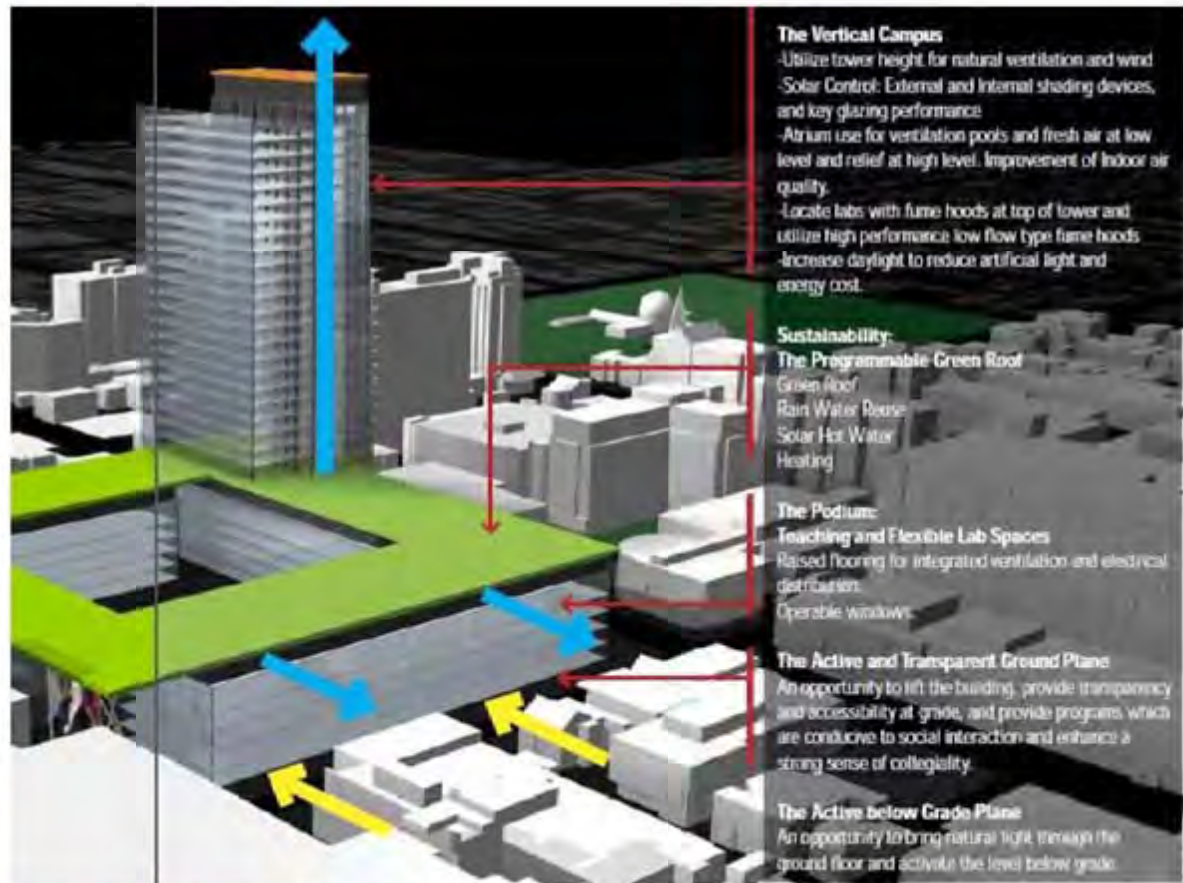
MAIN STREET, CAMBRIDGE CENTER AND MIT



PARIS, FRANCE



SANTANA ROW



TORONTO, CANADA

The Vertical Campus

- Utilize tower height for natural ventilation and wind
- Solar Control: External and Internal shading devices, and key glazing performance
- Atrium use for ventilation pools and fresh air at low level and relief at high level. Improvement of indoor air quality.
- Locate labs with fume hoods at top of tower and utilize high performance low flow type fume hoods
- Increase daylight to reduce artificial light and energy cost.

Sustainability:

The Programmable Green Roof

- Green Roof
- Rain Water Reuse
- Solar Hot Water Heating

The Podium:

- Teaching and Flexible Lab Spaces
- Raised flooring for integrated ventilation and electrical distribution.
- Operable windows.

The Active and Transparent Ground Plane

- An opportunity to lift the building, provide transparency and accessibility at grade, and provide programs which are conducive to social interaction and enhance a strong sense of collegiality.

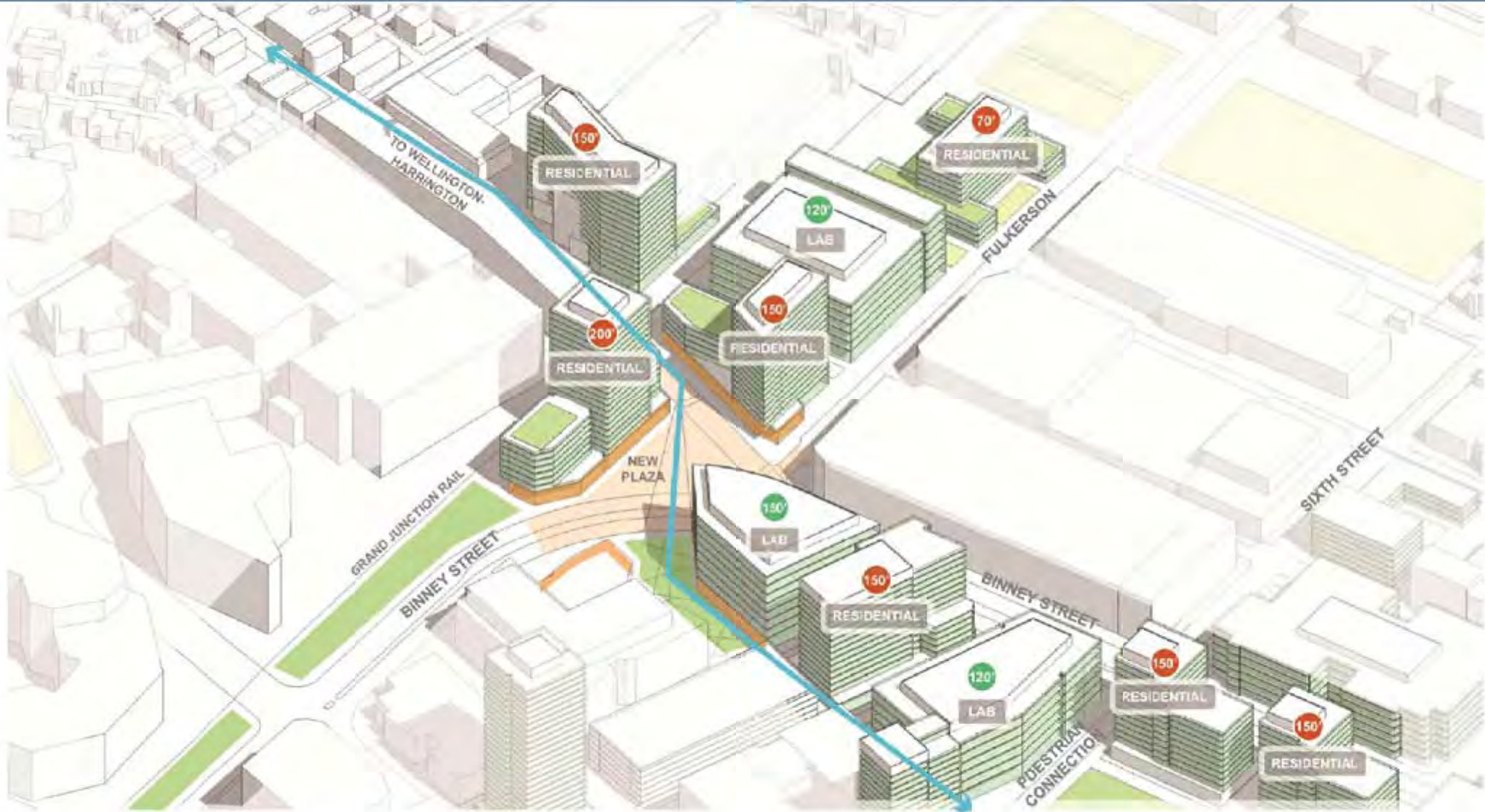
The Active below Grade Plane

- An opportunity to bring natural light through the ground floor and activate the levels below grade.

MAIN STREET, CAMBRIDGE CENTER AND MIT



BINNEY AND FULKERSON



BINNEY AND FULKERSON



RECOMMENDATIONS

The concept of the string of pearls sets up a network of shared open spaces at specific locations and in configurations which are connected

District-wide place making and public realm strategy as opposed to streets and buildings. Open space strategy shouldn't be on a building by building or project by project basis

The concept of Smart Blocks ensures complete projects with right mix of uses and open spaces

The concept of Smart Blocks gives more flexibility and has the ability to produce a variety in building massing and places

Housing and mixed-use partnerships are enforced throughout the neighborhood by using the Smart Block concept

Restoring the Main Street corridor to Boston is critical in revitalizing Main Street, the backbone of the Kendall to Central corridor

Community supports increased density provided it is handled correctly. City's proposed housing density can be increased for the benefit of a vibrant Kendall Square

A holistic retail strategy is essential for the success of both existing and future retail. Owner operated retail should be encouraged

DISCUSSION AND NEXT STEPS

