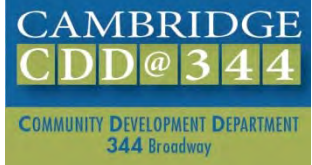




PUD-KS (Volpe Site) Rezoning November 12, 2015

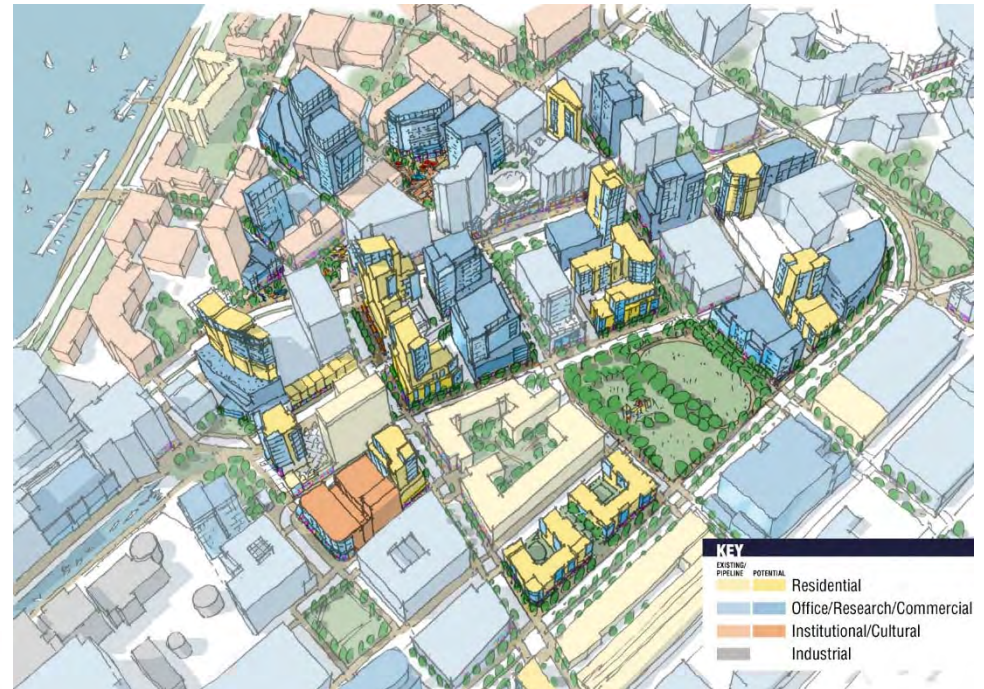


Community Development Department



Vision for Kendall Square

“A dynamic **public realm** connecting diverse choices for **living, working, learning, and playing** to inspire continued success of Cambridge’s **sustainable, globally-significant** innovation community.”



K2 Planning Vision (Goody Clancy)



ECPT Planning Vision (CBT Architects + Planners)



Benefits of PUD-KS Zoning Proposal (as Modified)

Housing

- 1,000 units minimum (approx.)
 - 150 affordable, 50 middle-income (approx.)
 - \$20+ million in total incentive zoning payments
-

Active Ground Floors

- Continuous active use on Third Street, Broadway
 - Up to 140,000 SF ground-floor retail including grocery/market, small operators, family uses
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Public Open Space

- At least 3.5+ acres Public Open Space
 - Connections to adjacent streets and spaces
 - At least one major civic plaza/park, other public functions
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Innovation Space

- 84,000 SF (approx.) at full commercial buildout
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Sustainability

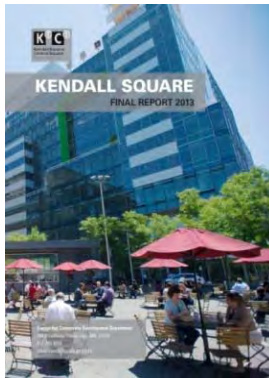
- LEED Gold + energy, stormwater requirements
 - Additional requirements from Net Zero Plan
-

Community Funds

- \$16+ million total for open space programming, transit improvements, workforce readiness
-

Urban Design

- General K2 Design Guidelines
 - Site-Specific PUD-KS Urban Design Framework
-



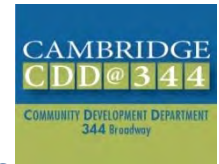
K2 Study Process 2011 – 2012



ECPT/CBT Plan



Connect Kendall Sq Competition



2011

K2 Study

- 20-person Advisory Committee --residents, businesses, property owners/developers, MIT, Kendall Square Association, CRA
- Multidisciplinary consultants -- Goody Clancy
- 18 committee meetings, 5 public meetings/working sessions/site tours
- City Council roundtable

2012

2013

2014

PUD-KS Proposal developed with discussions at Planning Board

2015

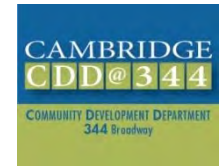
PUD-KS Petition Filed by Planning Board Ordinance Committee/Planning Board Public Hearings

Volpe Site Community Outreach (summer/fall)

**PUD-KS Refiled – August 2015
Petition Hearings (ongoing)**



2015 Community outreach



Seven drop-in conversations

1. July 30th, 5-7pm at Clement Morgan Park
2. Aug 5th, 5-7pm at Rogers Street Park
3. Aug 12th, 11am-2pm at Lafayette Square
4. Aug 15th, 2-5 pm at Greene Rose Park
5. Aug 20th, 11am-2pm at Kendall Square Farmers' Market
6. Sept 12th, 11am-4pm at The Pride Day
7. Sept 18th, 9am-4pm at The Parking Day



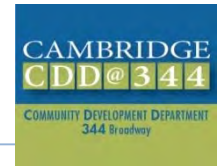
Sit-down forum

Oct 17th, 10am – 12pm Kennedy-Longfellow School

Other meetings

Area 4, ECPT

Council comments - Joint Hearing June 29, 2015



Housing

- Proportion of housing
- Affordable housing (low-mod, mid)
- Housing for families

Ground floor uses and activities

- Family-friendly restaurants
- Low-price supermarket
- Ground floor retail needs more specificity
- Affordable retail & locally-owned
- Retail to attract people
- Workforce development needs
- Incubator space
- Daycare

Other

- Cost and size of Volpe building & site
- FAR of 4.5 is dense
- Transportation – traffic impacts, red line
- Development feasibility
- Have community conversation

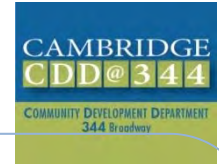
Open space & public realm

- Needs to be very special
- Building facades matter
- Need family-friendly open spaces
- Maximize sunlight & livability
- Contiguous - one primary, a secondary
- Visibility from different vantage points
- Programming
- No gates, needs to face streets
- Welcoming to the neighborhoods
- Engaging & educational indoor & outdoor
- Civic, not corporate space – medieval plaza
- Accessibility of federally-owned open space

Built form

- Composition of buildings respect each other, especially at the lower level
- Floor plate sizes important
- Don't wall off site
- 2 setbacks instead of just one
- Design guidelines need more detail

Planning Board comments– June 29 & July 14, 2015



Land use

- Supporting high-tech & innovation is most important goal for site
- Proportion of housing versus commercial/office space
- Affordable housing (low-mod, middle)
- Housing for families (3 beds)

Ground floor uses and activities

- Retail - where it is going to be located, and what sort of retail it is going to be
- Design guidelines can include retail

Other

- Need financial analysis
- FAR of 4.5 is a lot of sqf to assemble across the site
- Transit impacts

Open space and public realm

- Amount of open space
- Connections are the key for open space
- Connect Kendall shows how to make space function without 5-acre park – it's not the right location for such a large park
- Extend the canal and create more connections through the site

Built form & urban design

- Where taller buildings should be located & whether there's a limitation on that area in which they can be located
- Need human-scale
- Need vision for creating a great space
- Broadway & Third St intersection is important
- Variation in height
- Concentrate on people who live and work there & neighborhoods
- Allowing more height for the residential

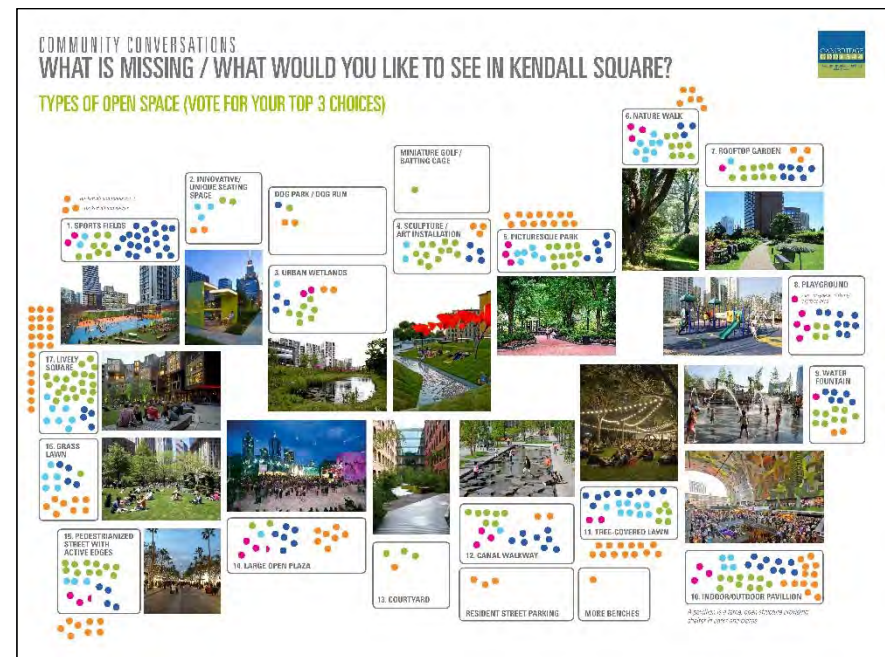
Community comments

Soliciting community feedback

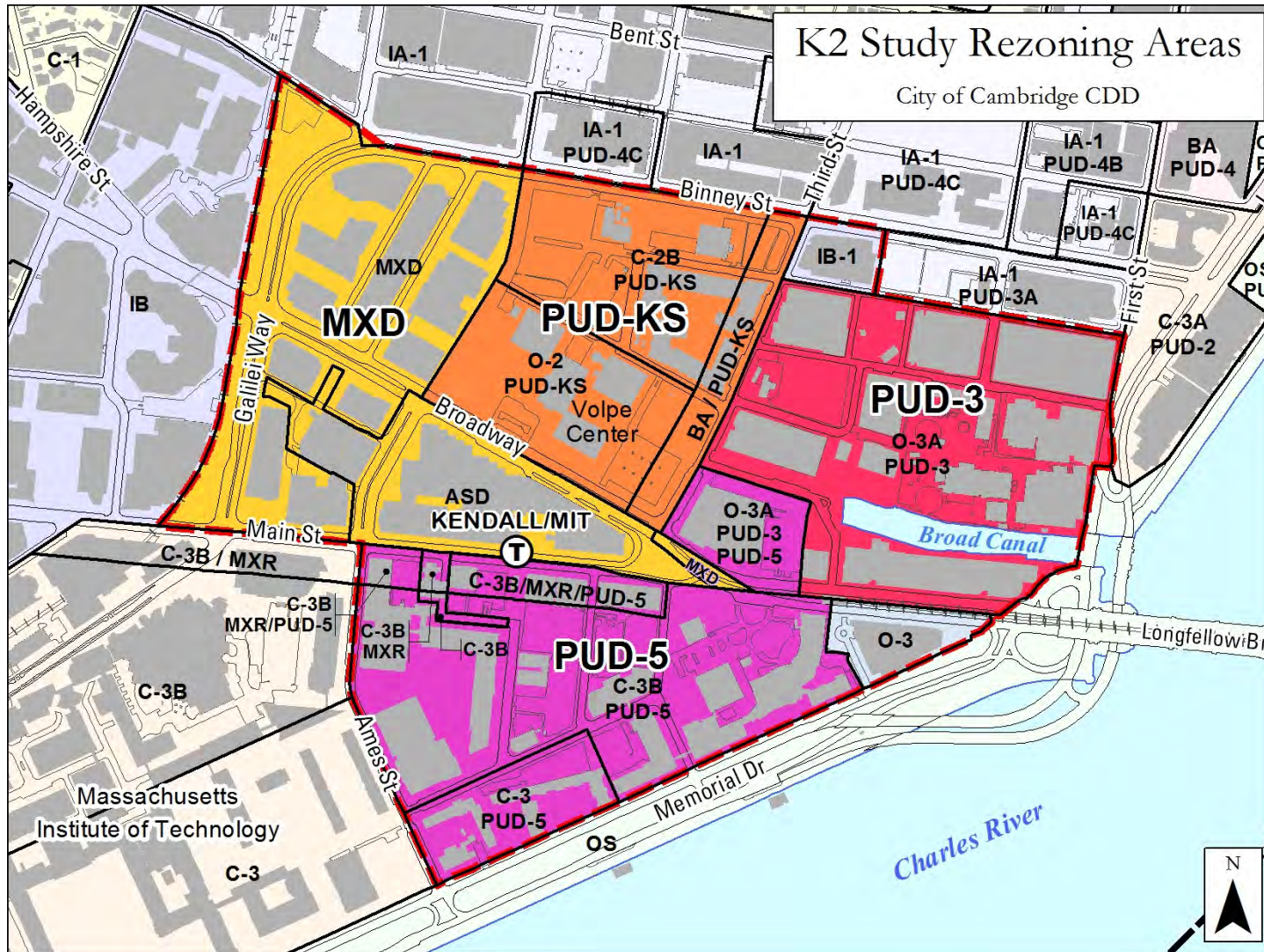
Preferred ground floor uses and amenities



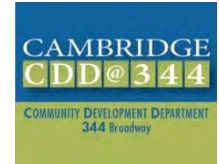
Preferred types of open spaces



Zoning

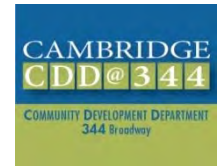


Major Proposed Modifications



- **Affordable Housing Requirements**
15% low-moderate + 5% middle income minimum
- **Open Space**
Detailing desired open space functions
Limiting how much of the requirement can be met on a Federal site
- **Height**
More flexibility in arrangement, limiting bulk at taller elevations
- **Active Uses**
More desired ground floor uses including grocery stores, family-serving uses, small independent operators; limitations on banks
- **Urban Design**
Urban Design Framework to inform future development review

Modifications: Affordable Housing



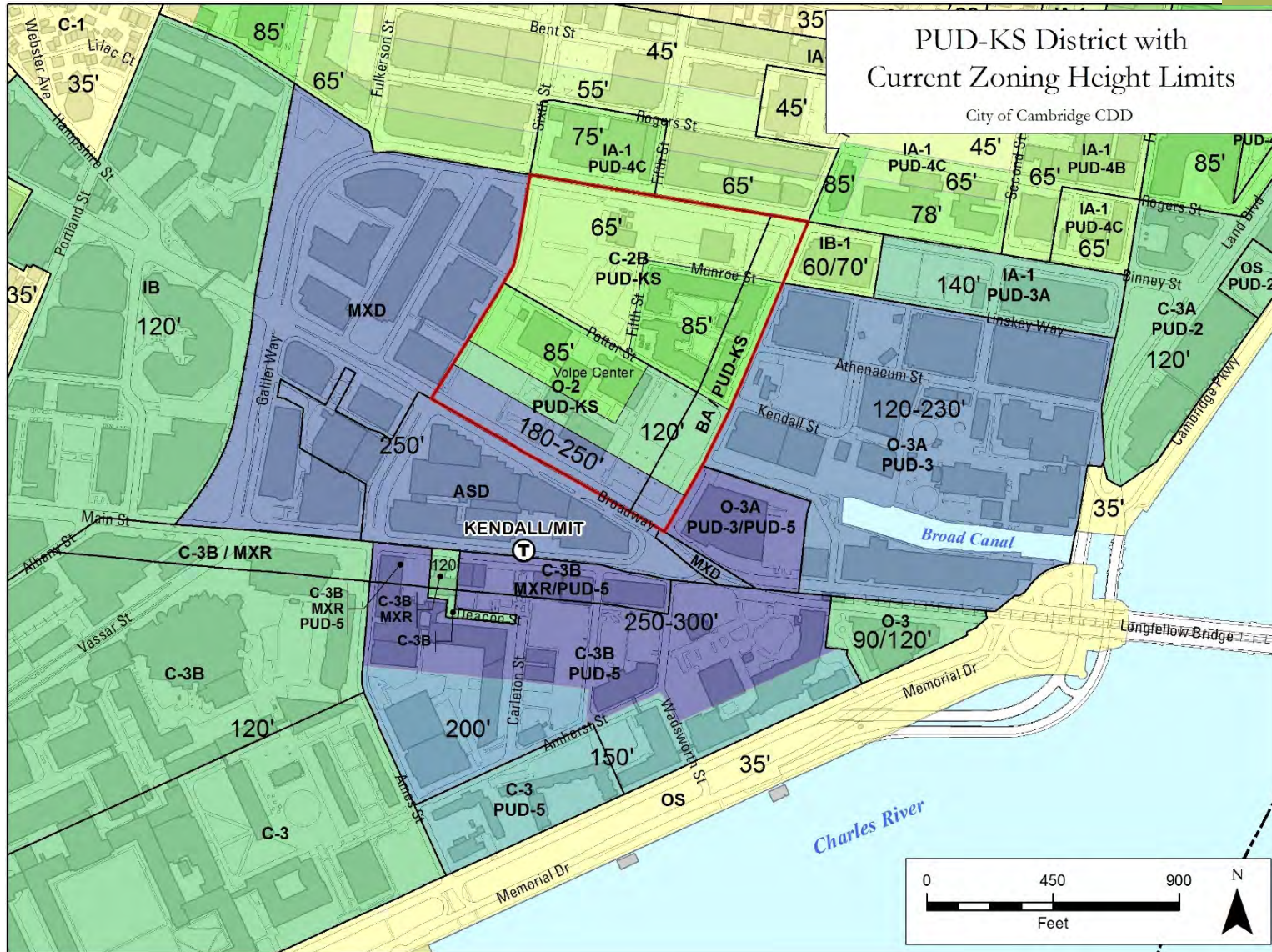
<i>APPROXIMATE</i>	Current Zoning	Initial Proposal	Modifications
Total Units	879	1,014	1,014
Low-Moderate Units	101	101	152
Middle Income Units	None required	51	51
Total Affordable Units	101	152	203

Modifications: Public Open Space

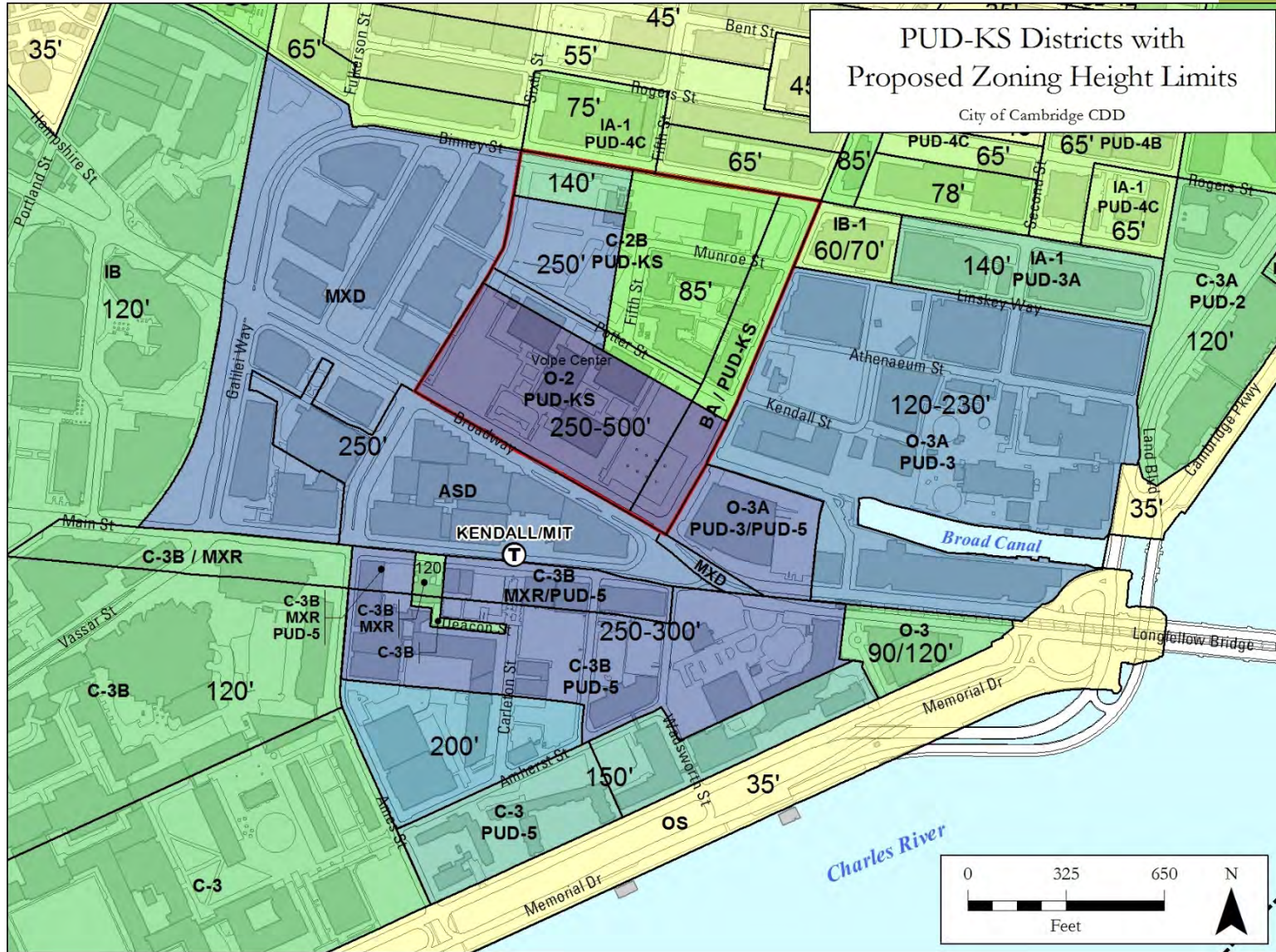
- **System:** All spaces must serve a public function, integrate with the area's open space network
- **Civic park or plaza:** Required element of the public open space system
- **Federal site:** Fulfills no more than half of requirement



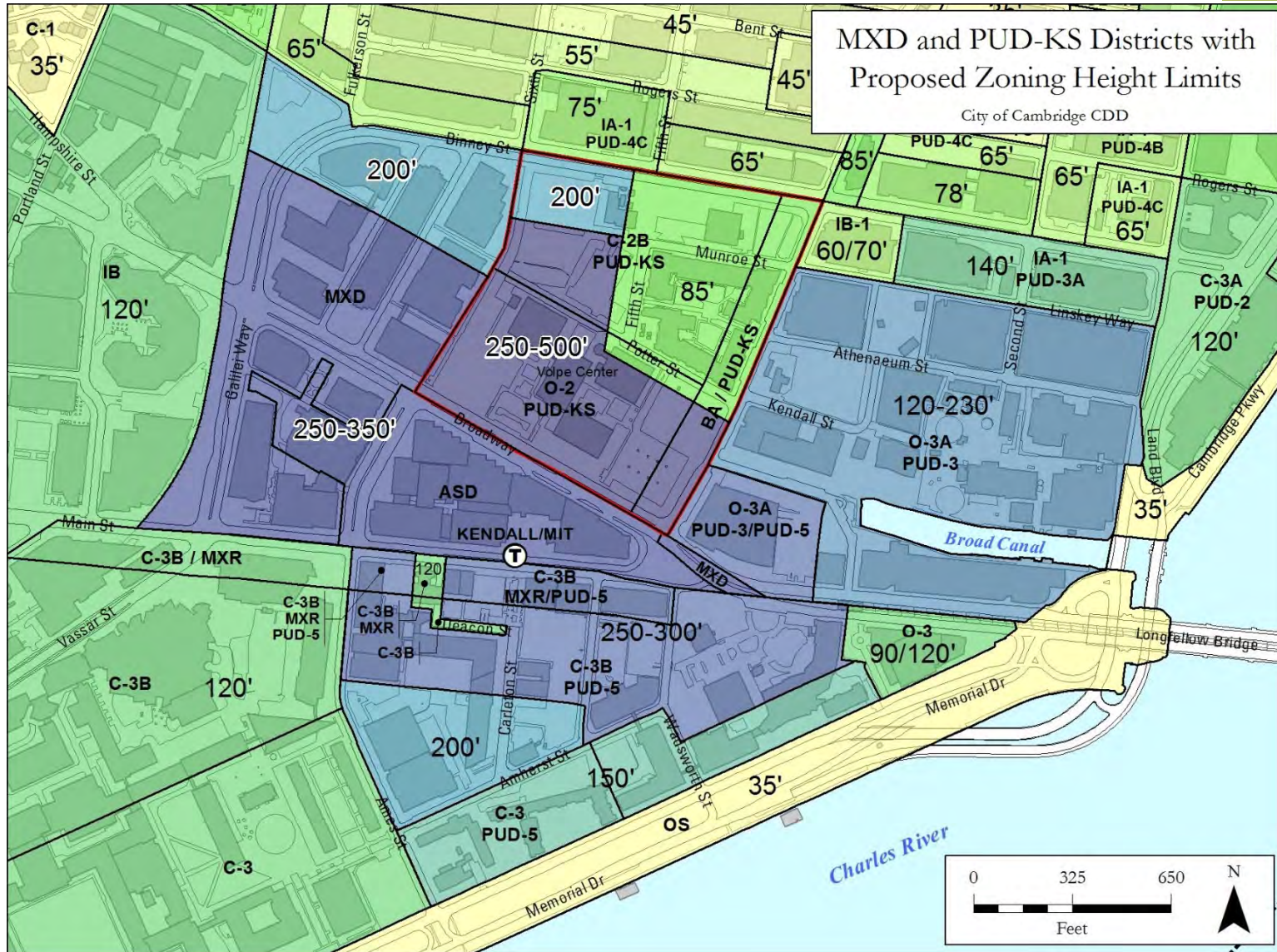
Height Limits: Current



Height Limits: Initial Petition

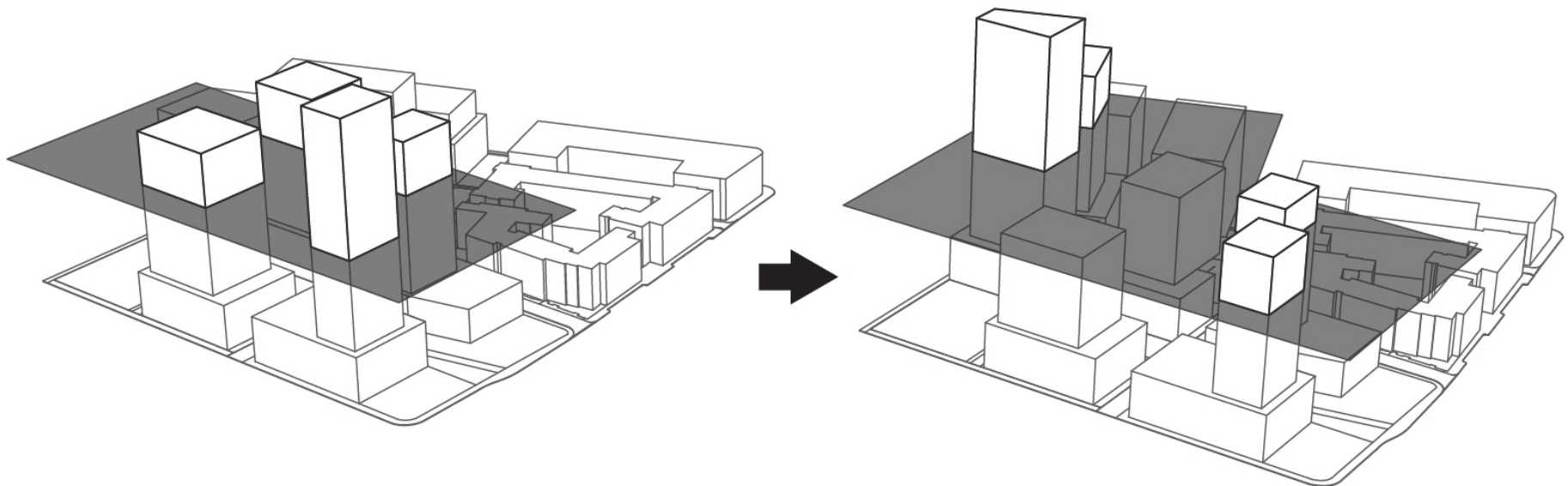


Height Limits: Proposed Modifications



Height Limits: **Proposed Modifications**

- **Above 250 feet:**
 - No more than 15,000 SF floor plate
 - No more than 10% of parcel area total (62,000 SF)
- **Above 350 feet:**
 - No more than one building as a distinctive landmark
 - Planning Board can reject a proposal if it does not provide the desired benefit, in favor of a plan with a 350-foot limit

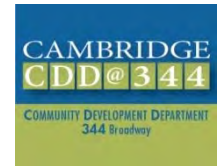


Modifications: Active Ground Floors



- **Required:** 75% of frontage along major streets
- **Incentivized:** spaces of 5,000 square feet or less
- **Active Uses Must Include:** grocery, market, general store space for small operators (2,500 square feet or less)
- **Active Uses May Include:** child care, recreation, education and cultural uses for families
- **Active Uses May Not Include:** banks, office lobbies

Volpe Site: Anticipated Development



	Current Zoning	Proposed Zoning
Site Area	620,000	620,000
Residential	967,000 (min)	1,116,000 (min)
Office / Lab (not including Innovation Space)	1,086,000 (max)	1,632,000 (max)
Retail	50,000	140,000
Innovation Space (min)	0	84,000
Total Private Development	2,103,000	2,972,000
Volpe Facility (replacement)	375,000 (exist.)	375,000 (approx.)

Figures in Square Feet of Gross Floor Area. ALL FIGURES APPROXIMATE

Benefits of PUD-KS Zoning Proposal (as Modified)

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-

Innovation Space

- 84,000 SF (approx.) at full commercial buildout
-

Transportation

- Cap on total parking
-

Sustainability

- LEED Gold + energy, stormwater requirements
 - Additional requirements from Net Zero Plan
-

Community Funds

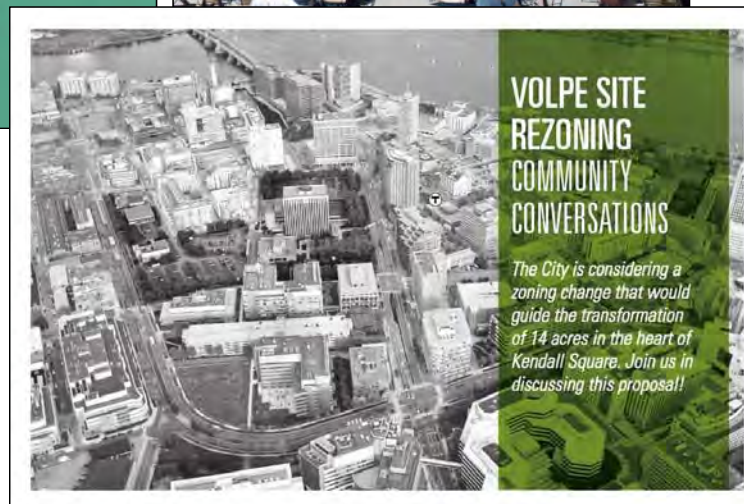
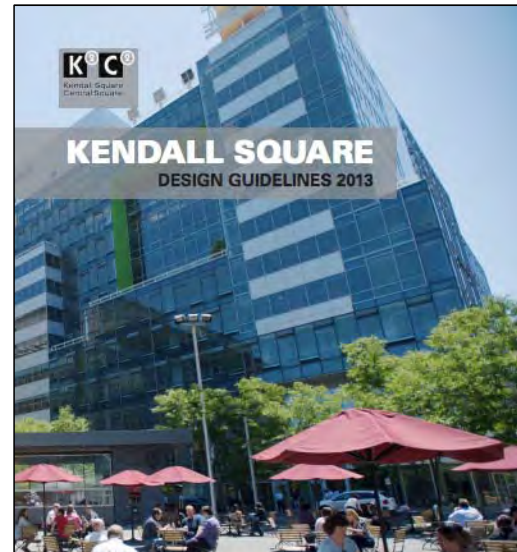
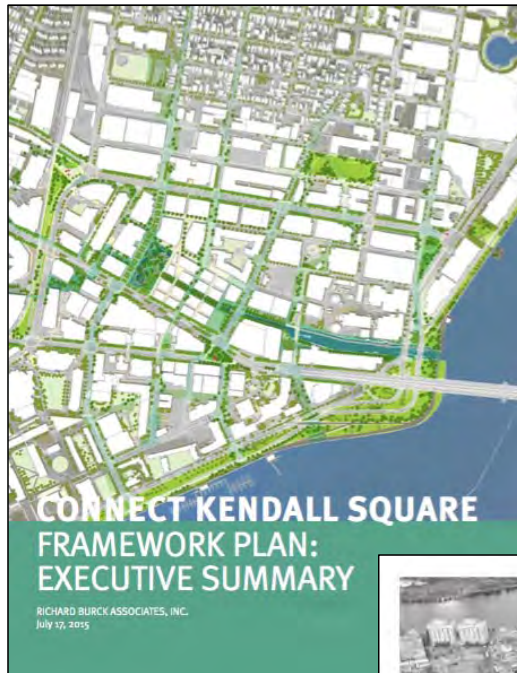
- \$16+ million total for open space programming, transit improvements, workforce readiness
-

Urban Design

- General K2 Design Guidelines
 - Site-Specific PUD-KS Urban Design Framework
-

PUD-KS Urban Design Framework

Background materials



Purpose

1. Visually represent the City's and the community's key goals and aspirations for the site
2. Inform the City's review process for development projects
3. Identify key principles, concepts, and ideas

PUD-KS Urban Design Framework

Vision – Volpe site

- An **accessible, diverse and unique place** that **integrates** the PUD-KS district **seamlessly** into the surrounding **urban fabric** of Kendall Square and the Eastern Cambridge neighborhoods, and the **community**.
- A place that is defined by **high quality sustainable architecture, urban design and open space** with an **enduring sense of place** that celebrates Kendall Square's spirit of **innovation and creativity**.

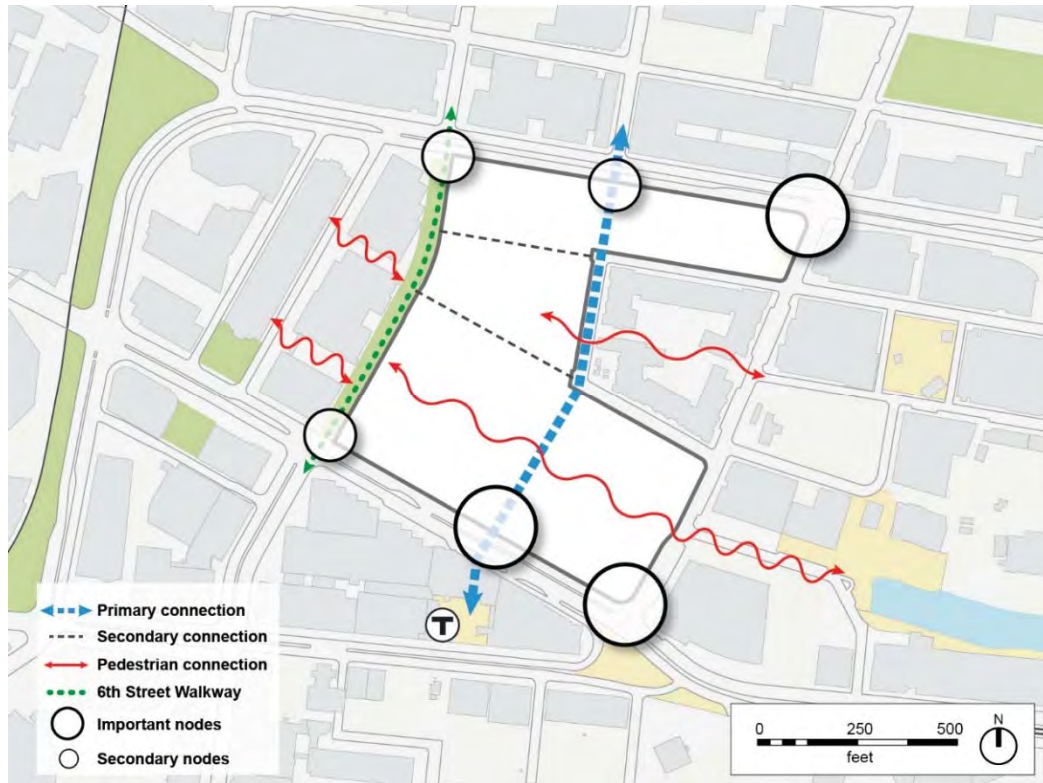
Framework structure

1. Connections
2. Open space
3. Active ground floors
4. Housing for families



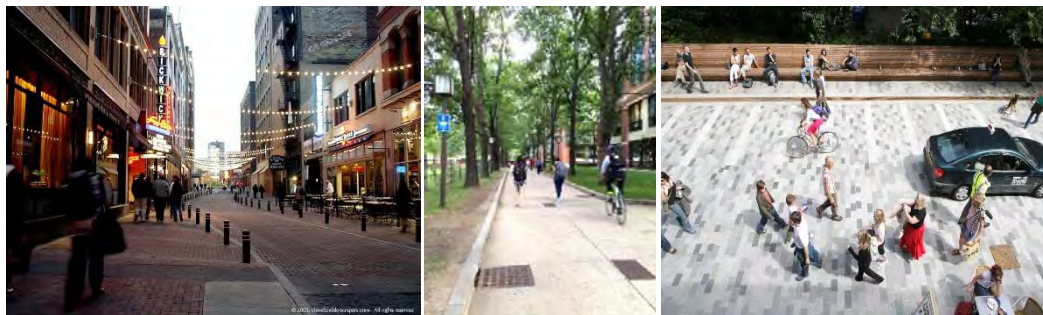
PUD-KS Urban Design Framework

Connections



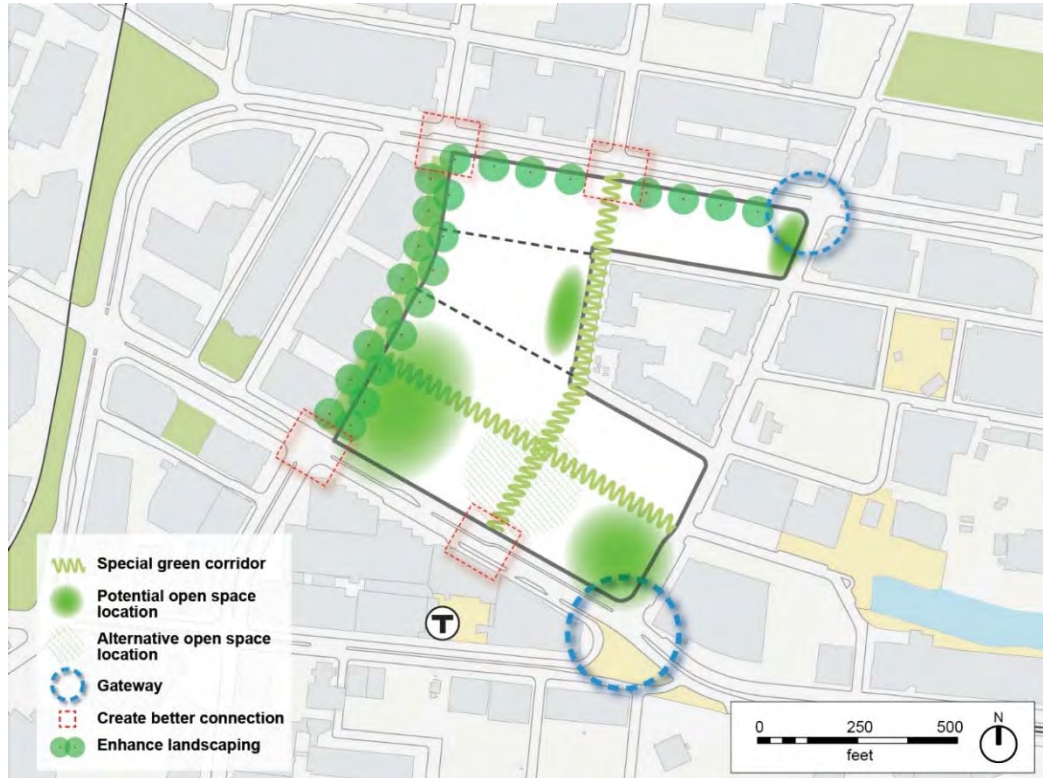
Main organizing features

1. Extend surrounding streets and connections into the site (e.g., Fifth Street and Broad Canal Way)
2. Enhancement of the Sixth Street Walkway
3. Provision of different types of connections (e.g., shared streets, multi-modal streets, bike lanes, mid-block connections, alleys etc.)



PUD-KS Urban Design Framework

Open space



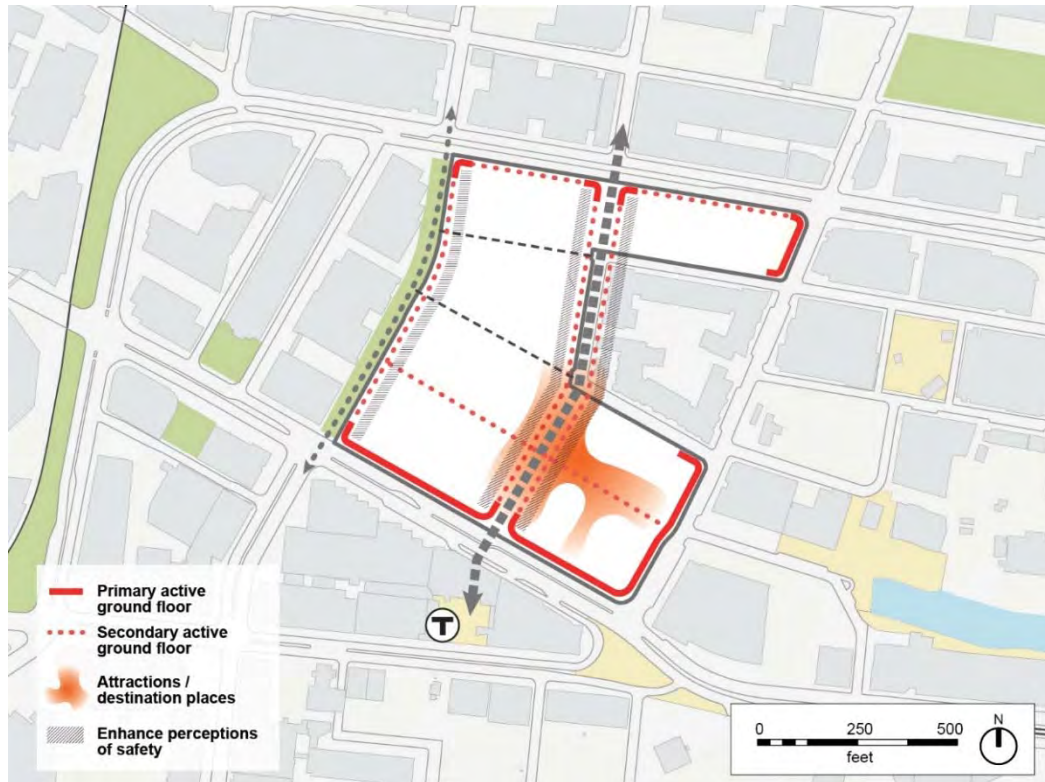
Main organizing features

1. Network of open space areas organized along the extension of Fifth Street and/or Broad Canal Way
2. The corner of Broadway and Third Street as a gateway
3. A balanced mix of lively gathering spaces and more naturalistic, passive parks



PUD-KS Urban Design Framework

Active ground floors



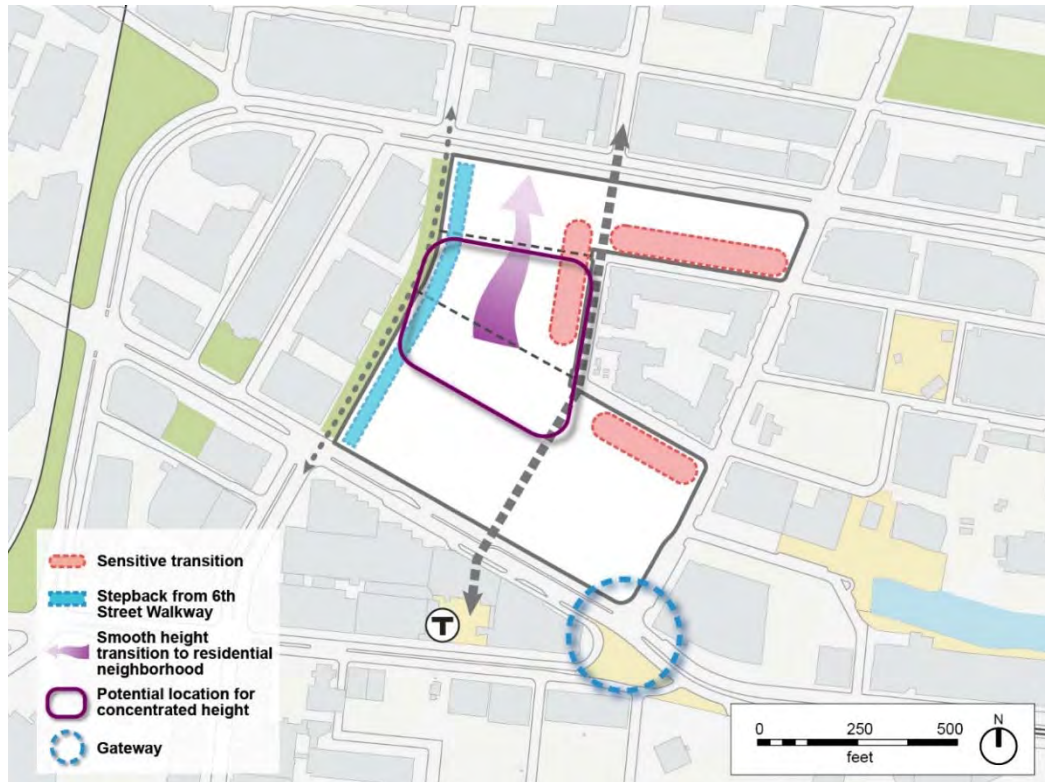
Main organizing features

1. Creating a hierarchy of streets with different activity levels
2. Concentration of destination type activities



PUD-KS Urban Design Framework

Built form



Main organizing features

1. areas and interfaces that require careful and sensitive transition to the surrounding environment

Also includes matters the Planning Board should consider when determining if a tall building is a “distinctive architectural landmark”

PUD-KS Urban Design Framework

Housing for families



1. Design objectives and guidelines to address key siting and design issues relating to housing for families with children.

PUD-KS Urban Design Framework



PUD-KS Urban Design Framework



