

585 Third Street

Presentation to Cambridge Planning Board

November 10, 2020



Agenda

1. Project Recap

2. What we heard at 9/15 Planning Board Meeting

- Arts Context and Execution
- Diversity, Equity, and Inclusion
- Parcel C-Only Scenario and Related Zoning Clarifications
- Other Zoning Changes and Clarifications

3. Discussion

An aerial photograph of a city, likely New York City, showing a dense urban landscape with numerous buildings and a large body of water (the Hudson River) on the right. The image is overlaid with a vertical gradient from blue on the left to red on the right. The text "Project Recap" is centered in white.

Project Recap

585 Third St: Inaccessible for decades



PARCEL C

GTS

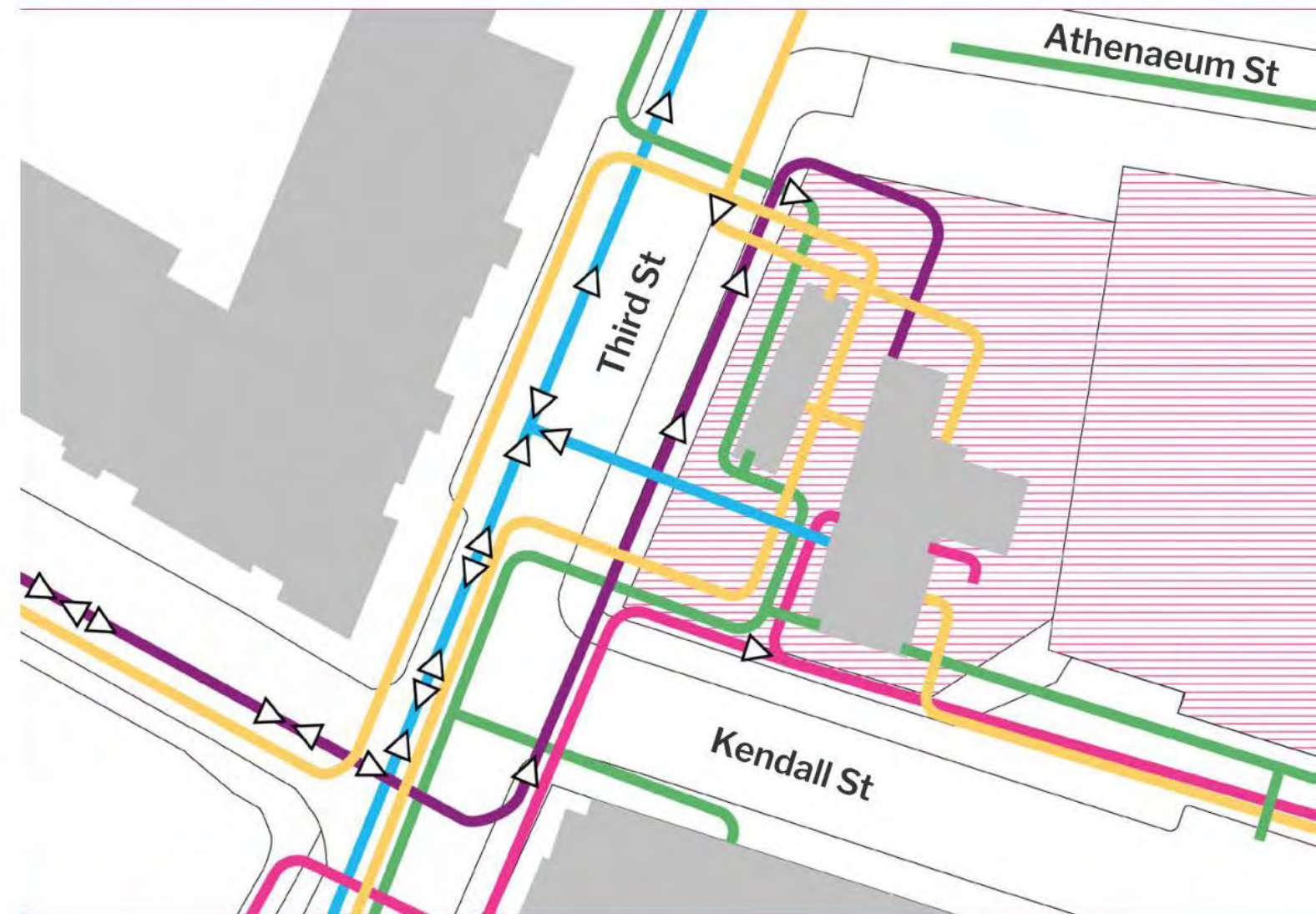
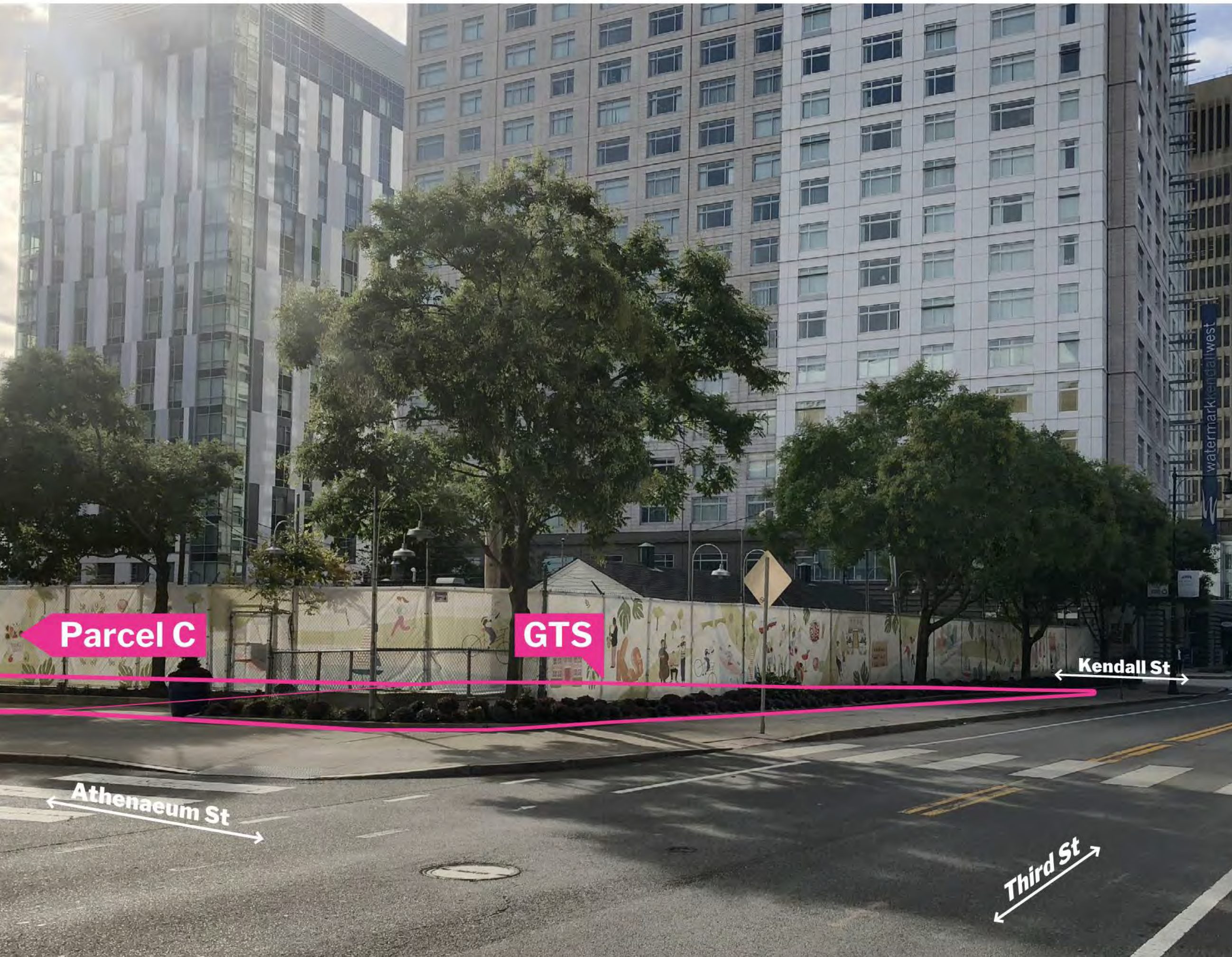
Athenaeum St

Kendall St

Third St

Linskey Way

GTS Site: Major Impediment to Completing Third Street Corridor



Moving GTS is a complex financial & operational endeavor
Eversource Gas Transfer Station (GTS)

View from Ice Skating Rink



Complete Third Street Corridor Streetwall



THIRD STREET LOOKING SOUTH

Arts & Culture Center: Summer, Spring, Fall





What We Heard

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Arts Context & Execution

The Canal District: A Vibrant Place Welcome to All



Arts in Crisis

- Lack of Funding
- Deteriorating Facilities
- Programs Closing

CAMBRIDGE DAY

'Significant' rent hike at Green Street Studios forces closing this month after run of 28 years

WICKED LOCAL CAMBRIDGE
Includes content from the Cambridge Chronicle & TAB

VICE MAYOR COLUMN: The arts desperately need your support

wbur

Uproar Over Closing Of EMF Building Prompts Cambridge To Seek Solutions To Artist Displacement

Opportunity

- Emerging cultural community in Kendall Square
 - The Foundry
 - MIT Museum
 - Termeer Square
 - Volpe

Community Outreach

24

Months of **Public Outreach**

200+
Open House **Attendees**

12
Meetings with **Mayor's Arts Task Force**

3
Open Houses
(Kendall & The Port)

175+
Arts and Community **Stakeholder Conversations**

170+
Comments posted on presentation boards

5
Meetings with BioMed established **Arts Advisory Group**

200+
Programming Data Points from CultureHouse & existing site activities

1
METRIS Cultural **Venue Inventory/ Needs Assessment**

170+

People have filled out on-line **survey** (and counting)

What We Heard: Program Elements



PERFORMING ARTS

Rehearsal spaces

Performance space for live theater, music, and chorus

Equal interest in small intimate venues and large performance spaces

Outdoor performances/readings



COMMUNITY ARTS

Production and "making" spaces

Exhibit space for visual art

Classrooms for learning art

Indoor spaces to gather without pay



PUBLIC GATHERING

Ground levels of buildings with an indoor/outdoor connection and "green" elements

Activation of the canal

Interactive play

Free places to sit indoor/outdoor

Public and Active Ground Plane



INSTALLATION



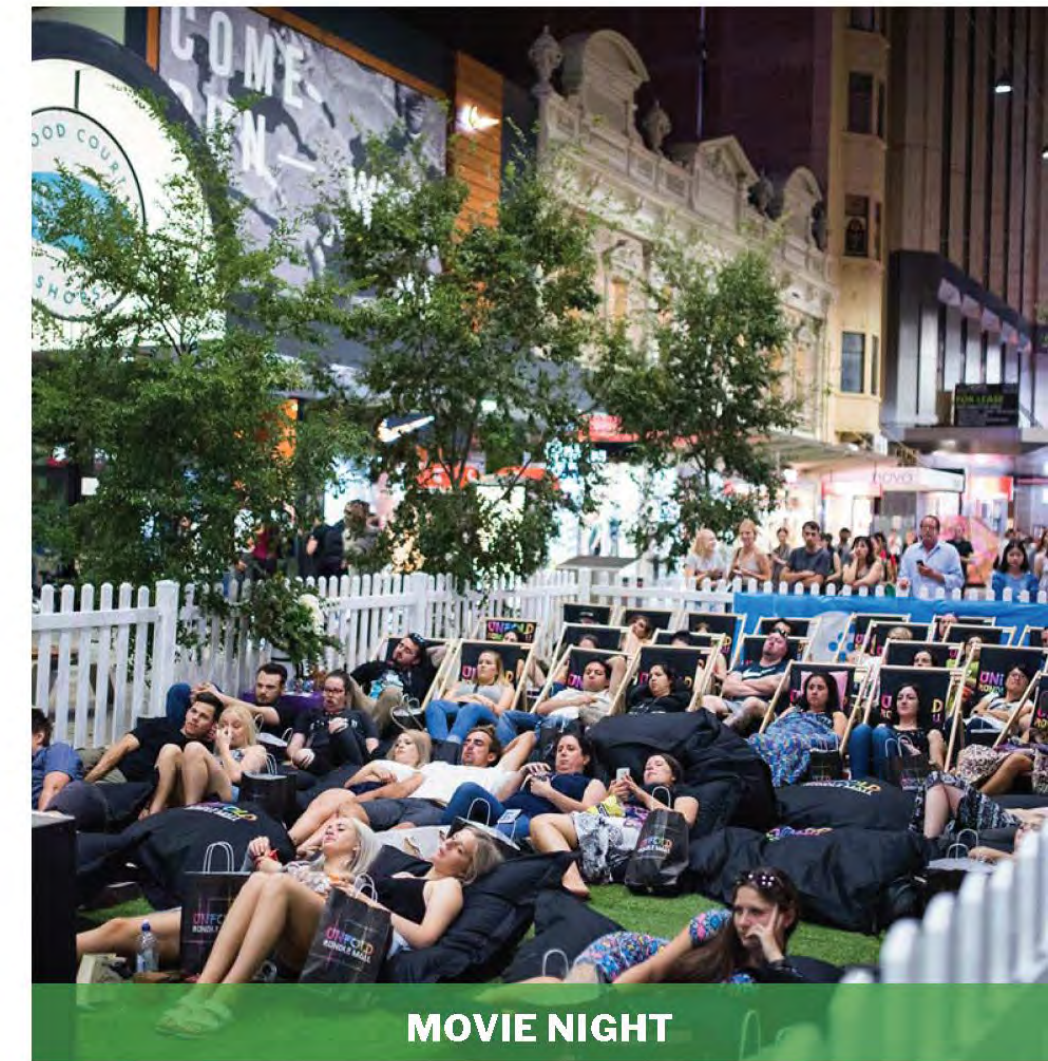
GATHER



LEARN & CREATE



OUTDOOR CONNECTION



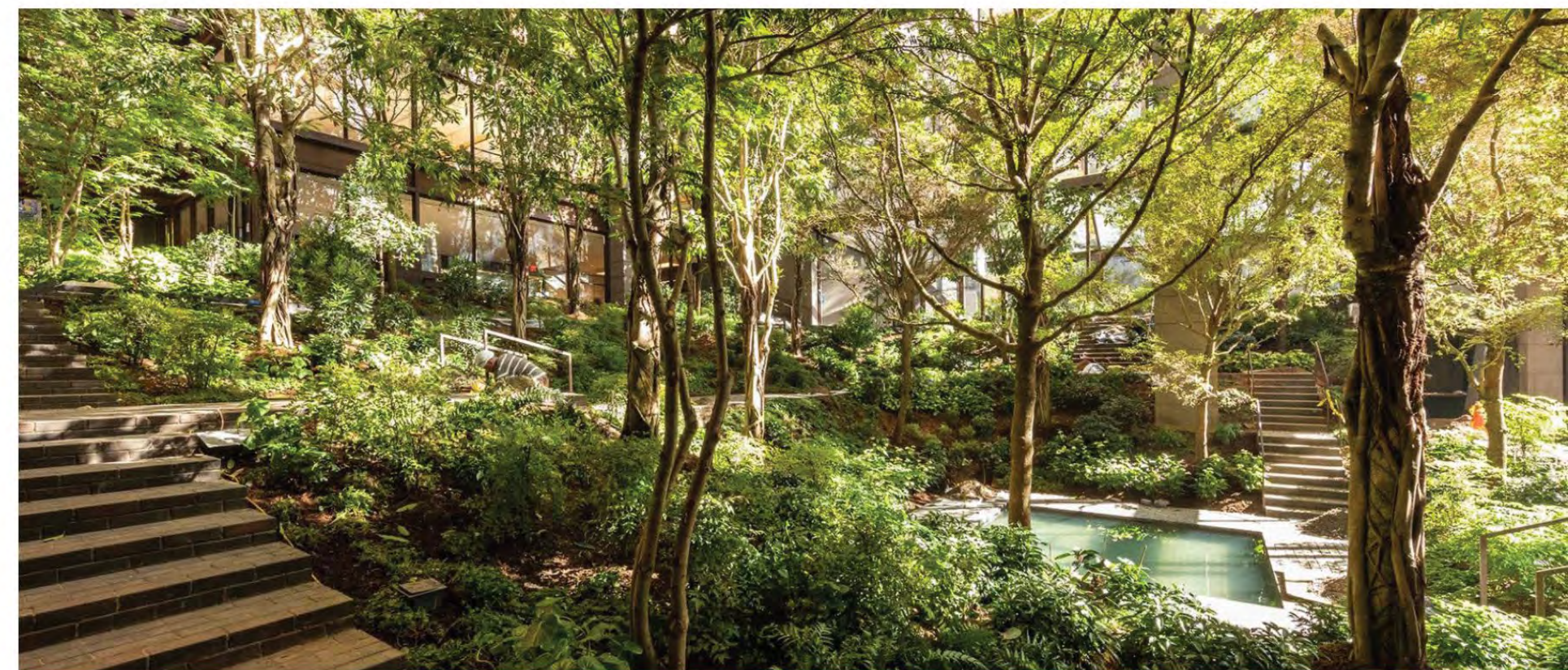
MOVIE NIGHT



ART EXHIBITION

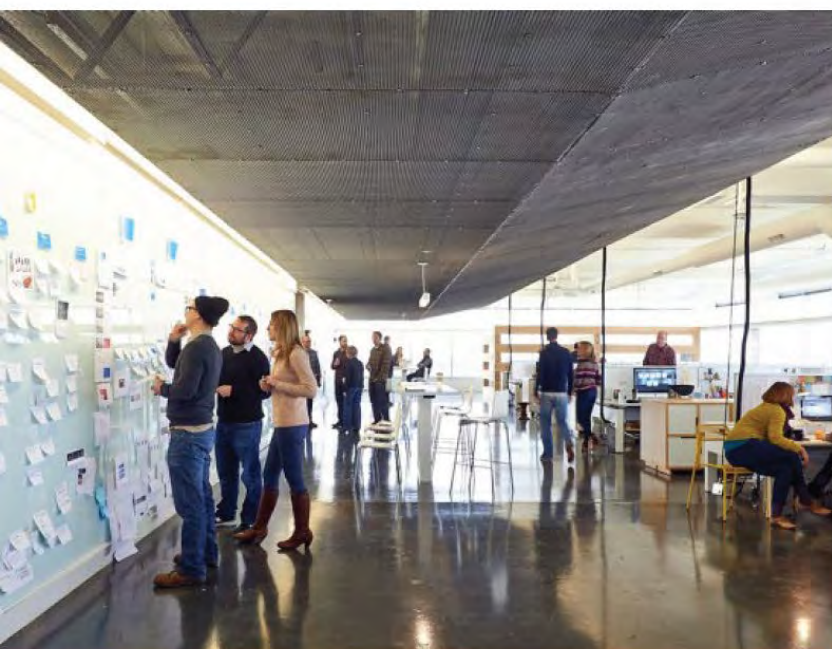


FOOD & ARTS



BIOPHILIA

Community Arts and Performing Arts at Upper Levels





A place where everyone is welcome...



...where connections flow...



...during all seasons



...where one can be in awe of arts and culture



...and create, too



...and be in touch with nature



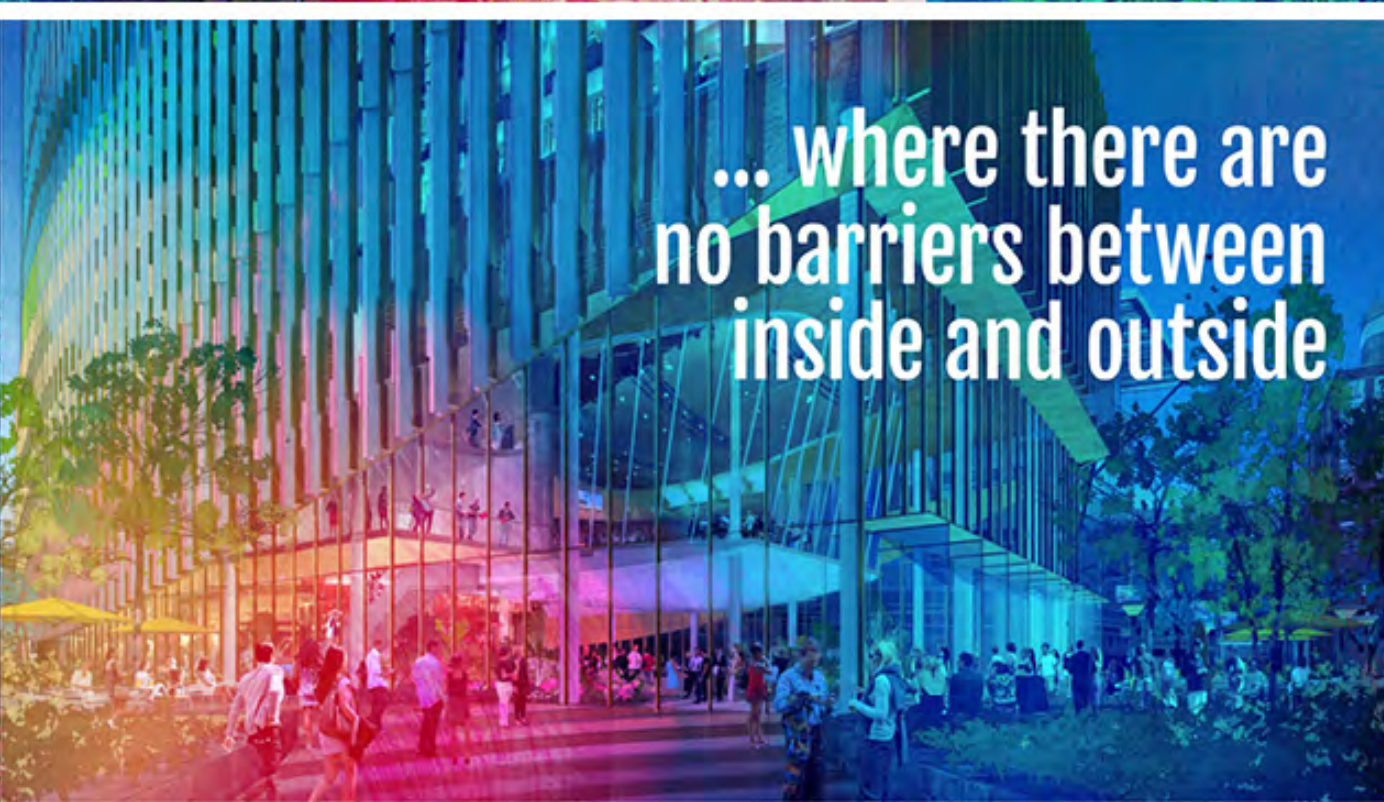
...at all levels!



... where research saves lives



... and ideas are accessible



... where there are no barriers between inside and outside



Realizing the Vision

Financial Investments

- Relocation of GTS
- Arts and Cultural Center with 250-300 seat theater requires significant investment. A 30,000 SF state-of-the-art facility of this kind has not been built in more than 20 years in the Greater Boston area.
- Sustainable Operating Model:
 - Startup Costs, including Executive Director and ticketing infrastructure
 - Pricing Structure that enables time for community theater use
 - Ongoing operational support

Market Realities

- Only lab space can command the rents necessary to support both the relocation of the GTS and the level of investment necessary for a meaningful arts and cultural center of this scale.

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Diversity, Equity & Inclusion

Planning Principles



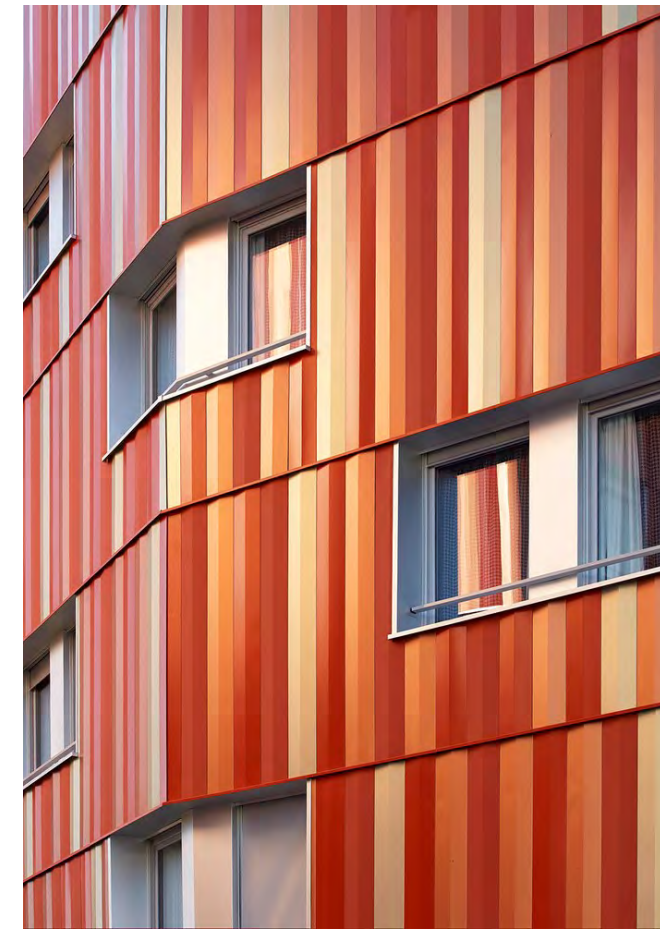
Include a significant arts and culture venue



Enhance the public realm



Complement existing and planned activities in Kendall Square



Continue the standard of excellence for high quality design and sustainability



Be welcoming and inclusive to intentionally diversify Kendall Square



Bolster the sense of community and create a sense of belonging

DEI Operating Principles



Partnerships – with Cambridge schools and community organizations



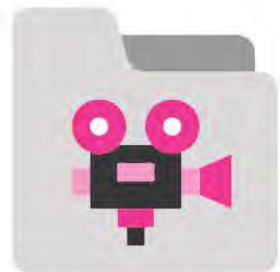
Operational sustainability – management, rent structure, programming



Tiered pricing – to rehearsals, segments to get experience without full ticket



Intergenerational programming – appealing to people of all ages from young children, teens, young adults, adults and seniors



Apprenticeships – for youth tech, lighting, production, etc.

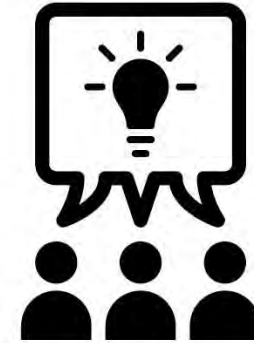


Maximum activation – days, nights, weekends and throughout the seasons.



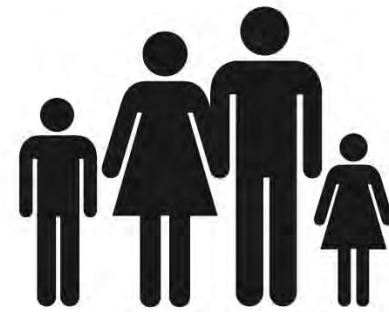
Universally accessible and inviting – through collaborative design and programming

DEI Strategies



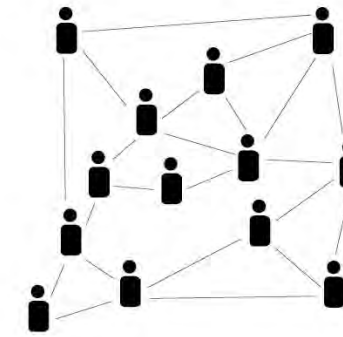
Input

Outreach to artists of color and all professional levels



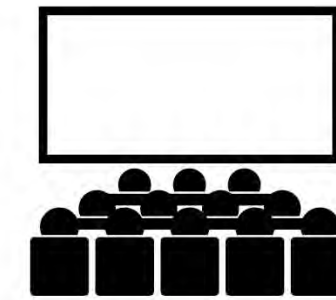
Performers

Encourage performances from underrepresented groups and artists



Staffing

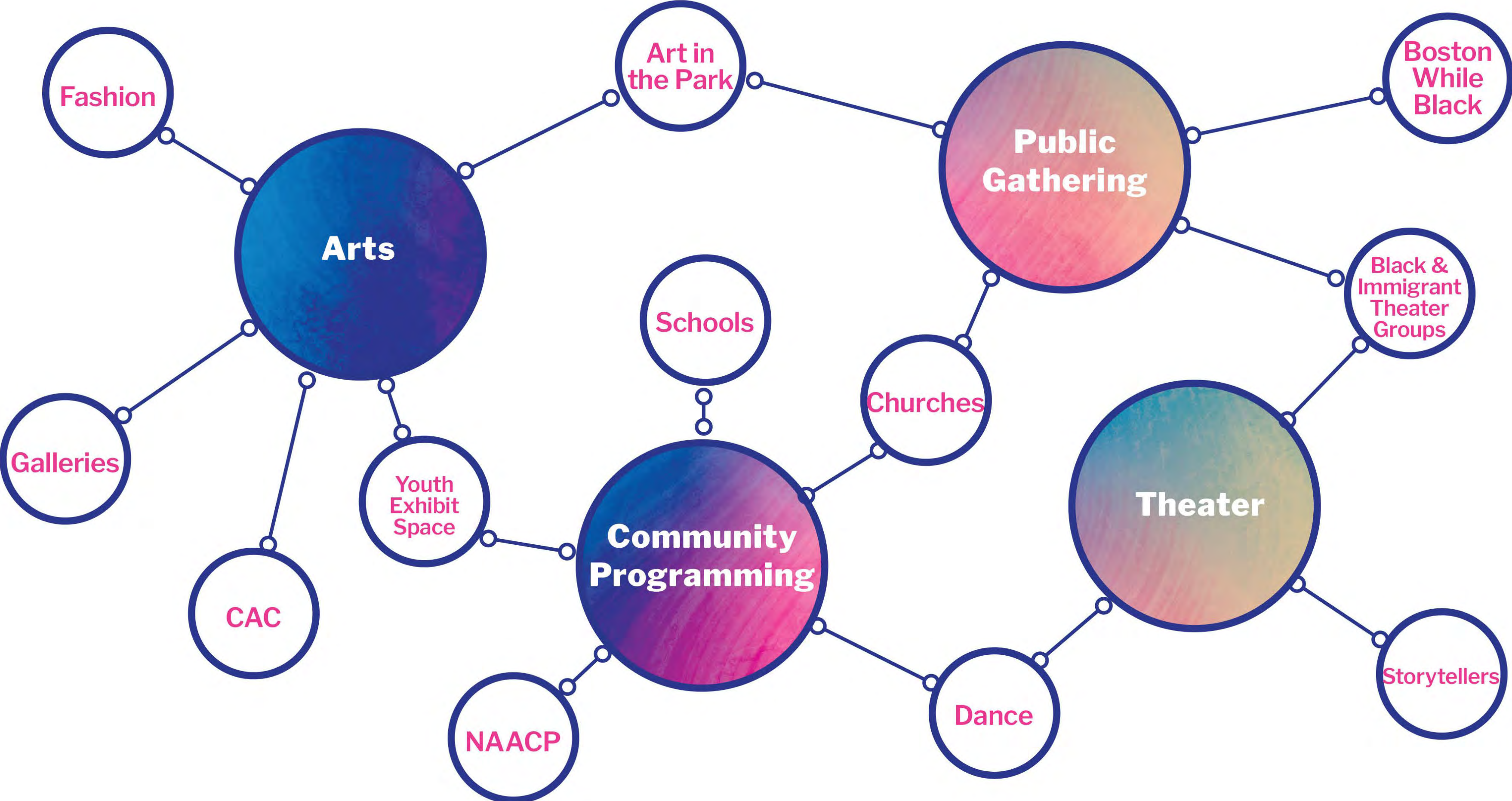
Arts & Culture Center hiring will seek out qualified candidates of diverse backgrounds



Audience

Market to traditionally underserved communities

DEI Execution: Networks, Relationships & Partnerships



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Parcel C-Only Scenario & Related Zoning Clarifications

585 Third St: Inaccessible for decades



PARCEL C

GTS

Athenaeum St

Kendall St

Third St

Linskey Way

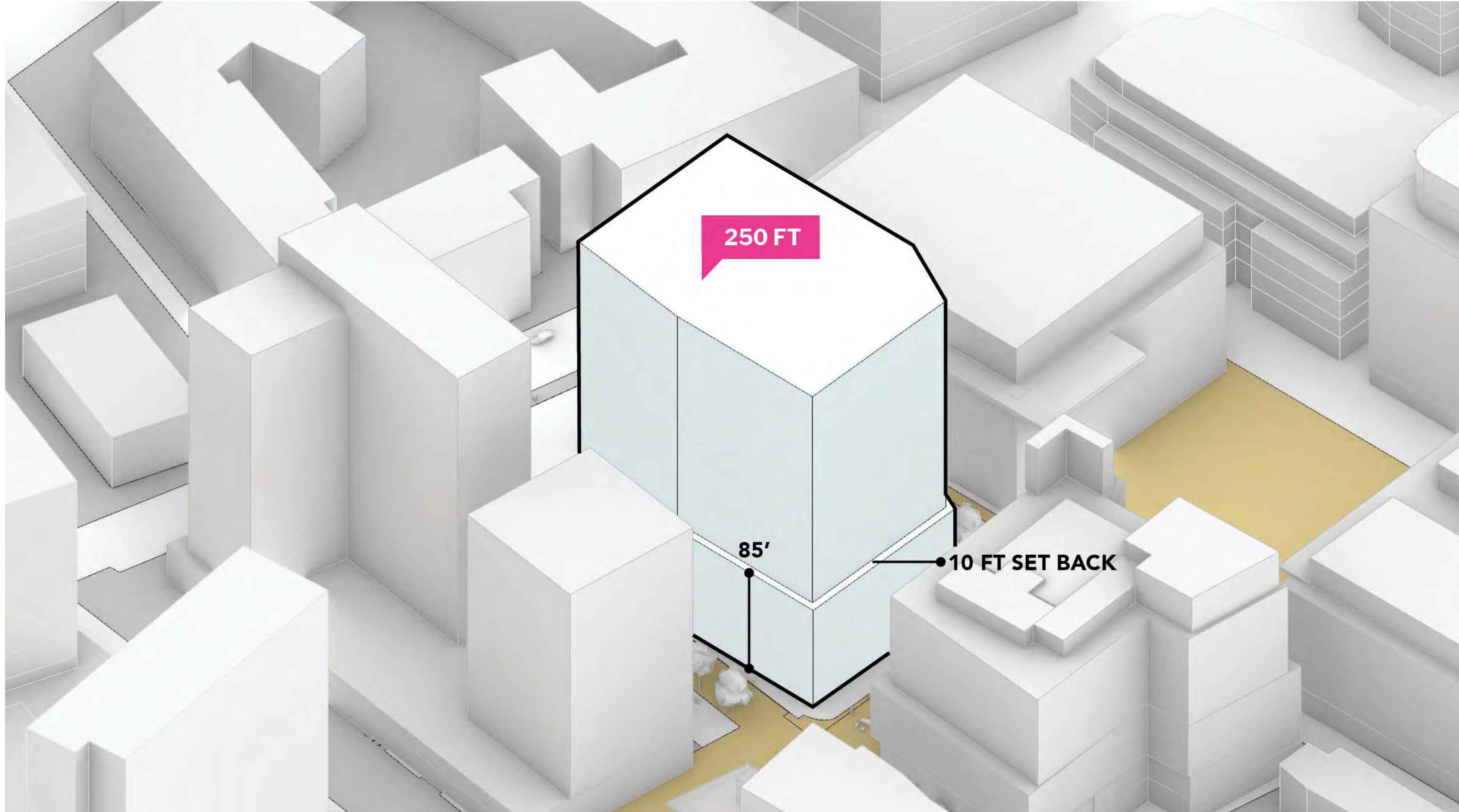
Parcel C-Only Scenario: Zoning Changes

Permitted New Gross Floor Area (sf) <small>Note: GFA per 13.204.1(c) and excluding any floor area for the Arts and Culture Center.</small>	Arts and Culture Center Size (sf)	Arts and Culture Center Uses
Up to 420,000 (inclusive)	<u>Min.</u> : 15,000 <u>Max.</u> : 30,000	Community Arts Uses
Over 420,000 up to 525,000	<u>Min.</u> : 30,000 <u>Max.</u> : 40,000	Performing Arts Uses and Community Arts Uses

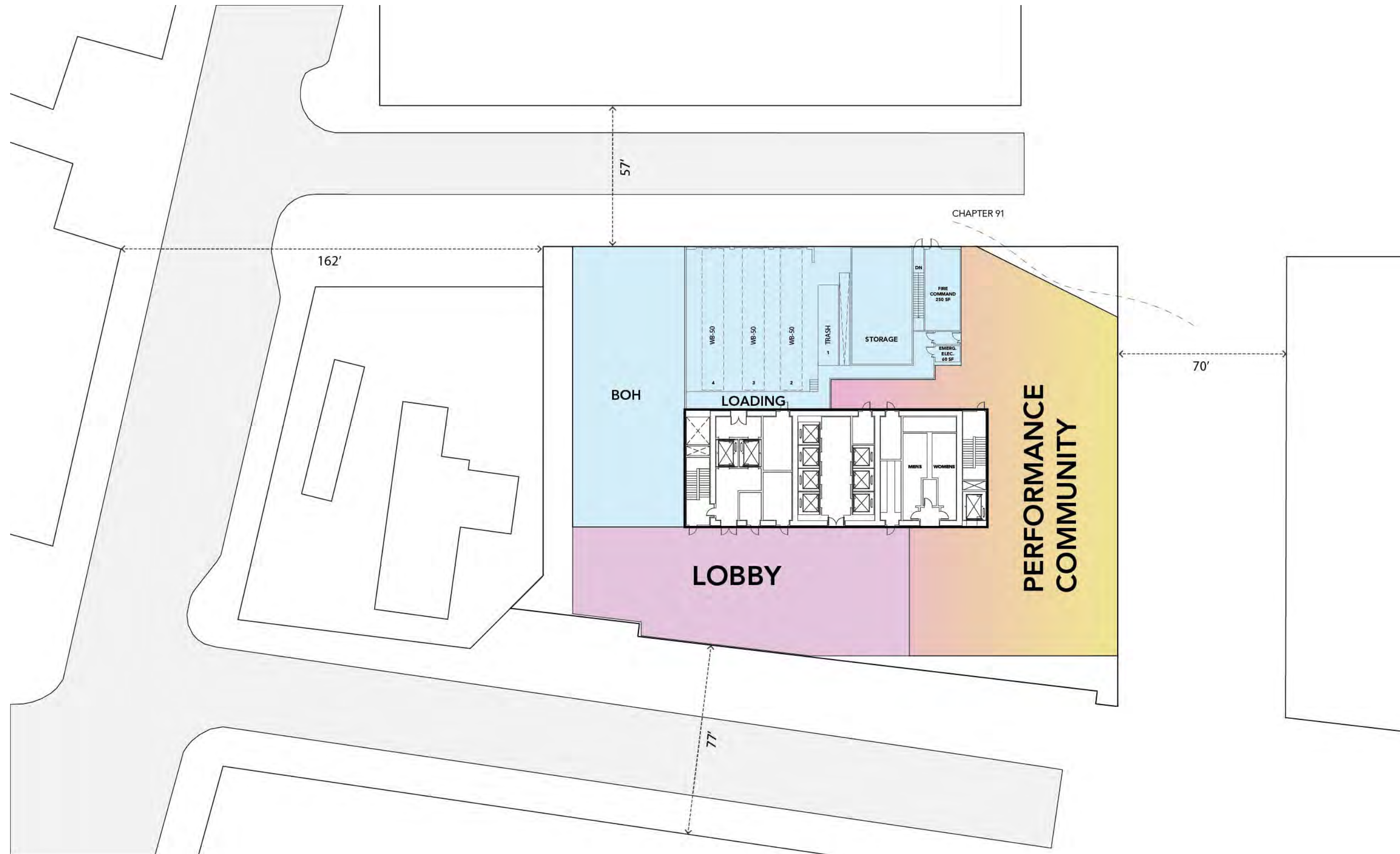
Ref. Section 13.204.1(c)

- Arts and Culture uses simplified
- Reduced Parcel C-Only scenario to max. 420,000 SF
- Addressed proportionality
 - 525,000 SF = 40,000 SF ACC
 - 420,000 SF = 30,000 SF ACC
 - Minimum 15,000 SF ACC

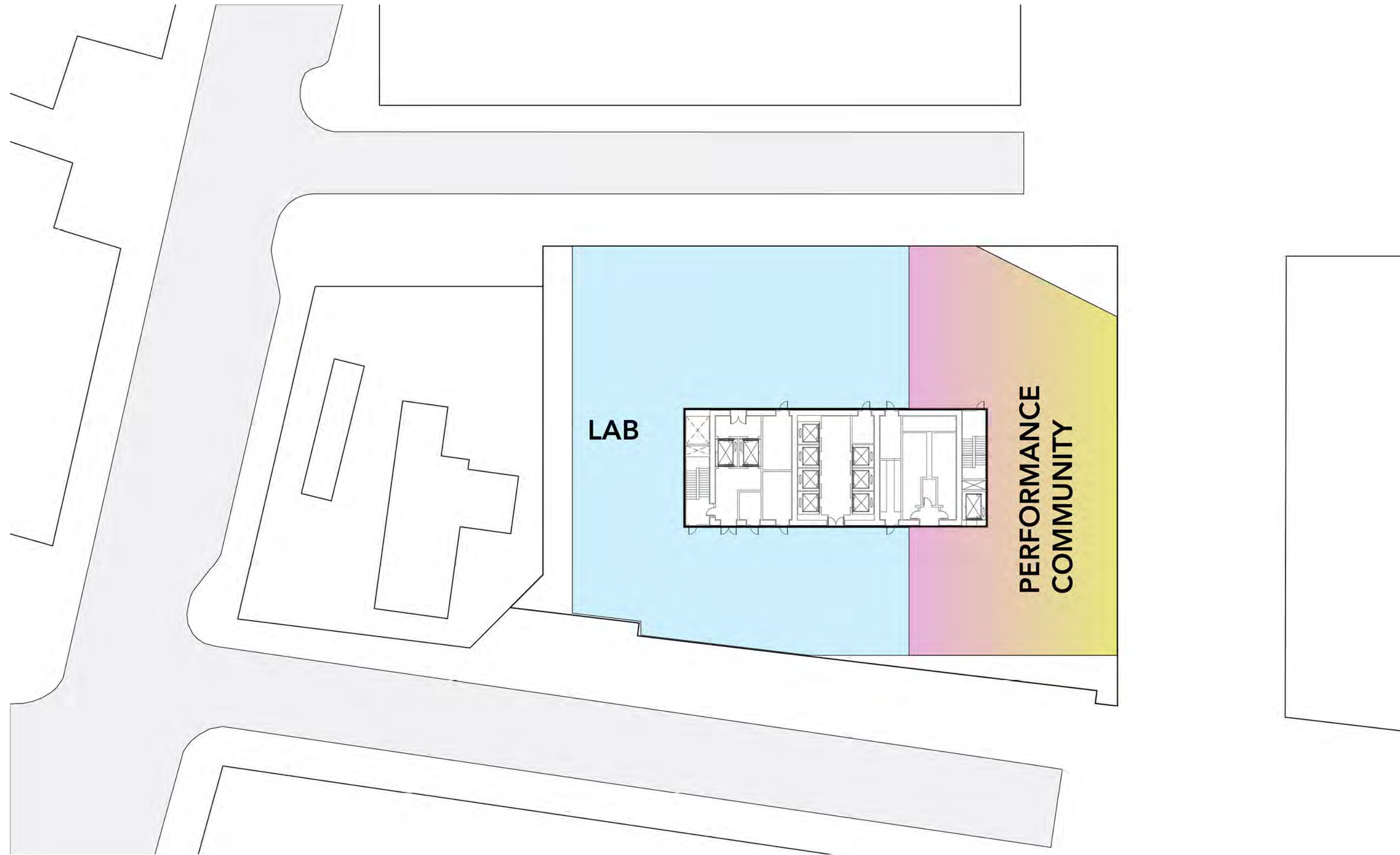
Parcel C-Only Scenario: Massing Envelope



Parcel C-Only Scenario: Ground Floor Plan



Parcel C-Only Scenario: Second Floor Plan



Consistency with Planning & Zoning

Envision Cambridge

A plan for the
future of the city



Envision Cambridge

Special Permit Criteria

- Volpe Working Group Principles
- Mayor's Arts Task Force Recommendations
- K2 Planning Study and Design Guidelines
- Kendall Square Design Guidelines (as drafted)
- Connect Kendall Square Open Space Plan

“Ensure artists have space in Cambridge to work, meet, produce, perform, and display their work.” – Envision Cambridge

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Other Zoning Changes and Clarifications

Other Zoning Changes and Clarifications

- **Height** – Single height maximum of 250' and incorporated 85' Street Wall at Third Street
- **Interstitial Mechanical Room exception** - eliminated
- **Traffic** – Added language requiring TIS
- **Parking** – Added section for maximum parking ratios
- **Open Space** – Increased minimum from 15% to 20%
- **Clarifications for relationship of PUD-CDK to PUD-3**
- **General clarifications and simplifications**

Thank You & Discussion

Public Benefits to Include:

Relocation
of the
GTS

No
New Parking

Minimum
20%
Open Space

Arts & Cultural
Center with a
250-300
Seat Theater

\$10M+
Contribution to
the Affordable
Housing Trust Fund

15,000 S.F.
All-Weather Indoor
Public Space

Free
Canoe &
Kayak Passes

Significantly
enhanced
tree canopy

No
New Gas
Connection