

# HARVARD SQUARE PLACEMAKING

Kiosk restoration and concept workshop

June 17, 2015

# AGENDA:

June 17, 2015

- 5:30PM Welcome & Process to Date
- 5:35PM Takeaways from the last workshop
- 5:40PM Harvard Square Plaza Feasibility Study & Scope
- 5:45PM The Kiosk – Historic Restoration
- 5:55PM Concept of Use & Programming
- 6:20PM Group Discussion
- 6:55PM Next Steps
- 7:00PM Adjourn

# Harvard Square Placemaking Timeline

Sept  
2013

May  
2014

Jan  
2015

June  
2015

1<sup>st</sup> Workshop

Harvard Square  
Vision Plan

2<sup>nd</sup> Workshop

3<sup>rd</sup> Workshop:  
Kiosk Restoration  
& Concept



# Placemaking Evaluations by Site

1. Forbes Plaza/Holyoke Center
2. The Pit
3. Info Kiosk/Elevator/T
4. Out of Town News Kiosk
5. The Point
6. Harvard-Along Lehman Building
7. COOP –Brattle St.
8. Intersection JFK/Brattle St.



# Takeaways from the last workshop

## Lighter, Quicker, Cheaper Approach

### General Reactions to Changes:

- Lighter, Quicker, Cheaper approach has had an *instant positive effect*
- The tables and chairs welcome more people to sit & enjoy the public space
- The added seasonal greenery is beautiful & helps with safety





# Takeaways from the last workshop

## Still Room for Improvement:

- Integration of performance space
- More creative seating and lighting
- Improved information & signage (i.e. free wifi)
- Traffic calming in the Square
- Improved maintenance & upkeep
- Additional greenery
- Activation opportunities along storefronts

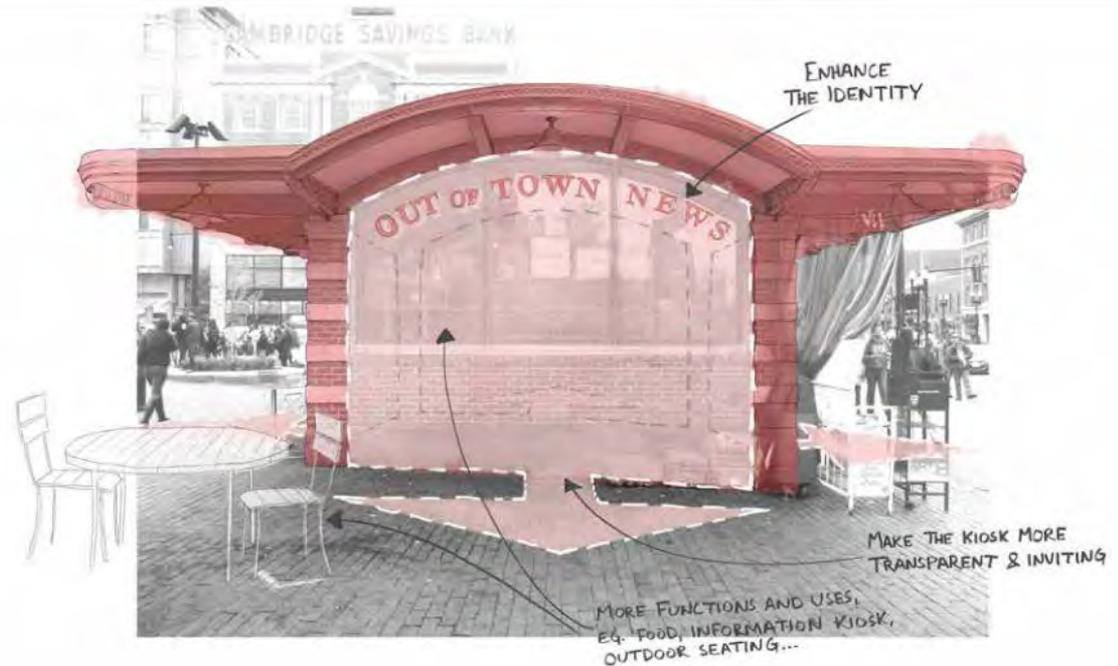




# Takeaways from the last workshop: Out of Town News Kiosk

## Vision for Improvement:

- More transparent
- Flexible use of space
- Better integration with the rest of the Plaza
- More public engagement opportunities
- Incorporation of information for visitors
- Restoration of the historic structure



# Harvard Square Plaza Feasibility Study

## Impetus for the study:

- Scheduled upgrades to the plaza including MBTA elevator, eventual removal of information booth, and future kiosk renovation
- Infrastructure challenges
  - ADA accessibility
  - Utilities - water, sewer & electric

## Scope of Study:

- The plaza including the pit, the point, and the OOTN Kiosk
- Engage community to develop detailed design of plaza

## Timeline:

- Design – fall 2015 to fall 2016.
- Bid construction project winter 2016, with construction in 2017.



# KIOSK: HISTORIC RESTORATION

OUT OF TOWN NEWS - Historic Restoration



Brattle Street Facade - 2014



Massachusetts Avenue Facade - 2014



Brattle Street Facade - 1929



Massachusetts Avenue Facade - 1950's

Historic and Existing Conditions Images

# OUT OF TOWN NEWS - Historic Restoration



MBTA-Side Facade - 2014



Massachusetts Avenue Facade - 2014



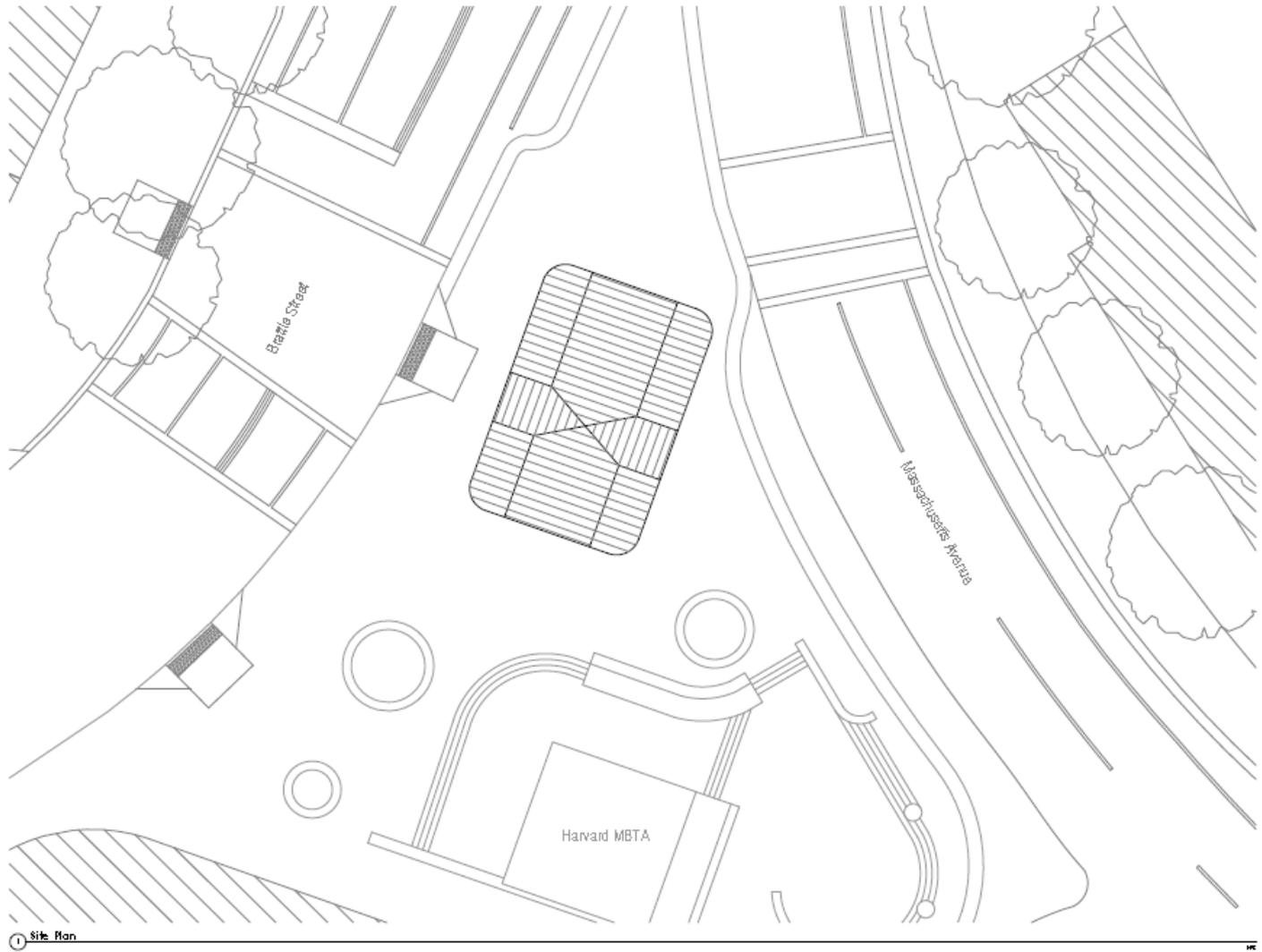
MBTA-Side Facade - 1960's



Massachusetts Avenue Facade - 1960's

Historic and Existing Conditions Images

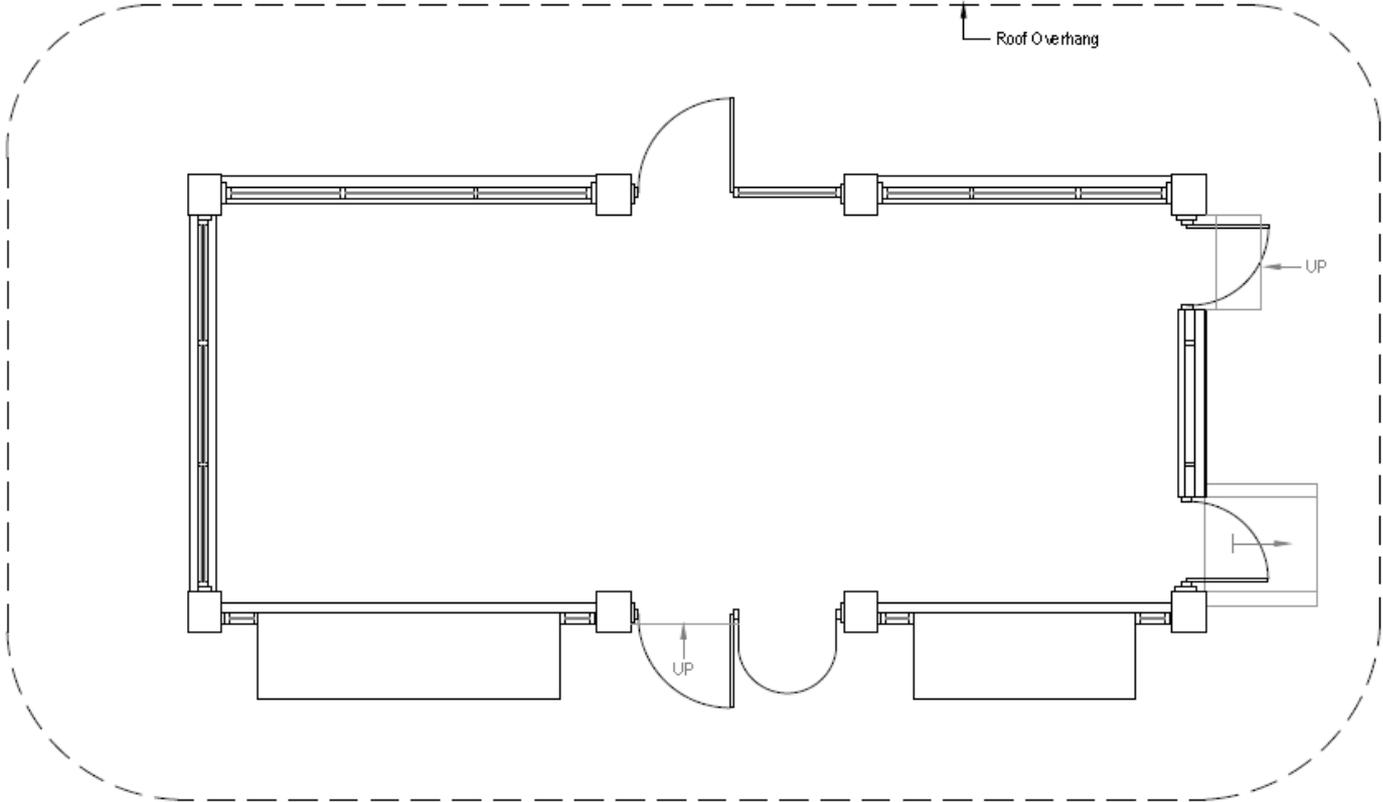
OUT OF TOWN NEWS - Historic Restoration



Site Plan

**OUT OF TOWN NEWS - Historic Restoration**

GROSS SQUARE FOOTAGE: 636 SF  
NET SQUARE FOOTAGE: 514 SF





Outdoor Perspective

# KIOSK: CONCEPT OF USE

# Kiosk: Concept of Use

## Objectives:

- Reclaim the public use of the building and promote better integration within the plaza
- Engage the community year-round through effective presentation, use, & experience
- Provide the best in local information
- Develop a use model that is financially self-sustaining



The kiosk and plaza should be able to support meet-ups, free time sitting, and immersion within the Square's culture & offerings

# Community Demographics

## Harvard Square Audience:

- Residents
- Students
- Tourists & foreign visitors
- Youth/teens
- Homeless
- University faculty/staff
- Local businesses
- International businesses
- Street performers & artists



How can we serve and engage such a diverse population?

# Information

Kiosk Concept: Incorporate local information services and support

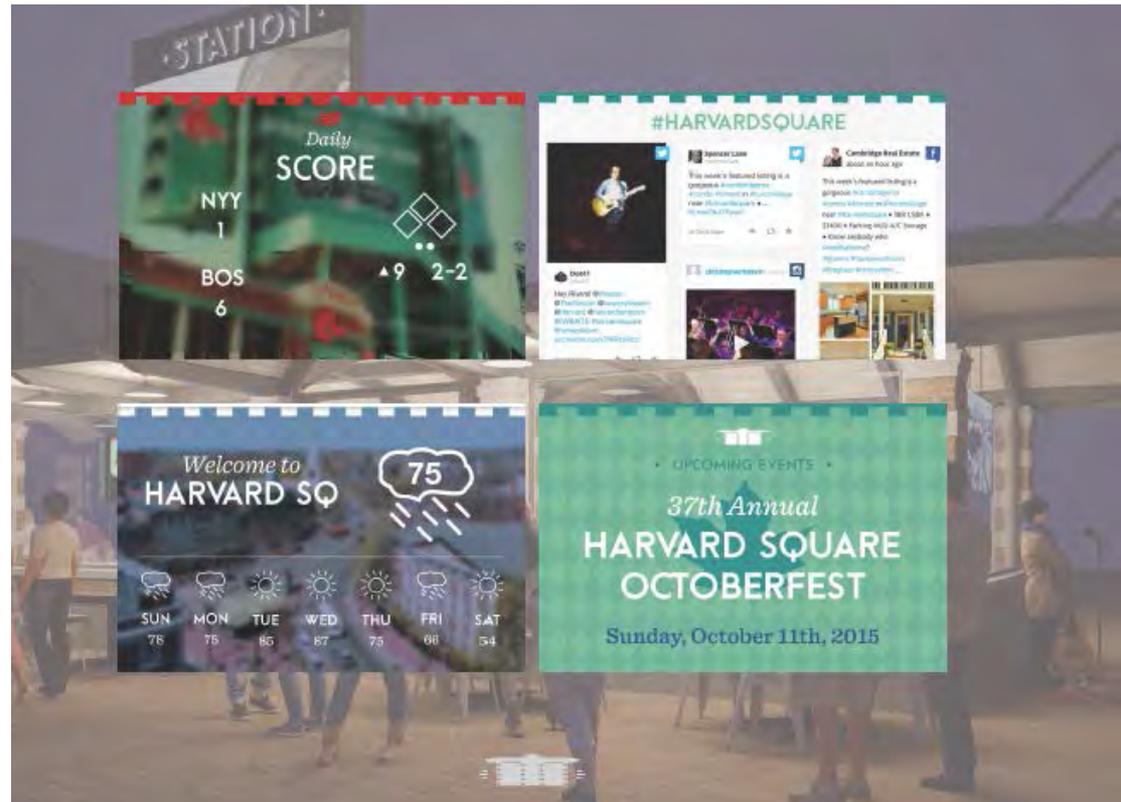
- Harvard Square “ambassadors”
- Informed & technology-enriched staff
- Mobile work setting
- Use of “mocial” technology to orient visitors
- Daily staff presence



# Signage

Concept: Physical and virtual information and signage

- Incorporation of screens to promote local public events, local business offerings, and information
- Balance public interests with privately sponsored content



# Kiosk Programming

Planned events

Spontaneous happenings

A regular day

## Other considerations:

- Seasonal variety of local community offerings
- Mix of public, nonprofit, and privately curated exhibits & event sponsorship
- Emphasis on public engagement and place
- Collaborations with community partners



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— SQUARE —

# Programming: Live Music & Performances



# Programming: Community Service Outreach



# KIOSK EXAMPLES: ART & CULTURE EXHIBITION

small scale curations

## Suburb of LONDON, ENGLAND: History & Local Craftsmanship



Exhibition – to tell the story of a place – a historic, place-based narrative

## KIOSK MUSEUM – SAN FRANCISCO, CA: Small, Temporary Curations



Partnership with a local nonprofit museum

SPRING EXHIBITION – BERLIN, GERMANY



Seasonal, historic place-based narrative

## LOWER ROXBURY: BOSTON, MA – Local neighborhood events



# KIOSK EXAMPLES: SEATING & MEETING

Integrating the kiosk within the plaza



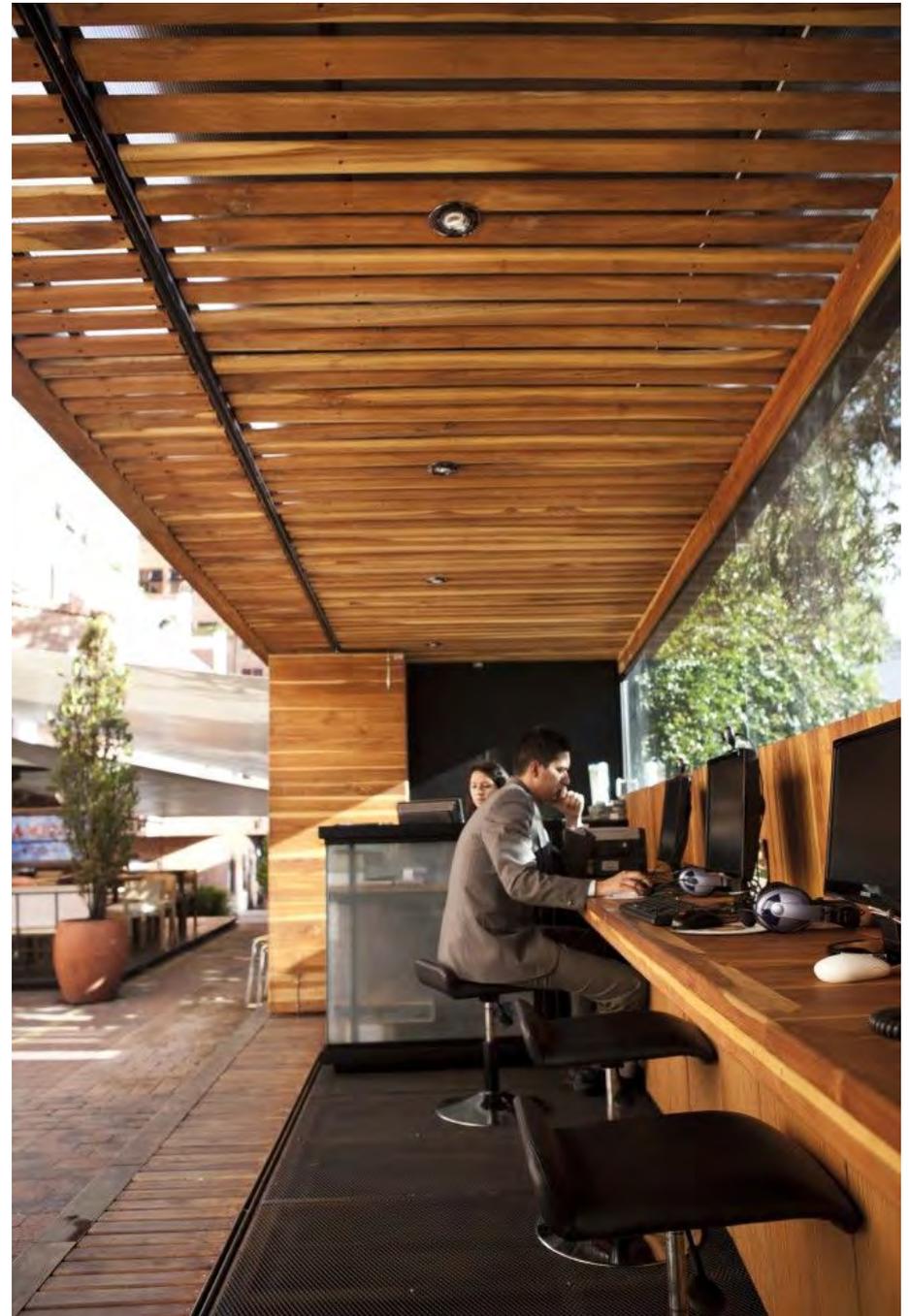
## The “Regular Day” Interior Vantage Point



# KIOSK EXAMPLES: INFORMATION & TOURISM

# BOSTON, MA: Boston Harbor Islands Information Center

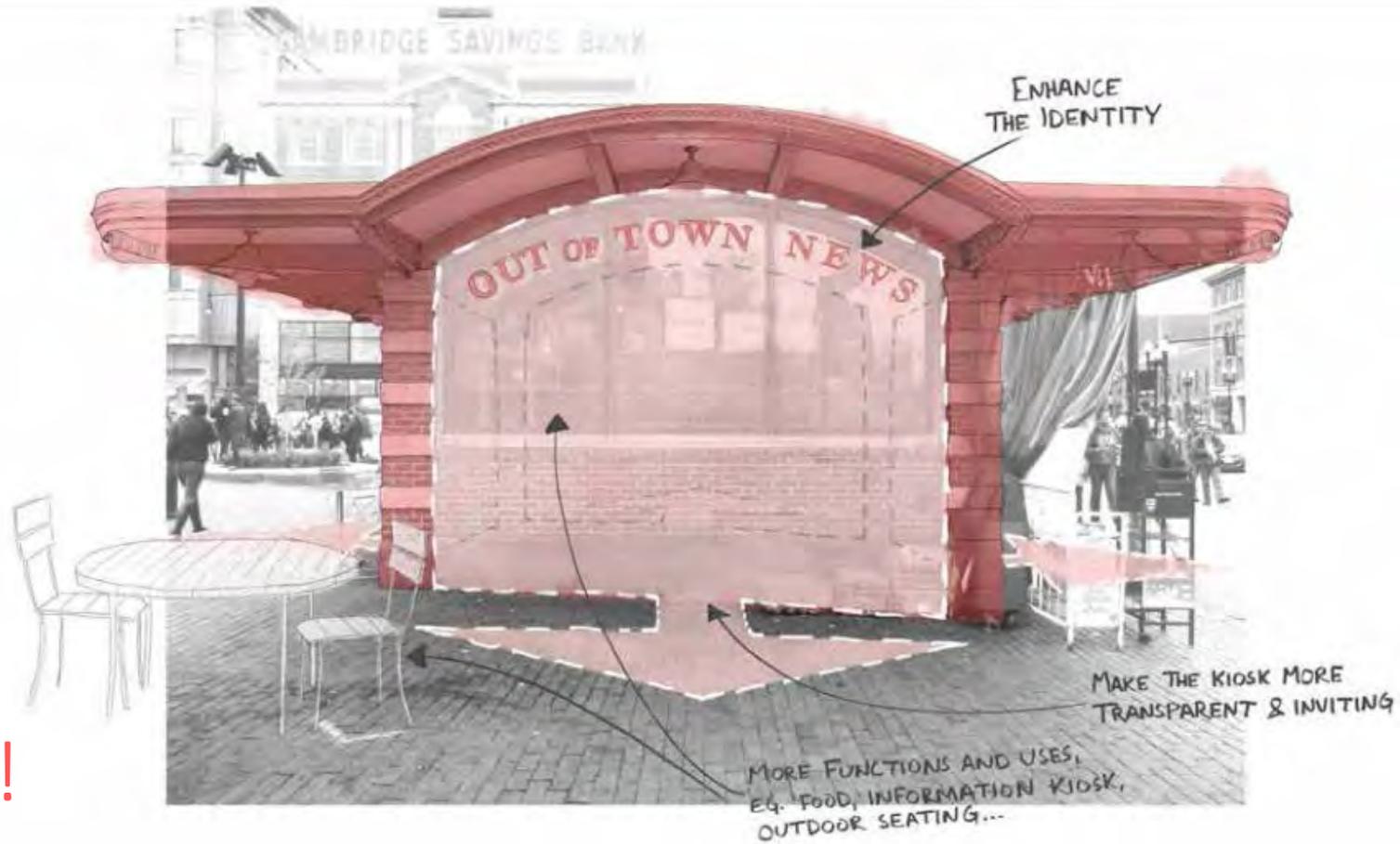




# GROUP DISCUSSION

1. Historic restoration
2. Information & Tourism
3. Programming (performances, exhibitions, community events)
4. Seating/lighting
5. Other questions/comments?

NEXT STEPS



THANKS!

Questions? Comments  
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