

January 14, 2015 Public Forum – Harvard Square Placemaking

Approximately 30 participants attended the meeting. Below is the feedback and ideas received at the workshop to discuss reactions to the changes in the plaza as well as ideas for the use and programming of the Out of Town News Kiosk.

Reactions to Changes in the Plazas

- Overall, participants are very satisfied with the changes that have been made thus far, particularly to the Pit and the Point

Further opportunities to improve the Square:

- Improved performance spaces
- More creative seating
- Water source for plantings
- Electricity for creative lighting
- Take down the information kiosk
- Improved maintenance for trash and recycling
- Create shade opportunities in the summertime
- Outdoor heaters
- Improve storefronts so that they are more visually appealing- “Macys display” in bank windows
- Competing interests between seating and performance space

Out of Town News Kiosk – Reactions to Design & Possible Uses/Programming

- Broad agreement about the goals of the space to be more transparent on all sides, flexible, more accessible to the public, and feature rotating programming. This is an iconic building that has a unique sense of place. Currently, there is low interest for engaging with its current use.

Possible Ideas for Programming/Uses

- Explore various licensing opportunities
- Flowers, chocolate, books, Christmas market, live broadcasting
- Mini food festivals
- Place for foreign visitors to get information
- Demonstration place for Cambridge’s innovation companies
- Focus on history, particularly paying homage to the OOTN concept
- Voter registration
- Photo exhibits
- Exhibit on Cambridge playgrounds, and other community happenings
- Promotion of Harvard’s events
- Promotion of tours and things to do in Cambridge
- Platform for public debate, speeches, and ceremonies
- Impromptu events & planned activities