

urban design/planning study for the **central** and **kendall square area**



Agenda

Central Square Red
Ribbon Committee

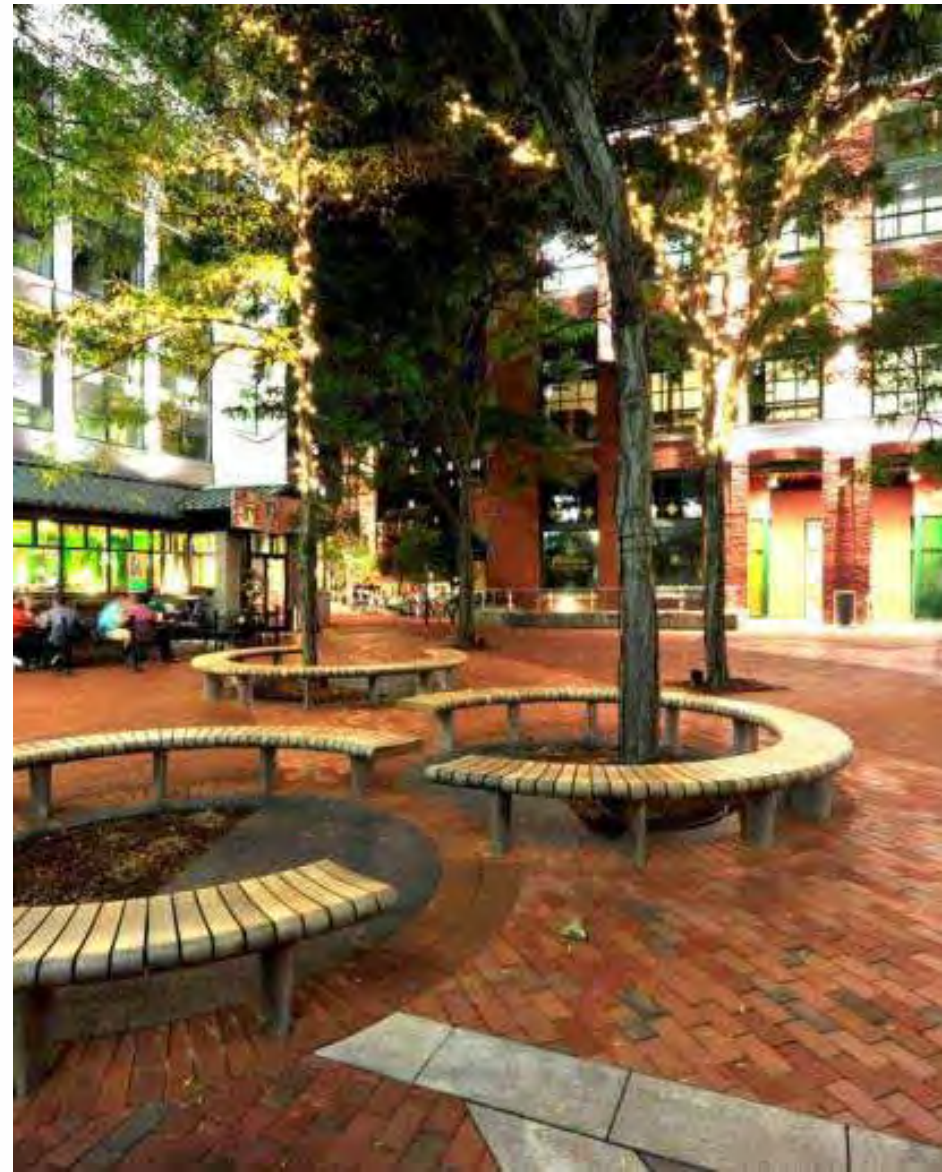
May 25, 2011

- Understanding the opportunity
- Creating a vision: initial thoughts
- Making it happen: planning team and process
- Central Square context
- Discussion



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UNDERSTANDING
THE
OPPORTUNITY:
finding the
synergies between
*creating
community and
competing in the
21st century*



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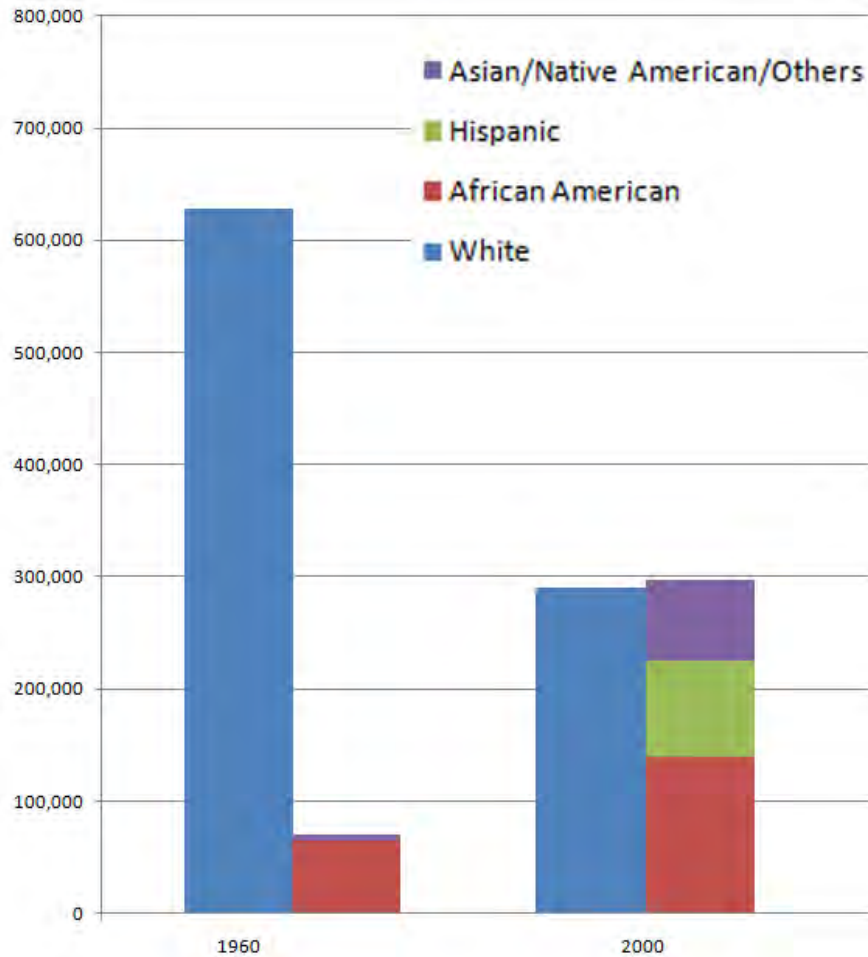
The right time and place: “demographics are destiny”

- More than half of all households in the region are singles and couples
- ...roughly twice the percentage of a decade ago
- ...large majority of households seeking housing included kids 20 years ago...less than one-quarter today
- ...family households still have an important place...
- ...trends that will dominate housing...and neighborhood...choices for 15-25 years



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Boston/Cambridge: 1960 to 2000



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America faces a long-term shortage of innovation workers

- 25-34-year olds were no more likely than the rest of the population to want to live in or near a downtown 20 years ago
- Today they are 33% more likely
- “Creative workers” in this age range are 53% more likely



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Changing demographics are changing values that *shape* our living environment

1950s to 1990s:

- Golf courses
- Large backyards
- Homogeneity
- Escape from work



2000s:

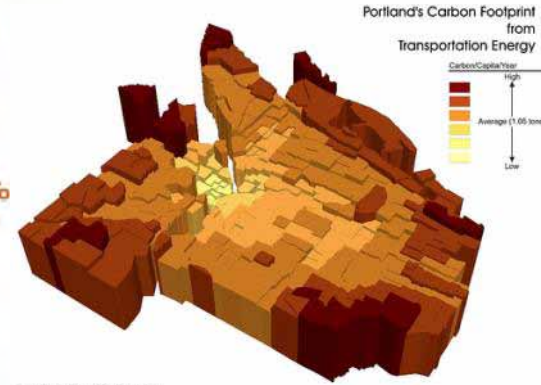
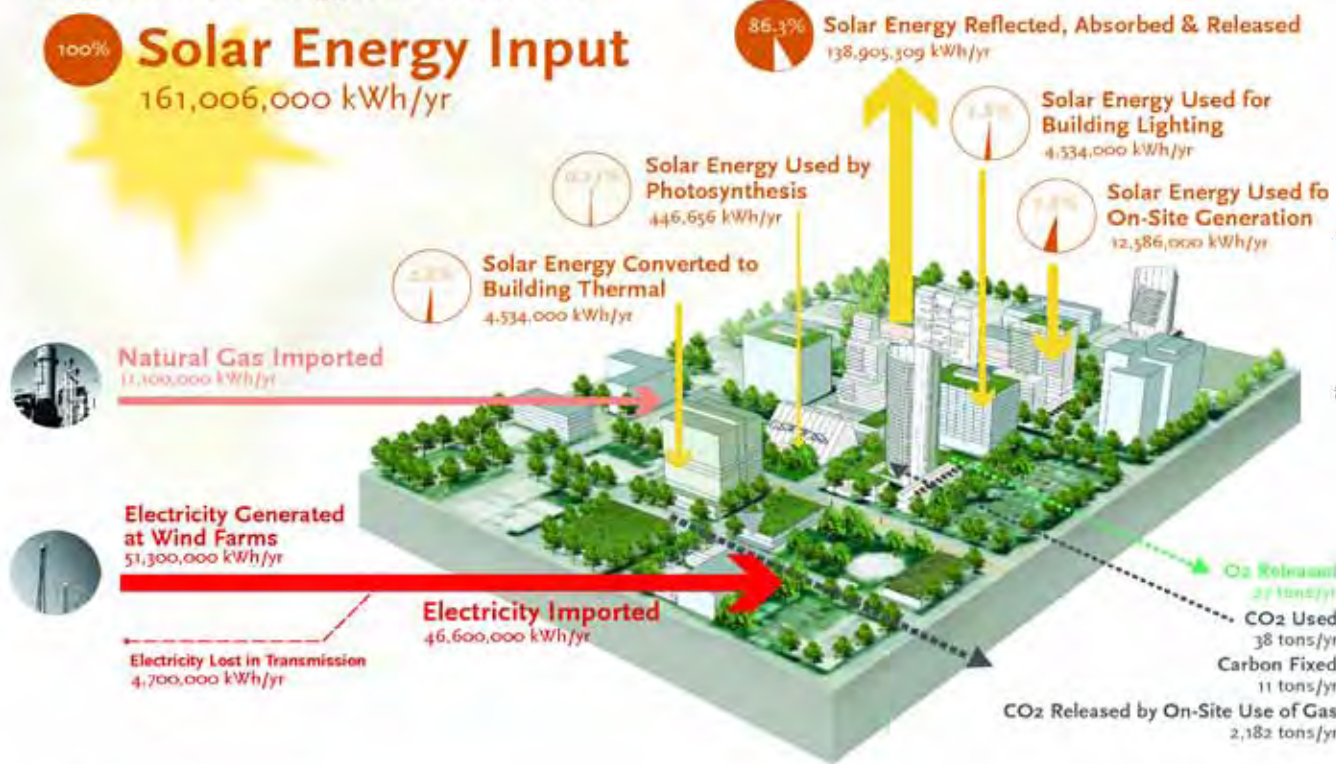
- Main Streets
- “Social places”
- Diversity
- Live near work
- Social and environmental responsibility



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Changing technologies offer opportunities to improve our natural environment

2050 Per Plan Energy Use Conditions



Note: This concept plan is not intended to represent specific planned or required development proposals

Carbon Balance
Net add to atmosphere: 2,144 tons/yr



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Changing working patterns require us to rethink our working environments

- Microsoft, IBM, and Amazon report that less than half their employees are at their desks any particular day
- Forrester urges its employees to exercise for one hour during the day
- Research shows frequent interaction among employees representing different disciplines produces more innovation



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SHAPING A CENTRAL SQUARE VISION

- Opportunities
- Precedents
- Preliminary ideas



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Reviving Central Square as the heart of a diverse community

- Celebrate its identity as one of the most diverse places around
- Enrich the mix of uses with more housing, retail, arts...
- Create a more complete destination for more people
- Improve connections to surrounding neighborhoods
- Capitalize on transit connections
- Build upon groundwork of the Red Ribbon Commission recommendations



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Transforming Main Street into a place of community connections

- Front door of a mixed-use neighborhood
- Expanded range of housing choices
- Walkable place connecting Central Square to Kendall
- ...and to adjacent neighborhoods (Area 4, Mid-Cambridge, Cambridgeport)
- ...and to MIT



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Precedent: Downtown Asheville, NC



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Precedent: Washington, DC ... U Street, Columbia Heights, Eastern Market



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Precedent: Rockridge (Oakland)



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Urban design: vitality, community



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Urban design: vitality, community



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Urban design: vitality, community, and connection



Urban design: vitality, community, and connection



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MAKING IT HAPPEN:

Critical issues...and the team

- **Integrating all perspectives:** Goody Clancy
- **Markets:** MJB (retail), W-ZHA (development economics)
- **Feasibility and implementation:** W-ZHA (economics), Ferrell Madden Lewis (zoning)
- **Transportation:** Nelson Nygaard
- **Community:** Goody Clancy
- **Urban design:** Goody Clancy



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Process

May June July August September October November Dec. – Feb. 2012

Public meetings

Stakeholder interviews

Advisory committee meetings

Central

Analysis: Retail, development, design, zoning

Draft Plan

Integrated plan Kendall, Central, Transition

Kendall



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Next step: June 9 public meeting

- Identify initial Central Square issues for discussion
- Small group discussion sessions on:
 - Identity
 - Public space
 - Housing
 - Retail and restaurants
 - Transportation and neighborhood connections
 - Arts, culture and entertainment
- Report-backs with summary of priority vision elements



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