WHAT IS PLACEMAKING?

When people collectively and deliberately shape their public spaces to facilitate social interaction and improve their community’s quality of life.
WHAT MAKES A GREAT PLACE?
WHAT WE HEARD
COMMUNITY ENGAGEMENT

• Harvard Square Kiosk Working Group Meetings
• Informational Operations Interviews
• Pop-Up Workshops On-Site
• Community Survey
• Community Workshops
• Call for Ideas
WORKING GROUP: The qualities and feeling of the Kiosk and Plaza

• Flexible and adaptable – across seasons, different times of day, month, or year
• Welcoming and safe for all users
• A community gathering space
• Navigable – maintaining the space as a busy transit thoroughfare
• Dynamic and engaging
• “Increase the JOY of being in Harvard Square for all types of people” John Shapiro
INFORMATIONAL OPERATIONS
INTERVIEWS

Cambridge Arts Council
Cambridge City Manager
Cambridge Historical Commission
Cambridge Office for Tourism
Cambridge Police Department
Cambridge Department of Human
Service Program
Cambridge Department of Public
Works
First Parish Church
Halvorson Design
Harvard Square Business Association
Harvard Square Neighborhood
Association
Harvard University
MBTA
Y2Y Harvard Square
Pop Up Workshop

Site Visit and Place Game
Survey and Community Meeting

WHAT THREE WORDS WOULD YOU USE TO DESCRIBE THE EXISTING KIOSK AND PLAZA?

RESPONSES FROM SURVEY AND COMMUNITY MEETING

- Landmark
- Uncomfortable
- Community
- Cramped
- Central
- Unique
- Busy
- Shabby
- Dirty
- Historic
- Iconic
- Bustling
- Chaotic
- Convenient
- Underutilized
- Uninviting
- Messy
- Congested
- Homeless
- Traffic
- Active
- Historic
- Crossroads
- Confusing
- Touristy
- Commercial
- Disorganized
- Loud
Survey and Community Meeting

WHAT THREE WORDS WOULD YOU USE TO DESCRIBE YOUR VISION FOR THE KIOSK AND PLAZA IN THE FUTURE?

RESPONSES FROM SURVEY AND COMMUNITY MEETING
CALL FOR IDEAS

Harvard Square Kiosk and Adjacent Kiosk Plaza as Multivalent News Center

Less is More
Plaza Circulation, Shade, Light, and Interaction

Kiosk as Art Space

Transparent LCD Displays
CALL FOR IDEAS: RANKING

QUESTION 1: OVERALL IDEA
- Harvard Square Kiosk and Adjacent Kiosk Plaza as Multivalent News Center
- Plaza Circulation, Shade, Light, and Interaction
- A Tourist Information Center for Harvard Square
- Welcome Local, State, National, and International Visitors
- Kiosk as Art Space
- Suggested Programming Opportunities

QUESTION 2: KIOSK IDEA
- Kiosk as Art Space
- Living Time Capsule
- Harvard Square Kiosk and Adjacent Kiosk Plaza as Multivalent News
- A Tourist Information Center for Harvard Square

QUESTION 3: PROGRAMMING IDEA
- Suggested Programming Opportunities
- Kiosk as Art Space
- A Tourist Information Center for Harvard Square
- Welcome Local, State, National, and International Visitors

QUESTION 4: PHYSICAL IMPROVEMENTS AND AMENITIES IDEAS
- Plaza Circulation, Shade, Light, and Interaction
- Less is more
CALL FOR IDEAS: USERS

**CURRENT USERS**

- Commuters
- Residents
- International Visitors
- Domestic Tourists
- University Students
- Homeless
- People seeking information
- People seeking news
- Chess players
- Pedestrians passing through
- People seeking directions
- People seeking Harvard memorabilia
- People seeking snacks
- Tour groups
- People watching entertainment
- Buskers
- Vendors
- Local businesses
- Local workers
- People seeking restrooms

**FUTURE USERS**

- People seeking knowledge: history, books
- People reading news
- Homeless seeking information
- People coming to exchange ideas
- People attending performances
- Shoppers
- Cooking students
- Local business owners
- Children school classes
- Children & families
**CALL FOR IDEAS: USES/AMENITIES**

### KIOSK USES

- Visitors' Center
  - News-past, present, future, digital & print
- Cambridge information and events
- History/Living Time Capsule
- Cambridge history micro-museum
- Café
- Art exhibits/celebrations
- Multi-use pop-ups with local business involvement
- Community service hub
- R&D science & innovation showcase
- Teasers for nearby venues
- Florist shop
- Place for discourse

### PLAZA USES

- Sitting
- Eating
- Performance space
- Free speech space
- Speaker programs
- Art installations/Sculpture garden
- Tour group gathering
- Cell phone charging
- Food vending
- Retail or arts/crafts vending
- Seasonal thematic programming or related to local events
- Garden
- Quiet contemplation
- Water feature
- Bonfires
- Thematic programming related to history
PROGRAMMING IDEAS
KIOSK PROGRAMMING

VISITOR’S CENTER
HISTORIC EXHIBITS
PERFORMANCE SPACE
TICKET SALES
FOOD KIOSK/CAFE
KIOSK AS OPEN & FLEXIBLE SPACE
PLAZA PROGRAMMING
A PLACE TO MEET

Harvard Square Kiosk 1970’s
ACTIVITIES FOR EVERYONE
PERFORMANCES
GAMES
OUTDOOR ART EXHIBITS
VENDORS
AMENITIES: PLANTINGS
AMENITIES: LIGHTING
PLAZA: FLEXIBLE OUTDOOR ROOMS
MANAGEMENT AND OPERATIONS
**HOW DOES IT HAPPEN?**

**Management Tasks**

- Site maintenance, security, and cleaning
- Onsite staffing (overseeing daily uses, execution of programming)
- Offsite management (programming and scheduling, promotion, financial management)
HOW DOES IT HAPPEN?

Revenue Streams

• Ticket sales (walking tours and other local events)
• Pop-up vendor sales
• Sponsorship of ongoing events and programming (e.g. River Festival)
• Advertising (appropriately scaled)
• Promotions
HOW DOES IT HAPPEN?

**Governance Process**

• The City hires an Operator to oversee Kiosk operations and programming in the Plaza

• An Advisory Committee appointed by City Manager provides ongoing recommendations about Kiosk and Plaza operations
DESIGN CONSIDERATIONS

CONTEXT
  • ENHANCE CONNECTIONS TO SURROUNDING USES

CIRCULATION
  • PRESERVE PRIMARY CIRCULATION ROUTES
  • MAKE BETTER USE OF REMAINING SPACE ON THE PLAZA

FLEXIBLE SPACE
  • DECLUTTER - REMOVE WALLS/STEPS/PLANTERS/INFO BOOTH
  • LEVEL/FLAT PLAZA - UNIVERSAL ACCESS
  • MINIMIZE PERMANENT FURNISHINGS - MOVABLE FURNITURE

SENSE OF ENCLOSURE / SAFETY / COMFORT
  • PROTECTION FROM VEHICLES
  • SHADE - TREES OR UMBRELLAS

PLANTING
  • TREES
  • PLANTERS

PROGRAMMING
  • ACCOMODATE VARIETY OF USES: EVENTS, PASSIVE, ART, MUSIC, FOOD, ETC
  • NIGHT/DAY
  • SEASONALITY
NEIGHBORHOOD HUB

HARVARD SQUARE IS THE EPICENTER FOR 5 SURROUNDING COMMUNITIES

NEIGHBORHOOD DIAGRAM

HARVARD SQUARE - CAMBRIDGE, MASSACHUSETTS
April 25, 2018
By removing some of the “clutter” from within the plaza (walls, stairs, planters, light poles, info kiosk), a larger more flexible space is possible.
BUFFERING THE SPACE FROM MASS AVE WOULD RESULT IN SAFER & MORE COMFORTABLE GATHERING
STEPS AND RETAINING WALLS WILL BE REQUIRED TO ADDRESS THE GRADE CHANGE BETWEEN MASS AVE AND THE PLAZA.
REMOVING A TAXI SPACE COULD AMELIORATE THE CIRCULATION PINCH POINT ADJACENT TO THE KIOSK

EXISTING CONDITIONS
LOWERING THE FINISH FLOOR ELEVATION OF THE KIOSK WILL IMPROVE ADA ACCESSIBILITY
CONSIDERATION OF SEASONAL VARIATION AND NIGHTTIME ACTIVATION WILL CONTRIBUTE TO THE SUCCESS OF THE PLAZA

EXISTING CONDITIONS
HEAVY PEDESTRIAN CIRCULATION THROUGHOUT THE PLAZA LIMITS
GATHERING OPPORTUNITIES

THE AREA WITH THE LEAST CIRCULATION IS SUBDIVIDED BY WALLS AND STEPS AT THREE DIFFERENT ELEVATIONS

POTENTIAL TO RECONFIGURE THE WALLS AND STEPS, CREATING ONE LARGER, FLEXIBLE SPACE

PEDESTRIAN CIRCULATION

MAJOR
MINOR
OCCASIONAL
PINCH POINT

CIRCULATION DIAGRAM
EXISTING ELEVATION

- **Upper**
- **Intermediate**
- **Lower**

**Plaza is subdivided into three levels limiting circulation and usage.**

- West side of kiosk is 6" higher than east side resulting in a step down out of kiosk.

- Existing plaza slopes are not compliant with current ADA/MAAB regulations.
PROPOSED ELEVATION

- **Upper**
- **Intermediate**
- **Lower**

Reconfigured steps and walls create one larger gathering space at intermediate level.

Kiosk elevation is lowered 6" providing universal access to both east and west entrances.

Plaza slopes are compliant with current ADA/MAAB regulations.

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April 25, 2018

Touloukian Touloukian Inc. Architecture + Urban Design

Halvorson Design Partnership
RECONFIGURED STAIRS AND WALLS

- Additional retaining wall required to separate plaza fill from MBTA headhouse facade.
- Reconfigured steps and additional riser at headhouse entrance.
- Wall and stairs required to retain higher elevation of Mass Ave.
- Retaining walls/steps.
TREE PLANTING AREAS

- PROPOSED TREE LOCATION
- ADEQUATE SOIL DEPTH FOR FLUSH STREET TREES

STREET TREES PLANTED IN A FLUSH PERMEABLE PAVING CONDITION REQUIRE APPROX. 4' DEPTH FROM FINISH GRADE TO TOP OF STRUCTURE

PROPOSED TREES WERE LOCATED OUT OF CIRCULATION ROUTES WHERE THEY COULD FRAME VIEWS TO THE KIOSK

ADEQUATE SOIL DEPTH FOR TREE PLANTING

HARVARD SQUARE - CAMBRIDGE, MASSACHUSETTS
April 25, 2018
POTENTIAL FOR A TERRACED SEATING FEATURE OVER THE EXISTING SLOPED BRICK WALL. MUST BE REVIEWED AND APPROVED BY THE MBTA AND DETERMINED STRUCTURALLY FEASIBLE.
**CURB LINE MODIFICATIONS**

- **EXPANDED PLAZA AREA**

- **REMOVE ONE TAXI SPACE TO INCREASE PLAZA AREA AROUND KIOSK WHILE MINIMIZING CIRCULATION PINCH POINT**

- **MODIFY CURB LINE TO ACCOMODATE TAXI AT EASTERN EDGE OF PLAZA**
ADDITIONAL "GREENING"

- MOVEABLE PLANTERS

- PLANTERS ALONG THE PERIMETER SERVE TO BUFFER THE ROADWAY AND DIRECT PEDESTRIAN CIRCULATION

- ADDITIONAL PLANTERS CAN BE DEPLOYED THROUGHOUT THE PLAZA ADDING SEASONAL INTEREST
- Trees in permeable pavers
- Remove one taxi space to ameliorate pinch point
- Lower finish grade of kiosk for accessibility
- Trees in permeable pavers
- Retaining seat wall
- Level flexible plaza space
- Terraced seating feature
- Reconfigured stairs
- New glass MBTA elevator
- Widened sidewalk

Baseline Site Plan
Cambridge, Massachusetts
April 25, 2018
TRES IN PERMEABLE PAVERS
TABLES AND CHAIRS
BIKE RACKS
PLANTERS AND BOLLARDS TO ENHANCE SPACE
REMOVE ONE TAXI SPACE TO AMELIORATE PINCH POINT
LOWER FINISH GRADE OF KIOSK FOR ACCESSIBILITY
TRES IN PERMEABLE PAVERS
RETAINING SEAT WALL
TABLES AND CHAIRS
LEVEL FLEXIBLE PLAZA SPACE
WIDENED SIDEWALK
TERRACED SEATING FEATURE
RECONFIGURED STAIRS
NEW GLASS MBTA ELEVATOR

HARVARD SQUARE - CAMBRIDGE, MASSACHUSETTS
April 25, 2018
One thing that has remained true is the connection between Harvard Square and the printed word.

“This is a place of history, of books, of ideas, and of learning”

Home of the first printing press!
Harvard Square Kiosk

1. Historic Preservation Approach
2. Kiosk Program Use Options
3. Kiosk Exterior Window/Door Options
4. Kiosk Signage Options
Timeline

1912
Original Harvard Square subway headhouse

1928
Revised headhouse structure built to cover entrance to subway station

1981
Kiosk disassembled & stored during construction work on Red Line

1983
Relocated, Out of Town News kiosk

1978
Listed on National Registry of Historic Places (MHC Review)

2000
City Council designates Harvard Square a conservation district (CHC review)

2014
CDD and the Harvard Square Business Association publish the Harvard Square Vision Plan prepared by PPS.

2015
CHC staff initiates (2) fundamental principles
1. “that all original material that remained after the conversion to a newsstand in 1983 should be preserved to the greatest extent possible...”
2. “…there should be no additional enclosure of the structure.”

2017
Landmark Designation Report 09/29/2017
"Original" Kiosk
"Original" Kiosk

BREEZEWAY

DOWN

UP
“...all original material that remained after the conversion to a newsstand in 1983 should be preserved to the greatest extent possible, and that there should be no additional enclosure of the structure.”
Exterior Kiosk Today
Existing Kiosk Today

- "Out of Town News" signage
- News stands & magazine racks
- Exterior suspended curtain tracks

Interior features:
- Interior casework & electrical room
- Select interior light fixtures
- Interior heating & cooling systems
- Aluminum framed storefronts
- South elevation fenestration, vents, doors & ramp

Present day kiosk - exterior

Present day kiosk - interior
Landmark Designation Report Guidelines

Historic Preservation

- Standing seam copper roof
- Riveted iron structure & exposed wood beadboard
- Exterior signage
- Brick flooring
- Masonry and limestone piers
- Perimeter brick wall with granite base
- Metal cornice
Preservation Research

Original Drawings
Masonry Opening Opportunities

Fenestrations

- Provide new windows
- Original entrance into the train
- Removal of magazine racks
Kiosk and Plaza Relationships
Exterior Envelope Equation

\[(\text{Interior Use} + \text{Exterior Use}) \times \text{Historical Significance} / \text{Surrounding Site} = \text{Highest and Best Exterior Envelope for Flexible and Adaptable Uses}\]
**Uses**

We realize that each plaza space will be supported differently based on the programmatic use of the kiosk and that the facade should respond accordingly.

### Plaza

**Daily Uses**
- Seating areas

**Temporary Uses**
- Table games
- Performance / Events
- Interactive installations (ex: public piano; artistic sculpture/seating)
- Family activities (ex: storytelling; face painting)
- Tabling for community groups
- Outdoor markets (selling books, art, and/or food)
- Civic Functions
- Board Games
- Street Performers
- Tour Groups

### Kiosk

**Daily Uses**
- Visitor Information Center
- News
- Interior “flex” space

**Temporary Uses**
- Family activities
- Performance / Events
- Civic Functions
- Social Seating
- Board Games
- Art exhibit
- Collection of clothing/food donations
- Small lecture/roundtable style event (ex: book talk)
- Sampling of products
- Historical exhibit

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**Consolidated: variety of rotating events**
* flexible and adaptable spaces
* grow and change with the community, local business and visitor interests.
Uses

Daily Uses

Visitor Information

News

Temporary Uses

Family Activities

Civic Functions

Social Seating

Board Games

Performance/Events
Daily Uses: Visitor Information & News Case Studies

Chicago Visitor Center - Brochures
Visitor Center - Personal Assistance
NYC Visitor Information - Multi-Lingual Information
NYC Visitor Center - Interactive Maps
Magazine and Newspaper - Storage
BMW Museum - Interpretative Displays
Daily Uses: Visitor Information & News Locations

**Visitor Information**
- Digital Information Screens
- Maps (Cambridge Region, and Historical)
- Pamphlets
- Brochures
- MBTA information

**News**
- Public Service Announcements
- Entertainment Information
- Advertising
- Newspapers
- Magazines (Local and Foreign)

**Location 1**
North & South Walls at existing masonry
Set below the existing window openings
Ends of built-ins exposed on East Facade

**Location 2**
East Walls at existing masonry
Set below the existing window openings

**Location 3**
West Walls, no existing masonry
Built-ins would block/obstruct possible glazing and/or operable doors
Daily Uses: Visitor Information & News Content

- Interpretative Displays
- Multi-Lingual Information Brochures
- Storage
- Brochures
Test Fit Use Scenario's

Tables (6)
*Foldable

Chairs (24)
*Stackable

Flexible Storage

Daily Uses

Visitor Information
News

Interior "flex" Space (500 Sq.Ft.) (14' X 35')

13'-10"
12"
10'-8"

10' - 8" 
12"

13' - 10" 

Family Activities Civic Functions Social Seating Board Games Performance

Temporary Uses
Exterior Facade and Interior Use Opportunities

Exterior Facade Options
1. Fixed Windows
2. Fixed Digital Windows
3. Sliding Windows (Counter Height)
4. Folding Glass Doors
5. Folding Glass Doors with Digital Windows

Signage Options
1. Digital Glass Window (Embedded LED’s in IGU)
2. Movable LCD Screen (Interior)
3. Roof Top Signage (Historical precedent)

Temporary Uses
- Family Activities
- Civic Functions
- Social Seating
- Board Games
- Performance
Family Activities
Family Activities
Fixed Digital Windows

Key Plan

View - Southwest

View - Northeast

HARVARD SQUARE - CAMBRIDGE, MASSACHUSETTS
Civic Functions

Plan (500 Sq.Ft.) - Diagram
Civic Functions

HARVARD SQUARE - CAMBRIDGE, MASSACHUSETTS
APRIL 25, 2018

Section - East/West
Sliding Windows (Counter Height)

Key Plan

View - Southwest

View - Northeast
Social Seating

Plan (500 Sq.Ft.) - Diagram
Social Seating

Section - East/West
Historic Signage Orientation
Sliding Windows (Counter Height)
Folding Glass Doors

View - Southwest

Key Plan

View - Northeast
Board Games
Folding Glass Doors with Digital Windows

Key Plan

View - Southwest

View - Northeast
Performances/Events

Plan (500 Sq.Ft.) - Diagram
Performances/Events

Section - East/West
Exterior Kiosk Opportunities

- Fixed Windows
- Fixed Digital Windows
- Sliding Windows (Counter Height)

- Family Activities
- Civic Functions
- Visitor Information
- News
- Social Seating
- Board Games
- Performance

- Folding Glass Doors
- Folding Glass Doors with Digital Windows
Character of the Place
Questions and Comments
Ways to share your feedback:

- Provide input on boards
- Fill out a comment card
- Email: dwolf@cambridgema.gov