Harvard Square Placemaking: Follow-up Workshop
January 14, 2015
Building on the Vision

The vision for the heart of Harvard Square is of a thriving civic square and world-renowned shopping, dining, cultural, and historic destination that continues to promote an authentic urban experience while encouraging the spontaneous interactions and improvisational activities that make, and have made, Harvard Square a unique and dynamic place.

-Harvard Square Vision Plan, 2014
1st Workshop Harvard Sq. Vision Plan
short-term experiments
2nd Workshop
Agenda

5:30PM Welcome & Process to Date

5:35PM Interventions to the Public Open Space to Date
• The Before and Afters & Updates

5:45PM Harvard University Update on Forbes Plaza/Smith Campus Center

5:50PM Categories of Next Step Actions

6:00PM Out of Town News Kiosk
• Presentation by Galante Architecture Studio/Soldier Design

6:15PM Small Group Discussions: The Next Iteration

7:15PM Report Back

7:30PM Adjourn
INTERVENTIONS TO DATE

Lighter, Quicker, Cheaper Approach
Place Performance 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.
Site 2: The Pit

Place Rating

- The tables and chairs improved the comfort & image of site but overall attraction rated poorly
- Great transit access
- Uses & activities rated poor to OK

Needed Improvements:

- Keep it clean
- Soften with greenery, like potted plants
- Improve safety and security
- Add more and taller seating
- More entertainment/performances
- Add food/retail truck/cart
- Improve signage/maps
Site 3: Info Kiosk/T/Elevator

Place Rating
• Scored poorly on all qualities

Needed Improvements:
• Clean up area
• Soften hardscape with planters/greenery
• Variety of lighting, brightness, ambiance
• Remove ads on the elevator
• Trash bins
• Remove video screens
• Improve seating
Site 4: Out of Town News Kiosk

Place Rating
- Rated fair on comfort and image
- Scored highest on access and linkages
- Scored poorly on mix of stores/services, clarity of information & signage, and sociability

Needed Improvements:
- Add more tables and chairs
- Add an activity/temporary food options-flower shop, pop-up store, food cart, coffee bike
- Trash maintenance
Site 5: The Point

Place Rating
- Scored poorly on all aspects of sociability as well as overall attractiveness, comfortable places to sit, and mix of stores and events

Needed Improvements:
- Slow down cars
- Tables & chairs
- Replace sculpture with rotating public art
- Tree/greenery
- Food/coffee truck or cart
- WIFI
Site 6: Harvard University- Lehman Building

Place Rating
- Scored well on comfort and image in terms of attractiveness and cleanliness, but poorly on comfortable places to sit

Needed Improvements:
- Trash receptacle
- Remove taxi stand to improve view into square
- Historic marker, self guided walking tour
- Better orientation signage
- Bicycle lane separate and visual
Harvard University – along Lehman Building
Site 7: COOP/Brattle Street

Place Rating
- Scored poorly on comfort & image, very poorly on sociability
- Scored fairly on uses and activities, mix of stores could be improved

Needed Improvements:
- Move the telephone booths, post box, giant ATM machines, bollards
- Designate as a non-smoking area
- Create space for artists, seating
- Improve lighting, add lighting to trees
- Improve window/art installations
- Create photo zones
- Activate storefronts/bank frontages
Site 7: COOP/Brattle St.
Site 8: Intersection at JFK & Brattle St.

Place Rating
- Rated fair to good for all qualities except for comfortable places to sit and clarity of information/signage

Needed Improvements:
- Directional signage, historical plaques, signage pointing to hidden gems, e.g. Long Fellow House, Quaker Meeting House, & iconic local establishments
- Performance space
- Activate edges, add planters, more green along dead zones
- More seating
Site 8: Intersection at JFK & Brattle St.
Site 1: Forbes Plaza/Holyoke Center

Place Rating
• Comfort and image good in terms of safety and comfortable places to sit
• Access and linkages rated highest

Needed Improvements:
• Overall attractiveness
• Uses and activities
• Sociability
• Cleanliness & quality of maintenance
Site 1: Forbes Plaza/Holyoke Center
Site 1: Forbes Plaza/Holyoke Center

Long-term Improvements

• Redesign/Update the building
• Improve the ground floor’s relationship to the street (especially block along Mass Ave.)
• Change ATM layout (too exposed)
• Screen movies and/or cultural broadcasts
• Project Harvard lectures and other events on screens at Square
• Have more retail variety
• Pop-up shops/trucks
• Close Dunster Street to connect the triangle and Forbes Plaza
CATEGORIES OF NEXT STEP ACTIONS

Developing the next iteration
NEAR TERM RECOMMENDATIONS:

EDGE USES
ART PROJECTIONS ON BUILDINGS
CREATE VISUALLY INTERESTING FACADES THAT DRAW PEOPLE INTO SQUARE

LIVSMEDEL
GLASS WINDOWS & PRODUCTS DISPLAYED OUTSIDE
MAKE THE INSIDE OF THIS CORNER STORE SPILL OUT ON TO SIDEWALK

ART EXHIBITS IN BANK WINDOW DISPLAY
MAKE WALKING BY MORE ENJOYABLE

COLORFUL FLOWERS OUTSIDE STORE
CREATE A SEAMLESS TRANSITION FROM INSIDE THE STORE TO OUTSIDE
NEAR TERM RECOMMENDATIONS:

AMENITIES
TRIANGULATE UMBRELLAS, PLANTERS, CHAIRS & TABLES TO CREATE SMALLER, INTIMATE SEATING AREAS.
NEAR TERM RECOMMENDATIONS:

PROGRAMMING
NEAR TERM RECOMMENDATIONS:

OUT OF TOWN NEWS KIOSK
EDGE USES

AMENITIES

PROGRAMMING

OUT OF TOWN NEWS KIOSK
Seasonal Programming

HARVARD SQUARE EVENTS
SMALL GROUP DISCUSSIONS
THANK YOU!

Questions? Comments
Contact Ellen Kokinda
Community Development Department
ekokinda@cambridgema.gov
617-349-4618