CONCEPT DEVELOPMENT
Harvard Square Kiosk and Plaza

Working Group #5
December 13, 2017
AGENDA

1. PRESENTATION:
   - CALL FOR IDEAS
   - KIOSK SCHEMES
     - PLUG-INS
   - PLAZA SCHEMES
     - AMENITES
     - PROGRAMMING

2. DISCUSSION: THREE SCHEMES
WORKING GROUP GOALS

• 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 and thoroughfare
• Dynamic and engaging

• “Increase the JOY of being in Harvard Square for all types of people”  John Shapiro
# 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
- 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
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
- More Green, More Space, More Light.
- 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
- More Green, More Space, More Light.

VOTES
**CALL FOR IDEAS: DESCRIPTIONS**

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<th>PHYSICAL AMENITIES</th>
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| Harvard Square Kiosk and Adjacent Kiosk Plaza as Multivalent News | • Kiosk: Welcome Center with ticket booth, tourist center, newstand, and small history museum.  
• Plaza and Amenities: water feature, seating, umbrellas, landscaping, pulldown screen, vendor carts. | • Movie screen  
• Vendor carts  
• Water feature | • Visitor Center  
• News  
• History Museum  
• Sports and movie screening  
• Vending |
| Kiosk as Art Space | • The Kiosk could be a great “pop-up” space for two to three artists at a time to display and sell their work. | • Pop-Up Space | • Art exhibition |
| Plaza Circulation, Shade, Light, and Interaction | • Pedestrian Circulation improvements to allow more efficient movement through space and invite lingering.  
• Light, Shade & Public Art to define a distinctive public space  
• Interactive display to provide information and wayfinding. | • Seating areas  
• Landscaping  
• Illumination (night)  
• Digital display  
• Public art | |
| More Green. More Space. More Light. | • Introduce more green: eliminate the Pit, plant shade trees in space.  
• Create more space inside and outside Kiosk.  
• Bring more light to underground MBTA station. | • Trees  
• Glass enclosure addition to Kiosk  
• Translucent plaza ground treatment | |
| A Tourist Information Center for Harvard Square | • Recommendations for a professional tourist information center (TIC) in the Harvard Square Kiosk. | • Visitor Center | |
| Less is More | • Introduce seating inside and around Kiosk.  
• Introduce interactive digital displays.  
• Primary role for Plaza is point of access to MBTA Red Line. | • Seating  
• Digital displays | |
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| Welcome Local, State, National, and International Visitors | • Maintain the historic value and traditions of the square, keep the space locally maintained and operated.  
• Maintain attractive, unique, locally run business or community entity in this space.  
• Continue to sell most popular newspapers and magazines in small outdoor areas.  
• Maintain classic essence of the Kiosk building structure.  
• Staff the space year round and 7 days a week with long hours.  
• Support through dedicated tourist, visitor and local sponsorship revenue; Promote Harvard Square entities of all kinds through highly trained, knowledgable personable staff. | | |
| Suggested Programming Opportunities for Harvard Square Kiosk | • The Kiosk should be staffed every day from early in the morning until and throughout the evening all year long.  
• These events should take place throughout the year, as appropriate. | | • Voter registration, Wayfinding, Maps, Public Toilet locations, Tours, Harvard Square business listings, City-wide festival and events listings, Historical information, and more. |
| Living Time Capsule | • Interactive time-capsule display documenting both the city's history and community's personal memories.  
• Kiosk as Welcome Center with micro museum and still sells international newspapers. | • Interactive screen panels  
• Movie Screen to feature films throughout the year.  
• Seating areas with solar powered phone charging stations. | • Historical themed programming and amenities |
KIOSK SCHEMES

1. Open and Flexible
2. Permanent Visitors’ Center with Flexible Space
3. Two Kiosk Scheme
4. Indoor/Outdoor Kiosk
#1 KIOSK SCHEME
OPEN & FLEXIBLE

- HISTORY/NEWS/EXHIBIT
- VISITORS INFORMATION

INFORMATION WINDOW/COUNTER
VISITOR INFORMATION DISPLAYS

0 6 10 FEET
N
HISTORIC EXHIBITS
THE NEW STAND
NEW YORK CITY
#2 KIOSK SCHEME
FLEX SPACE WITH VISITORS INFORMATION

FLEXIBLE NEWS & EVENT SPACE

PERMANENT VISITORS INFORMATION

INFORMATION WINDOW/COUNTER

VISITOR INFORMATION DISPLAYS
#2A Kiosk Scheme

Flex Space with Visitors Information

- Flexible Art Exhibit Space
- Permanent Visitors Information
  - Moveable Desk/Counter
  - Information Window/Counter
  - Visitor Information Displays

Scale: 0 - 10 Feet
VISITORS’ CENTER
THE NEWS STAND: BARCELONA
PERFORMANCE SPACE
#3 Kiosk Scheme
Two Kiosks

- Art Exhibit Space
- Cafe
- Window with Counter Seating
- Permanent Visitors Information
- Information Window/Counter
- Visitor Information Displays

Scale: 0 - 6 - 10 Feet
BEACH BAR AND GRILL: DETROIT
#4 KIOSK SCHEME
OUTDOORS VENDING/INDOORS VISITOR INFORMATION

DISPLAY/RACKS
NEWS
CAFÉ
WINDOW WITH COUNTER SEATING
VISITORS INFORMATION
INFORMATION WINDOW/COUNTER
VISITOR INFORMATION DISPLAYS
NEWS STAND: NEW YORK CITY
FOOD KIOSK/CAFE
HERALD SQUARE: NEW YORK CITY
PLAZA SCHEMES

1. Flexible Programming & Game Area
2. Visitors’ Center with Tour Area and Garden
3. Two Kiosks and Performance Area
4. Indoor/Outdoor Kiosk with Performance and Information Area
OUTDOOR GAMES
THE GARDEN
PLAZA PROGRAMMING
London, UK – street pianos
OUTDOOR ART EXHIBITS
FOOD VENDING
PLAZA AMENITIES
VISITOR INFORMATION
INFORMATION KIOSK
SEATING
PHONE CHARGERS
SHADE
PAVILIONS
LIGHTING
BRRR....IT'S COLD OUT THERE!