COMMUNITY ENGAGEMENT

- Working Group (10 meetings)
- Community meetings (90 participants)
- Call for Ideas (33 proposals)
- Survey (219 responses)
- Pop-up workshops (2)
- Stakeholder interviews (14)

The Kiosk and Plaza should be...

- 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
CAMBRIDGE OFFICE FOR TOURISM TO OPERATE THE VISITOR INFORMATION COMPONENT

- Intention is for operation of programming in Kiosk and Plaza to be financially self-sufficient

**Operator activities:**

- Site maintenance, security, and cleaning (supplementing the services already provided by the City) of the Kiosk and Plaza
- Onsite staffing (hosting programming and certain daily activities)
- Offsite management (planning and scheduling events, marketing and promotion, financial management, etc.)
GOVERNANCE & OVERSIGHT

Advisory Committee

- Appointed by City Manager
- Reviews operations and finances of Kiosk operation, including schedule and approach for programming
- Provides ongoing recommendations to City Manager to help ensure the operation of the Kiosk and Plaza are consistent with the vision set forth by the Working Group
- Meets 2 to 3 times per year
- Residents as well as business, institutional, nonprofit, and neighborhood representatives
- Range of expertise, such as: financial management, operations, arts and culture, and civic life
PROCUREMENT

Goals:
- Encourage broader range of potential operators and seek best outcome for City
- Allow for creativity in applying program scope to successfully operate Kiosk
- Fair, transparent, and open bidding process

3 Step Process:
1. Request for Information (RFI)*: to gather information from potential operators about feasibility of program scope, limitations on revenue generating activities, etc.
2. Refinement
3. Request for Proposals (RFP)*: to solicit proposals

*Note: Public review period for both RFI and RFP
Timeline

1900
- Original Harvard Square subway headhouse

1912
- Revised headhouse structure built to cover entrance to subway station

1928
- Kiosk disassembled & stored during construction work on Red Line

1981
- Relocated, Out of Town News kiosk

1983
- CDD and the Harvard Square Business Association publish the Harvard Square Vision Plan prepared by PPS.

2014
- Landmark Designation Report 09/29/2017

2017
- CHC staff initiates (2) fundamental principles

2018
- Harvard Square - Cambridge, Massachusetts

Challenges and Historical Context:

- The original Harris Newsstand in 1938 should be preserved to the greatest extent possible.
- There should be no additional enclosure of the structure.
"Original" Kiosk
"Original" Kiosk

HARVARD SQUARE - CAMBRIDGE, MASSACHUSETTS
APRIL 25, 2016
"...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
HARVARD SQUARE VISION PLAN (2014)
EXISTING ELEVATION DIAGRAM

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

HARVARD SQUARE - CAMBRIDGE, MASSACHUSETTS

April 25, 2018

HALVORSON DESIGN PARTNERSHIP
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.
DAILY USES
- Seating Areas
- Table Games
- Tour Groups
- Street Performers

TEMPORARY USES
- Public Piano
- Artistic Sculpture/Seating
- Storytelling
- Face Painting
- Tabling for Community Groups
- Art Vendors
- Farmer/Flea Market
- Food Festivals
- Rallies
- Performances

PROGRAM AREAS AND POTENTIAL USES

HARVARD SQUARE - CAMBRIDGE, MASSACHUSETTS

April 25, 2018
TREES IN PERMEABLE PAVERS
TABLES AND CHAIRS
PLANTERS TO BUFFER THE PLAZA
REMOVE ONE TAXI SPACE TO AMELIORATE PINCH POINT
LOWER FINISH GRADE OF KIOSK FOR ACCESSIBILITY
TREES IN PERMEABLE PAVERS
RETAINING SEAT WALL
TABLES AND CHAIRS
LEVEL FLEXIBLE PLAZA SPACE
WIDENED SIDEWALK
TERRACED SEATING FEATURE
RECONFIGURED STAIRS
NEW GLASS MBTA ELEVATOR
**Existing Kiosk Today**

- **interior**
  - interior casework & electrical room
  - select interior light fixtures
  - interior heating & cooling systems

- **"Out of Town News" signage**

- **news stands & magazine racks**

- **exterior suspended curtain tracks**

- **present day kiosk - exterior**

- **present day kiosk - interior**

- **aluminum framed storefronts**

- **south elevation fenestration, vents, doors & ramp**

- **Touloukian Touloukian Inc.**
  - HALVORSON DESIGN

**HARVARD SQUARE - CAMBRIDGE, MASSACHUSETTS**

**APRIL 25, 2018**

**PARTNERSHIP**
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

HARVARD SQUARE - CAMBRIDGE, MASSACHUSETTS

HALVORSON DESIGN

APRIL 25, 2018 PARTNERSHIP
Preservation Research

Original Drawings

One Half East Elevation
Masonry Opening Opportunities

Fenestrations

- Provide new windows
- Removal of magazine racks
- Original entrance into the train

Harvard Square - Cambridge, Massachusetts

Touloukian Touloukian Inc.

April 25, 2018
Kiosk and Plaza Relationships
Exterior Envelope Equation

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

Daily Uses

Visitor Information

News

Temporary Uses

Family Activities

Civic Functions

Social Seating

Board Games

Performance/Events
Daily Uses: Visitor Information & News Content

- Multi-Lingual Information
- Brochures
- Interpretative Displays
- Storage
Daily Uses

Visitor Information
News

Temporary Uses

Family Activities
Civic Functions
Social Seating
Board Games
Performance

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

Tables (6)
* Foldable

Chairs (24)
* Stackable

Flexible Storage

HARVARD SQUARE - CAMBRIDGE, MASSACHUSETTS
APRIL 25, 2018
GOALS OF PROGRAMMING

- Celebrate community and creativity
- Promote civic engagement
- Highlight the historical legacy of the area
- Support Cambridge businesses, nonprofits, other organizations, and Cambridge festivals and activities
- Inform passersby of City services
- Contribute to making Harvard Square a more delightful, engaging place.
EXAMPLES OF KIOSK PROGRAMMING

- Small performances
- Voter registration and other civic functions
- Art installations
- Family-oriented programming
- Collection of clothing/food donations
- Small lecture or roundtable style events
- Historical exhibits
- Sampling/promotion of goods, services, or activities (e.g., chocolate samples, poetry recitations, calligraphy lessons)
EXAMPLES OF PLAZA PROGRAMMING

- Performances (impromptu and planned)
- Interactive installations (e.g., public piano, artistic sculptures/seating, etc.)
- Family-oriented activities (e.g., storytelling, face painting, etc.)
- Spaces for community groups, demonstrations, etc.
- Outdoor markets (e.g., selling books, crafts, food/produce, etc.)
Daily Use: Visitor Information + News

Honk! Festival

Local Events

Announcements & Area events

Tour Information

Tourist Maps
Performances/Events

Section - East/West
PROJECTED TIMELINE

2017  2018  2019  2020  2021

- Working Group Process
- RFI: Development & Public Review
- RFI: Issuance and Responses
- Advisory Committee
- RFP: Development & Public Review
- RFP: Issuance and Proposals
- Design and Approvals
- Construction Bidding
- Construction
- Operator Selected

Operation
THANK YOU