Agenda

- Introductions
  - Advisory Committee
    Goody Clancy
- Planning process
- What We Have Heard: Core themes
  - Issues, trends
  - From June public meeting, Red Ribbon Commission
- Emerging Vision
- Discussion
- Next steps
The Goody Clancy team:

- Leadership, integrating all perspectives: Goody Clancy
- Retail market: MJB Associates
- Feasibility and implementation: W-ZHA
- Transportation: Nelson|Nygaard
- Community: Goody Clancy
- Urban design: Carol R. Johnson Associates, Goody Clancy
High Street, Columbus, OH

2010 APA National Planning Excellence Award for Implementation
TO OUR CLIENT, CAMPUS PARTNERS, FOR REVITALIZATION OF THE UNIVERSITY DISTRICT IN COLUMBUS, OHIO

urban design/planning study for the central and kendall square area
Downtown Asheville, NC

urban design/planning study for the central and kendall square area
Washington, DC ... U Street, Columbia Heights, Eastern Market
Planning process

Conduct analysis (land use, building form, urban design, development economics, transportation)

Develop draft plan strategies for each area of analysis

Develop final plan

Advisory Committee review and comment

Take action

January – June 2012
What we have heard: Core themes

- Character
- Public open space
- Arts and culture
- Retail
- Housing
- Development environment
- Transportation
Character

ISSUES
• Diverse character
• Central Square is a crossroads for many
• Lacks spaces that promote opportunities for interaction
• Aggressive behavior and panhandling are problems
• Need to improve university-community synergies

TRENDS
• Central Square remains ethnically and culturally diverse, with emerging strengths (restaurants, entertainment)
• Different times of day bring out different dimensions of the diverse community
• Central Square is home to many needed social service agencies for the foreseeable future
Public spaces

ISSUES
• Carl Barron Plaza too inflexible for multiple uses
• Mass Ave not yet achieving full potential as civic heart
• Accessibility issues

TRENDS
• Jill-Browne Park (Lafayette Square) has been a great success … open space + restaurants + programming
• Public space used in different ways by different people at different times of day/week
Arts and culture

ISSUES
• Arts culture present but uncelebrated
• Market pressures may displace artists

TRENDS
• Growing identity, success as entertainment destination
• Increasingly diverse destination, attracting all ages, lifestyles
Retail

ISSUES
• Too many blank/uninviting store fronts (vacancies, banks)
• Need to prevent loss of traditional, locally-based retail

TRENDS
• Some traditional retailers are struggling due to internet, big box (since pre-recession)
• Growing market diversity
• Strong emerging restaurant district

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Housing

ISSUES
- Affordability challenges, especially for middle class households
- Desire for family housing
- How can business/entertainment district and surrounding housing best complement each other?

TRENDS
- Increasingly strong housing demand from a spectrum of households (students, singles/couples, families, seniors)
- Limited housing production
Development environment

ISSUES
• Numerous underdeveloped properties (single-story, parking lots) will feel increasing redevelopment pressure
• Traditional upper floor tenants (non-profits, artists, small businesses) face affordability challenges

TRENDS
• The market is putting pressure on costs for business and residential tenants
• Biotech development is increasing, creating opportunities and challenges
Transportation

ISSUES
• How to balance convenient connections among buses and Red Line with public space goals
• Pedestrian environment needs enhancement (lighting, wayfinding, connections, streetscape…)
• How to balance transportation modes (walk, bike, transit, auto)

TRENDS
• Traffic appears stable
• Retail parking supply appears typically adequate
• Growing interest in walkability, bikeability
Emerging vision

A destination for cultural life, retail choices and community discovery

Supporting plan strategies:

- Enhance ability of all public spaces in/around Central Square to support active civic life and dynamic cultural arts
- Connect Central Square with the full Cambridge community with a network of great walking streets and convenient transportation choices
- Add significant quantity and variety of mixed-income housing to support life-cycle household choices, retail, community identity, the arts, workplaces
- Maintain and expand retail diversity (type, price point, ethnicity...)
Opportunities for change supporting the vision

- Civic/cultural core
- Neighborhood connections
- Diverse housing opportunities
- Retail choices, engaging edges
Civic/cultural core
Neighborhood connections
Diverse housing opportunities
Retail choices, engaging edges
What could change look like... along Mass Ave?
What could change look like... along Mass Ave?
What could change look like... at Carl Barron Plaza?
What could change look like… at Carl Barron Plaza?
What could change look like… on Bishop Allen Drive parking lots?
What could change look like... on Bishop Allen Drive parking lots?
What could change look like... along Green Street?
What could change look like... along Green Street?
What could change look like... at Lafayette Square?
What could change look like…
at Lafayette Square?
What could change look like... along Main Street?
What could change look like… along Main Street?
Discussion

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