Agenda

• New development opportunity: finding the right fit
  – Central Square
  – Transition Area

• Activating great public places
  – Building design
  – Public activities
  – Opportunity areas
  – Discussion

• Next steps
Central Square development opportunity
From February 8…

**Strategy 3:** Preserve diversity of housing choices, community identity, the arts, retail and workplaces by adding *mixed-income housing*

**Potential capacity:**
- Under existing zoning, and alternate height scenarios
- What envelope offers the right scale and character relationships with context?
Development opportunity is shaped by limits on dimension and quantity.
urban design/planning study for the central and kendall square area
Existing development
**Potential development within existing density**

1,400-1,500 new housing units

Image depicts a potential development scenario, not intended to represent a specific plan or design intent for specific sites.
Potential development within current height envelopes:
1,900-2,000 housing units

Image depicts a potential development scenario; not intended to represent a specific plan or design intent for specific sites
Potential development beyond height envelopes:
1,900-2,100 housing units

Image depicts a potential development scenario, not intended to represent a specific plan or design intent for specific sites
Transition area building form
**Balancing complementary goals**

- Provide appropriate scale and use transition to Area 4.
- Provide incentive for housing south of Main Street.
- Accommodate research uses on sites uniquely suited to it.
- Encourage active ground floor uses, emphasizing a continuously walkable Main Street corridor.
Existing conditions: south of Main

- Zone IB
- 2.75 FAR maximum for non-residential, 4.0 FAR maximum for residential
- 120’ maximum height
610 Main precedent

Image depicts a potential zoning envelope scenario; not intended to represent a specific plan or design intent for specific sites

- 2.75 FAR maximum non-residential (research/office)
- Active ground floor uses not counted in FAR
- 45 degree height limit plane ascending from Main Street centerline
Potential framework: south of Main

Image depicts a potential zoning envelope scenario; not intended to represent a specific plan or design intent for specific sites.

- 2.75 FAR maximum for non-residential
- Active ground floor uses not counted in FAR
- Additional residential FAR allowed up to 4.0 total
- 45 degree height limit plane for non-residential, not housing
Research/office restricted west of Windsor

Priority area for housing

Opportunity sites and ownership
- Planned / Permitted
- Potential - Volpe Site
- Potential - Kendall Square
- Potential - Central Square
- Potential - Transition Area

FAR bonus possible with housing affordable to moderate incomes
Existing conditions: north of Main

- Zone C-1
- 0.75 FAR maximum
- 35’ height maximum
Potential framework for consideration: north of Main

Image depicts a potential zoning envelope scenario; not intended to represent specific plan or design intent

- Potential mixed-income redevelopment opportunity
- 1:1 replacement of any redeveloped public housing units (minimum)
- 60’ height limit within 100’ of Main and Portland to Washington
- 45’ height limit beyond
- FAR approx. 2.0-2.5
- Additional density possible with low/moderate income housing
Activating great public places
What difference does design make? Upper story step-backs

Massachusetts Ave., Main, Western: Step-back at about 60’ (Portland)

Side streets: Step-backs, scale for neighborhood/historic compatibility (Asheville, Washington)
What difference does design make? Housing over active uses

Step-back above active ground floor; multiple façade and balcony planes above (Portland, Charlotte, Alexandria)
What difference does design make? Active residential street edges

Balancing privacy and street activation:
Live-work uses tolerating public exposure
What difference does design make? Active residential street edges

Balancing privacy and accessibility: continuous “dock”
**What difference does design make? Active residential street edges**

Balancing privacy and accessibility: ground level units with landscaped setback, trellis/balcony forms
Making Mass Ave a great public space
Opportunity areas: where public realm, redevelopment and neighborhood connections can work together
**Strategy 1:** Enhance ability of Central Square to support active civic life and dynamic cultural arts – especially in **public spaces**

**KEY QUESTIONS**

- **Physical Space:** Does the design fit the intended range of activities and experiences?
- **Context:** Does adjacent land and building use/design support active use of the space?
- **Culture of use:** Is the space welcoming to all? Is it cared for?
- **What improvements are needed in each category?**
Active sidewalks and plazas: dining

Comfort: separating dining from traffic with landscaping, parking

Flexible footprint: Narrow along sidewalks, broader at plazas
Active sidewalks and plazas: dining

Nighttime: effective lighting, connection to arts/entertainment
Active sidewalks and plazas: arts, entertainment

Flexibility for diverse activities: small and large, daytime and nighttime
Active sidewalks and plazas: arts, entertainment

Accommodate occasional use of the entire street
Active sidewalks and plazas: Seating and plantings

Separate people and traffic

Canopy and ground

Create spaces

Planting for color
Active sidewalks and plazas: places to play
Opportunity areas: where public realm, redevelopment and neighborhood connections can work together.