Agenda

- Infill: exploring scale, character, and public space benefits
  - Criteria
  - Program potential
  - Opportunity sites
- Discussion
- Next steps
Key criteria for Central Square

- Enrich public spaces with more activity
- Increase support for vital, local retail
- Add and diversify housing choices
- Promote architecture and urban design that enhances the character of Central Square and adjoining neighborhoods
Existing development – and opportunities for change

Potential soft sites
Potential today – current zoning
1,300-1,500 new housing units; 200,000sf updated/new retail space; new residents would support 13-18%

Image depicts a potential development scenario, not intended to represent a specific plan or design intent for specific sites
Potential with modest increases in density:
1,800-2,000 housing units; 200,000sf updated/new retail;
new residents would support 20-25%

Image depicts a potential development scenario;
not intended to represent a specific plan or design intent for specific sites
Potential with modest increases in density and height:
2,200-2,400 housing units; 200,000sf updated/new retail;
new residents would support 25-30%
**Opportunity areas:** where public realm, redevelopment and neighborhood connections can work together
Active sidewalks and interiors

Residential front doors

Live/Work

Retail/entertainment

urban design/planning study for the **central and kendall square area**
Jill Brown-Rhone Park: special opportunities

- **Public spaces**: Extend or create active edges along all sides; add ped-scale focal point; expand use as 18/7 neighborhood square and center for arts, entertainment, dining.

- **Retail**: Extend retail along Main St., Mass Ave, Sidney St.

- **Housing choices**: Diversify housing types with special opportunity for taller buildings, views.

- **Design**: Enhance walkability to Area 4, Kendall; transition to greater scale toward MIT; modern expression.
Jill Brown-Rhone Park
Jill Brown-Rhone Park

- Additional active edges
- Mix of housing + commercial infill in Transition Area
- Transition to greater heights in distance
- Element of shade, scale, light, art
Bishop Allen Drive: special opportunities

- **Public spaces**: Green Bishop Allen with rain gardens, compact planting beds.
- **Retail**: Reinforce retail node at Main/Mass Ave.
- **Housing choices**: Engage Area 4, Mid-Cambridge communities with complementary housing choices, walkable streets, live/work space.
- **Design**: Transition to Area 4 with 45' height, bays scaled to context.
Bishop Allen Drive
Mass Ave: special opportunities

- **Public spaces**: Create new plaza space, activate existing sidewalks.
- **Retail**: Unique opportunity to create new spaces tailored to market and community interest.
- **Housing choices**: Establish an attractive transit-oriented neighborhood at Central Square's core. Special opportunity for height.
- **Design**: Activate sunny Mass Ave, and plaza edges. Reinforce Mass Ave, streetwall, avoid negative scale/shadow impacts.

Leverage new elevators for public art or other enhancements

City Public Parking Lot 4

Redevelopment opportunity

City Public Parking Lot 5

Leverage new elevators for public art or other enhancements

City Public Parking Lot 4

Redevelopment opportunity

City Public Parking Lot 5

Redevelopment opportunity

Central Square Theater

Mass Ave

Busy bus stop

Sidewalk underutilized for public activities

Lack of trees

Elevators

Redevelopment opportunity

Central Square Theater

Mass Ave

Busy bus stop

Sidewalk underutilized for public activities

Lack of trees

Elevators

Redevelopment opportunity
Mass Ave

urban design/planning study for the central and kendall square area
Mass Ave
Mass Ave

Upper floors step back

Flexible retail configurations

Frame Mass Ave

New public plaza

Organize bike parking
Western Ave-
Carl Barron Plaza:
special opportunities

- **Public spaces:** Activate Carl Barron Plaza and connect into Western/River green space corridor
- **Retail:** Engage Western and Magazine with more active retail
- **Housing choices:** Engage Cambridgeport and Riverside communities with complementary housing choices, walkable streets, live/work space
- **Design:** Create Central Square gateway; Complement taller context buildings; transition to 45’ height at neighborhood edges
Western Ave-
Carl Barron Plaza
Western Ave-Carl Barron Plaza

Step down toward neighborhoods

Landmark building scaled to context

Reconfigure bus stop to expand plaza space?

More continuous, accessible pedestrian + green space network