ECPT OBJECTIVES: KENDALL FOR ALL

- Develop a holistic vision for Kendall Square Area that can be shared by multiple constituents
- Enhance the vitality and viability of Kendall Square for all users
- Create a vision that is credible with the development industry
- Study MIT proposal and make recommendations
- Improve access to Charles River
- Develop mechanisms for implementation
### Study Area and Planned Projects

<table>
<thead>
<tr>
<th>Category</th>
<th>Square Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office/R&amp;D</td>
<td>9.7 MN</td>
</tr>
<tr>
<td>Residential</td>
<td>2.8 MN</td>
</tr>
<tr>
<td>Retail</td>
<td>0.2 MN</td>
</tr>
<tr>
<td>Institutional</td>
<td>2.6 MN</td>
</tr>
<tr>
<td>Hotel</td>
<td>0.5 MN</td>
</tr>
<tr>
<td>Industrial</td>
<td>0.7 MN</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>16.5 MN</strong></td>
</tr>
</tbody>
</table>

- Includes permitted Alexandria Plan
- Existing information gathered from City of Cambridge GIS

![Map of Kendall Square with planned projects highlighted.](image-url)
KENDALL SQUARE TODAY
A PROBLEM OF SUCCESS
WHAT IS THE IDENTITY OF KENDALL SQUARE

• Identity of Kendall Square? Is it
  - Cambridge’s Downtown?
  - Institutional Campus?
  - Regional Sub-Center?
  - Like the other Squares in Cambridge?

• Relationship to the River is challenged

• Opportunity to create a unique place that is a “Urban Mixed-use Campus”
POCKETS OF PUBLIC ACTIVITY

- Sum is smaller than the parts
- High density urban concentration by the day
  - Kendall 115,000/SQM
  - Manhattan Island 70,000/SQM
- Future of Retail?
  - Lack of cohesive strategy
  - Upwards of 550,000 SF: Existing potential
  - Relationship to Galleria Mall
- Need to enhance vibrancy
- Main Street overwhelmed by transportation
- Auto-dominant transport networks
- How do you humanize Kendall?
## LAND USE IMBALANCE

<table>
<thead>
<tr>
<th>Location</th>
<th>Total Acres</th>
<th>Residential</th>
<th>Academic (UCSF)</th>
<th>Commercial</th>
<th>Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission Bay, San Francisco</td>
<td>303 acres</td>
<td>44%</td>
<td>20%</td>
<td>32%</td>
<td>4%</td>
</tr>
<tr>
<td>Residential: 6 million SF (6,000 units)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Academic (UCSF): 2.65 million SF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial: 4.4 million SF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail: 500,000 SF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HafenCity, Hamburg</td>
<td>311 acres</td>
<td>30%</td>
<td>14%</td>
<td>48%</td>
<td>8%</td>
</tr>
<tr>
<td>Residential: 7.5 million SF</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Academic: 3.3 million SF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial: 12 million SF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail: 2.3 million SF</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kendall Square, Cambridge</td>
<td>234 acres</td>
<td>17%</td>
<td>16%</td>
<td>58%</td>
<td>1%</td>
</tr>
<tr>
<td>Residential: 2.8 million SF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Academic: 2.6 million SF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial: 9.7 million SF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail: 201,327 SF</td>
<td></td>
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</tr>
</tbody>
</table>
KENDALL SQUARE TOMORROW
URBAN DESIGN VISION
# Approach and Principles

<table>
<thead>
<tr>
<th>Step</th>
<th>Principle</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Create Legibility and Identity: Pearl Necklace</td>
</tr>
<tr>
<td>2.</td>
<td>Achieve Land Use Balance: Smart Intensification</td>
</tr>
<tr>
<td>3.</td>
<td>Make Kendall Square Humane: People First</td>
</tr>
</tbody>
</table>

**mono-culture to Multi-culture**
- From building to place: opportunity to develop a unique research based mixed use urban form
- Push beyond the conventional regulatory tools and create a shared story
- Encourage great stewardship and ownership
- Resolve programmatic, transportation and planning/morphological issues simultaneously
- Develop a combination of big moves with fine grained moves
- Attract a diversity of players and encourage new partnerships
EXISTING CONDITIONS
PROPOSED VISION
2 PLANNING PRINCIPLES
SMART INTENSIFICATION
LARGE SITES WITH A GREAT MIX OF USES

Total New Development:
7.4 MILLION sf

<table>
<thead>
<tr>
<th>Category</th>
<th>Square Feet</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office/R&amp;D</td>
<td>2.7 million</td>
<td>37%</td>
</tr>
<tr>
<td>Residential</td>
<td>4.2 million</td>
<td>57%</td>
</tr>
<tr>
<td>Retail</td>
<td>407,885</td>
<td>5%</td>
</tr>
</tbody>
</table>

Overall Development:
25 MILLION sf

<table>
<thead>
<tr>
<th>Category</th>
<th>Square Feet</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office/R&amp;D</td>
<td>13 million</td>
<td>53%</td>
</tr>
<tr>
<td>Residential</td>
<td>7 million</td>
<td>29%</td>
</tr>
<tr>
<td>Retail</td>
<td>709,212</td>
<td>3%</td>
</tr>
</tbody>
</table>
SMART BLOCKS: DENSE, TALL/LOW, MIXED

SEAWOON DISTRICT, SEOUL

PITTSBURG, PA

MALMÖ, SWEDEN OFFICE AND RESIDENTIAL ADJACENCY WITH GROUND FLOOR RETAIL
ENVIRONMENTAL COMFORT

WIND EXISTING (WINTER)

WIND PROPOSED (WINTER)

REPRESENTATIVE SHADOWS (JUNE 9AM, NOON, 3PM)
KENDALL SQUARE

PUBLIC REALM
ESTABLISH A LEGIBLE INTERSECTION AND CREATE A SQUARE AT THE INTERSECTION OF MAIN, BROADWAY AND THIRD STREET WITH AN URBAN PLAZA AND STRONG RETAIL EDGES AROUND

CREATE CONNECTIONS/TRAFFIC FROM BROAD CANAL TO THE EAST CAMBRIDGE AND WELLINGTON HARRINGTON NEIGHBORHOODS

TRANSPORTATION
ESTABLISH A SYNCHRONIZED TRAFFIC INTERSECTION WITH WIDENED SIDEWALKS AND EASE TO CROSS PEDESTRIAN CROSSINGS THAT CONNECTS THE SQUARE
KENDALL SQUARE PRECEDENTS

HARVARD SQUARE

NYC STREETS PLAN

MADISON SQUARE PARK, NYC

NYC STREETS PLAN
KENDALL SQUARE RETAIL ACTIVATION

EATALY, TURINO ITALY

POTSDAMER PLATZ, BERLIN

SANTA CATERINA MARKET, BARCELONA

STEVEN STREET, TORONTO
KENDALL SQUARE RETAIL ACTIVATION

NOKIA PLAZA, LOS ANGELES

BEIJING, CHINA

LA LIVE

LIBERTY WHARF, SOUTH BOSTON
KENDALL SQUARE GATEWAY TO MIT

MIT at Massachusetts Avenue

MIT at Main Street??
MAIN STREET, CAMBRIDGE CENTER AND MIT

PUBLIC REALM
REMOVE MEDIANS AND WIDEN SIDEWALKS ALONG MAIN STREET AND CREATE A CONTINUOUS STREET WALL WITH RETAIL
CREATE A VERTICAL CIRCULATION PUBLIC ACCESSWAY FROM THE NEW WINTER GARDEN TO THE EXISTING ROOF GARDEN NEXT TO MARIOTT
CREATE OPPORTUNITIES FOR CONNECTIONS/VIEWS TO THE CHARLES RIVER FROM MAIN STREET

TRANSPORTATION
RELOCATE BUS TERMINAL FROM MAIN STREET TO THE NEWLY EXTENDED 5TH STREET
MAIN STREET, CAMBRIDGE CENTER AND MIT

PARIS, FRANCE

SANTANA ROW

TORONTO, CANADA

The Vertical Campus
- Utilize tower height for natural ventilation and wind
- Solar Control: External and Internal shading devices, and glass glazing performance
- Atrium use for ventilation pools and fresher air at low level and relieved at high level. Improvement of indoor air quality
- Locate labs with fume hoods at top of tower and utilize high performance low flow rate fume hoods
- Increase daylight to reduce artificial light and energy cost

Sustainability:
The Programmable Green Roof
- Green Roof
- Rain Water Reuse
- Solar Hot Water
- Heating

The Podium:
- Teaching and Flexible Lab Spaces
- Raised Flooring for integrated ventilation and electrical distribution
- Operable windows

The Active and Transparent Ground Plane
- An opportunity to lift the building, provide transparency and accessibility at grade, and provide programs which are conducive to social interaction and enhance a strong sense of collegiality

The Active below Grade Plane
- An opportunity bringing natural light through the ground floor and activates the level below grade
RECOMMENDATIONS

The concept of the string of pearls sets up a network of shared open spaces at specific locations and in configurations which are connected.

District-wide place making and public realm strategy as opposed to streets and buildings. Open space strategy shouldn’t be on a building by building or project by project basis.

The concept of Smart Blocks ensures complete projects with right mix of uses and open spaces.

Housing and mixed-use partnerships are enforced throughout the neighborhood by using the Smart Block concept.

Restoring the Main Street corridor to Boston is critical in revitalizing Main Street, the backbone of the Kendall to Central corridor.

Community supports increased density provided it is handled correctly. City’s proposed housing density can be increased for the benefit of a vibrant Kendall Square.

The concept of Smart Blocks gives more flexibility and has the ability to produce a variety in building massing and places.

A holistic retail strategy is essential for the success of both existing and future retail. Owner operated retail should be encouraged.
DISCUSSION AND NEXT STEPS