Reinventing Kendall Square for the 21st Century
Strategies for active public spaces and retail

KENDALL SQUARE ADVISORY COMMITTEE
SEPTEMBER 22, 2011
Agenda

• Strategies for activating street edges
• Preliminary retail findings
• Discussion
• Third and Main Street connection: opportunities and challenges
Public realm intensity

Critical ingredients:
- Active ground floor uses
- Pedestrian-oriented façade and public space design
- Safe, convenient, universal pedestrian access
Kendall’s Core Area: Intense overlap of activities

Core Area goals:
• Continuous active edges
• Sense of Kendall as a connected place
• Mix of uses sustaining 18/7 activity
Design can fuse indoor/outdoor experience
Civic squares, active 18/7, define place

A series of distinct spaces:
- **Square at Station:** Gateway to MIT, Cambridge Center
- **Point Park Square:** Unifying Kendall around retail and park space
- **Broad Canal:** Recreation and green space amidst mixed uses
Green spaces add amenity

...connected to a larger network of park and recreation resources via walkable streets and paths
Active edges: current and future

Retail area:
- Roughly 100,000sf existing
- About 90,000sf more needed to enliven priority edges (excluding Volpe)
- About 70,000sf additional desirable
- Unique challenge
Third and Main: Critical pedestrian connections
Creative solutions needed
Strategies for challenging edges

• Lobbies:
  • Add or re-orient retail where possible (Marriott, 5 Cambridge Center, Broad)
  • Museums, other highly interactive cultural activities

• Blank walls
  • Retail veneer
  • Mobile retail

• Vacant/Underutilized site
  • Landscaping / temporary community gardens
  • Interim public art/display
Small-scale retail

urban design/planning study for the central and kendall square area
Interactive and green installations

Charlottesville

Trafalgar Square
Retail analysis: preliminary findings

Market-based opportunities based on combined 18/7 worker and resident demand:

• Drugstore; need 10,000-15,000sf floorplate
• Small mixed grocery/convenience store/deli possible; full supermarket unlikely
• Continued support for existing restaurants
• Not likely: comparison goods, apart from limited home furnishings/housewares
• 50,000-75,000sf overall opportunity range likely in near-term
Retail analysis: preliminary findings

Key strategies for intensifying and expanding retail:

- Enhanced pedestrian connections important, especially between Third-Main: safe, convenient wayfinding
- Third-Main driving connection can help but is not vital for retail
- Prioritize adding retail in the Kendall core, versus adjacent areas, until it gains another 50,000-75,000sf
Discussion