1. Create **LEGIBILITY** and **IDENTITY**
   - PEARL NECKLACE

2. Achieve Land Use **BALANCE**
   - SMART INTENSIFICATION

3. Make Kendall Square **HUMANE**
   - PEOPLE FIRST
WHAT IS THE VISION?

FROM “KENDALL SQUARE PLAN” (GOODY CLANCY, 8.7.2012)

1. Shaped around **PEOPLE**... and **CONNECTED** socially as well as physically

2. Focus **VITALITY** toward the heart of Kendall Square

3. Focus **GROWTH** within a 5-10 minute walk... and **DENSITY** within a 5-10 minute walk

4. Create a lively **“SQUARE”** for Kendall Square where the community, transit, and MIT come together to animate the square

5. Create two nodal **DESTINATIONS** to animate the square

6. Connect the square to surrounding **NEIGHBORHOODS**
KENDALL SQUARE TOPICS

- Housing
- Open Space
- Height and density
- Academic flexibility
ZONING AND URBAN DESIGN RECOMMENDATIONS
FROM “KENDALL SQUARE PLAN” (CDD, 7.10.2012)
ZONING AND URBAN DESIGN RECOMMENDATIONS
FROM “KENDALL SQUARE PLAN” (CDD, 7.10.2012)
KENDALL SQUARE TOPICS

• Height, Massing / Setbacks
KENDALL SQUARE TOPICS

- Height, Massing / Setbacks
- Mix of Uses
- Housing
- Innovation Space
ENLIVEN BROAD CANAL

VIEW FROM BROAD CANAL
KENDALL SQUARE TOPICS

- Height, Massing / Setbacks
- Mix of Uses
- Housing
- Innovation Space
- Open Space and Retail
ENLIVEN BROAD CANAL

VIEW FROM THIRD STREET
CREATE MEANINGFUL OPEN SPACE AND ACCESS TO MIT

VIEW DOWN INFINITE CORRIDOR PARK
KENDALL SQUARE TOPICS

- Height, Massing / Setbacks
- Mix of Uses
- Housing
- Innovation Space
- Open Space and Retail
- Transportation
FOCUS ACTIVITY ON MAIN STREET

VIEW FROM POINT PARK