PUD-KS Rezoning:
Summary of Community Outreach

VOLPE SITE
REZONING
COMMUNITY CONVERSATIONS

The City is considering a zoning change that would guide the transformation of 14 acres in the heart of Kendall Square. Join us in discussing this proposal!
Overview

K2 Study (2011 – 2012)
• 24+ advisory committee & public meetings
• City Council roundtable + Planning Board discussions

Outreach for Volpe Rezoning
• Postcard mail-out
• Volpe web page
• Flyers
• Brochure
• Social Media
• Public meetings
Public engagement opportunities

Public hearings
June 29th: City Council and Planning Board
July 14th: Planning Board (continued)

Drop-in conversations
1. July 30th, 5-7pm at Clement Morgan Park
2. Aug 5th, 5-7pm at Rogers Street Park
3. Aug 12th, 11am-2pm at Lafayette Square
4. Aug 15th, 2-5 pm at Greene Rose Park
5. Aug 20th, 11am-2pm at Kendall Square Farmers’ Market
6. Sept 12th, 11am-4pm at The Pride Day
7. Sept 18th, 9am-4pm at The Parking Day

Sit-down forum
Oct 17th, 10am-12pm, Kennedy-Longfellow School

Neighborhood groups
Area 4, ECPT

TOTAL PARTICIPANTS: Over 350
Feedback at drop-in sessions

Preference boards:

- Ground floor uses and amenities
- Open spaces
- Priorities
COMMUNITY CONVERSATIONS
WHAT IS MISSING / WHAT WOULD YOU LIKE TO SEE IN KENDALL SQUARE?

THE MOST NEEDED USE/SPACE IN THE AREA (VOTE FOR YOUR TOP 3 CHOICES)

1. MAKER SPACE
   - Furniture (not robots)

2. WORKFORCE TRAINING SPACE
   - Make sure Cambridge’s younger residents are prepared for the jobs you are trying to attract

3. GROCERY STORE
   - Whole foods or some kind of local farmers and organic - even better
   - Full service grocery store with early/late hours

4. COMMUNITY SPACE
   - (e.g., Boston District Hall)

5. CONVENIENCE STORE / PHARMACY
   - Other job training - such as pipefitting, sheet metal, trades for residents, jobs for city workers-owned and community-membership cooperatives

6. FAMILY RESTAURANT
   - Small-scale diverse retail
   - Whole Foods or some kind of local farmers market/organic - even better

7. DAYCARE
   - Artist workshop space

8. MUSEUM/GALLERY
   - Public activities - such as pipefitting, sheet metal, trades for residents

9. AFFORDABLE RETAIL
   - How about workspace for artists who are being displaced from lots of places?
   - Don’t forget the needs of workers and community members

10. TAKE OUT FOOD STAND
   - Full service grocery store with early/late hours

11. PERFORMANCE/CULTURAL SPACE
   - Your local family bakery

12. AFFORDABLE OFFICE SPACE
   - How about workspace for artists who are being displaced from lots of places?

13. AFFORDABLE ACCOMMODATION/HOTEL
   - Affordable accommodation/hotel

- DIVERSITY OF FOOD TRUCKS

- Clement Morgan Park (7/3)
- Rogers Street Park (8/5)
- Lafayette Square (8/12)
- Greene Rose Park (8/15)
- Kendall Sq Farmers’ Market (8/20)
COMMUNITY CONVERSATIONS
WHAT IS MISSING / WHAT WOULD YOU LIKE TO SEE IN KENDALL SQUARE?

TYPES OF OPEN SPACE (VOTE FOR YOUR TOP 3 CHOICES)

1. SPORTS FIELDS
2. INNOVATIVE/UNIQUE SEATING SPACE
3. URBAN WETLANDS
4. SCULPTURE/ART INSTALLATION
5. PICTURESQUE PARK
6. NATURE WALK
7. ROOFTOP GARDEN
8. PLAYGROUND
9. WATER FOUNTAIN
10. INDOOR/OUTDOOR PAVILLION
11. TREE-COVERED LAWN
12. CANAL WALKWAY
13. COURTYARD
14. LARGE OPEN PLAZA
15. PEDESTRIANIZED STREET WITH ACTIVE EDGES
16. GRASS LAWN
17. LIVELY SQUARE
18. MORE BENCHES
19. RESIDENT STREET PARKING
20. BASKETBALL AND TENNIS COURTS
21. BASKETBALL AND SOCCER
22. MINIATURE GOLF/BATTING CAGE
23. DOG PARK/DOG RUN

A pavilion is a large, open structure providing shelter in parks and plazas.
COMMUNITY CONVERSATIONS
BALANCING THE PRIORITIES

WHAT IS THE MOST IMPORTANT ELEMENT TO YOU? (VOTE YOUR TOP CHOICE)

The following elements have emerged as some of the most important priorities that will be furthered through the Volpe site rezoning. As the City Council and the Planning Board are in the process of identifying a desirable balance among the different priorities, we would like to solicit your opinion on what you think is the most important for the Volpe site.

- **AFFORDABLE HOUSING**
  Increase the amount of affordable housing (if you have further thoughts with regards to the amount of low-moderate income and middle income housing, please leave a comment)

- **MORE HOUSING DEVELOPMENT**
  Increase the amount of housing development (includes both affordable and market rate) and reduce the amount of commercial development

- **OPEN SPACE**
  Increase the “amount” of open space requirement. Please choose this option only if you think the absolute amount needs to be increased.

- **RETAIL DIVERSITY**
  Create incentives/requirements to encourage local retail. (possible methods: require small spaces; exempt certain kinds of retail from counting towards the total development capacity)

- **FUNDS FOR OPEN SPACE, TRANSIT, WORKFORCE DEVELOPMENT**

- **INNOVATION SPACE**
  Increase the amount of innovation space required.

- **COMMENTS/OTHER THOUGHTS**

INTERACTION OF OPEN SPACE & BUILDING SIZE

The following images visualize the maximum amount of development that can occur under the proposed zoning. These three studies together illustrate the interaction between the amount and location of open space and building size.

- **Open space area: approx. 3.5 acres / Tower floor plate size < 10,000 sq ft**
  - Two slender residential towers (500’ and 350’)
  - Two commercial towers (350’ each)
  - A variety of open spaces offers differing experiences & programming opportunities

- **Open space area: approx. 4 acres / Tower floor plate size < 25,000 sq ft**
  - One large residential tower of 500’ with a larger floor plate
  - Two larger floor plate buildings along Broadway
  - Provides more of a contiguous open space area
  - East-west orientation of towers overshadows open space

- **Open space area: approx. 4.5 acres / Tower floor plate size < 29,000 sq ft**
  - Three large commercial buildings on Broadway, with large floor plates
  - While this does create more open space, the tradeoffs are:
  - A wall of large, wide buildings on Broadway.
  - Significant overshadowing of open space
Sit-down forum

Site planning and design
Sit-down forum

Built form
What we heard

Open Space

- Large, consolidated park vs. collection of smaller, more intimate spaces
- Active play – basketball, playground, water features
- Passive, natural setting to escape city
- More active, lively urban plaza
- Extend Broad Canal
- Indoor/outdoor market pavilion

Common themes

- Active & defined edges
- Sense of safety
- Public feel
- Visible from outside site
- Not overshadowed or overwhelmed by buildings
- Focus on outdoor spaces with some indoor opportunities
- Smaller open spaces need to be well-designed
- Streets to connect with open space
- Quality & character of the place is important
What we heard

Ground Floor Uses
- Grocery – fresh produce
- Family restaurant, incl. fast-order food, chains
- Pharmacy / Convenience Store
- More nightlife
- Affordable Daycare
- Workforce training space
- Connect Cambridge residents to new jobs
- Community & cultural spaces

Common themes
- Diverse & affordable retail
- Flexibility
- Smaller spaces
- Larger spaces to accommodate chains
- Not all needs can be met on the Volpe site
- Need to create destinations & retail attractors
What we heard

Streets & Connections

• 6th street walkway is important
• North-south connections for pedestrians & cyclists
• Don’t forget connections to East Cambridge & Wellington-Harrington
• Connections though Third Square
• Need some cars so site is not isolated
• Narrow Binney Street
• Transit improvements

Common themes
What we heard

Built Form

- Recognition that this is the right location for density
- Create an urban environment with strong urban form
- Taller buildings distributed throughout site
- Taller buildings clustered towards the middle of the site
- Capitalize on the corner of Broadway & Third St
- Avoid tall buildings on Binney St
- Transition to sensitive uses
- Consider low buildings & strong edge on sixth street connector
- Access open space through buildings
- Buildings need to have Cambridge character

Common themes

- Encourage human scale within an urban setting
- Don’t want suburbs
- Start with an assemblage of places (not objects or buildings)
- Design buildings to frame public spaces
- Building height & massing, especially of taller buildings, should not overwhelm streets or open spaces
- Visual & physical permeability