PUD-KS (Volpe Site) Rezoning October 17, 2015

Community Development Department
Agenda

1. Meeting Goals

2. Presentation – Volpe Rezoning Proposal

3. Visioning exercise
   • Small Group Discussions
   • Share your ideas for the future of the Volpe site

4. Report back and discussion
Meeting Goals

1. To share information and create greater understanding of the Volpe rezoning proposal

2. To obtain feedback regarding your ideas for how the Volpe site can be transformed into a thriving, mixed use neighborhood
Kendall Square (K2) Plan

- April 2011 – June 2012
- 20-person Advisory Committee -- residents, businesses, property owners/developers, MIT, Kendall Square Association, Cambridge Redevelopment Authority
- Multidisciplinary consultant team led by Goody Clancy
- 18 committee meetings
- 2 public meetings + 2 hands-on working sessions
- Study area walking tour
- City Council roundtable + Planning Board discussions

Companion process: neighborhood sponsored ECPT/CBT plan
Vision for Kendall Square

“A dynamic **public realm** connecting diverse choices for **living, working, learning, and playing** to inspire continued success of Cambridge’s **sustainable, globally-significant** innovation community.”
Community outreach efforts

Seven 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
Community outreach efforts

Soliciting community feedback

Preferred ground floor uses and amenities

Preferred types of open spaces
K2 Recommendations: Housing

- Required along with commercial growth
- Affordable and Middle-Income units
- Diverse household types, including families with children
- Payments to Affordable Housing Trust for non-residential development (now $12+ per square foot)
K2 Recommendations: Active Ground Floors

• **Active Uses:** food stores, convenience stores, shops, restaurants, cultural and community space *(not lobbies)*

• **Required:** 75% of frontage along major streets; encouraged on all public streets and open spaces

• **Small Retail:** Incentives for spaces 5,000 square feet or less
K2 Recommendations: Public Open Space

• “Connect Kendall Square” – integrated system of open space connecting residents, workers, businesses and the natural environment
• Volpe Site as an opportunity for major new civic space(s)
K2 Recommendations: Innovation Space

- Small companies & individuals on short-term leases
- Shared workspaces
- In new or existing buildings, or in partnership with other property owners
- Required for at least 5% of new office development
- Incentives to encourage more space than the minimum
K2 Recommendations: Sustainability

- LEED Gold, enhanced energy efficiency
- Stormwater control and urban heat island mitigation
- Encourage on-site energy systems and co-gen;
- Assess district steam potential for new buildings
- Energy use disclosure (BEUDO)
- Anticipate net-zero and adaptation goals
K2 Recommendations: Transportation

• **Parking:** Reduce, manage and share

<table>
<thead>
<tr>
<th>Use</th>
<th>Auto Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Minimum</td>
</tr>
<tr>
<td>R&amp;D</td>
<td>Based on analysis</td>
</tr>
<tr>
<td>Office</td>
<td></td>
</tr>
<tr>
<td>Retail/consumer service</td>
<td></td>
</tr>
<tr>
<td>Residential</td>
<td>0.5 sp/du</td>
</tr>
</tbody>
</table>

• **PTDM** requirements and enhanced TDM
• **PUD process** includes review of street/circulation design, transportation impacts and mitigation
• Desired transit routes identified in K2 study
K2 Recommendations: Community Funds

- $10 per square foot commercial development

Open Space Programming

Transit Improvements

Workforce Readiness
K2 Zoning Recommendations

Recommended additional development:
3 million SF commercial (approx.)
2 million SF residential (approx.)
+ 1-2 million SF retail, academic, other

Note: in addition to current zoning
K2 Zoning Recommendations: Current Status

**MXD/CRA Area**
- 1 million new SF (aprx.)
- 40% min. residential
- Zoning under review

**Volpe Area**
- 3 million new SF (aprx.)
- (2 million currently allowed)
- 40% min. residential
- Zoning under review

**MIT Area**
- 1.5 million new SF proposed
- 450,000 SF new residential/dorm
- Zoning adopted; development proposal under review

**Broad Canal Area**
- No current zoning proposal
Height Limits: Current
Height Limits: Proposed
Urban Design

- Public review process for development plans
- Guidelines for public space and building design
# Public Development Review Process

<table>
<thead>
<tr>
<th>Zoning (City Council)</th>
<th>PUD Special Permit (Planning Board)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Development Controls:</strong></td>
<td><strong>Development Plan Review:</strong></td>
</tr>
<tr>
<td>• Maximum development (FAR)</td>
<td>• Site layout</td>
</tr>
<tr>
<td>• Maximum heights</td>
<td>• Building massing</td>
</tr>
<tr>
<td>• Minimum housing, affordable housing</td>
<td>• Open space design</td>
</tr>
<tr>
<td>• Minimum open space</td>
<td>• Retail plan</td>
</tr>
<tr>
<td>• Parking requirements</td>
<td>• Housing plan</td>
</tr>
<tr>
<td>• Sustainability requirements</td>
<td>• Project construction/phasing</td>
</tr>
<tr>
<td>• Other requirements/incentives</td>
<td>• Design review (ongoing)</td>
</tr>
</tbody>
</table>

**Example:** Alexandria Zoning

**Alexandria PUD Development Plan**

Public hearings at both phases
Zoning Process Overview

- Zoned for Planned Unit Development (PUD-KS District)
- Current zoning adopted through Eastern Cambridge Planning Study (2001)
- K2 Study (2011-2012) recommended amendments
- Planning Board discussed January-May 2015, zoning petition filed in June
- Petition refiled, can be considered until February, 2015
## PUD-KS: Initial Zoning Proposal

<table>
<thead>
<tr>
<th>Current Zoning</th>
<th>Proposed Zoning</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Allowed “Base” FAR</strong></td>
<td>3.0 / 3.36</td>
</tr>
<tr>
<td>(w/inclusionary bonus)</td>
<td>(no additional bonus)</td>
</tr>
<tr>
<td><strong>Housing</strong></td>
<td>40% minimum</td>
</tr>
<tr>
<td><strong>Affordable Housing</strong></td>
<td>11.5% low-moderate</td>
</tr>
<tr>
<td>(as % of total housing)</td>
<td>(effective after bonus)</td>
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<tr>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Public Open Space</strong></td>
<td>42% / 53%</td>
</tr>
<tr>
<td>(as % of parcel area)</td>
<td>(7.5 acres)</td>
</tr>
<tr>
<td><strong>Parking</strong></td>
<td>Minimums</td>
</tr>
<tr>
<td><strong>Ground Floor Retail</strong></td>
<td>Incentivized</td>
</tr>
<tr>
<td><strong>Innovation Space</strong></td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Sustainability/Environmental</strong></td>
<td>LEED Silver</td>
</tr>
<tr>
<td><strong>Community Funds</strong></td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Government Facility</strong></td>
<td>Flexibility allowed</td>
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</table>
### Volpe Site: Initial Zoning Proposal

<table>
<thead>
<tr>
<th>Site Area</th>
<th>Current Zoning</th>
<th>Proposed Zoning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site Area</td>
<td>620,000</td>
<td>620,000</td>
</tr>
<tr>
<td>Residential</td>
<td>967,000 (min)</td>
<td>1,116,000 (min)</td>
</tr>
<tr>
<td>Office / Lab</td>
<td>1,086,000 (max)</td>
<td>1,632,000 (max)</td>
</tr>
<tr>
<td>(not including Innovation Space)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail</td>
<td>50,000</td>
<td>140,000</td>
</tr>
<tr>
<td>Innovation Space (min)</td>
<td>0</td>
<td>84,000</td>
</tr>
<tr>
<td>Total Private Development</td>
<td>2,103,000</td>
<td>2,972,000</td>
</tr>
</tbody>
</table>

*Figures in Square Feet of Gross Floor Area*

*ALL FIGURES APPROXIMATE*
Goals

• Create a **positive mixed-use district** where tall buildings can be good neighbors to public spaces, and adjacent residential neighborhoods.
• Create **high-quality public environments**, and ensure development **contributes** to the **character and vitality** of the surrounding community
• **Sensitively manage the impacts of bulk and height** and 
• **Animate streets and public spaces** by encouraging **active ground floors**.

**Key themes**

1. Street types and edges
2. Walkability
3. Public realm / open space
4. Built Form
5. Ground Floor Design
6. Environmental Quality

*Will be considered as part of Project Review*

*Not intended to be strict controls on building style or character*
Kendall Square Design Guidelines 2013

Main principles
1. Create a highly permeable, **walkable environment**
2. Focus on relationships between private buildings/open spaces & public streets/parks
3. **Ground floor** design and activation
4. A network of **diverse places** building community, vitality and innovation
5. Emphasize a **distinct built form identity** and architectural composition
6. **Vary the architecture** of individual buildings
7. Create strong street walls **to frame sidewalks and public space**
8. Relate to **surrounding context** and create sensitive transitions to neighboring uses
9. Design buildings to **minimize monolithic massing** and break down scale
10. **Tall buildings** provided in locations to help define the center of Kendall Square
Connect Kendall Square

- "Connect Kendall Square" – integrated system of open space connecting residents, workers, businesses and the natural environment
- Provide strong links and connectivity
PUD-KS Supplementary Design Guidelines

Vision
• An accessible, diverse and unique place that integrates the district seamlessly into the surrounding urban fabric of Kendall Square and the Eastern Cambridge neighborhoods.
• A place that is defined by high quality sustainable architecture, urban design & open space with an enduring sense of place that celebrates Kendall Square’s spirit of innovation & creativity.

Goals
1. Highly legible & integrated movement network with connections to all routes
2. A cohesive network of high-quality open spaces and places
Conceptual Massing Studies

Study looked at:

• Proposed requirements
  o GFA (at full anticipated buildout)
  o Open space
    o Maximum height
• Possible arrangement of streets, connections + pathways
• Different open space layouts
• Possible building sites
• Options for building heights and massing
  o Consideration of K2 guidelines

At the planning stage the massing studies do not consider:

• Building design, articulation
• Quality of connections and open space
• Economic feasibility
Conceptual Massing Studies

- Two slender residential towers (350’ and 500’)
- Two commercial towers at 350’

- One larger residential tower at 500’
  - One commercial tower at 350’

- Three large commercial towers (2 x 350’, 1 x 500’)

- One large commercial tower with a height of 1000’

*Conceptual illustration only – not a development plan*
Visioning exercise

1. Sharing your priorities

• What do you think is the most important priority that should be emphasized in the Volpe site rezoning proposal?

• Please write your top priority on an index card and present it to your group along with the reasons why you value it the most.
Visioning exercise

3. Defining key principles – Streets & Connections

*What streets, pedestrian and bicycle connections are needed through and to the Volpe site?*

- Draw desirable connections on the site plan.
- Designate what types of street each connection could become.
Visioning exercise

4. Defining key principles – Open Space & Ground Floor Uses

What parks and open spaces would you like to see in the Volpe site?

What types of uses and activities would you like to see within the Volpe site?
Visioning exercise

6. Synthesize and present your group’s ideas

• Synthesize the key design principles for each element and write them on the site plan
Next steps

1. Planning Board Hearing October 20

2. CDD to prepare revised rezoning proposal & design guidelines
   November 5

3. Ordinance Committee Hearing November 12

4. Continued Planning Board Hearing at a later date

5. ....

Stay involved

1. Project website:
   www.cambridgema.gov/CDD/zoninganddevelopment/Zoning/Amendments/pudksvolpesite

2. Signup sheet
Volpe Site: Exchange Process

- Federal government will exchange most of the site for a new building
- Competitive process to select a development partner
- Government retains new Volpe site (approx. 3 acres)
- Remainder of site developed privately under City’s zoning (approx. 11 acres)

www.gsa.gov/volpecenter