PUD-KS (Volpe Site) Rezoning November 12, 2015

Community Development Department
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.”
### Benefits of PUD-KS Zoning Proposal (as Modified)

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K2 Study Process 2011 – 2012

2011
- K2 Study
  - 20-person Advisory Committee -- residents, businesses, property owners/developers, MIT, Kendall Square Association, CRA
  - Multidisciplinary consultants -- Goody Clancy

2012
- PUD-KS Proposal developed with discussions at Planning Board

2013
- 18 committee meetings, 5 public meetings/working sessions/site tours
- City Council roundtable

2014
- PUD-KS Petition Filed by Planning Board
- Ordinance Committee/Planning Board Public Hearings

2015
- Volpe Site Community Outreach (summer/fall)
- PUD-KS Refiled – August 2015
- Petition Hearings (ongoing)
2015 Community outreach

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

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

Other meetings
Area 4, ECPT
**Council comments - Joint Hearing June 29, 2015**

**Housing**
- Proportion of housing
- Affordable housing (low-mod, mid)
- Housing for families

**Ground floor uses and activities**
- Family-friendly restaurants
- Low-price supermarket
- Ground floor retail needs more specificity
- Affordable retail & locally-owned
- Retail to attract people
- Workforce development needs
- Incubator space
- Daycare

**Open space & public realm**
- Needs to be very special
- Building facades matter
- Need family-friendly open spaces
- Maximize sunlight & livability
- Contiguous - one primary, a secondary
- Visibility from different vantage points
- Programming
- No gates, needs to face streets
- Welcoming to the neighborhoods
- Engaging & educational indoor & outdoor
- Civic, not corporate space – medieval plaza
- Accessibility of federally-owned open space

**Other**
- Cost and size of Volpe building & site
- FAR of 4.5 is dense
- Transportation – traffic impacts, red line
- Development feasibility
- Have community conversation

**Built form**
- Composition of buildings respect each other, especially at the lower level
- Floor plate sizes important
- Don’t wall off site
- 2 setbacks instead of just one
- Design guidelines need more detail
Planning Board comments– June 29 & July 14, 2015

Land use
• Supporting high-tech & innovation is most important goal for site
• Proportion of housing versus commercial/office space
• Affordable housing (low-mod, middle)
• Housing for families (3 beds)

Open space and public realm
• Amount of open space
• Connections are the key for open space
• Connect Kendall shows how to make space function without 5-acre park – it’s not the right location for such a large park
• Extend the canal and create more connections through the site

Ground floor uses and activities
• Retail - where it is going to be located, and what sort of retail it is going to be
• Design guidelines can include retail

Built form & urban design
• Where taller buildings should be located & whether there's a limitation on that area in which they can be located
• Need human-scale
• Need vision for creating a great space
• Broadway & Third St intersection is important
• Variation in height
• Concentrate on people who live and work there & neighborhoods
• Allowing more height for the residential

Other
• Need financial analysis
• FAR of 4.5 is a lot of sqf to assemble across the site
• Transit impacts
Community comments

Soliciting community feedback

Preferred ground floor uses and amenities

Preferred types of open spaces
Zoning
Major Proposed Modifications

• Affordable Housing Requirements
  15% low-moderate + 5% middle income minimum

• Open Space
  Detailing desired open space functions
  Limiting how much of the requirement can be met on a Federal site

• Height
  More flexibility in arrangement, limiting bulk at taller elevations

• Active Uses
  More desired ground floor uses including grocery stores, family-serving uses, small independent operators; limitations on banks

• Urban Design
  Urban Design Framework to inform future development review
## Modifications: Affordable Housing

<table>
<thead>
<tr>
<th>APPROXIMATE</th>
<th>Current Zoning</th>
<th>Initial Proposal</th>
<th>Modifications</th>
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<tbody>
<tr>
<td>Total Units</td>
<td>879</td>
<td>1,014</td>
<td>1,014</td>
</tr>
<tr>
<td>Low-Moderate Units</td>
<td>101</td>
<td>101</td>
<td>152</td>
</tr>
<tr>
<td>Middle Income Units</td>
<td>None required</td>
<td>51</td>
<td>51</td>
</tr>
<tr>
<td>Total Affordable Units</td>
<td>101</td>
<td>152</td>
<td>203</td>
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**Modifications:** Public Open Space

- **System:** All spaces must serve a public function, integrate with the area’s open space network
- **Civic park or plaza:** Required element of the public open space system
- **Federal site:** Fulfills no more than half of requirement
Height Limits: Current
Height Limits: Initial Petition
Height Limits: Proposed Modifications
Height Limits: Proposed Modifications

- **Above 250 feet:**  
  No more than 15,000 SF floor plate  
  No more than 10% of parcel area total (62,000 SF)

- **Above 350 feet:**  
  No more than one building as a distinctive landmark  
  Planning Board can reject a proposal if it does not provide the desired benefit, in favor of a plan with a 350-foot limit
Modifications: Active Ground Floors

- **Required:** 75% of frontage along major streets

- **Incentivized:** spaces of 5,000 square feet or less

- **Active Uses Must Include:**
  - grocery, market, general store space for small operators (2,500 square feet or less)

- **Active Uses May Include:**
  - child care, recreation, education and cultural uses for families

- **Active Uses May Not Include:**
  - banks, office lobbies
## Volpe Site: Anticipated Development

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<th>Proposed Zoning</th>
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<td><strong>Site Area</strong></td>
<td>620,000</td>
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<tr>
<td><strong>Residential</strong></td>
<td>967,000 (min)</td>
<td>1,116,000 (min)</td>
</tr>
<tr>
<td><strong>Office / Lab</strong></td>
<td>1,086,000 (max)</td>
<td>1,632,000 (max)</td>
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<tr>
<td>(not including Innovation Space)</td>
<td></td>
<td></td>
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<tr>
<td><strong>Retail</strong></td>
<td>50,000</td>
<td>140,000</td>
</tr>
<tr>
<td><strong>Innovation Space (min)</strong></td>
<td>0</td>
<td>84,000</td>
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<tr>
<td><strong>Total Private Development</strong></td>
<td>2,103,000</td>
<td>2,972,000</td>
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<tr>
<td><strong>Volpe Facility (replacement)</strong></td>
<td>375,000 (exist.)</td>
<td>375,000 (approx.)</td>
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*Figures in Square Feet of Gross Floor Area. ALL FIGURES APPROXIMATE*
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PUD-KS Urban Design Framework

Background materials

Purpose

1. Visually represent the City’s and the community’s key goals and aspirations for the site
2. Inform the City's review process for development projects
3. Identify key principles, concepts, and ideas
PUD-KS Urban Design Framework

Vision – Volpe site

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

Framework structure

1. Connections
2. Open space
3. Active ground floors
4. Housing for families
Main organizing features

1. Extend surrounding streets and connections into the site (e.g., Fifth Street and Broad Canal Way)
2. Enhancement of the Sixth Street Walkway
3. Provision of different types of connections (e.g., shared streets, multi-modal streets, bike lanes, mid-block connections, alleys etc.)
Open space

Main organizing features
1. Network of open space areas organized along the extension of Fifth Street and/or Broad Canal Way
2. The corner of Broadway and Third Street as a gateway
3. A balanced mix of lively gathering spaces and more naturalistic, passive parks
PUD-KS Urban Design Framework

Active ground floors

Main organizing features
1. Creating a hierarchy of streets with different activity levels
2. Concentration of destination type activities
Main organizing features

1. areas and interfaces that require careful and sensitive transition to the surrounding environment

Also includes matters the Planning Board should consider when determining if a tall building is a “distinctive architectural landmark”
PUD-KS Urban Design Framework

Housing for families

1. Design objectives and guidelines to address key siting and design issues relating to housing for families with children.
PUD-KS Urban Design Framework
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