Agenda

1. Project Recap

2. What we heard at 9/15 Planning Board Meeting
   • Arts Context and Execution
   • Diversity, Equity, and Inclusion
   • Parcel C-Only Scenario and Related Zoning Clarifications
   • Other Zoning Changes and Clarifications

3. Discussion
Project Recap
585 Third St: Inaccessible for decades
GTS Site: Major Impediment to Completing Third Street Corridor

Moving GTS is a complex financial & operational endeavor
Eversource Gas Transfer Station (GTS)
View from Ice Skating Rink
Arts & Culture Center: Summer, Spring, Fall
What We Heard
Arts Context & Execution
The Canal District: A Vibrant Place Welcome to All
Arts in Crisis

- Lack of Funding
- Deteriorating Facilities
- Programs Closing

Opportunity

- Emerging cultural community in Kendall Square
  - The Foundry
  - MIT Museum
  - Termeer Square
  - Volpe
Community Outreach

200+ Open House Attendees
3 Open Houses (Kendall & The Port)
170+ Comments posted on presentation boards
200+ Programming Data Points from CultureHouse & existing site activities
170+ People have filled out on-line survey (and counting)

24 Months of Public Outreach
12 Meetings with Mayor’s Arts Task Force
175+ Meetings with Arts and Community Stakeholder Conversations
5 Meetings with BioMed established Arts Advisory Group
1 METRIS Cultural Venue Inventory Needs Assessment
What We Heard: Program Elements

**PERFORMING ARTS**
- Rehearsal spaces
- Performance space for live theater, music, and chorus
- Equal interest in small intimate venues and large performance spaces
- Outdoor performances/readings

**COMMUNITY ARTS**
- Production and "making" spaces
- Exhibit space for visual art
- Classrooms for learning art
- Indoor spaces to gather without pay

**PUBLIC GATHERING**
- Ground levels of buildings with an indoor/outdoor connection and "green" elements
- Activation of the canal
- Interactive play
- Free places to sit indoor/outdoor
Public and Active Ground Plane
Community Arts and Performing Arts at Upper Levels
A place where everyone is welcome...
...where connections flow...
...during all seasons

...where one can be in awe of arts and culture
...and create, too
...and be in touch with nature

... where there are no barriers between inside and outside
... where research saves lives
... and ideas are accessible
Realizing the Vision

Financial Investments

- Relocation of GTS
- Arts and Cultural Center with 250-300 seat theater requires significant investment. A 30,000 SF state-of-the-art facility of this kind has not been built in more than 20 years in the Greater Boston area.
- Sustainable Operating Model:
  - Startup Costs, including Executive Director and ticketing infrastructure
  - Pricing Structure that enables time for community theater use
  - Ongoing operational support

Market Realities

- Only lab space can command the rents necessary to support both the relocation of the GTS and the level of investment necessary for a meaningful arts and cultural center of this scale.
Diversity, Equity & Inclusion
Planning Principles

Include a significant arts and culture venue

Enhance the public realm

Complement existing and planned activities in Kendall Square

Continue the standard of excellence for high quality design and sustainability

Be welcoming and inclusive to intentionally diversify Kendall Square

Bolster the sense of community and create a sense of belonging
DEI Operating Principles

- **Partnerships** – with Cambridge schools and community organizations
- **Tiered pricing** – to rehearsals, segments to get experience without full ticket
- **Apprenticeships** – for youth tech, lighting, production, etc.
- **Operational sustainability** – management, rent structure, programming
- **Intergenerational programming** – appealing to people of all ages from young children, teens, young adults, adults and seniors
- **Maximum activation** – days, nights, weekends and throughout the seasons.
- **Universally accessible and inviting** – through collaborative design and programming
DEI Strategies

**Input**
Outreach to artists of color and all professional levels

**Performers**
Encourage performances from underrepresented groups and artists

**Staffing**
Arts & Culture Center hiring will seek out qualified candidates of diverse backgrounds

**Audience**
Market to traditionally underserved communities
DEI Execution: Networks, Relationships & Partnerships

- Arts
  - Fashion
  - Galleries
  - Youth Exhibit Space
  - CAC
  - NAACP

- Community Programming
  - Art in the Park
  - Schools
  - Churches
  - Dance

- Public Gathering
  - Boston While Black
  - Black & Immigrant Theater Groups
  - Storytellers

- Theater
Parcel C-Only Scenario & Related Zoning Clarifications
585 Third St: Inaccessible for decades
## Parcel C-Only Scenario: Zoning Changes

<table>
<thead>
<tr>
<th>Permitted New Gross Floor Area (sf)</th>
<th>Arts and Culture Center Size (sf)</th>
<th>Arts and Culture Center Uses</th>
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</thead>
<tbody>
<tr>
<td>Up to 420,000 (inclusive)</td>
<td>Min.: 15,000</td>
<td>Community Arts Uses</td>
</tr>
<tr>
<td></td>
<td>Max.: 30,000</td>
<td></td>
</tr>
<tr>
<td>Over 420,000 up to 525,000</td>
<td>Min.: 30,000</td>
<td>Performing Arts Uses and Community Arts Uses</td>
</tr>
<tr>
<td></td>
<td>Max.: 40,000</td>
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</tbody>
</table>

- Arts and Culture uses simplified
- Reduced Parcel C-Only scenario to max. 420,000 SF
- Addressed proportionality
  - 525,000 SF = 40,000 SF ACC
  - 420,000 SF = 30,000 SF ACC
  - Minimum 15,000 SF ACC

*Ref. Section 13.204.1(c)*
Parcel C-Only Scenario: Massing Envelope

- 250 FT
- 85'
- 10 FT SET BACK
Parcel C-Only Scenario: Ground Floor Plan
Parcel C-Only Scenario: Second Floor Plan
Ensure artists have space in Cambridge to work, meet, produce, perform, and display their work.” – Envision Cambridge

Envision Cambridge

Special Permit Criteria

• Volpe Working Group Principles
• Mayor’s Arts Task Force Recommendations
• K2 Planning Study and Design Guidelines
• Kendall Square Design Guidelines (as drafted)
• Connect Kendall Square Open Space Plan

“Ensure artists have space in Cambridge to work, meet, produce, perform, and display their work.” – Envision Cambridge
Other Zoning Changes and Clarifications
Other Zoning Changes and Clarifications

- **Height** – Single height maximum of 250’ and incorporated 85’ Street Wall at Third Street
- **Interstitial Mechanical Room exception** - eliminated
- **Traffic** – Added language requiring TIS
- **Parking** – Added section for maximum parking ratios
- **Open Space** – Increased minimum from 15% to 20%
- **Clarifications for relationship of PUD-CDK to PUD-3**
- **General clarifications and simplifications**
Thank You & Discussion

Public Benefits to Include:

Relocation of the GTS

Arts & Cultural Center with a 250-300 Seat Theater

Free Canoe & Kayak Passes

No New Parking

$10M+ Contribution to the Affordable Housing Trust Fund

Significantly enhanced tree canopy

Minimum 20% Open Space

15,000 S.F. All-Weather Indoor Public Space

No New Gas Connection