

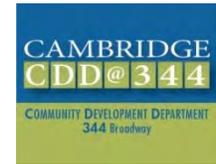
PUD-KS Rezoning: Summary of Community Outreach



**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

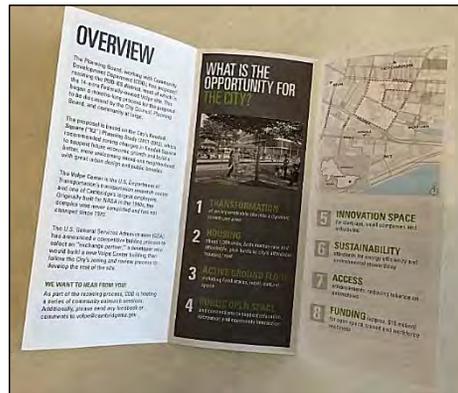


K2 Study (2011 – 2012)

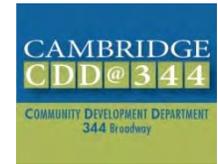
- 24+ advisory committee & public meetings
- City Council roundtable + Planning Board discussions

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

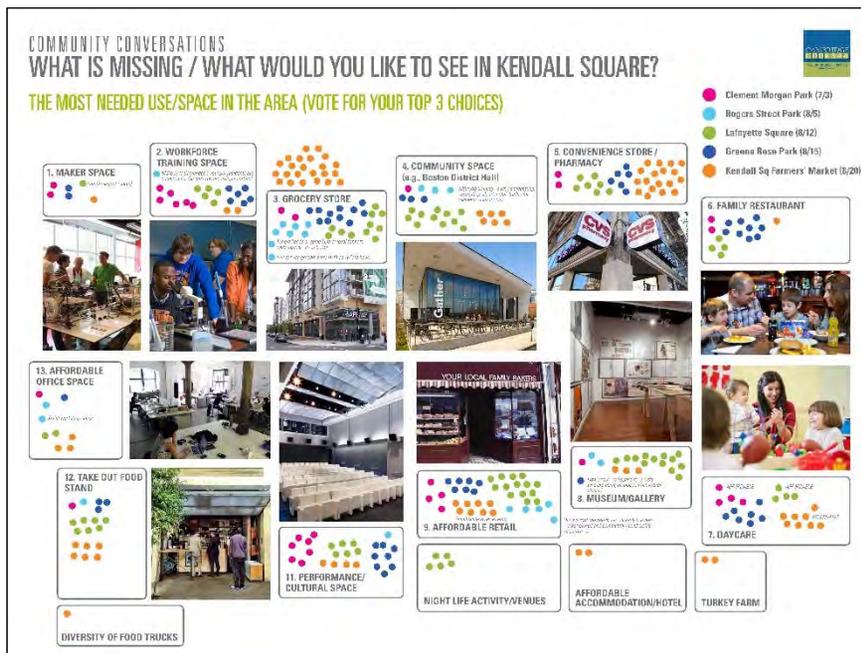
Neighborhood groups

Area 4, ECPT



TOTAL PARTICIPANTS: Over 350

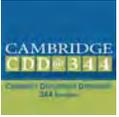
Feedback at drop-in sessions



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)

- 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)

1. MAKER SPACE

● Furnitures (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 mkt/organic - even better

● Full service grocery store with early/late hours



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

● Offer job training - such as pipefitting, carpenting, sheet metal, trades for residents, jobs for city



5. CONVENIENCE STORE / PHARMACY



6. FAMILY RESTAURANT



13. AFFORDABLE OFFICE SPACE

● Artist workshop space



9. AFFORDABLE RETAIL

Small-scale diverse retail



8. MUSEUM/GALLERY

How about workspace for artists who are being displaced from lots of places?

Don't forget the needs who already live here. worker-owned and community-membership cooperatives



7. DAYCARE

AFFORDABLE

12. TAKE OUT FOOD STAND



11. PERFORMANCE/ CULTURAL SPACE

NIGHT LIFE ACTIVITY/VENUES

AFFORDABLE ACCOMMODATION/HOTEL

TURKEY FARM

DIVERSITY OF FOOD TRUCKS

COMMUNITY CONVERSATIONS WHAT IS MISSING / WHAT WOULD YOU LIKE TO SEE IN KENDALL SQUARE?

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

● Basketball and tennis courts
● Basketball and soccer

1. SPORTS FIELDS



**2. INNOVATIVE/
UNIQUE SEATING
SPACE**



DOG PARK / DOG RUN



**MINIATURE GOLF /
BATTING CAGE**

**4. SCULPTURE /
ART INSTALLATION**



5. PICTURESQUE PARK



6. NATURE WALK



7. ROOFTOP GARDEN



8. PLAYGROUND
*Also, maybe a workout/
exercise area*



**17. LIVELY
SQUARE**



**16. GRASS
LAWN**



14. LARGE OPEN PLAZA

13. COURTYARD



12. CANAL WALKWAY



11. TREE-COVERED LAWN



**9. WATER
FOUNTAIN**

**15. PEDESTRIANIZED
STREET WITH
ACTIVE EDGES**



RESIDENT STREET PARKING

MORE BENCHES



10. INDOOR/OUTDOOR PAVILLION

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

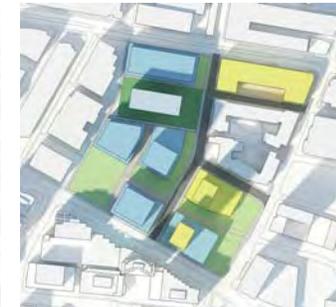
Increase the amount of innovation space required.

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.

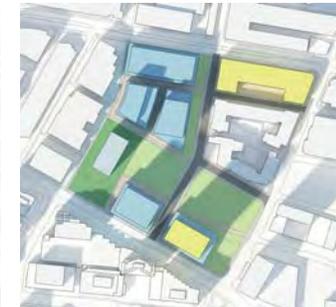
Open space area: approx. 3.5 acres / Tower floor plate size < 10,000 sq ft



- Two slender residential towers (500' and 350')
- Two commercial towers (350' each)
- A variety of open spaces offers differing experiences & programming opportunities

RESIDENTIAL
COMMERCIAL

Open space area: approx. 4 acres / Tower floor plate size < 25,000 sq ft



- One large residential tower at 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

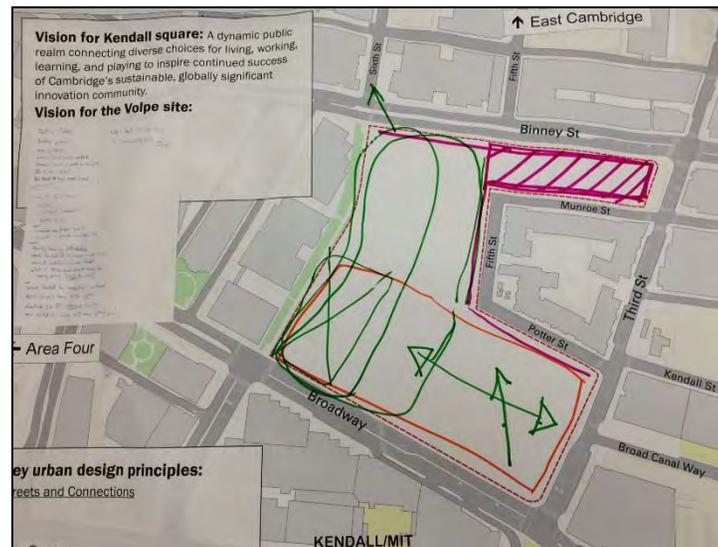
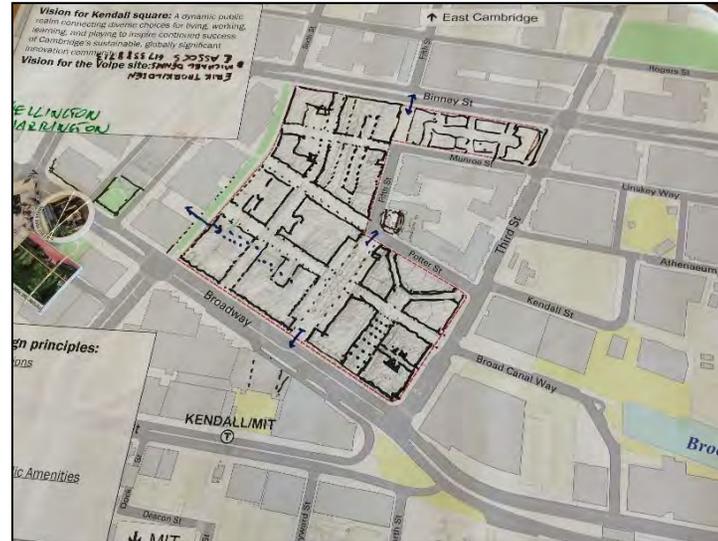
Open space area: approx. 4.5 acres / Tower floor plate size < 29,000 sq ft



- 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

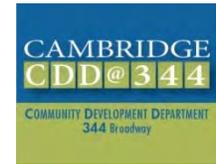
- 6th street walkway is important
- North-south connections for pedestrians & cyclists
- Don't forget connections to East Cambridge & Wellington-Harrington
- Connections though Third Square
- Need some cars so site is not isolated
- Narrow Binney Street
- Transit improvements



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