

Harvard Square Placemaking: Follow-up Workshop

January 14, 2015

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Building on the Vision

The vision for the heart of Harvard Square is of a thriving civic square and world-renowned shopping, dining, cultural, and historic destination that continues to promote an authentic urban experience while encouraging the spontaneous interactions and improvisational activities that make, and have made, Harvard Square a unique and dynamic place.

-Harvard Square Vision Plan, 2014



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Sept
2013

May
2014

Jan
2015



1st Workshop

Harvard Sq.
Vision Plan

2nd Workshop

short-term experiments



Agenda

5:30PM Welcome & Process to Date

5:35PM Interventions to the Public Open Space to Date

- The Befores and Afters & Updates

5:45PM Harvard University Update on Forbes Plaza/Smith Campus Center

5:50PM Categories of Next Step Actions

6:00PM Out of Town News Kiosk

- Presentation by Galante Architecture Studio/Soldier Design

6:15PM Small Group Discussions: The Next Iteration

7:15PM Report Back

7:30PM Adjourn



Lighter, Quicker, Cheaper Approach

INTERVENTIONS TO DATE

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Place Performance Evaluations by Site

1. Forbes Plaza/Holyoke Center
2. The Pit
3. Info Kiosk/Elevator/T
4. Out of Town News Kiosk
5. The Point
6. Harvard-Along Lehman Building
7. COOP –Brattle St.
8. Intersection JFK/Brattle St.



Site 2: The Pit



Place Rating

- The tables and chairs improved the comfort & image of site but overall attraction rated poorly
- Great transit access
- Uses & activities rated poor to OK

Needed Improvements:

- Keep it clean
- Soften with greenery, like potted plants
- Improve safety and security
- Add more and taller seating
- More entertainment/performances
- Add food/retail truck/cart
- Improve signage/maps



The Pit

Site 3: Info Kiosk/T/Elevator



Place Rating

- Scored poorly on all qualities

Needed Improvements:

- Clean up area
- Soften hardscape with planters/greenery
- Variety of lighting, brightness, ambiance
- Remove ads on the elevator
- Trash bins
- Remove video screens
- Improve seating

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Info Kiosk/Elevator/T



Site 4: Out of Town News Kiosk



Place Rating

- Rated fair on comfort and image
- Scored highest on access and linkages
- Scored poorly on mix of stores/services, clarity of information & signage, and sociability

Needed Improvements:

- Add more tables and chairs
- Add an activity/temporary food options- flower shop, pop-up store, food cart, coffee bike
- Trash maintenance

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Out of Town News Kiosk

Site 5: The Point



Place Rating

- Scored poorly on all aspects of sociability as well as overall attractiveness, comfortable places to sit, and mix of stores and events

Needed Improvements:

- Slow down cars
- Tables & chairs
- Replace sculpture with rotating public art
- Tree/greenery
- Food/coffee truck or cart
- WIFI

The Point



Site 6: Harvard University- Lehman Building



Place Rating

- Scored well on comfort and image in terms of attractiveness and cleanliness, but poorly on comfortable places to sit

Needed Improvements:

- Trash receptacle
- Remove taxi stand to improve view into square
- Historic marker, self guided walking tour
- Better orientation signage
- Bicycle lane separate and visual

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Harvard University – along Lehman Building



Site 7: COOP/Brattle Street



Place Rating

- Scored poorly on comfort & image, very poorly on sociability
- Scored fairly on uses and activities, mix of stores could be improved

Needed Improvements:

- Move the telephone booths, post box, giant ATM machines, bollards
- Designate as a non-smoking area
- Create space for artists, seating
- Improve lighting, add lighting to trees
- Improve window/art installations
- Create photo zones
- Activate storefronts/bank frontages



Site 7: COOP/Brattle St.



Site 8: Intersection at JFK & Brattle St.



Place Rating

- Rated fair to good for all qualities except for comfortable places to sit and clarity of information/signage

Needed Improvements:

- Directional signage, historical plaques, signage pointing to hidden gems, e.g. Long Fellow House, Quaker Meeting House, & iconic local establishments
- Performance space
- Activate edges, add planters, more green along dead zones
- More seating



Site 8: Intersection at JFK & Brattle St.



Site 1: Forbes Plaza/Holyoke Center



Place Rating

- Comfort and image good in terms of safety and comfortable places to sit
- Access and linkages rated highest

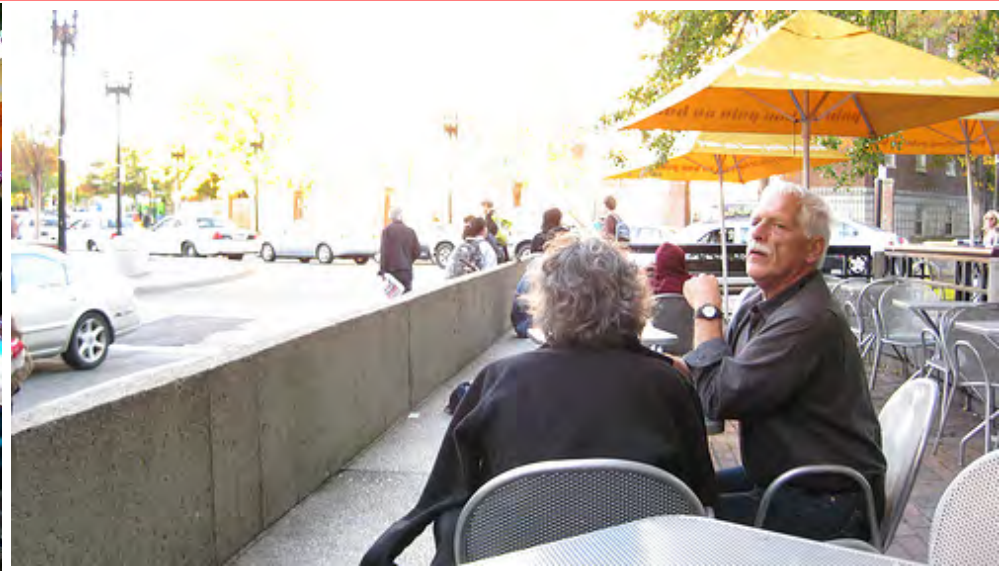
Needed Improvements:

- Overall attractiveness
- Uses and activities
- Sociability
- Cleanliness & quality of maintenance

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Site 1: Forbes Plaza/Holyoke Center



Site 1: Forbes Plaza/Holyoke Center



Long-term Improvements

- Redesign/Update the building
- Improve the ground floor's relationship to the street (especially block along Mass Ave.)
- Change ATM layout (too exposed)
- Screen movies and/or cultural broadcasts
- Project Harvard lectures and other events on screens at Square
- Have more retail variety
- Pop-up shops/trucks
- Close Dunster Street to connect the triangle and Forbes Plaza



Developing the next iteration

CATEGORIES OF NEXT STEP ACTIONS

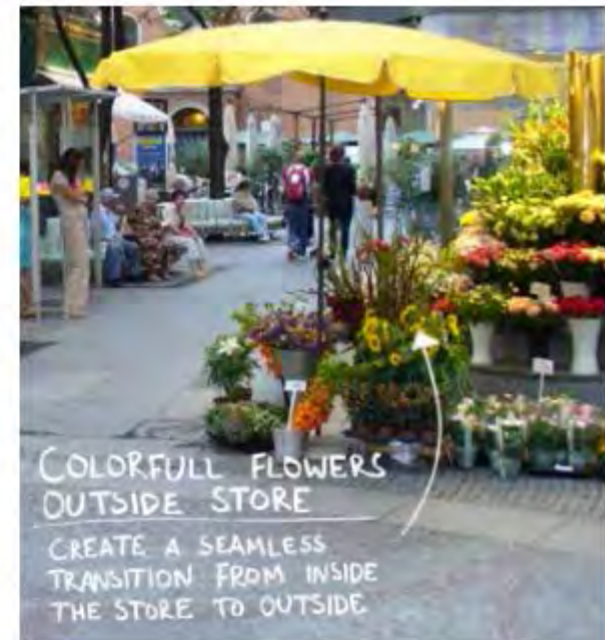
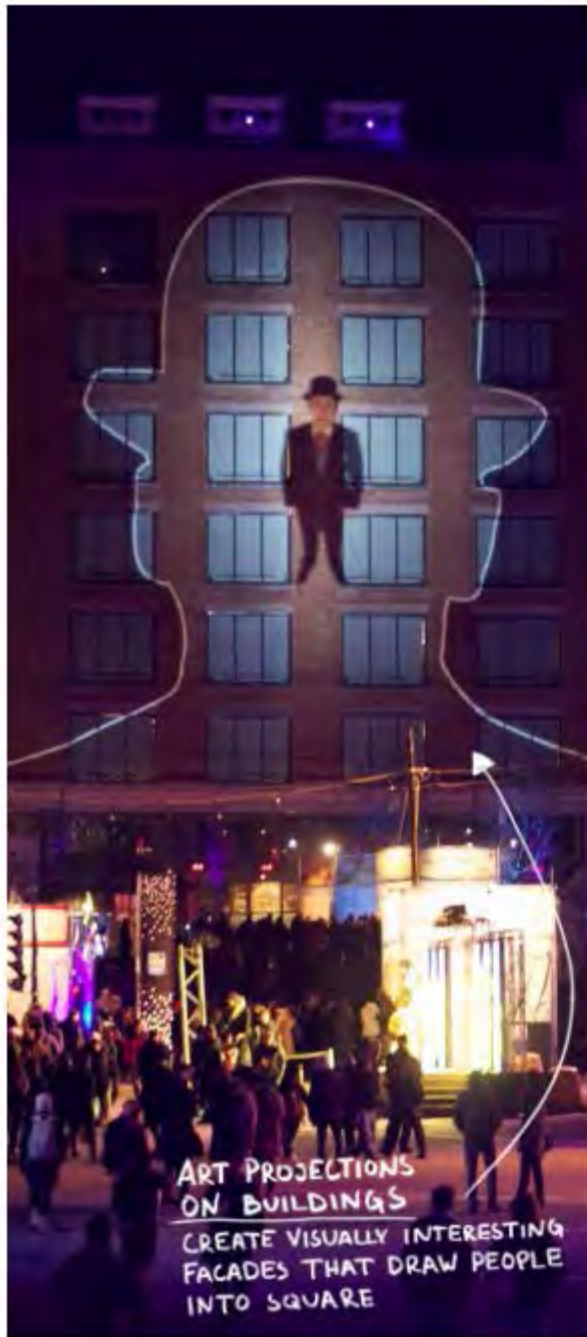
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NEAR TERM RECOMMENDATIONS:

EDGE USES

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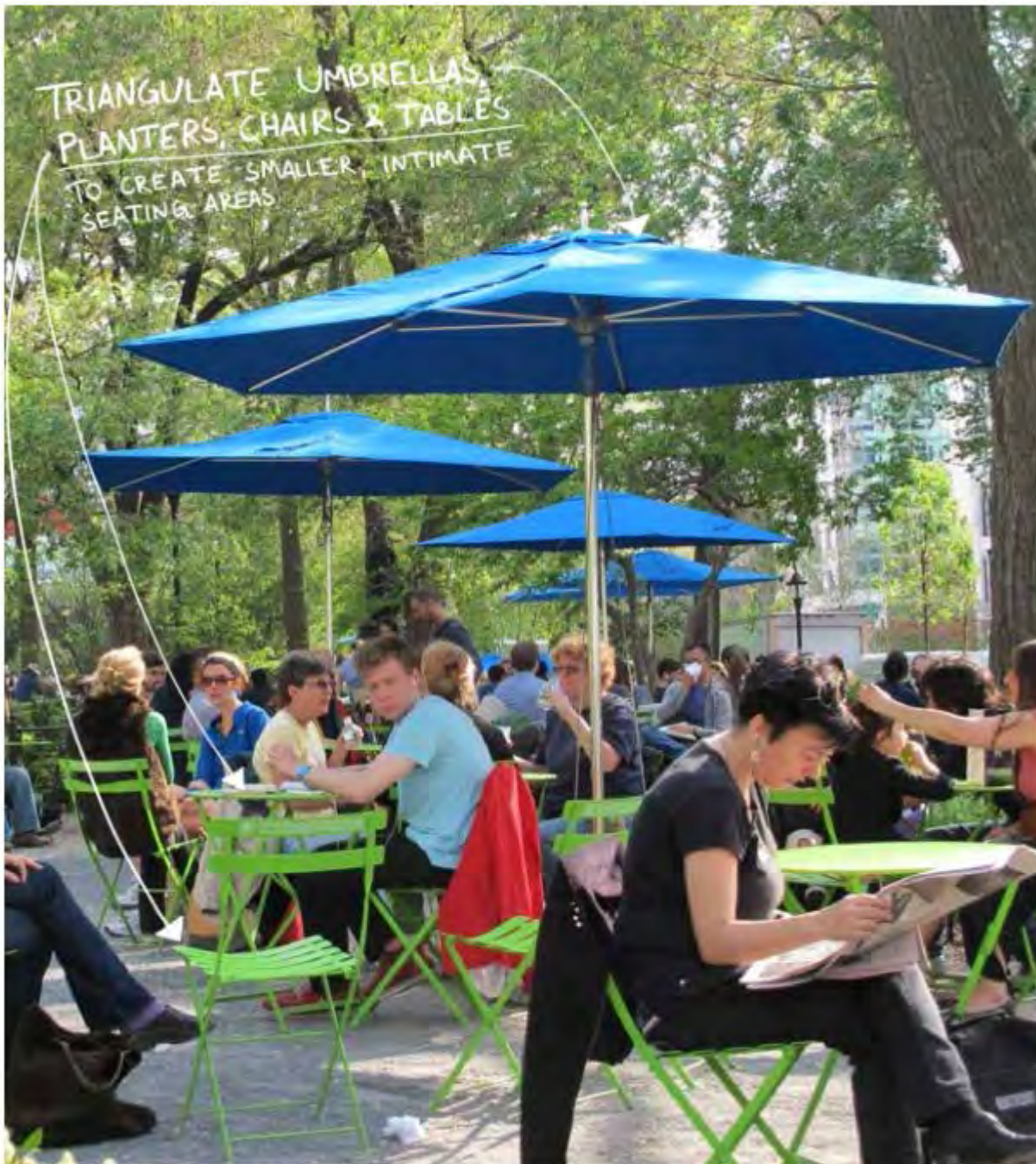




NEAR TERM RECOMMENDATIONS:

AMENITIES

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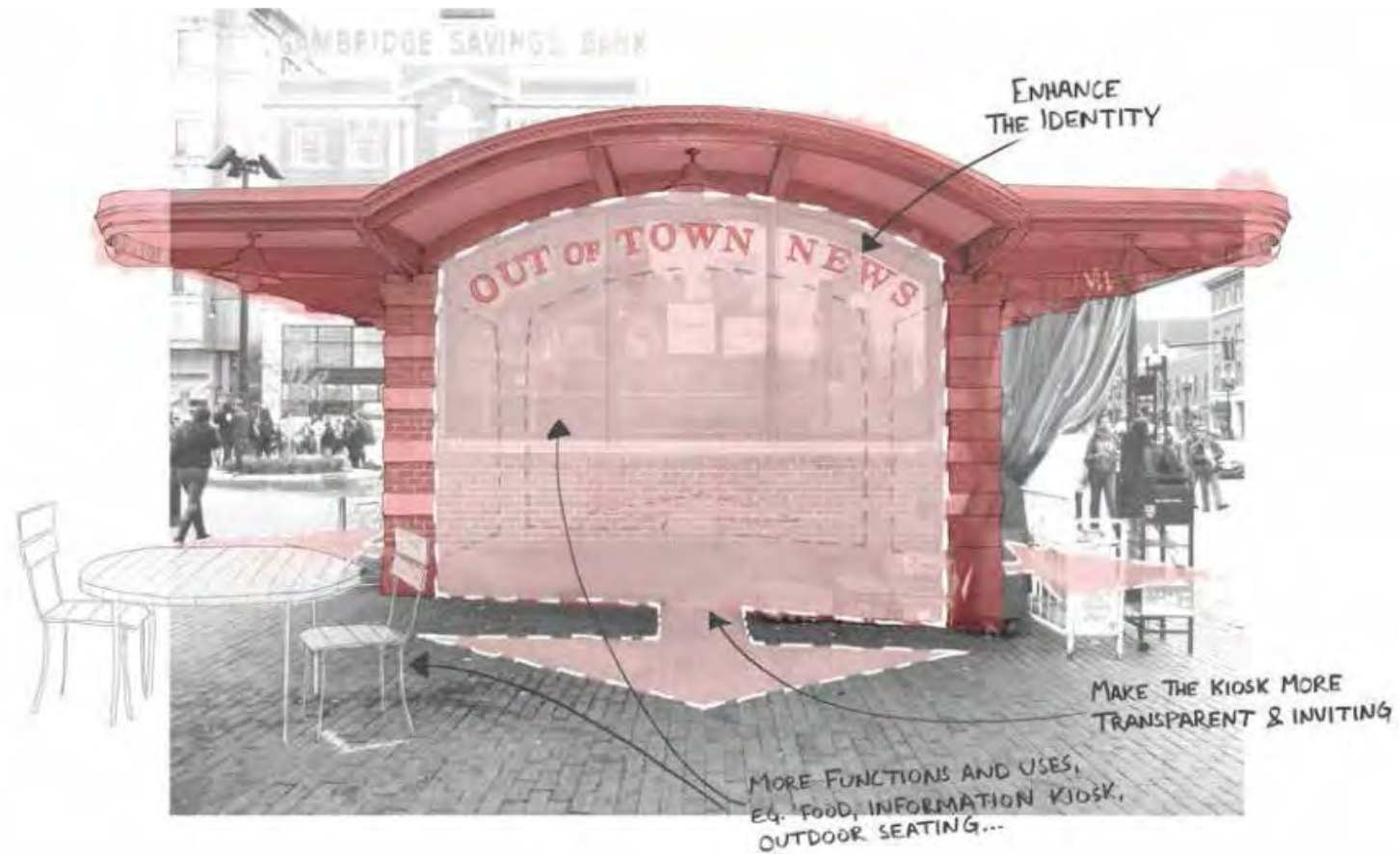




NEAR TERM RECOMMENDATIONS:

PROGRAMMING

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NEAR TERM RECOMMENDATIONS:

OUT OF TOWN NEWS KIOSK

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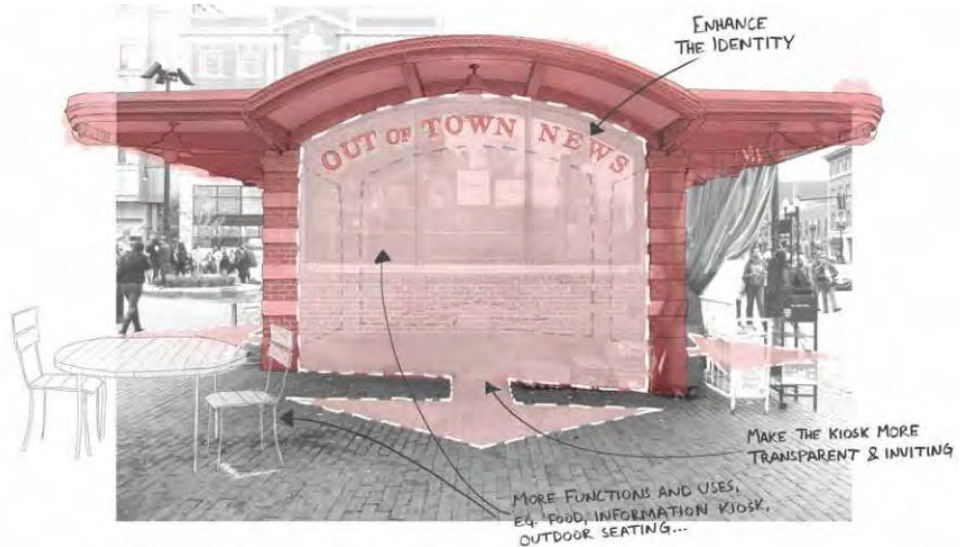
EDGE USES



AMENITIES



PROGRAMMING



OUT OF TOWN NEWS KIOSK

Seasonal Programming

HARVARD SQUARE EVENTS

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SMALL GROUP DISCUSSIONS

THANK YOU!

Questions? Comments

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