

urban design/planning study for the **central** and **kendall square area**



Agenda

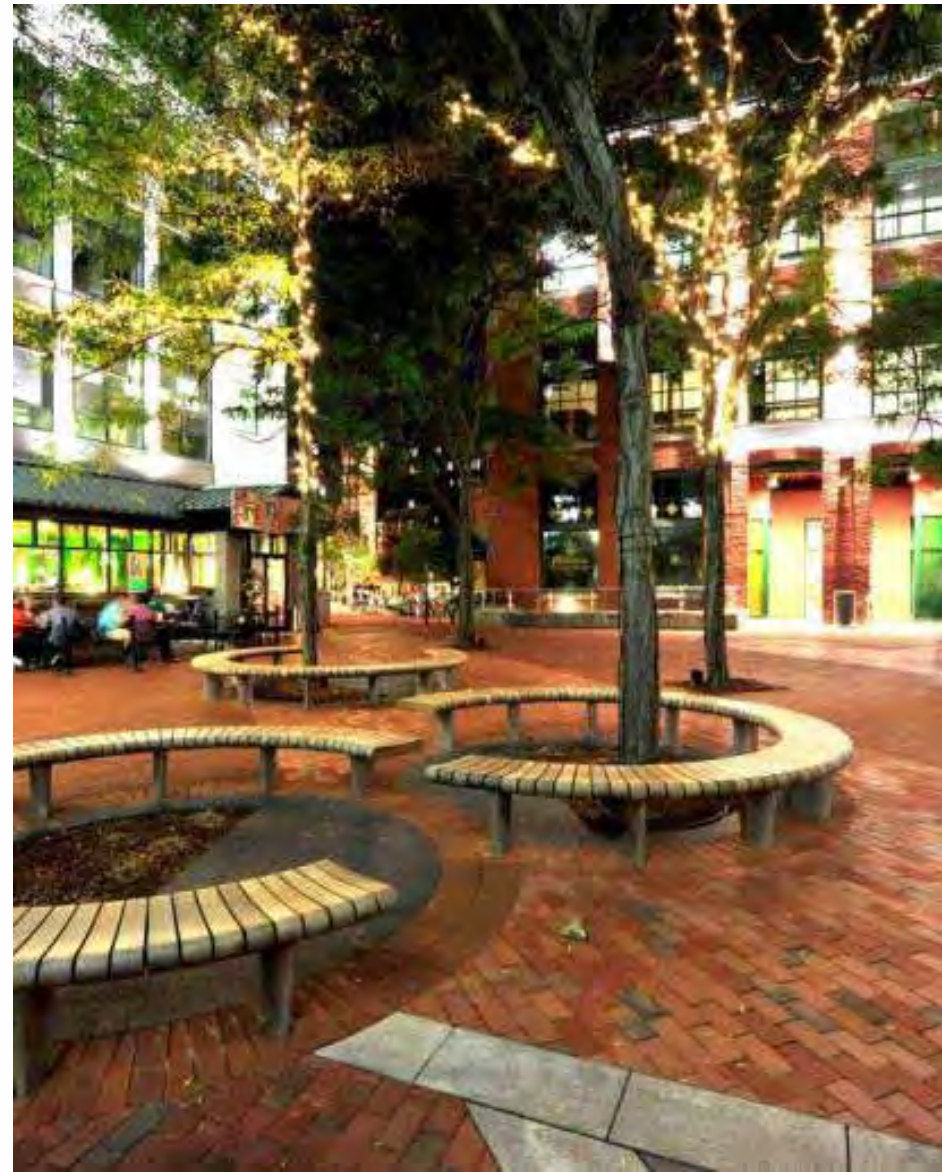
Kendall Square advisory committee
May 19, 2011

- Understanding the opportunity
- Creating a vision: initial thoughts
- Making it happen: planning team and process
- Kendall Square context
- Working criteria for development review
- Discussion



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UNDERSTANDING
THE
OPPORTUNITY:
finding the
synergies between
*creating
community and
competing in the
21st century*



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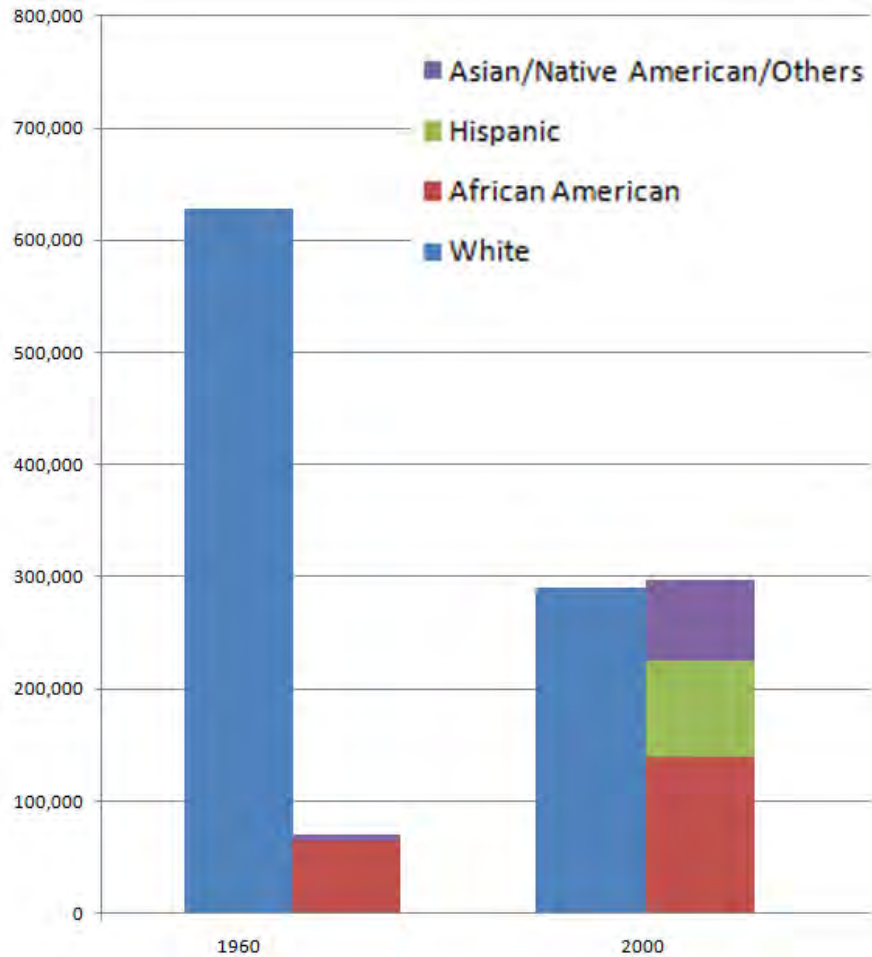
The right time and place: “demographics are destiny”

- More than half of all households in the region are singles and couples
- ...roughly twice the percentage of a decade ago
- ...large majority of households seeking housing included kids 20 years ago...less than one-quarter today
- ...family households still have an important place...
- ...trends that will dominate housing...and neighborhood...choices for 15-25 years



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Boston/Cambridge: 1960 to 2000



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America faces a long-term shortage of innovation workers

- 25-34-year olds were no more likely than the rest of the population to want to live in or near a downtown 20 years ago
- Today they are 33% more likely
- “Creative workers” in this age range are 53% more likely



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Changing demographics are changing values that *shape* our living environment

1950s to 1990s:

- Golf courses
- Large backyards
- Homogeneity
- Escape from work



2000s:

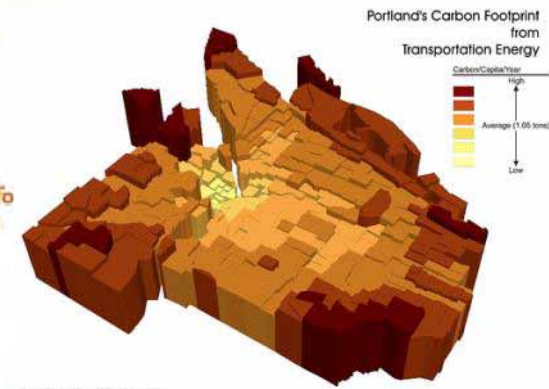
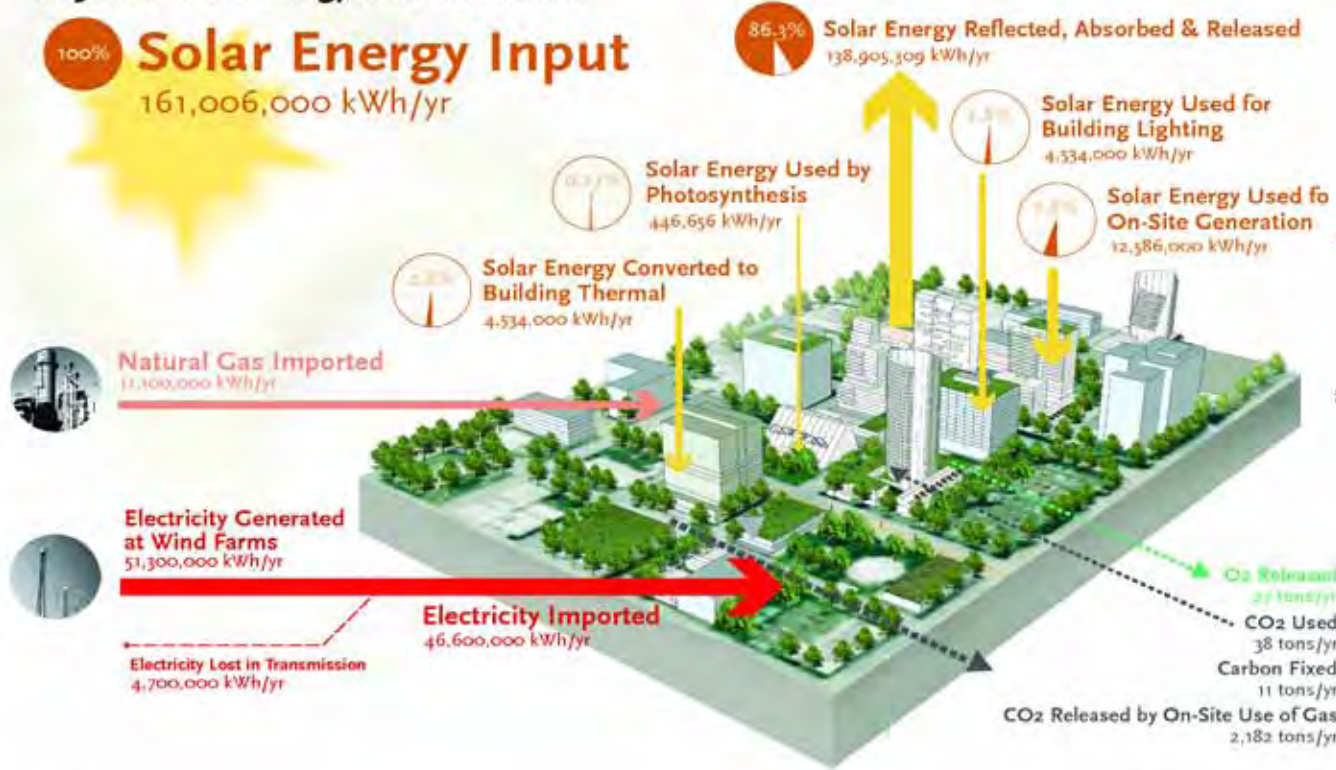
- Main Streets
- “Social places”
- Diversity
- Live near work
- Social and environmental responsibility



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Changing technologies offer opportunities to improve our natural environment

2050 Per Plan Energy Use Conditions



Note: This concept plan is not intended to represent specific planned or required development proposals



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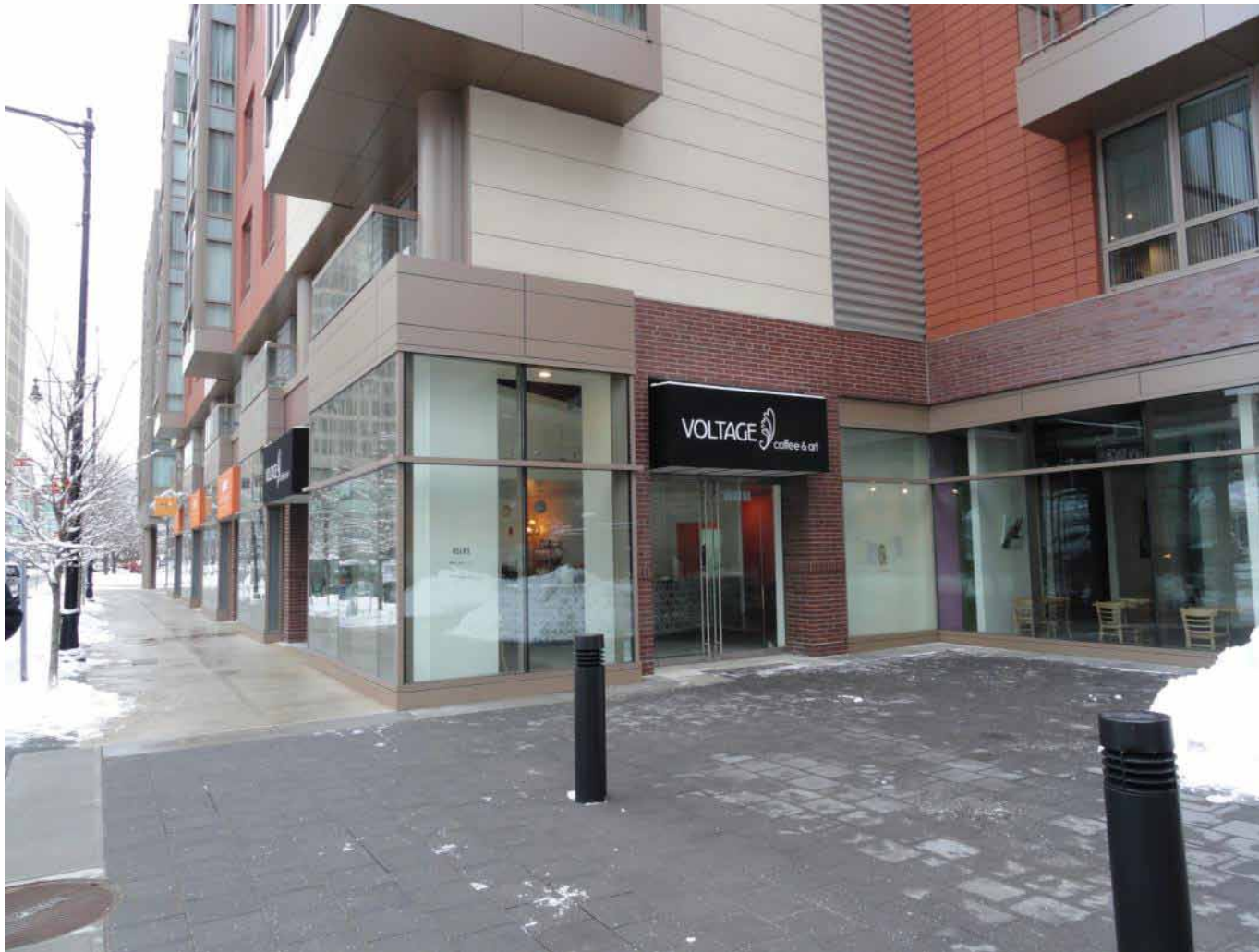
Changing working patterns require us to rethink our working environments

- Microsoft, IBM, and Amazon report that less than half their employees are at their desks any particular day
- Forester urges its employees to exercise for one hour during the day
- Research shows frequent interaction among employees representing different disciplines produces more innovation



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SHAPING A VISION



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Shaping Kendall Square's next chapter: a vibrant home for the emerging knowledge community

- Vibrant public realm
- Gathering places building community and collaboration
- Mixed-use
- Community destinations
- Innovative, convenient access to support growth
- Proactive management



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Transforming Main Street into a place of community connections

- Front door of a mixed-use neighborhood
- Expanded range of housing choices
- Walkable place connecting Kendall to Central Square
- ...and Area 4...and MIT



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Urban design: vitality



Urban design: vitality



Urban design: vitality, community, and connection



Urban design: vitality, community, and connection



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MAKING IT HAPPEN:

Critical issues...and the team

- **Integrating all perspectives:** Goody Clancy
- **Markets:** MJB (retail), W-ZHA (development economics)
- **Feasibility and implementation:** W-ZHA (economics), Ferrell Madden Lewis (zoning)
- **Transportation:** Nelson Nygaard
- **Community:** Goody Clancy
- **Urban design:** Goody Clancy



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MAKING IT HAPPEN:

Streetscape & Infrastructure Team

- **Engineering** HDR Engineering, Inc.
- **Landscape Architecture/Urban Design** Klopfer-Martin Design Group
- **Transportation / Traffic** McMahon Associates, Inc.



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Process

May June July August September October November Dec. – Feb. 2012

Stakeholder interviews

Advisory committee meetings Third Thursdays

Public meetings

Infrastructure work continues

Kendall



Draft Plan

Analysis: Retail, development, design, zoning

Integrated plan Kendall, Central, Transition

Central



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CONTEXT FOR PLANNING



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Kendall Square: What we've heard and seen

- Kendall is an **innovation center** of global significance
- **Workforce** is key to Kendall's innovation dynamic. Talented workforce have other options – must entice them here. Variety of jobs is key asset
- **30,000-50,000 people** are within ¼ mile of Kendall on a typical workday
- **15 million sf of lab and office** space around Kendall
- **1,400 housing units** were envisioned by ECaPS within ¼ mile of Binney St; more than 850 have been built and another 200 permitted
- Third Square housing on 3rd St is a good **urban housing model**
- Area housing is typically too expensive for graduate **students**
- Neighborhoods have suggested additional density can be appropriate if coupled with increased **civic purpose**
- Kendall has gained a number of **new restaurants** recently. Cambridge Center will soon have much better retail edges along Main St, plaza
- Kendall is intrinsically **linked** to East Cambridge, Lechmere, North Point

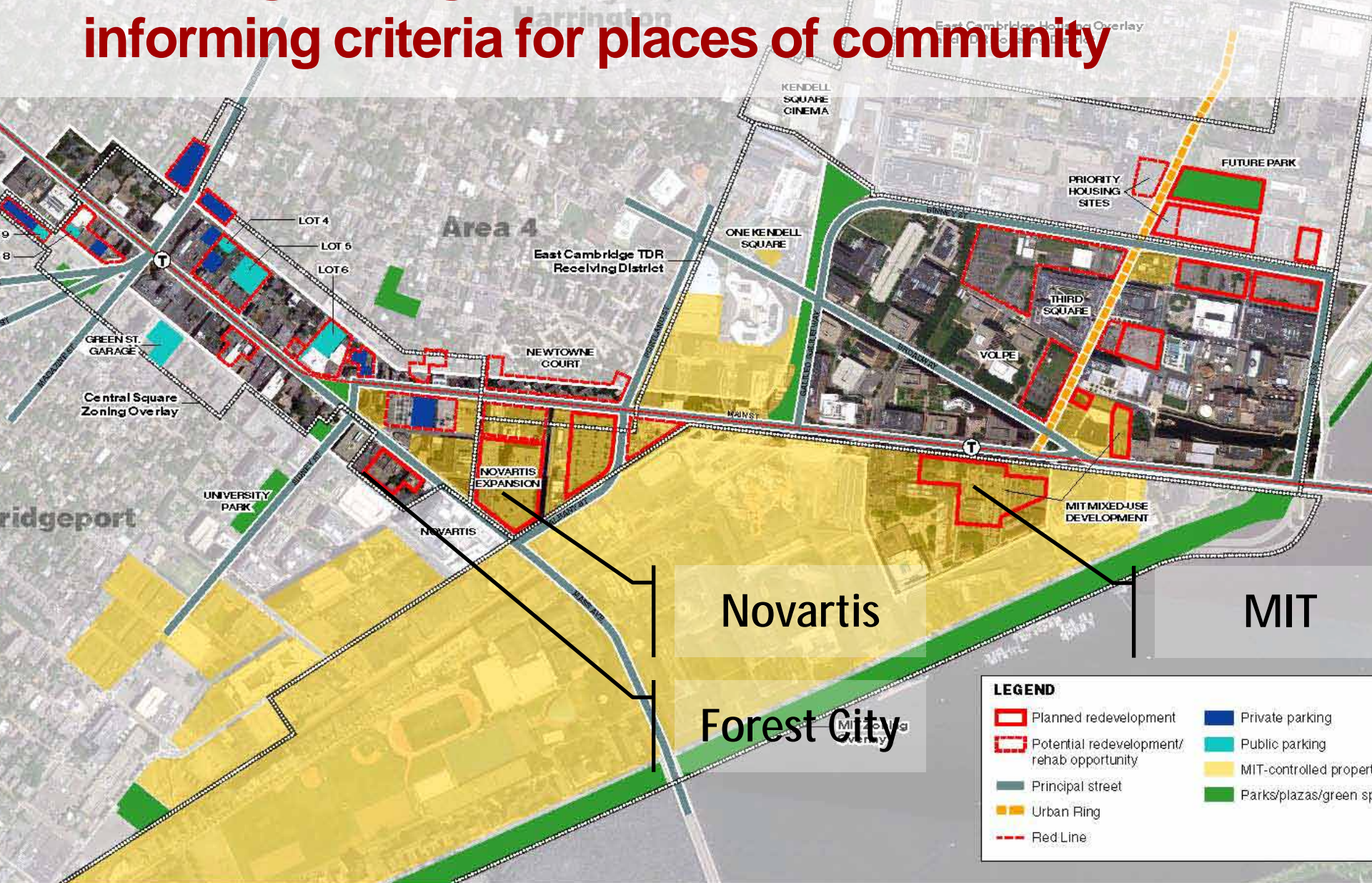


Our next steps: analysis

- Test **buildout scenarios** including greater density and heights in the Study Area; diagram strategic locations for housing, research, retail
- Understand Kendall Square **resident and worker profile** and where the workforce live, how they travel here
- **Transportation assessment**
 - 3rd & Main connection
 - Pedestrian and bicycle improvements
 - Red Line capacity and other transit issues
 - Assess trip generation and parking needs
- **Retail study** – what is Kendall's distinct niche, considering Lechmere/Cambridge St. retail, Central Square?
- Strategies to **integrate** Volpe and Constellation Center sites
- Draft **design guidelines** – seeking authenticity, avoiding monotony
- Map **open spaces** – which are succeeding? Which need improvements to reach their full potential? What others are needed?
- **Evaluate existing zoning** against current and future objectives



Pending zoning petitions: informing criteria for places of community



Novartis



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Novartis

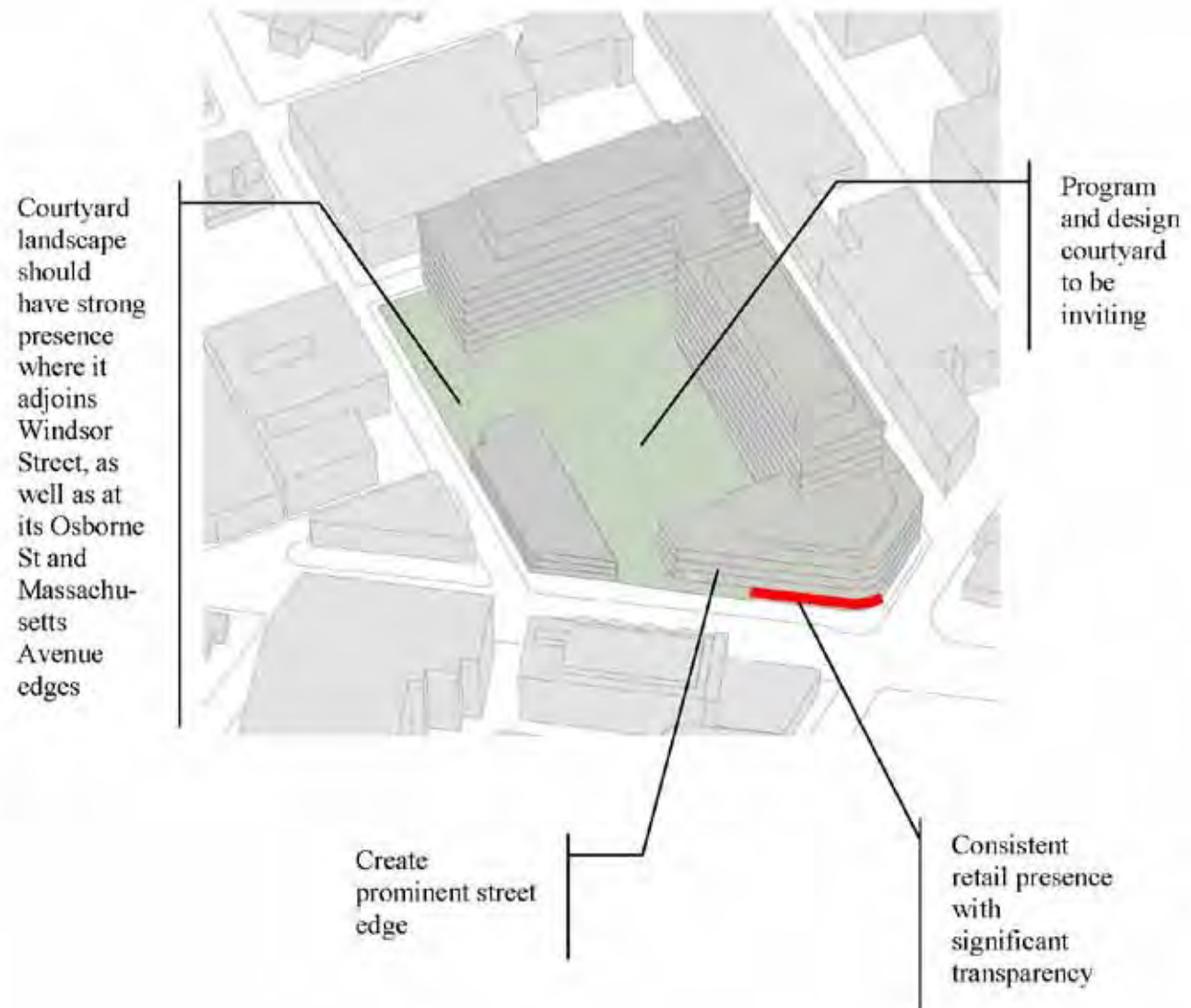


Novartis

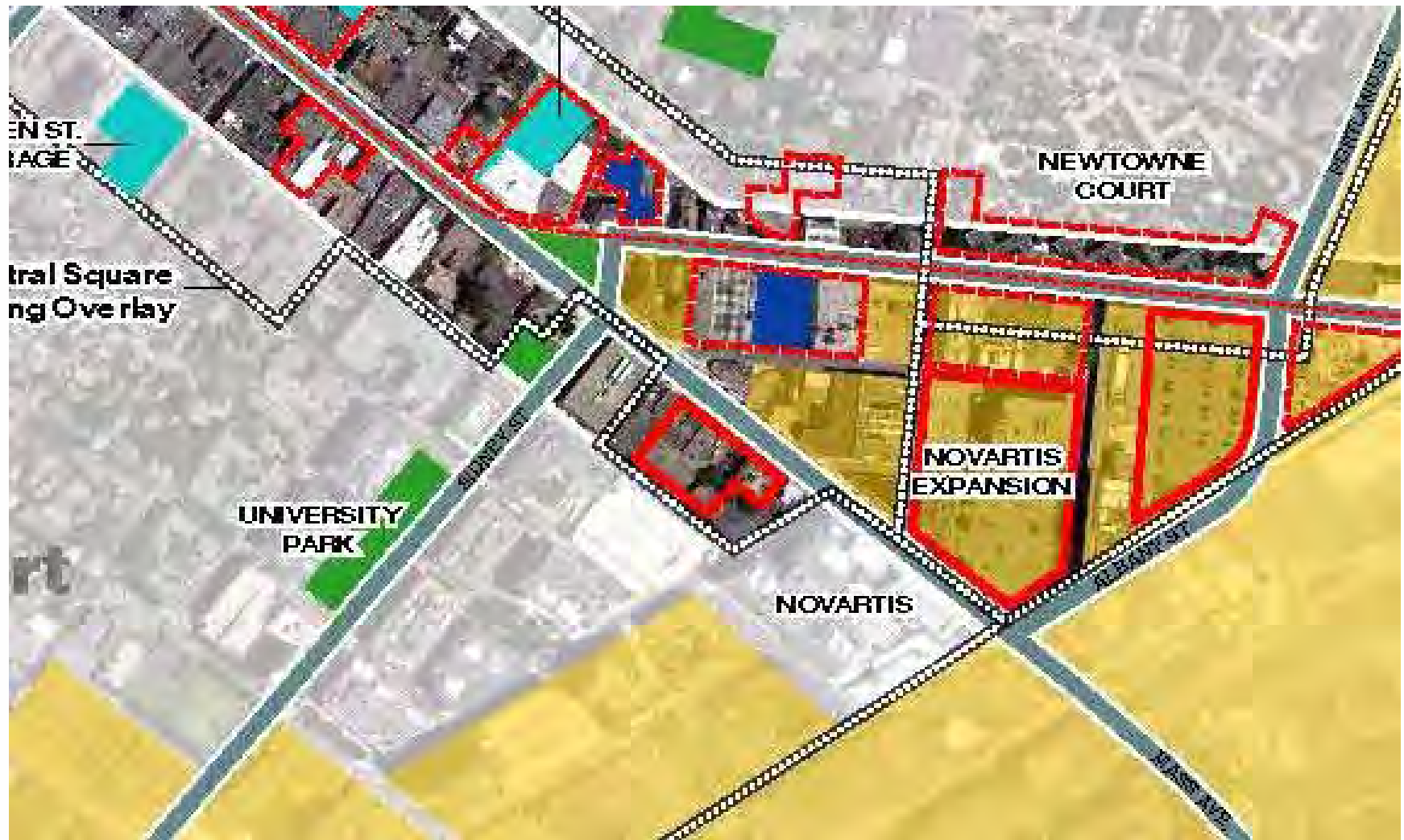


Criteria categories

- Land use
- Height and massing
- Support for the pedestrian environment
- Transportation and parking
- Sustainability
- Open space



Forest City



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MIT



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MIT



MIT



MIT



MIT



Key development criteria areas highlighted by pending development proposals

- Land use
- Height and massing
- Support for the pedestrian environment
- Transportation and parking
- Sustainability
- Open space



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Discussion questions

- What is a “21st Century” Kendall Square? What are its *authentic* elements? What will make it a community destination?
- How should housing goals be shaped by: Location? Target residents? Unit types? Quantity? Other considerations? Where should students live?
- What are key opportunities for retail and cultural/educational/non-retail ground floor elements (Constellation Center, Innovation Walk of Fame in the works)
- What areas are priorities for non-auto transportation improvements -- pedestrian, bike, transit/shuttle?
- Identify parks and recreation amenities – best existing, most needed
- What are key goals & services for potential district management (BID)
- How can property owners, neighborhoods, the City and other stakeholders most effectively build common purpose during planning and action phases?



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