

Reinventing Kendall Square for the 21st Century

Strategies for active public spaces and retail



**KENDALL SQUARE ADVISORY COMMITTEE
SEPTEMBER 22, 2011**



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

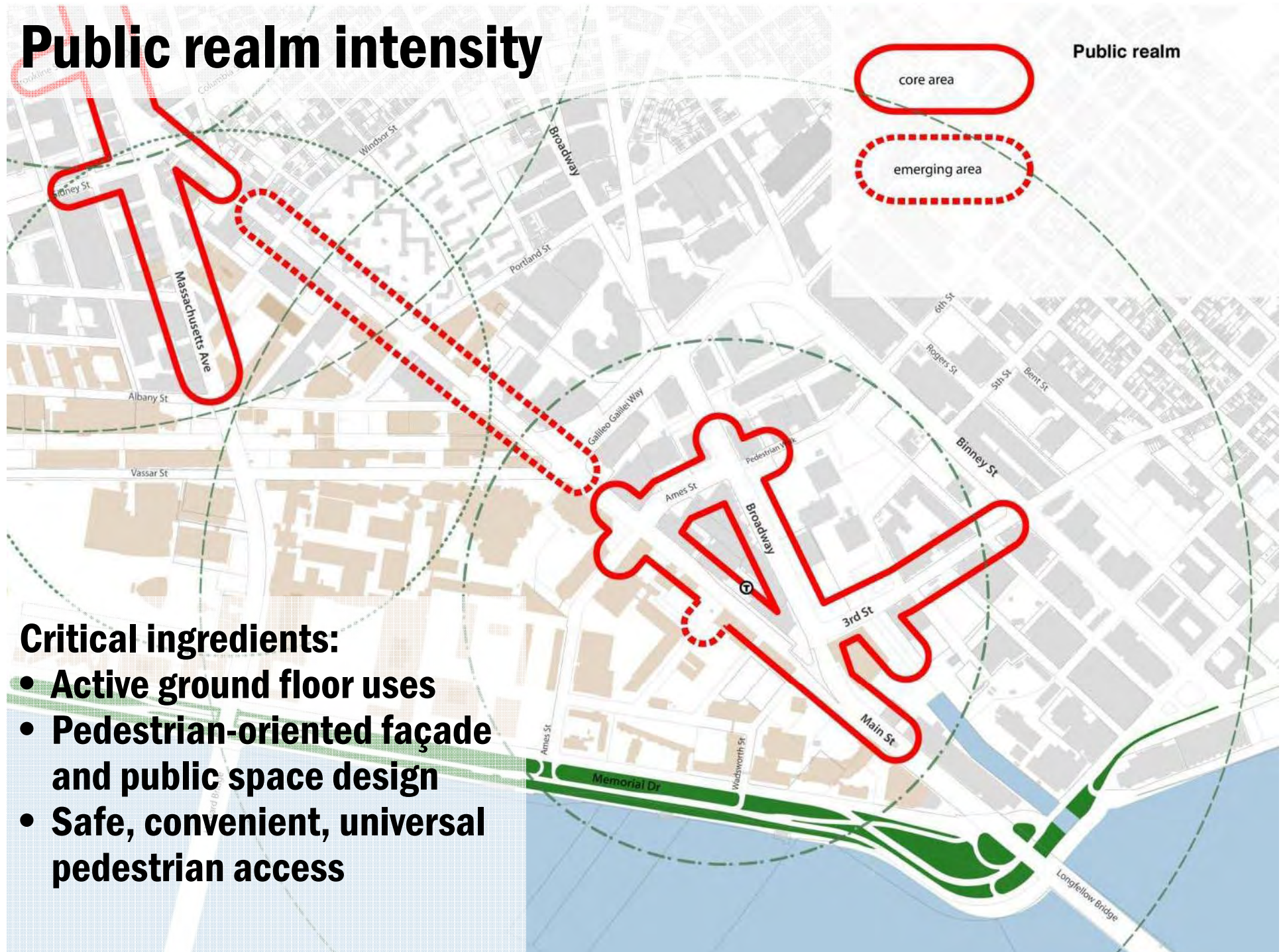
Agenda

- Strategies for activating street edges
- Preliminary retail findings
- Discussion
- Third and Main Street connection: opportunities and challenges



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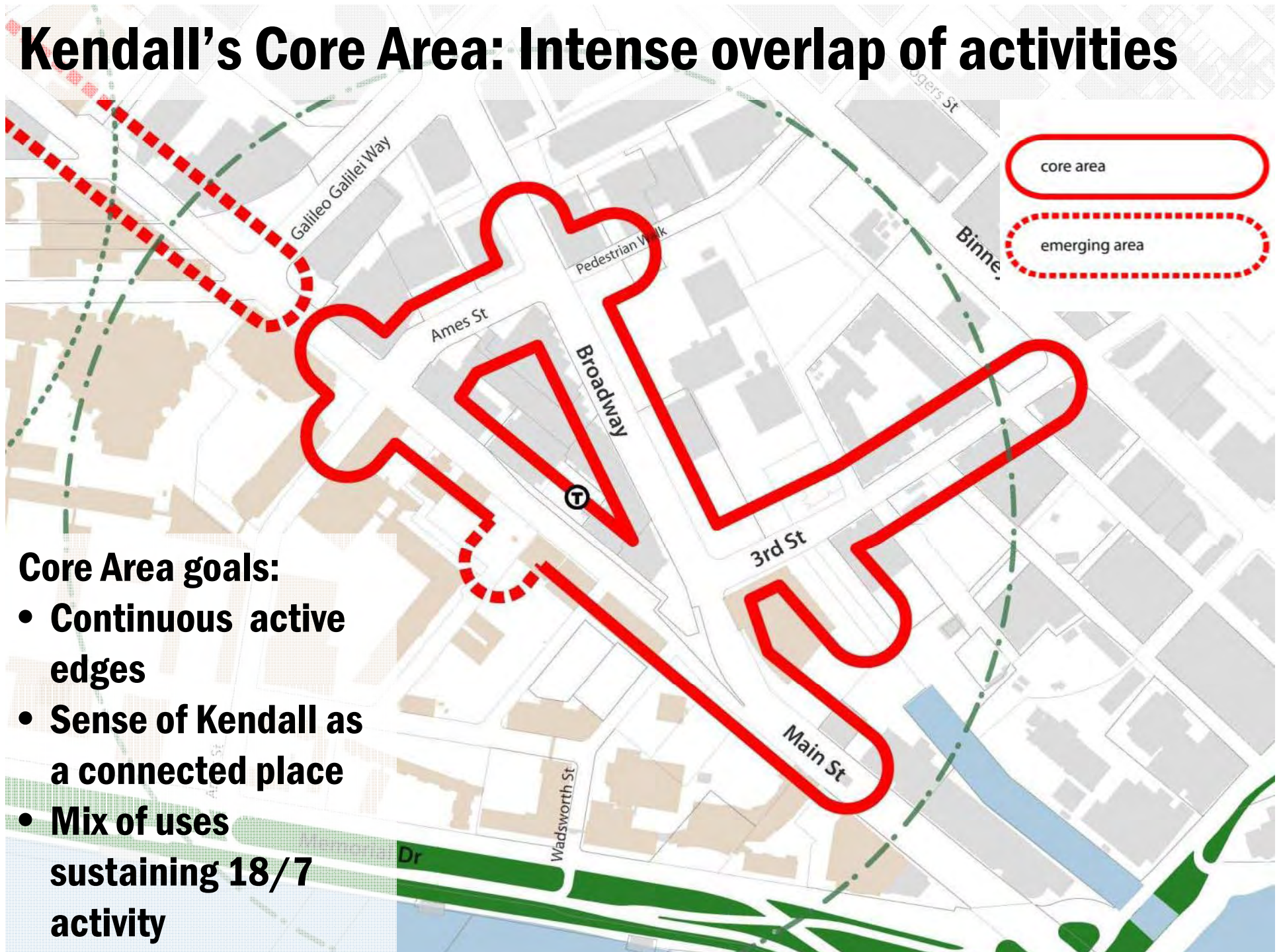
Public realm intensity



Critical ingredients:

- Active ground floor uses
- Pedestrian-oriented façade and public space design
- Safe, convenient, universal pedestrian access

Kendall's Core Area: Intense overlap of activities



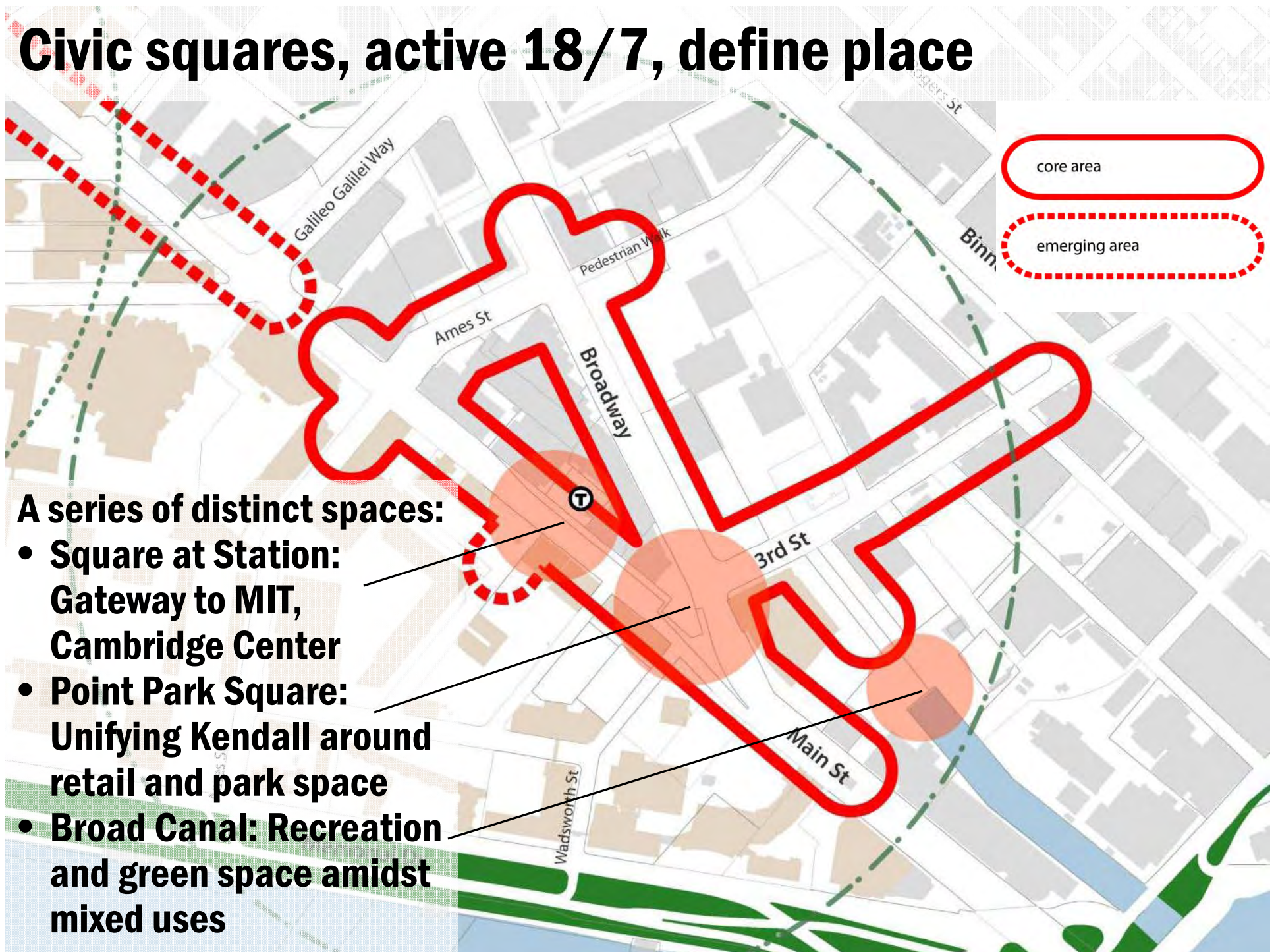
Core Area goals:

- Continuous active edges
- Sense of Kendall as a connected place
- Mix of uses sustaining 18/7 activity

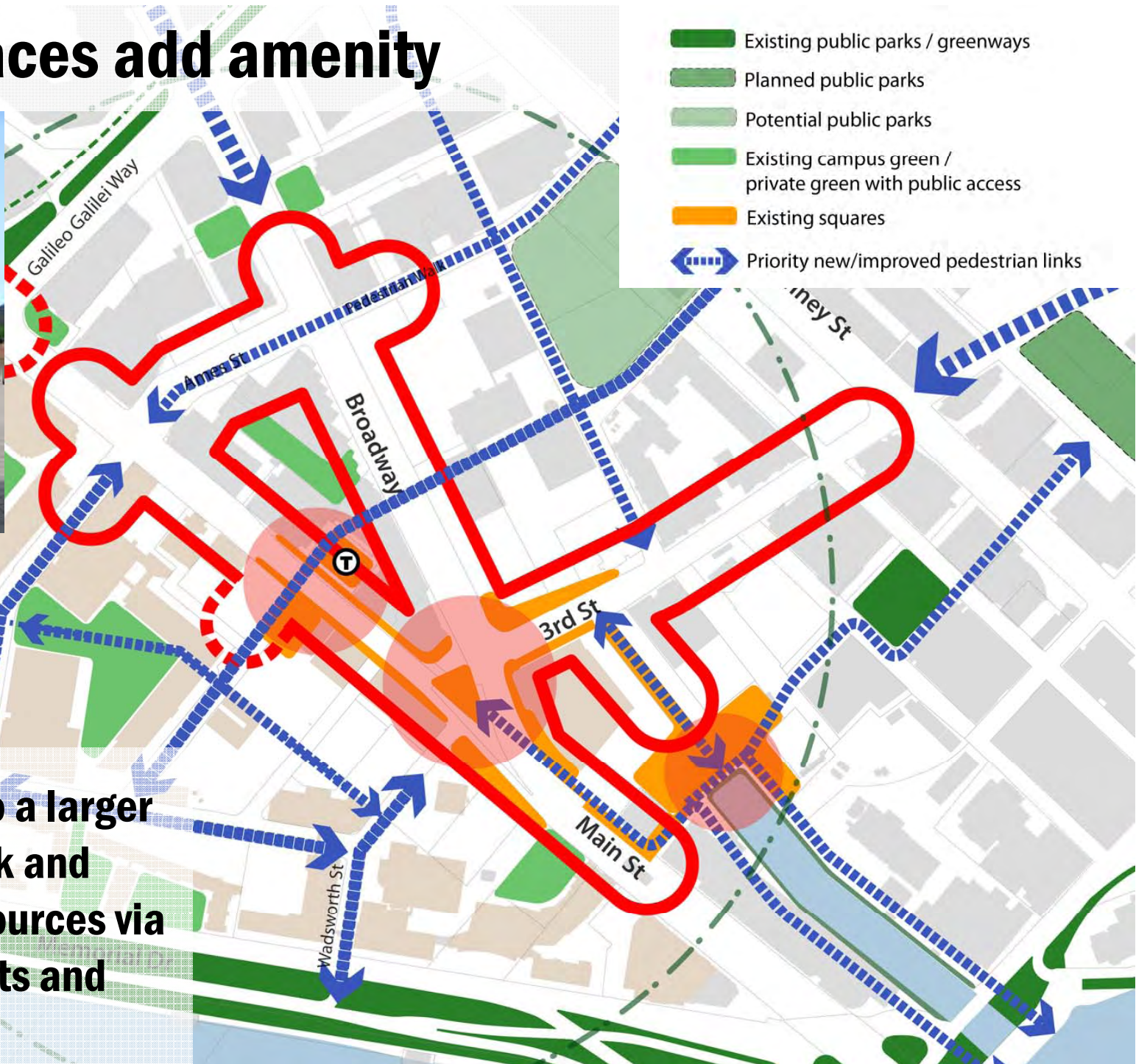
Design can fuse indoor/outdoor experience



Civic squares, active 18/7, define place

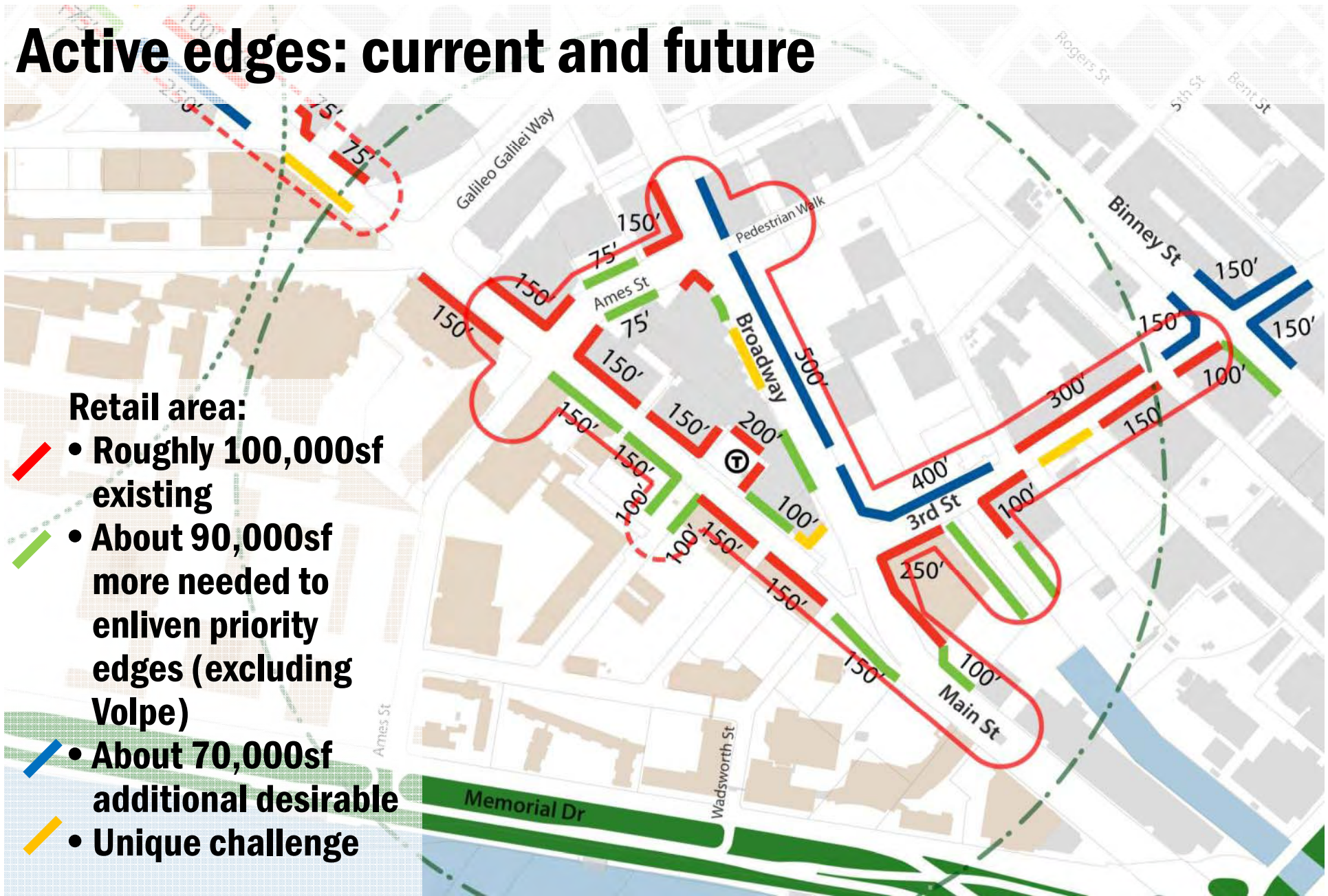


Green spaces add amenity



...connected to a larger network of park and recreation resources via walkable streets and paths

Active edges: current and future



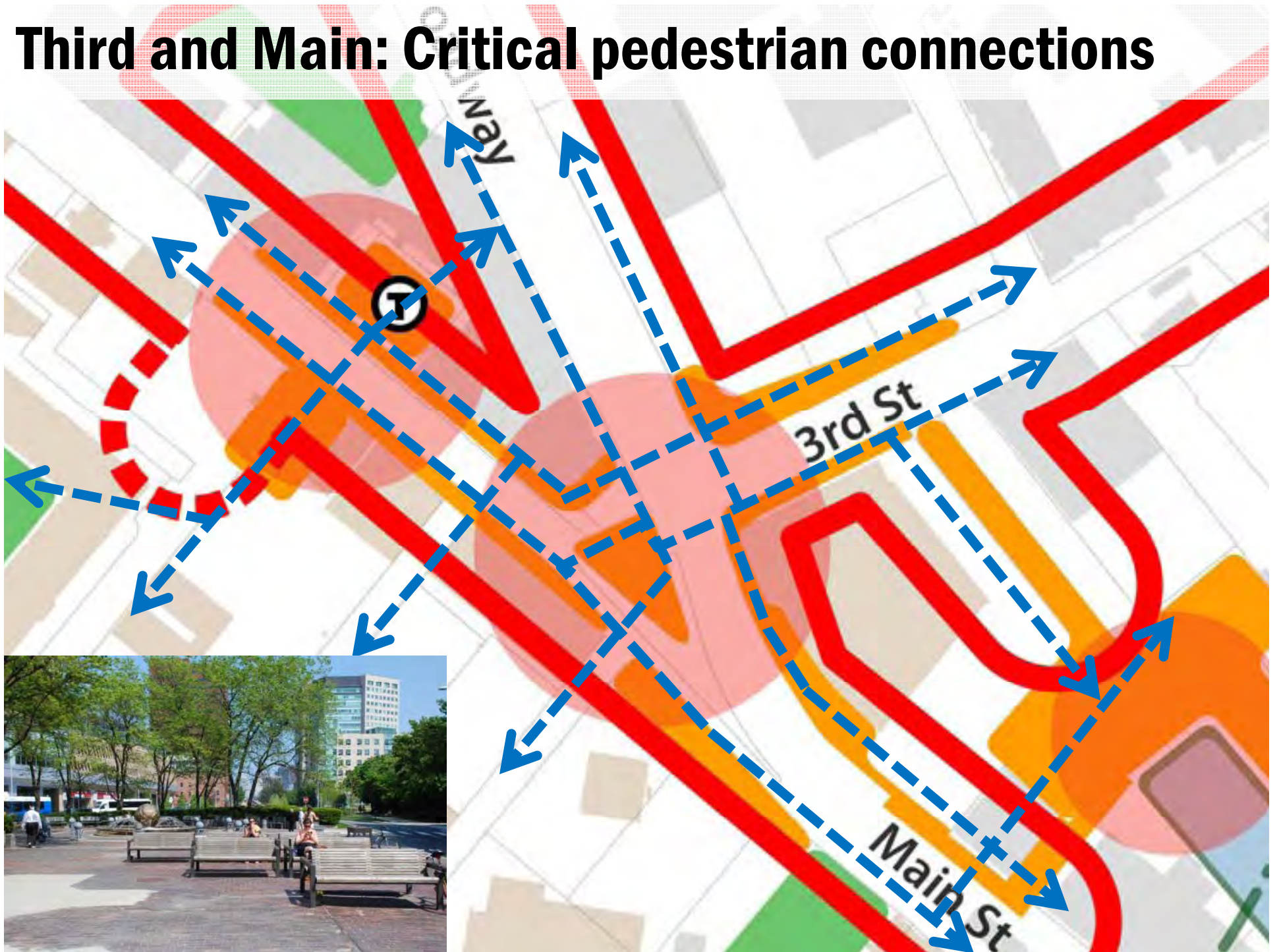
Retail area:

- • Roughly 100,000sf existing
- • About 90,000sf more needed to enliven priority edges (excluding Volpe)
- • About 70,000sf additional desirable
- • Unique challenge



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Third and Main: Critical pedestrian connections



Creative solutions needed



Strategies for challenging edges

- Lobbies:
 - Add or re-orient retail where possible (Marriott, 5 Cambridge Center, Broad)
 - Museums, other highly interactive cultural activities
- Blank walls
 - Retail veneer
 - Mobile retail
- Vacant/Underutilized site
 - Landscaping / temporary community gardens
 - Interim public art/display



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Small-scale retail

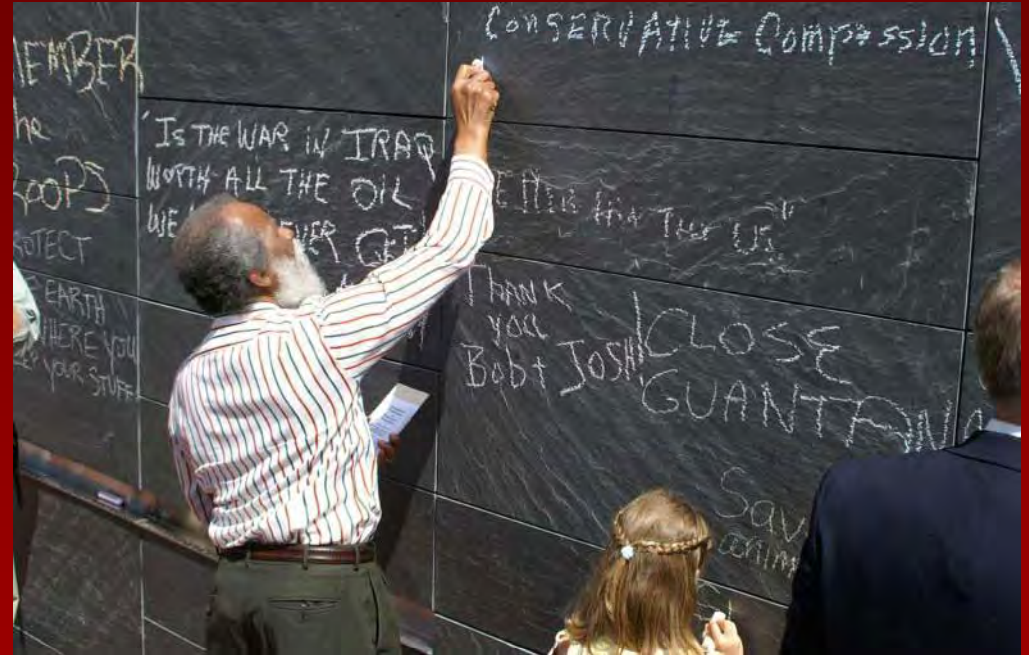


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Interactive and green installations



Charlottesville



Trafalgar Square



Retail analysis: preliminary findings

Market-based opportunities based on *combined* 18/7 worker and resident demand:

- Drugstore; need 10,000-15,000sf floorplate
- Small mixed grocery/convenience store/deli possible; full supermarket unlikely
- Continued support for existing restaurants
- *Not likely*: comparison goods, apart from limited home furnishings/ housewares
- 50,000-75,000sf overall opportunity range likely in near-term



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Retail analysis: preliminary findings

Key strategies for intensifying and expanding retail:

- Enhanced pedestrian connections important, especially between Third-Main: safe, convenient wayfinding
- Third-Main driving connection can help but is not vital for retail
- Prioritize adding retail in the Kendall core, versus adjacent areas, until it gains another 50,000-75,000sf



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Discussion



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