

6. RETAIL & ACTIVE USE

6.1 PRECEDENT IMAGES



RETAIL AND ACTIVE USE VISION

290 and 250 Binney Street will contain approximately 10,000 GFA of retail and active use, which will be located on the ground floor of each building. The frontage along the Central Plaza and adjacent to the 6th Street Connector will be activated and offer opportunities for multiple retail and active use entrances as well as retailers of varying size and type. Given the proximity to the new Central Plaza, the use of outdoor seating and/or operable walls may be viable during warmer months. As the retail uses become more clearly defined, the Applicant will work with the City and the CRA to define appropriate easement parameters, including access locations and operational hours.

A significant portion of the active-use associated with 290 and 250 Binney Street will be dedicated to bike parking strategies to facilitate alternative transit methods in Kendall Square and across Cambridge. This active-use space will be directly connected to the 6th Street Connector and the associated bike transit network. Potential retail and active uses could include bike parking, restaurants, including fast casual dining options, entertainment/sporting venues and/or bars, consumer service retail and dry goods, bike-related retail and services to support the on-site Bike Valet program as well as collaboration spaces such as art galleries that double as coffee shops. While the exact mix of retailers and uses is yet to be determined, the Applicant is allowing diverse mix of retailers that will create activation along the new Central Plaza during both days and evenings as well as weekdays and weekends. The Applicant will meet with the CRA and the City's Economic Development Department regularly to discuss retail opportunities.



As described in Chapter 1, the programmatic zones in closest proximity to major public spaces and thoroughfares, both adjacent to the 6th Street Connector and the new Central Plaza, are dedicated to active use and engaging the public realm. This area serves as an extension of the active public realm, in addition to providing access to the 290 and 250 Main Street buildings and increasing the connections between Binney Street and Broadway, and Galileo Galilei Way and the planned Volpe development site. Additionally, this space could serve as a zone to publicize the public art or programming in the new Central Plaza as discussed in Chapter 2.

6.1 PRECEDENT IMAGES

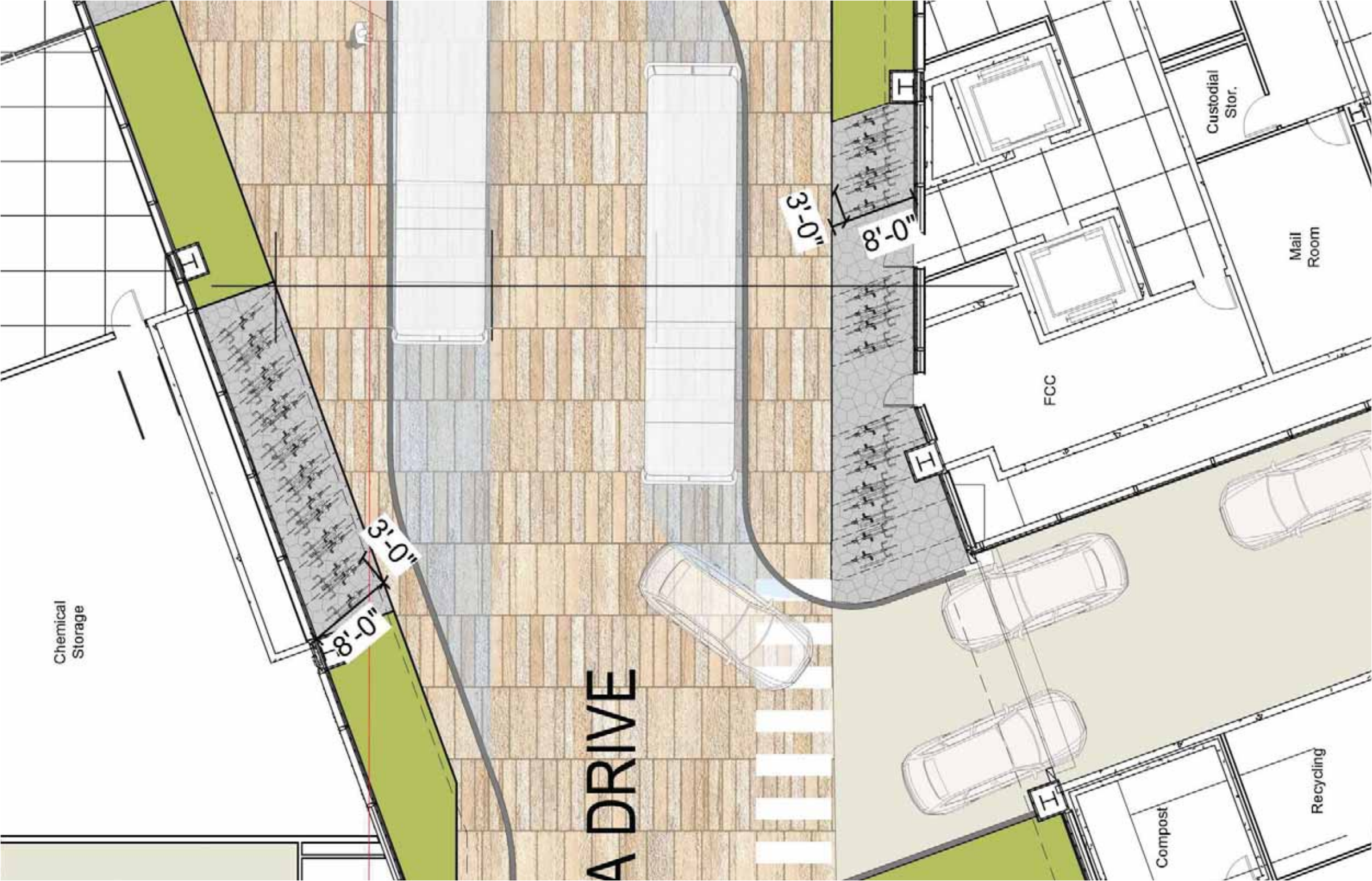


6.1 PRECEDENT IMAGES

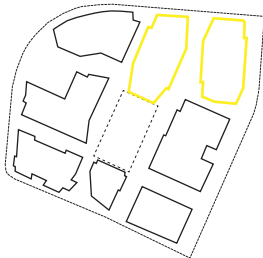


6.2 BIKE PARKING GROUND PLANE

SHORT TERM BIKE PARKING ENLARGEMENT PLAN



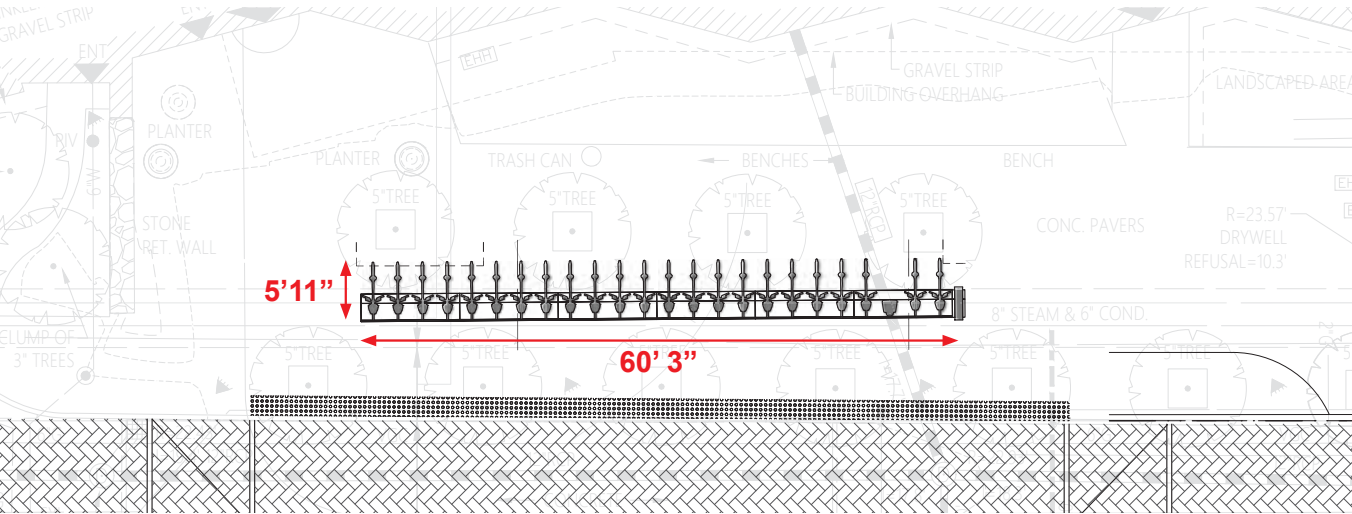
**TOTAL SHORT TERM
BIKE PARKING: 36**
WEST BUILDING - 18
EAST BUILDING - 18



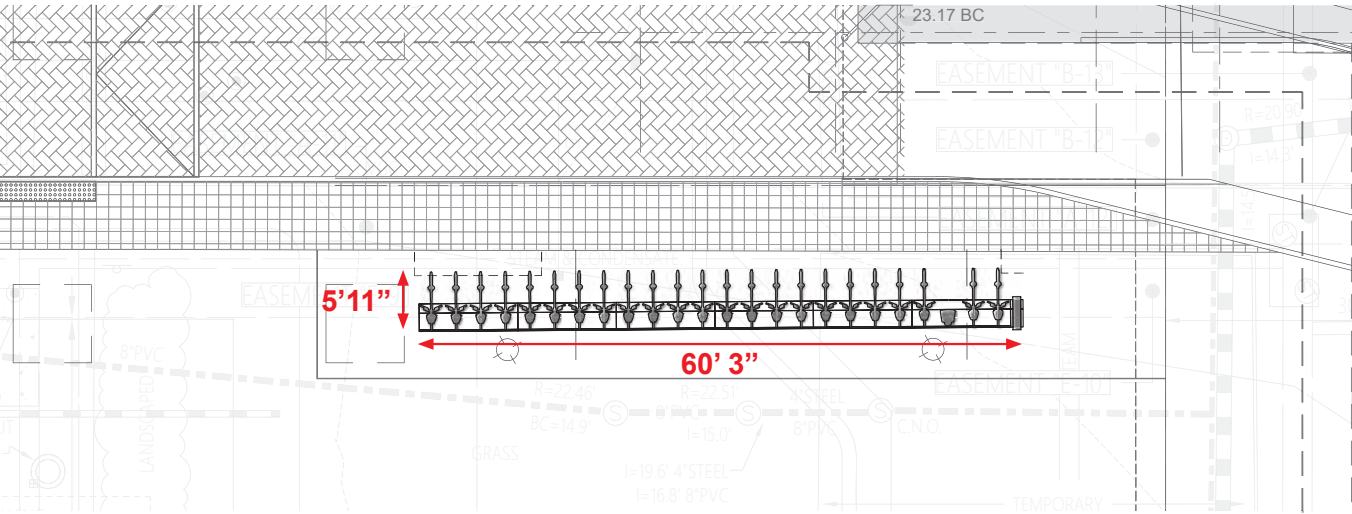
6.2 BIKE PARKING GROUND PLANE

EAST AND WEST PLAZA DRIVES

WEST PLAZA DRIVE - 23 SPACES



EAST PLAZA DRIVE - 23 SPACES



- NOTES:
- 1. CONFIRM WITH BIOGEN ON PLACEMENT
 - 2. LIMITED LIGHT DUE TO EXISTING TREE CANOPY

- NOTES:
- 1. POTENTIAL CONFLICTS WITH EVERSOURCE STAGING WITH HATCH

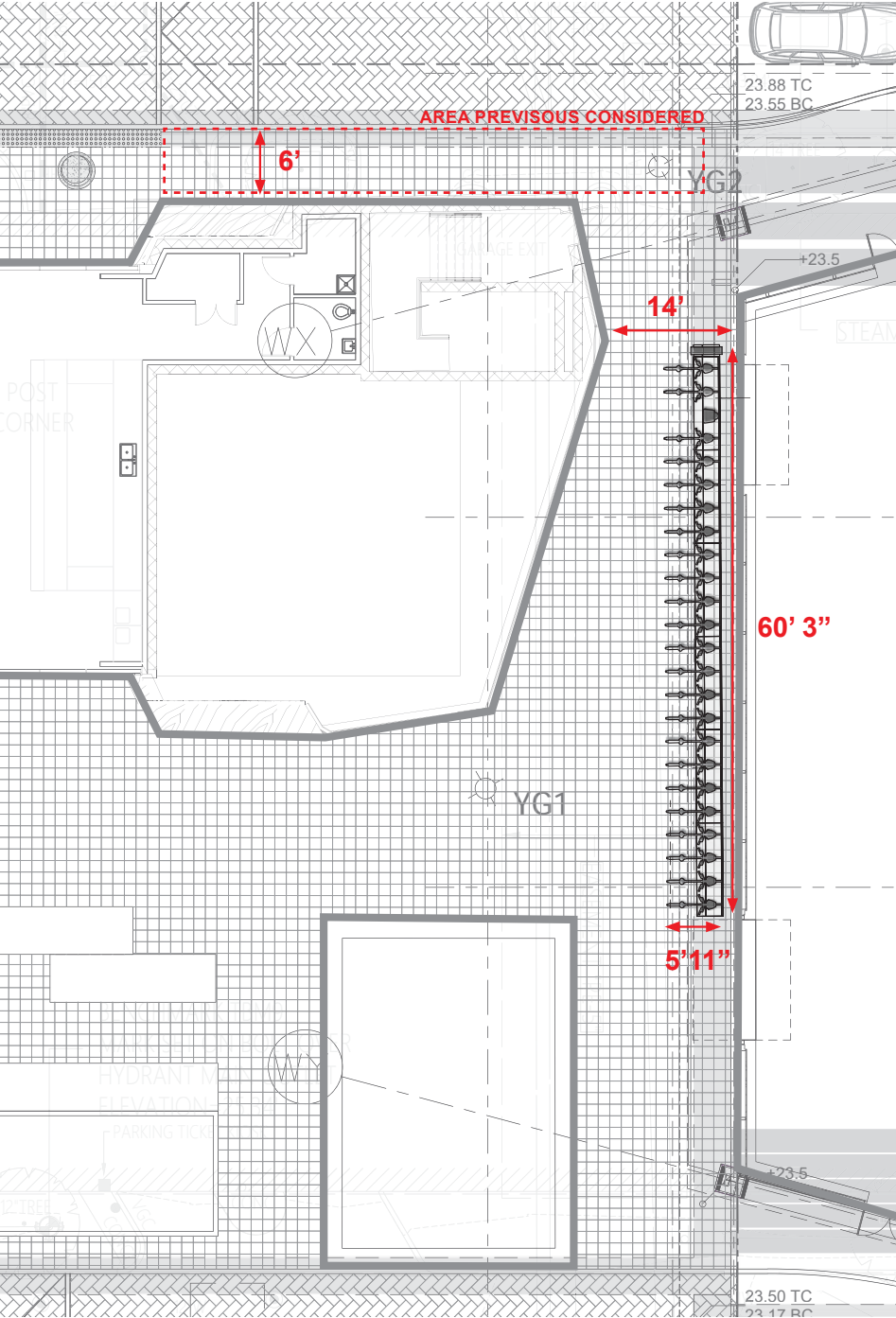
BLUE BIKE LAYOUT / CAPACITY STUDY
DESIGN REVIEW SUBMISSION DECEMBER 17, 2021

LEMON BROOKE SASAKI

6.2 BIKE PARKING GROUND PLANE

PLAZA

PLAZA- 23 SPACES



- NOTES:
- 1. POTENTIAL CONFLICTS WITH EVERSOURCE STAGING WITH HATCH
 - 2. WITHIN THE PLAZA THERE WOULD BE LIMITED SPACE ALONG WEST PLAZA DRIVE ASSUMING CAFE BUILDING
 - 3. DOOR CONFLICTS WITH THE GROUND LEVEL

BLUE BIKE LAYOUT / CAPACITY STUDY

DESIGN REVIEW SUBMISSION DECEMBER 17, 2021

LEMON BROOKE SASAKI

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6.3 BIKE VALET

BIKE VALET STRATEGY

Overview & Phasing

To meet the bicycle parking requirements linked to Concept Plan Amendment #2 the Applicant has opted to leverage a selection of innovative strategies. Of these, the proposed bicycle valet represents the cornerstone of the Applicant's long-term bicycle parking offering. Envisioned as a 24/7 operation capable of storing electric as well as traditional bicycles, this facility is anticipated to more efficiently utilize limited ground floor space while offering qualitatively superior service to campus users. Valet services will be phased alongside the expected delivery of the proposed commercial buildings (Commercial Building C and Commercial Building D). The valet's first and temporary home will accordingly be the designated active use/retail space proposed for the ground floor of Commercial Building C and provide 402 bicycle parking spaces. Upon completion of Commercial Building D, the valet will be relocated to the designated active use space located within the ground floor of Commercial Building D, providing a total of 610 parking spaces at this new and final location.

Operations Narrative

The operations of the proposed valet facilities will first and foremost be characterized by the general commitments summarized in Concept Plan Amendment #2's special permit process and reproduced here for clarity:

- 24/7 staffing and service for the valet
- Valet services to be 100% complimentary for users
- Bicycles stored for the valet will be secured at all times
- A minimum of 10% of bike valet spaces equipped for electric charging

Resting outside these concrete parameters is a qualitative service design vision that—while subject to ongoing change and refinement—is informed by the operations of a similar US facility.

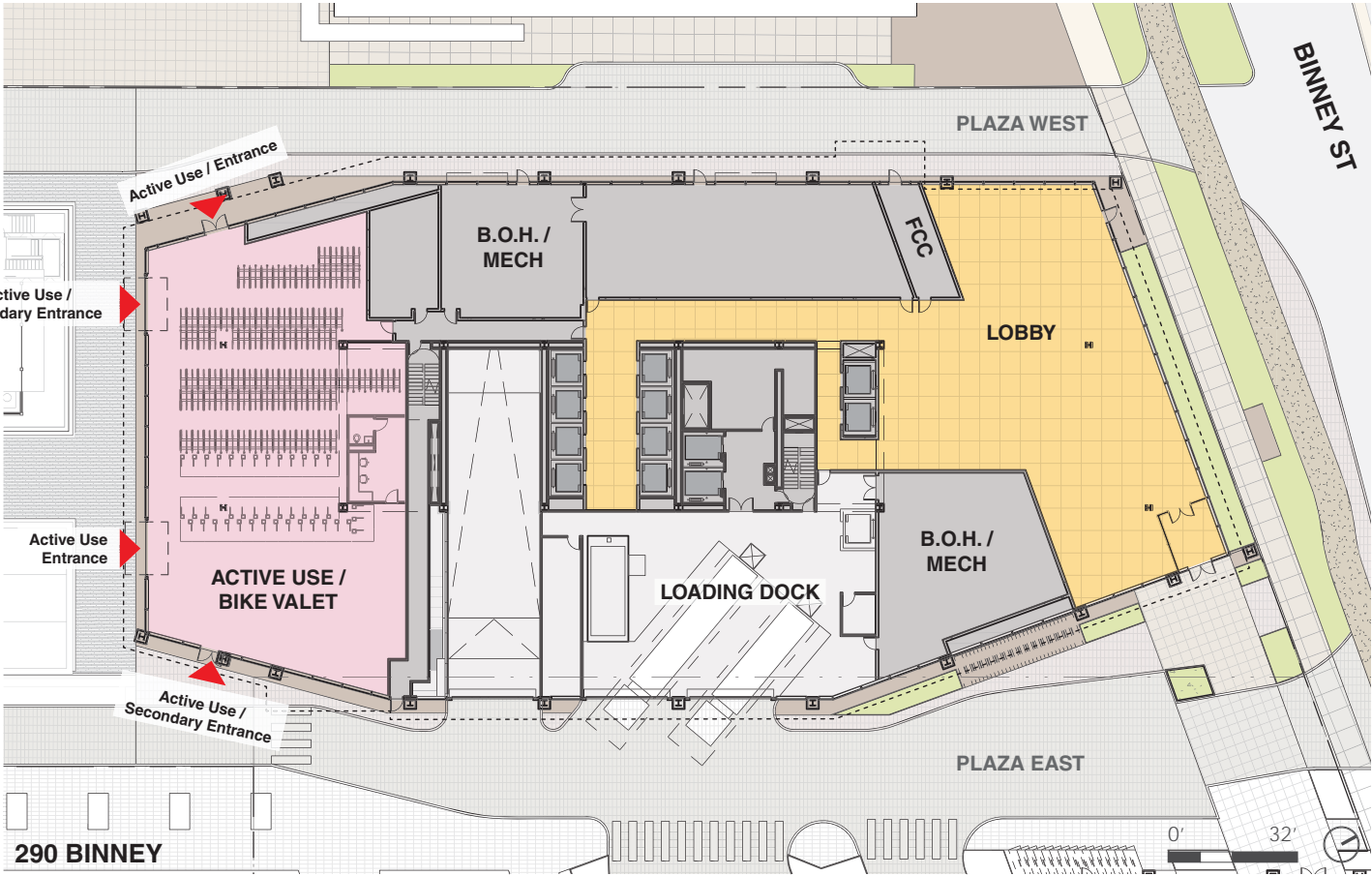
- 1.Users retrieving a bicycle will participate in the following process:
 - a.Utilize their smartphones to notify the valet in advance, who will pre-position bikes accordingly for easy retrieval. Users may also simply appear in person to initiate bicycle retrieval.
 - b.If time allows, attendant will check tires, chain, and brakes
 - c.Upon badge confirmation of bicycle ownership, bicycle owners will be able to retrieve their bicycle and depart the facility.
- 2.Users dropping off bicycles will enjoy the same process, albeit in reverse:
 - a.Pull up to bicycle valet facility and scan into valet system
 - b.After confirming identity, the valet attendant will tag the user's bicycle
 - c.User will receive confirmation email confirming the bicycle has been parked
 - d.Retrieval of bicycle may be initiated by clicking on button within the confirmation email

While proposed operations will change in scale, the service design vision will be substantially the same between Commercial C and Commercial D premises.

Bike Valet Strategy

Pickard Chilton Design

Volpe Design Guideline



WHAT WE HEARD (9/28 JOINT BOARD MEETING)
CAMPUS BICYCLE VALET / PARKING PLAN

PROPOSED BICYCLE PARKING SUMMARY			
PROJECT COMPONENT	LONG-TERM SPACES PROPOSED	SHORT-TERM SPACES PROPOSED	TOTAL
RESIDENTIAL BUILDING SOUTH	20 (CONFORMING SELF PARK)	20 (CONFORMING SELF PARK)	40
COMMERCIAL BUILDING C	0	18 (CONFORMING SELF PARK)	18
COMMERCIAL BUILDING D	0	18 (CONFORMING SELF PARK)	18
CAMPUS VALET	610 ⁽¹⁾ (NON CONFORMING VALET)	EXCESS CAPACITY	610
BLUEBIKES STATION	0	23 ⁽²⁾ (DOCK STATION)	23
TOTAL	630	79	709
TOTAL REQUIRED	518 ⁽³⁾ (+112)	102 (+1)	630 (+113)

[1] 14.52.6.2 (b) of the zoning ordinance allows the proposed valet to provide all of the Amendment's proposed long-term bicycle parking via countercyclical bicycle parking.

[2] 14.52.6.2 (a) of the zoning ordinance allows each dock of a new provided public bicycle sharing station within 500' of the lot to count for two required bicycle parking spaces.

[3] Countercyclical bike storage calculations between residential and commercial within the project

Required Spaces Factoring in [1] [2]

	LT	ST
Residential:	20	20
Commercial C:	0	18
Commercial D:	0	18
Bluebikes:	0	46
Campus Valet:	610	Excess
TOTAL Provided:	630	102
TOTAL Required:	518	101
Surplus	+112	+1

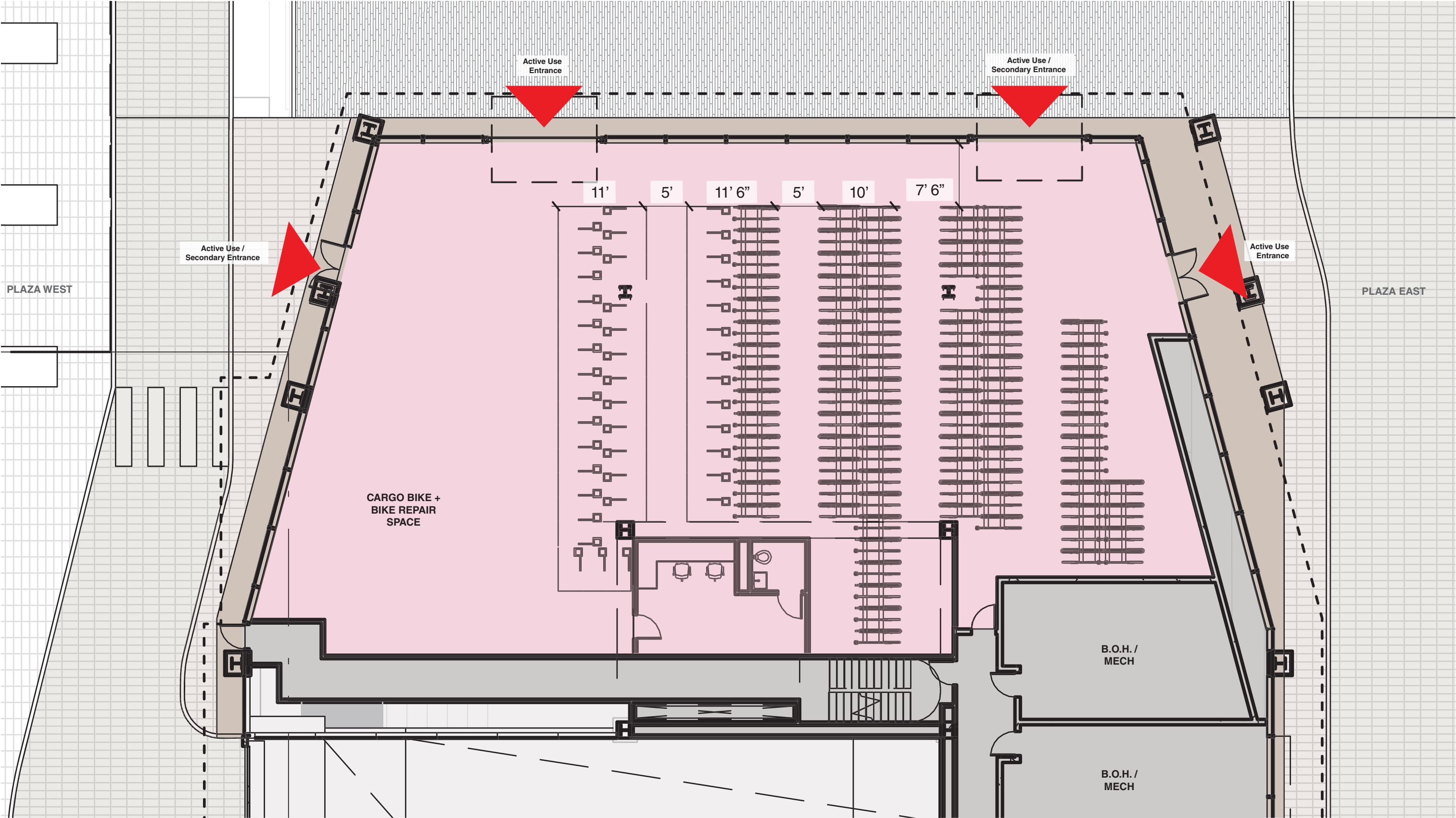
Zoning Required Spaces

	LT	ST
Residential:	518	49
Commercial C:	93	25
Commercial D:	108	27
TOTAL REQUIRED:	719	101

Long Term Countercyclical spaces Spaces

	LT	ST
Residential:	518	49
Commercial C:	93	25
Commercial D:	108	27
Countercyclical:	201	0
TOTAL REQUIRED:	518	101

6.3 BIKE VALET



290 BINNEY

290 BINNEY STREET

THIS COMMUNICATES THE DESIGN INTENT OF BOTH COMMERCIAL BUILDINGS

PICKARD CHILTON

DESIGN REVIEW RESUBMISSION

MARCH 15, 2022

