



Kendall Square 2020 Vision

June 2010

Bring Kendall Square to Life!

contents

The Kendall Square 2020 Vision is a "concept plan" prepared by Twining Properties to spark ideas and discussion about a vision for the future of Kendall Square by those who live, work, shop, dine and play in the area.

It has been shared with a City Councilor, the City of Cambridge Director of Urban Design and East Cambridge Planning Team as well as many of the property owners including Alexandria, BioMed, Boston Properties and MIT.

Twining Properties invests and develops in urban mixed use green buildings at transit nodes in the Northeast and is leasing and developing retail and housing in the Kendall Square neighborhood.

1 need	<i>Kendall Square lacks street life</i>
2 vision	<i>the plan to bring Kendall to life</i>
3 partners	<i>the people to carry out the vision</i>
4 action	<i>implementing the vision</i>

need > Kendall lacks street life

Kendall Square today

1. global technology center
2. potential for 24 hour
3. why isn't it vibrant?

market quality

A+	office & lab
A	hotel
A	residential
C	retail

- Kendall Square is a key driver of the Boston economy
 - 20,000 MIT students, faculty & staff drive this global technology center
 - over 15 million square feet of offices and labs
- Kendall Square is becoming a 24 hour neighborhood
 - over 1,000 apartments have been completed in the last decade
 - five hotels with over 1,000 rooms provide guests many options
- So why isn't Kendall Square street life vibrant?
 - **traffic flow** : in and around Kendall is confusing
 - **identity** : there is no central place known as "Kendall Square"
 - **theme** : there is nothing that makes Kendall retail special
 - **density** : retail is scattered, single-loaded & lacks traffic
 - **residents** : not enough people live in Kendall Square

vision > transform Kendall Square

strategy

1. change the traffic flow
2. give Kendall an identity
3. define a retail theme
4. density drives retail
5. residents make 24x7

- **traffic** : change the flow of cars through Kendall Square
- **identity** : create a memorable central urban place
- **theme** : establish a unique mix of shops & restaurants
- **density**: create busy shopping streets
- **residents** : provide more places to live



traffic – change the flow of cars

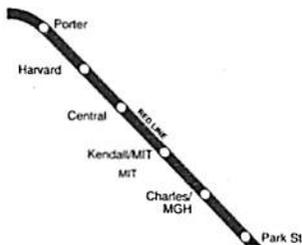
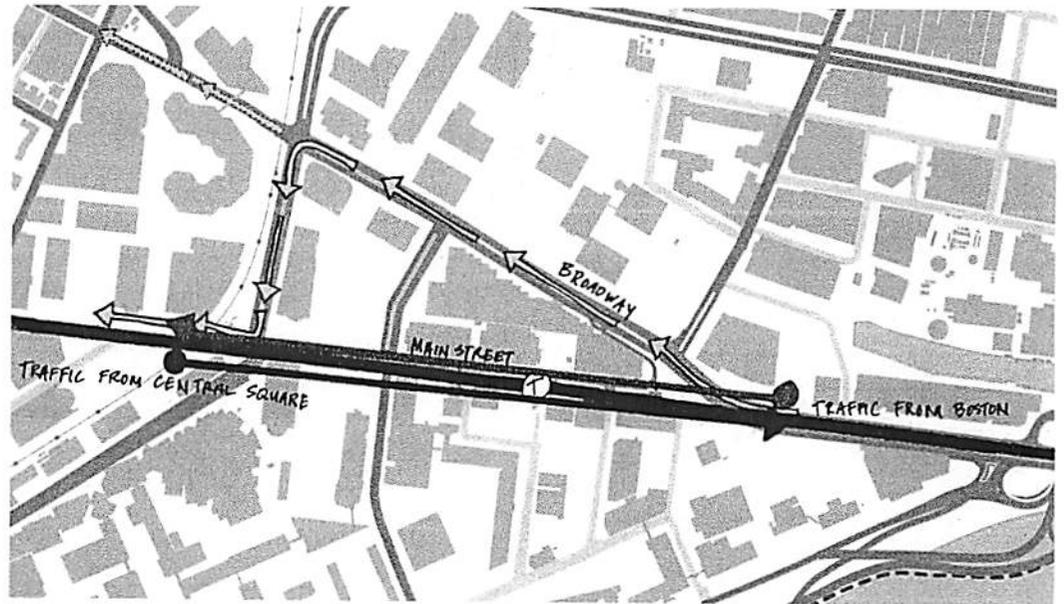
change the traffic flow

PROBLEM (yellow)

- cars are diverted down Broadway instead of directly on to Main Street
- no one headed to Central Square ever gets to see the Main Street retail

SOLUTION (green)

- change the traffic pattern to allow cars to proceed straight on to Main Street
- make Main Street retail visible and accessible to passing car traffic
- follow the RED Line route



traffic should follow the RED line

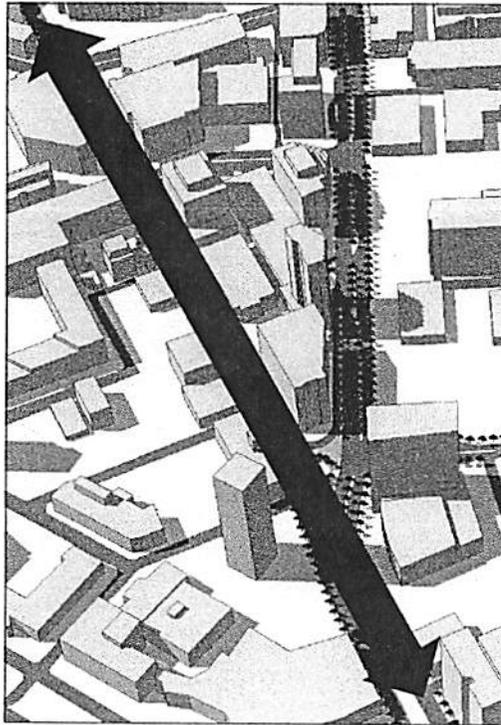
put Kendall on the Map

TODAY

- roads leading into Kendall Square divert you away from its center
- you can't get from Broadway to Main Street
- you can't get from Third to Main Street
- there is no identifiable intersection

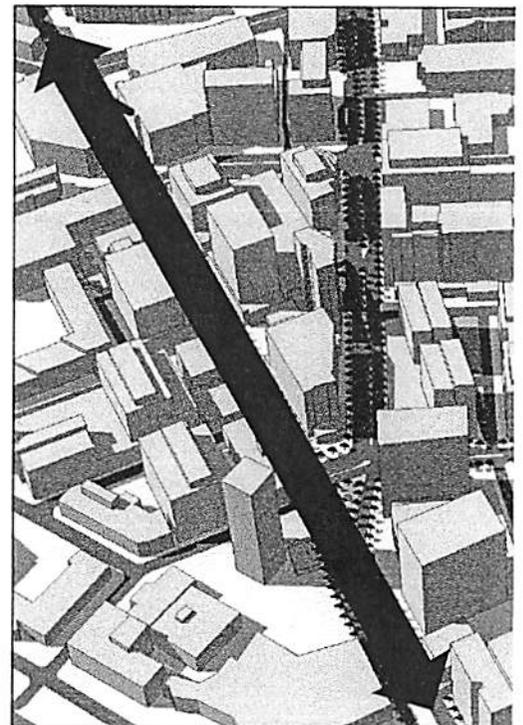
TOMORROW

- allow cars coming over the Bridge from Boston to head straight down Broadway or Main Street
- allow cars coming down Third Street to turn onto Main Street
- mark Kendall Square as the most important intersection for all entering



TODAY : One Way Street

No one can find Kendall Square



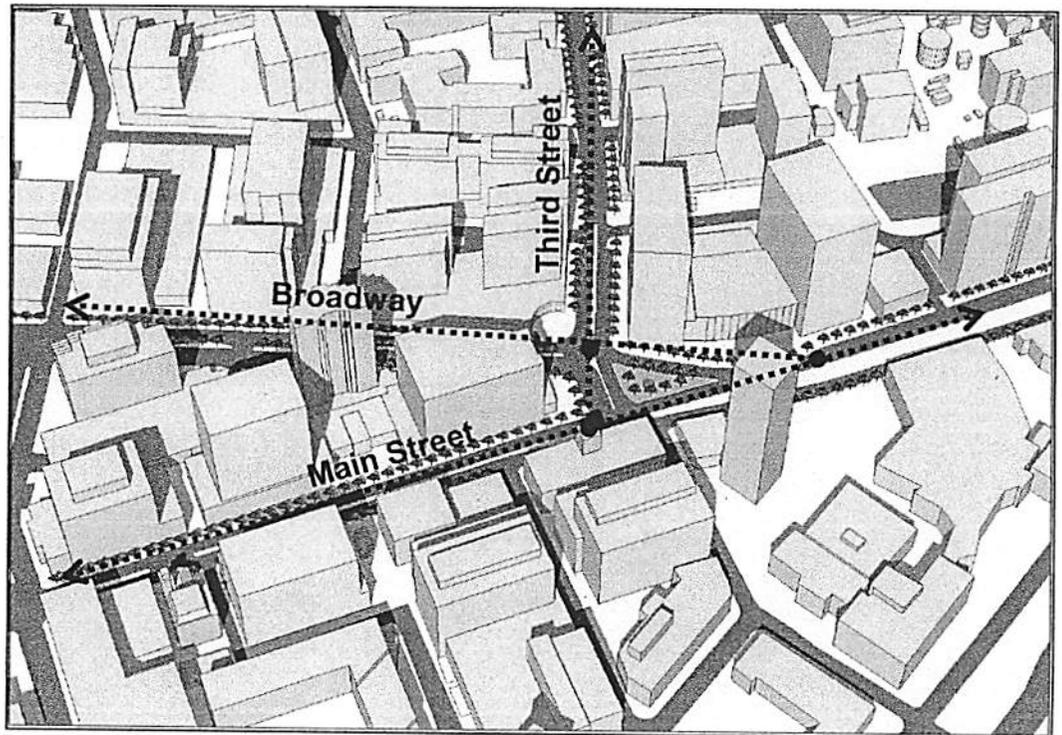
TOMORROW : Two Way Street

All roads lead to Kendall Square

identity – mark the intersection

mark Kendall Square

- create an urban place at the critical intersection of Main Street, Third Street and Broadway
- make this central intersection obvious and logical to visitors traveling into Kendall Square
- mark this intersection with a new urban place – Kendall Square

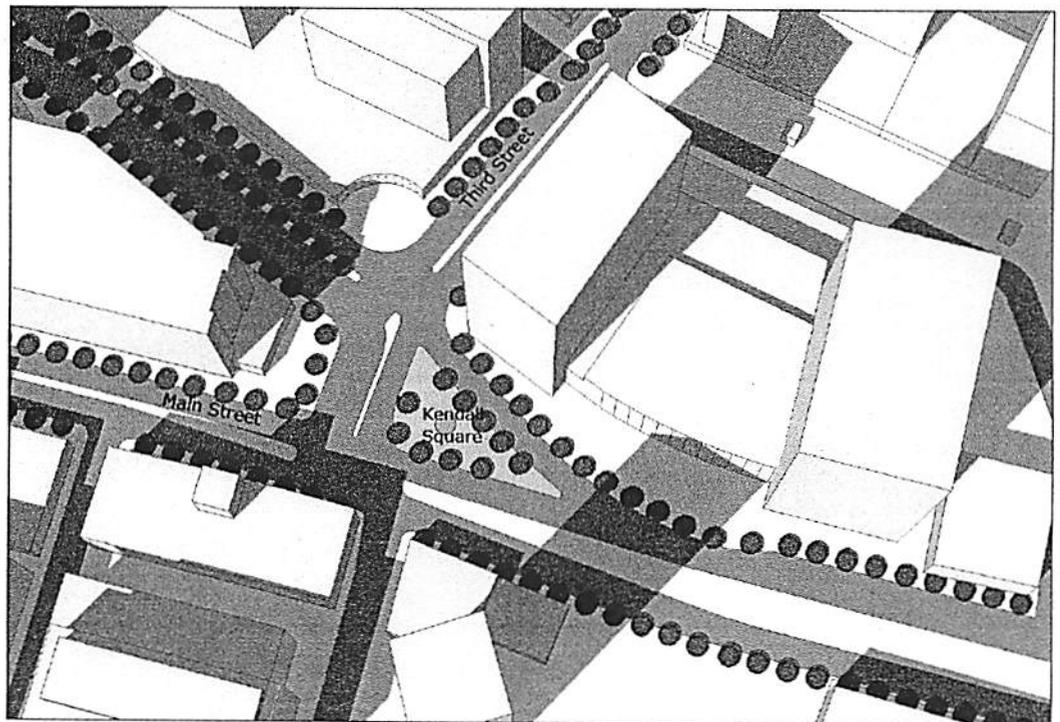


identity

create a central urban place

give Kendall an identity

- subway riders know exactly how to get to Kendall/MIT
- a straight route on to Main Street will help cars coming from Boston know Kendall is on the way to Central Square & Mass Avenue
- this key intersection of Broadway, Main Street & Third Street will become the "mixing place" for cars, walkers & subway riders
- this central "mixing place" will be what people think of as "Kendall Square"
- at this intersection create a place for people to meet & know as Kendall Square



theme – create a unique destination

define a retail theme

- Newbury Street, Harvard Square and Quincy Market all bring to mind different & unique retail experiences
- Kendall Square should offer a unique retail experience that serves local shoppers
- Kendall retail should be a destination for visitors from all over the City
- Yale and Penn have transformed areas of New Haven and Philadelphia into vibrant shopping areas
- Kendall should be even better with double the income and triple the office space
- MIT, KSA & local owners could create a dynamic Kendall retail experience



**Kendall Square
MIT**

Median income: \$53,470

pop. density: 10,651/sq. mi.

11,000	12,000
students	faculty & staff

15 msf of office and lab

The Coop, Au Bon Pain, Characters, Dunkin Donuts, Cosi, Sebastian's, Black Sheep, Zigo, Legal Seafood, Cambridge Brewing Company



**Downtown New Haven
Yale**

Median income: \$28,540

pop. density: 11,300/sq. mi.

11,000	12,000
students	faculty & staff

5.5 msf

Ann Taylor, Archetype Clothing, Ashley Stewart, Atticus Bookstore, Barnes&Noble, Book Trader Café, Bryn Mawr Book, Blue Nile, Bottega Guilana, Cutlers, Foot Locker, Hello Boutique, J. Crew, Merwins Art Shop, Peter Indorf Jewelers, Thom Brown, Urban Outfitters



**West Philadelphia
Penn**

Median income: \$25,751

pop. density: 12,858/sq. mi.

20,000	20,000
students	faculty & staff

3.5 msf

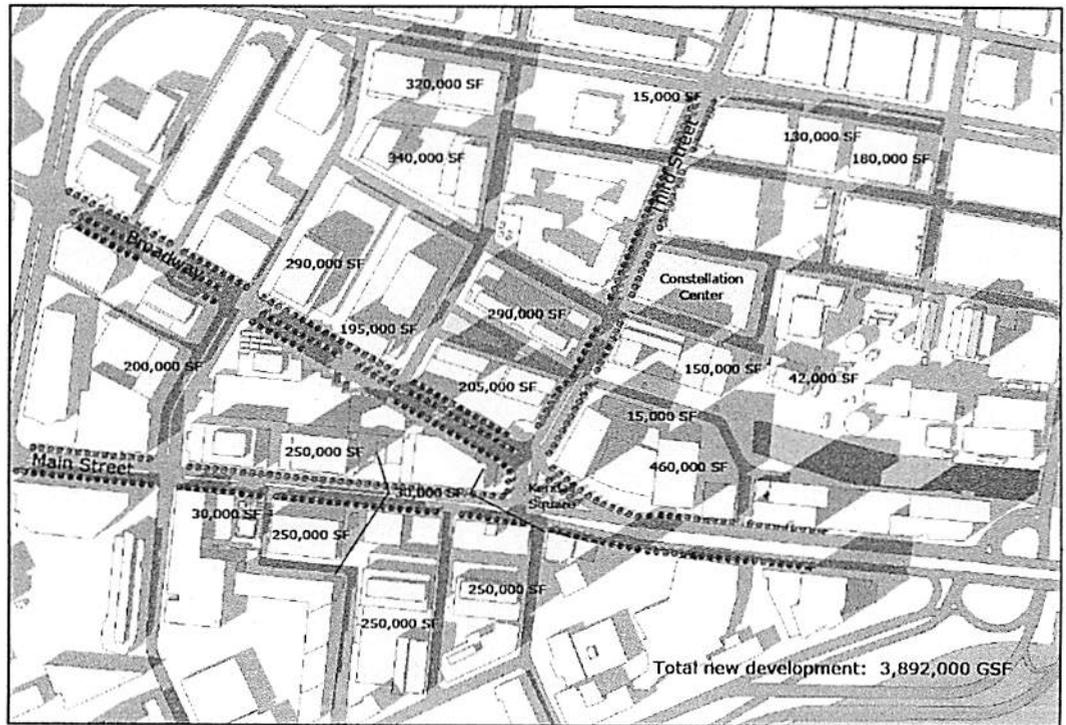
American Apparel, Bindlestiff Books, Aveda, Radio Shack, Urban Outfitters, Philadelphia Runner, The Gap, Fleuradelphia, Eastern Mountain Sports, Starbucks, Smith Bros, Salad Works, Izzy & Zoe's, Black Cat, Penn Bookstore, Neighborhood Bike Works, Moravian Café, Douglas Cosmetics

vision

density – creates busy streets

add 5 million sq ft

- Kendall Square can easily handle another 5.0 msf
- DOT site could add 1.6 msf
- MIT could add over 1.3 msf
- Cambridge Center could add over 500,000 sf
- Cambridge Landing could add almost 200,000 sf
- Life Science Square will add over 1 msf



busy streets drive retail

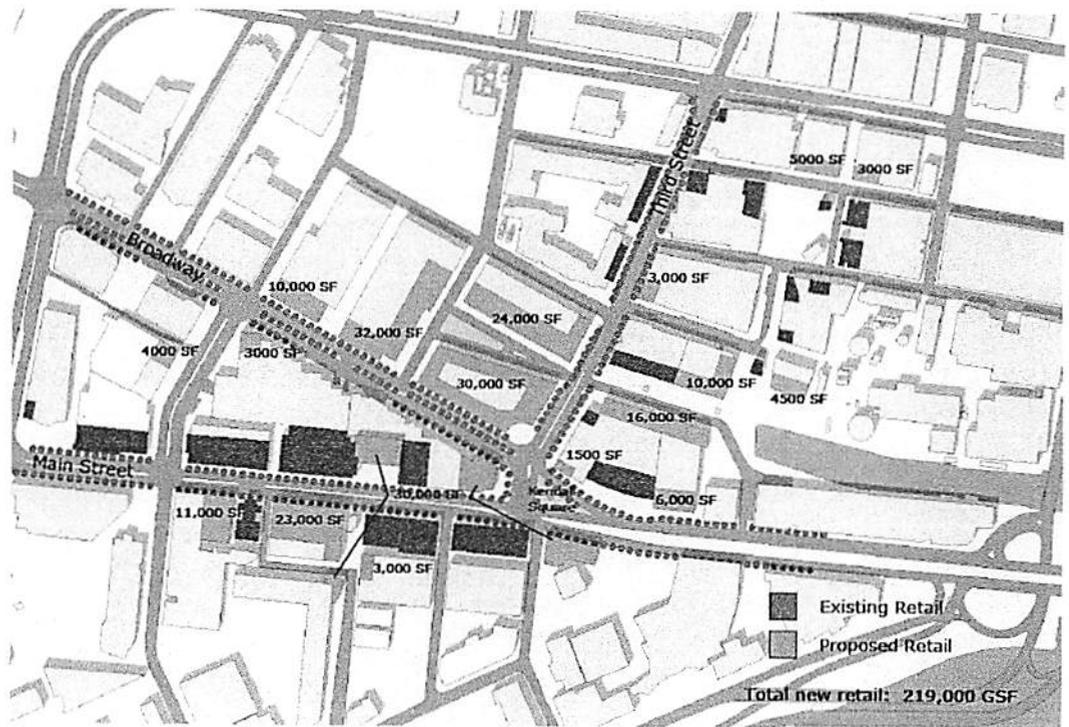
build a critical mass

PROBLEM

- retail is scattered, single-loaded & discontinuous
- retail is internally focused
- low car traffic and almost no street parking
- there are no busy "shopping streets"
- DOT site has no activity

SOLUTION

- draw people to stroll down busy "shopping streets"
- concentrate the retail with continuous shops on both sides of the street
- fill the empty lots and plazas with retail
- allow cars to drive by slowly to see the retail & park on the street
- long term build retail on DOT site



residents – drive 24 hour street life

residential

EXISTING :

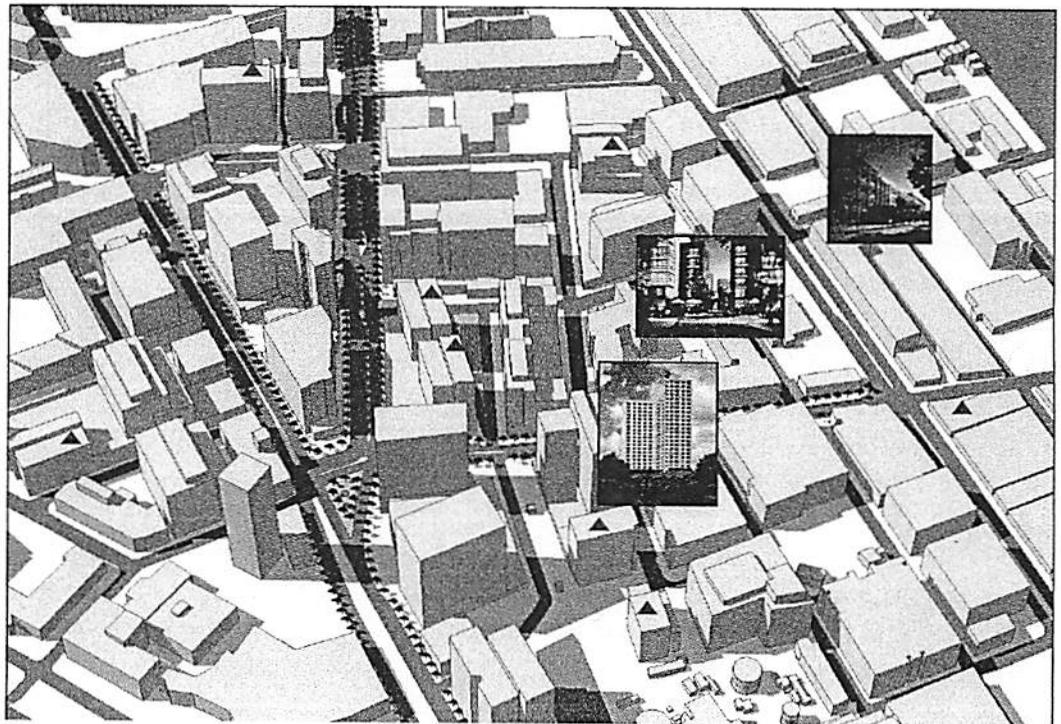
almost 1,000 units

- Watermark Residences
- Archstone Kendall
- Third Square

POTENTIAL ▲

over 2,000 units

- Cambridge Center
- Cambridge Landing
- Life Science Square
- DOT Site
- MIT
- One Kendall



partners > to carry out the vision

Kendall Square Partners

PRIVATE

- Alexandria Realty
- Beal Companies
- BioMed Realty Trust
- Boston Properties
- Cambridge Innovation Ctr
- MIT
- RREEF
- Twining Properties

PUBLIC

- City of Cambridge
- Charles River Conservancy
- ECPT
- Kendall Square Assoc.

- if property owners join forces Kendall Square can be transformed into a vibrant place to live, work & play
- Kendall Square Partners can implement the 2020 Vision



combine everyone's goals into one plan

master plan strategy

- MIT drives research
- research drives demand for office & lab space
- apartments, hotels & retail make it great place to live, work, shop, stay & play
- Kendall Square Partners can execute the plan



Integrated mix of uses	
office / lab	3.6 msf
hotel	0.2 msf
residential	1.0 msf
retail	0.2 msf
Total	5.0 msf

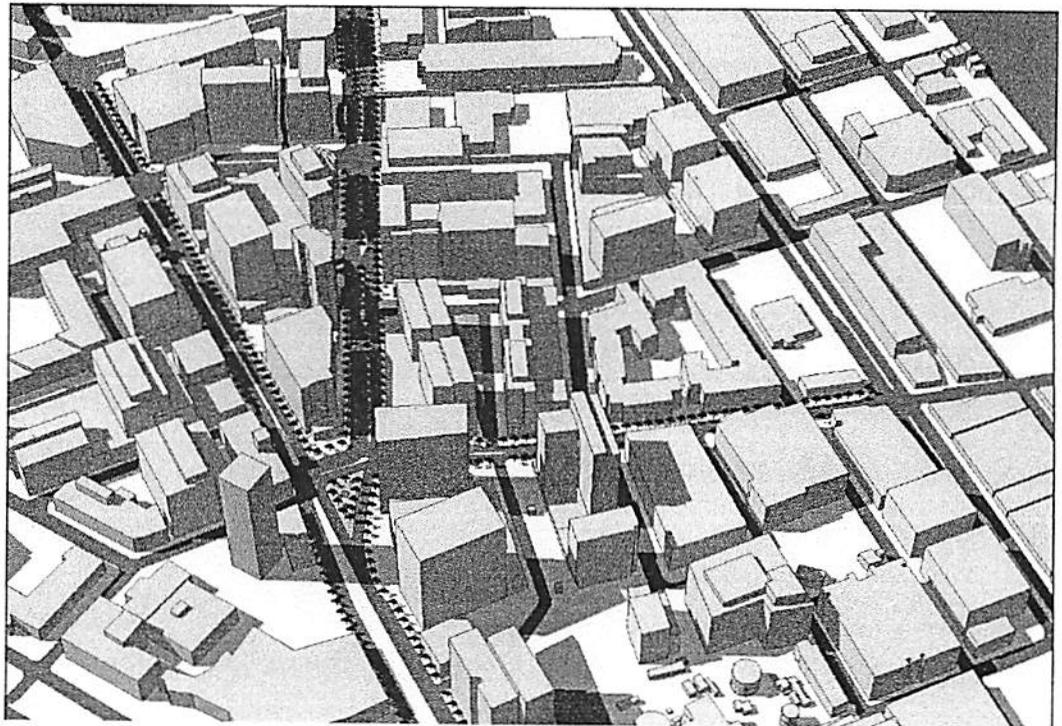
property	now	new	office	lab	hotel	apts	retail	owner/developer
Cambridge Center	2.7 msf	0.5 msf	■	■	■	□	■	Boston Properties
Kendall BioMed	0.8 msf	NA	■	■			■	BioMed
Cambridge Landing	0.4 msf	0.2 msf			□	□	■	Twining Properties
Tech Square	1.2 msf	NA	■	■			■	Alexandria
One Kendall	0.7 msf	0.3 msf	■	■			■	Beal Companies
Life Science Square	NA	1.2 msf	□	□		□	□	Alexandria
MIT	5.0 msf	1.3 msf	■	■		□	■	MIT
DOT	0.4 msf	1.6 msf	■	□		□	□	DOT

the Kendall Square master plan

development corridors

develop four key streets that converge at Kendall Square

1. **Main Street** – reinforce the transit node : RED Line
2. **Broad Canal Street** – link Kendall to the water
3. **Broadway** – develop the underutilized DOT site
4. **Third Street** – expand the residential neighborhood & link to Life Science Square



action plan > realize the vision

plan

1. define goals
2. evaluate urban design
3. agree on vision for future
4. revise City Zoning
5. establish Partnership
6. implement the Vision

action	by	time
1) define owner & community goals	City, community, MIT & business	Q3 : 2010
2) evaluate alternative urban design concepts	all parties	Q4 : 2010
3) agree on urban design Vision 2020	all parties	Q4 : 2010
4) revise City Zoning to enable Vision 2020	City	Q2 : 2011
5) establish Kendall Square Partnership	involved owners	Q2 : 2011
6) implement Vision 2020	Kendall Square Partnership	2011 to 2020