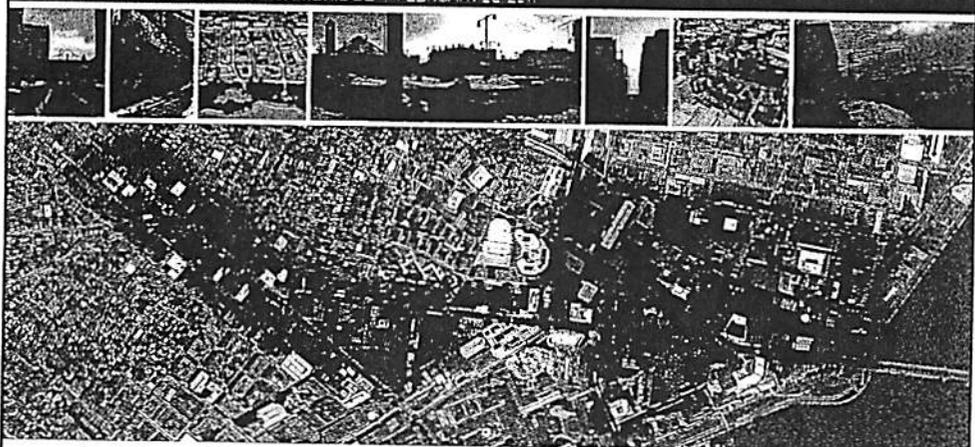


interview for
urban design/planning study for
the **central** and **kendall square area**

PRESENTED TO CITY OF CAMBRIDGE FEBRUARY 23, 2011



Goody Clancy with Ferrell Madden Lewis | Nelson\Nygaard | MJB Consulting | Carol R. Johnson Associates | W-ZHA

Agenda

- Understanding the opportunity
- Shaping a vision to achieve the opportunity
- Making it happen



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

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



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

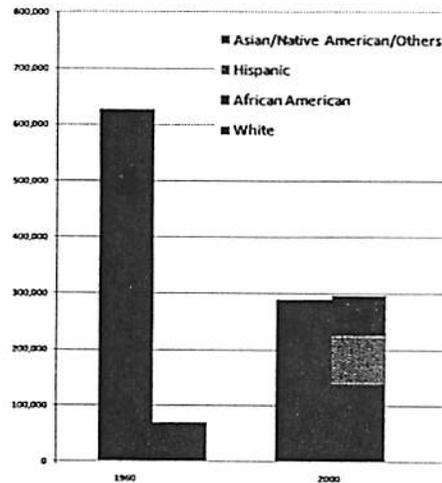
**The right time and place:
“demographics are destiny”**

- 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



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

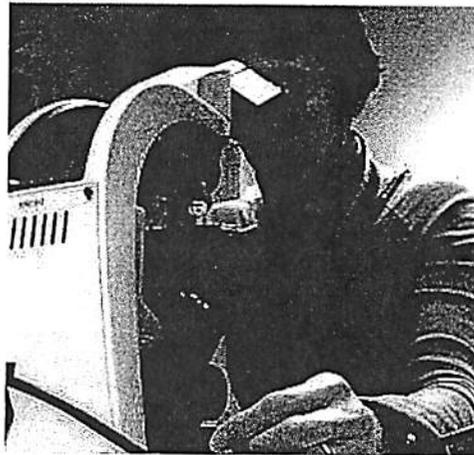
Boston/Cambridge: 1960 to 2000



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

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



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

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

- 1950s to 1990s:
- Golf courses
 - Large backyards
 - Homogeneity
 - Escape from work



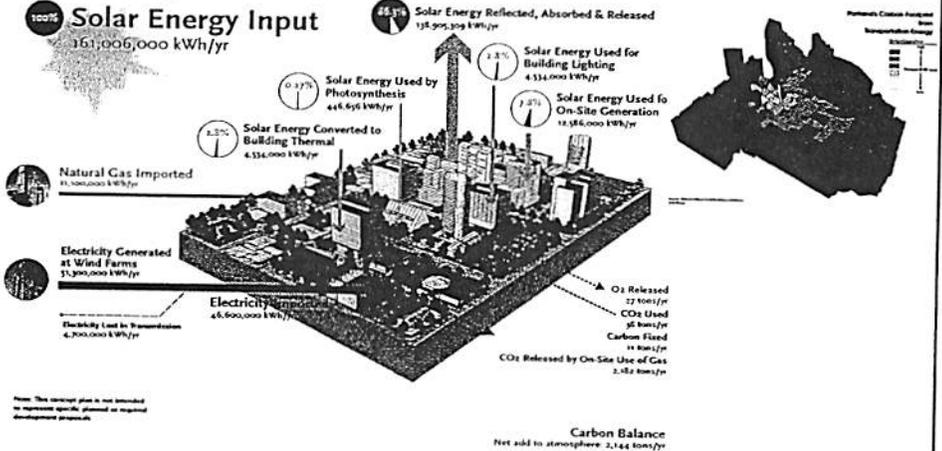
- 2000s:
- Main Streets
 - "Social places"
 - Diversity
 - Live near work
 - Social and environmental responsibility



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

Changing technologies offer opportunities to improve our natural environment

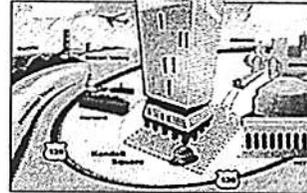
2050 Per Plan Energy Use Conditions



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

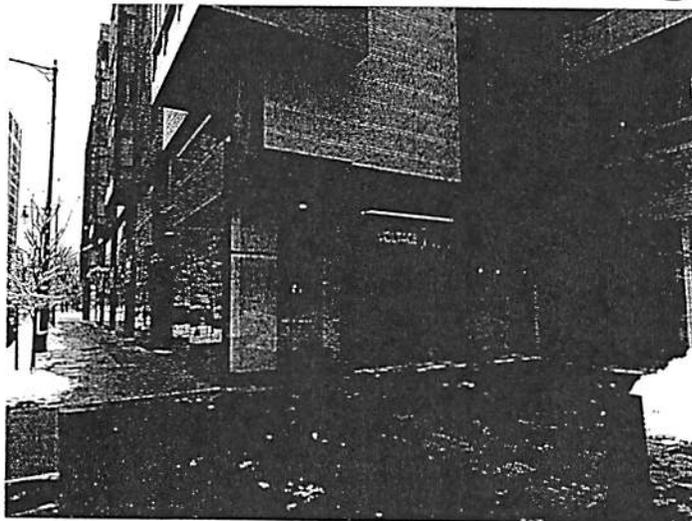
Changing working patterns require us to rethink our working environments

- 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



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

SHAPING A VISION: Analogs?



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

PRECEDENT PLACES

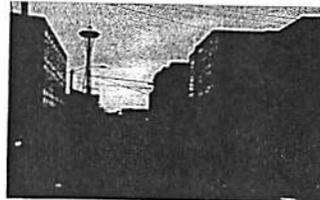
Kendall Square: University City, Philadelphia—a city, community, institution partnership



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

PRECEDENT PLACES

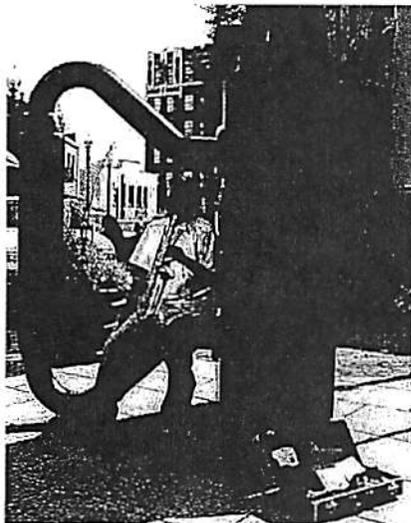
Kendall Square: South Lake Union, Seattle—a 21st-century knowledge district initiative



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

PRECEDENT PLACES

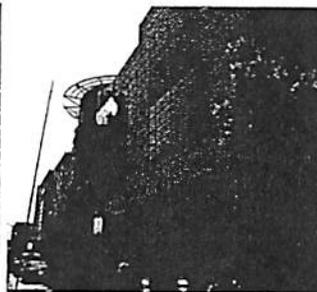
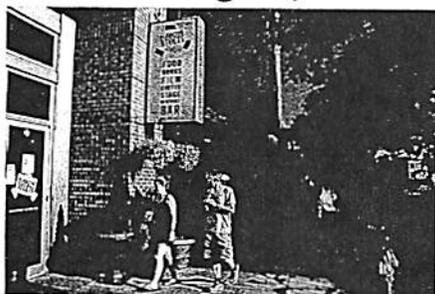
Central Square: Downtown Asheville, NC



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

PRECEDENT PLACES

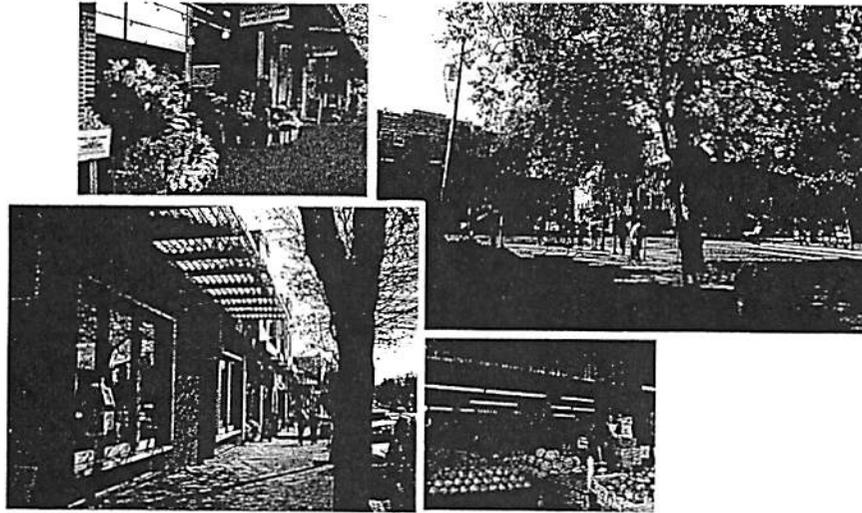
Central Square: Washington, DC ... U Street, Columbia Heights, Eastern Market



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

PRECEDENT PLACES

Central Square: Rockridge (Oakland)

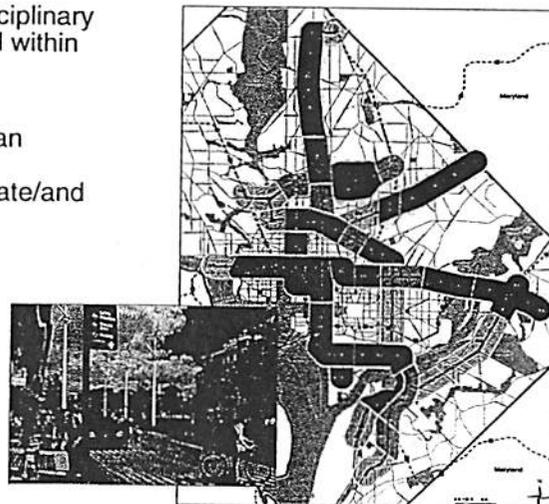


urban design/planning study for the **central** and **kendall square** area

PRECEDENT PROJECT

Most relevant project?

- How we work: interdisciplinary practice, internally and within teams.
- Community-based
- What we work on: urban places, campus and community, public/private/and institutional projects



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

PRECEDENT PROJECT

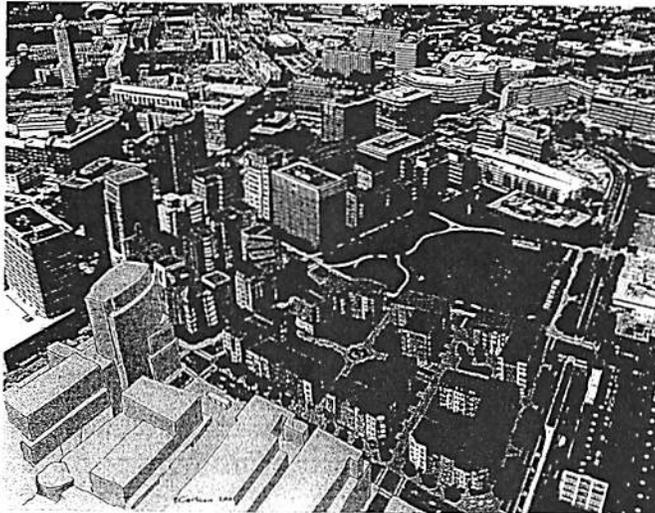
Most relevant projects: Eastern Cambridge plan, ARE peer...the right kind of density



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

PRECEDENT PROJECT

Most relevant projects: Eastern Cambridge plan, ARE peer...the right kind of density



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

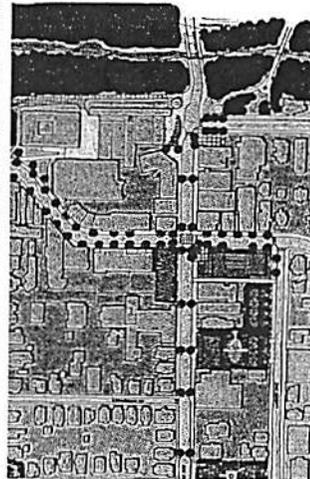
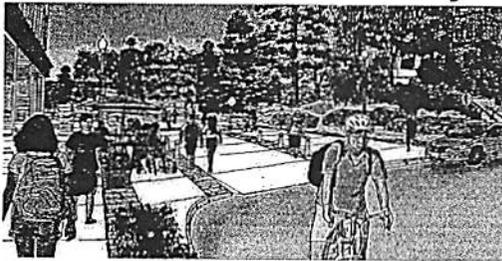
Crown Center— enlivening a knowledge district

PRECEDENT PROJECT

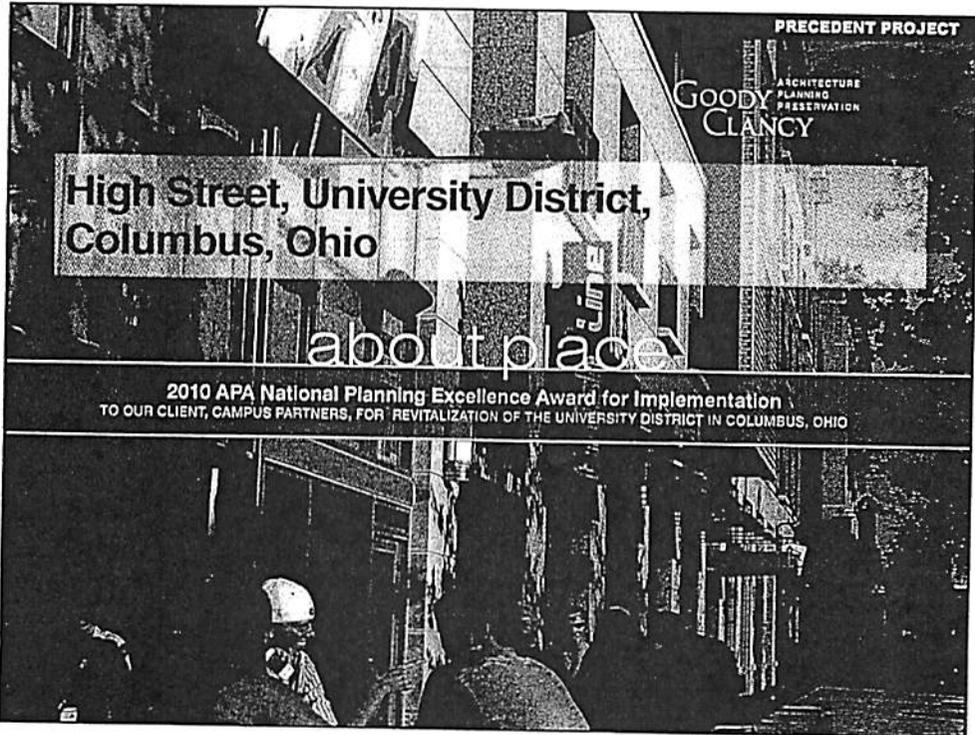
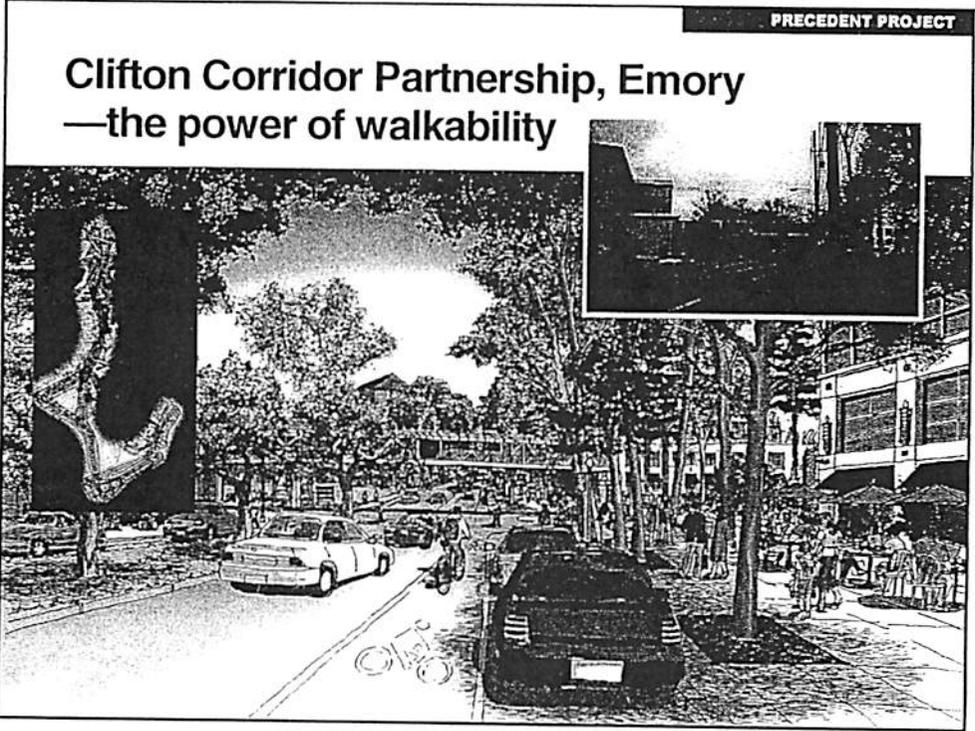


Collegetown, Ithaca —community/university synergies

PRECEDENT PROJECT



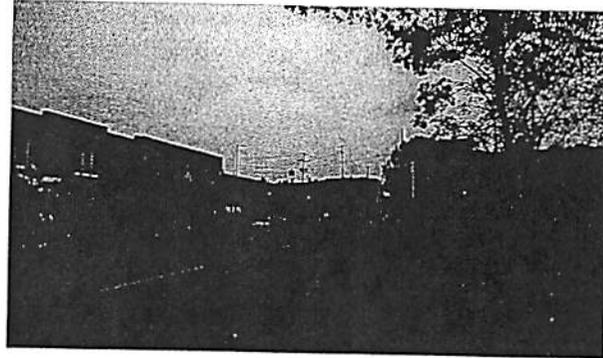
urban design/planning study for
the **central** and **kendall square** area



PRECEDENT PROJECT

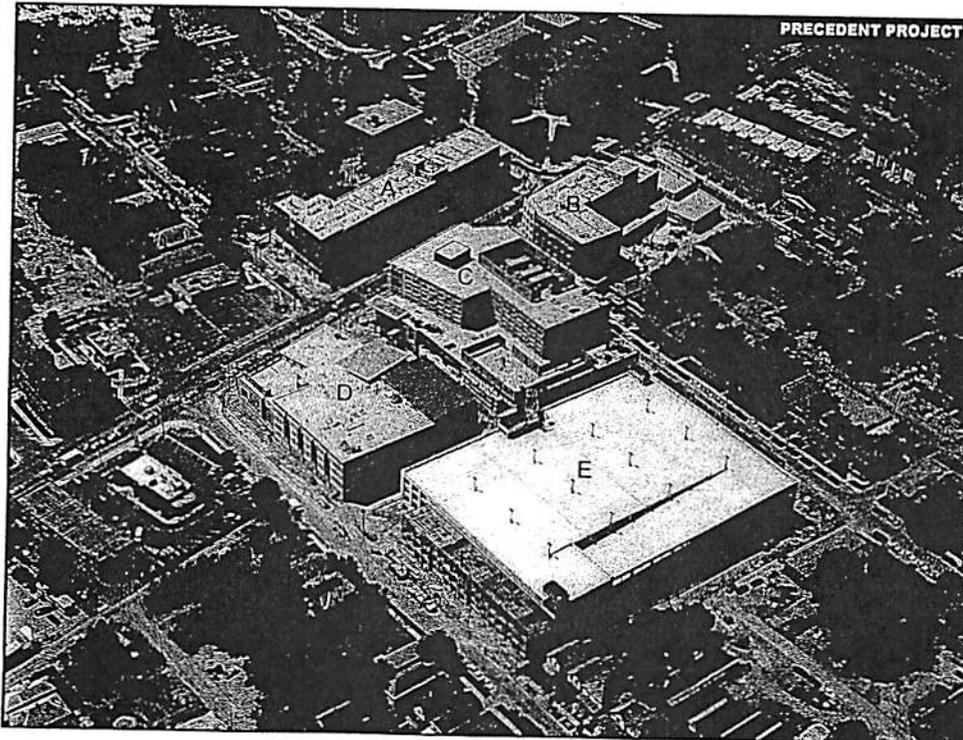
Context

- Columbus' Main Street
- Heart of the University District
- The "front door" for 50,000 jobs
- ...and surrounded by very diverse neighborhoods



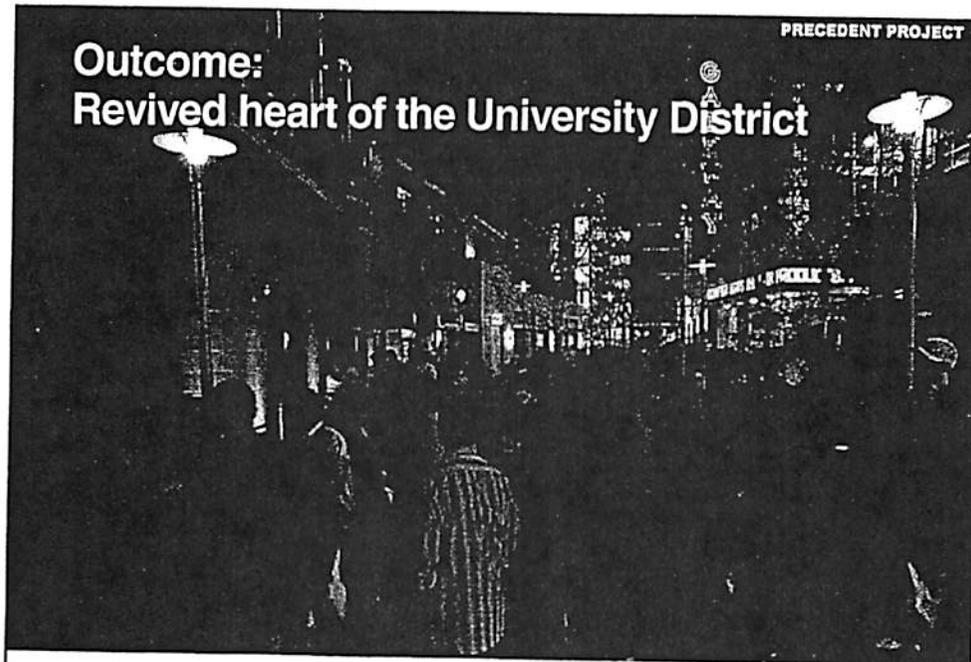
urban design/planning study for the **central** and **kendall square** area

PRECEDENT PROJECT



Outcome:
Revived heart of the University District

PRECEDENT PROJECT



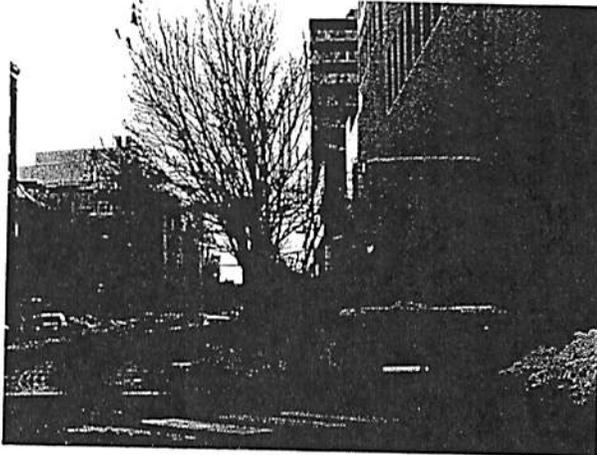
urban design/planning study for the **central** and **kendall square** area



SHAPING A VISION

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

- Vibrant public realm
- Mixed-use
- Innovative access to support growth
- Strong BID



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



SHAPING A VISION

Reviving Central Square as the heart of a diverse community

- An expanded mix of uses
- A more complete destination
- More connected to the neighborhood
- Red Ribbon Commission



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

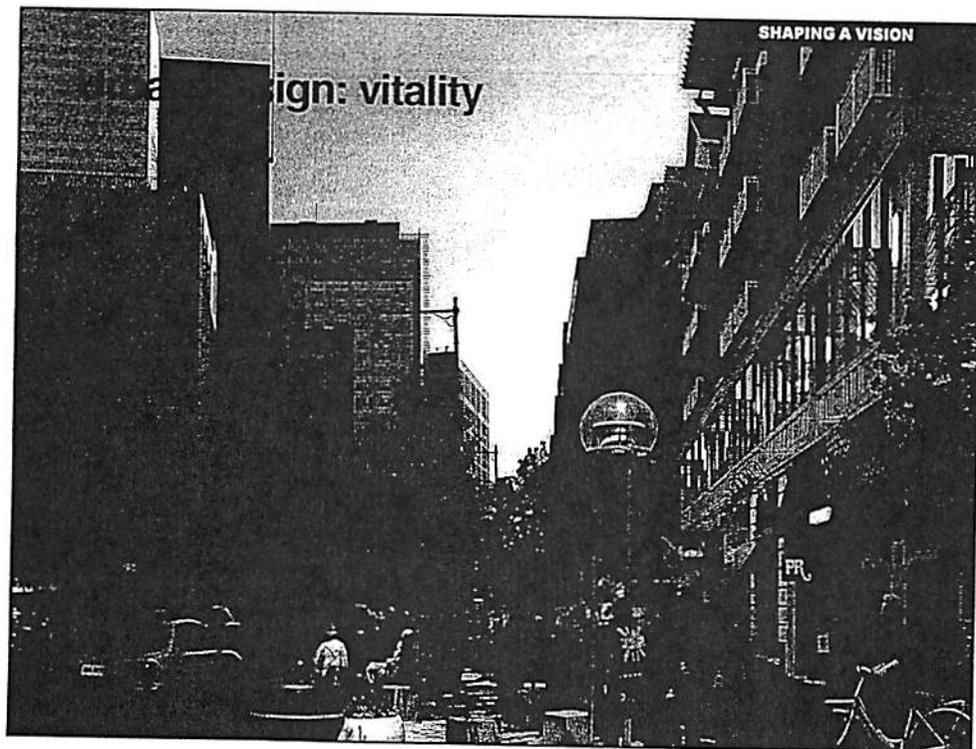
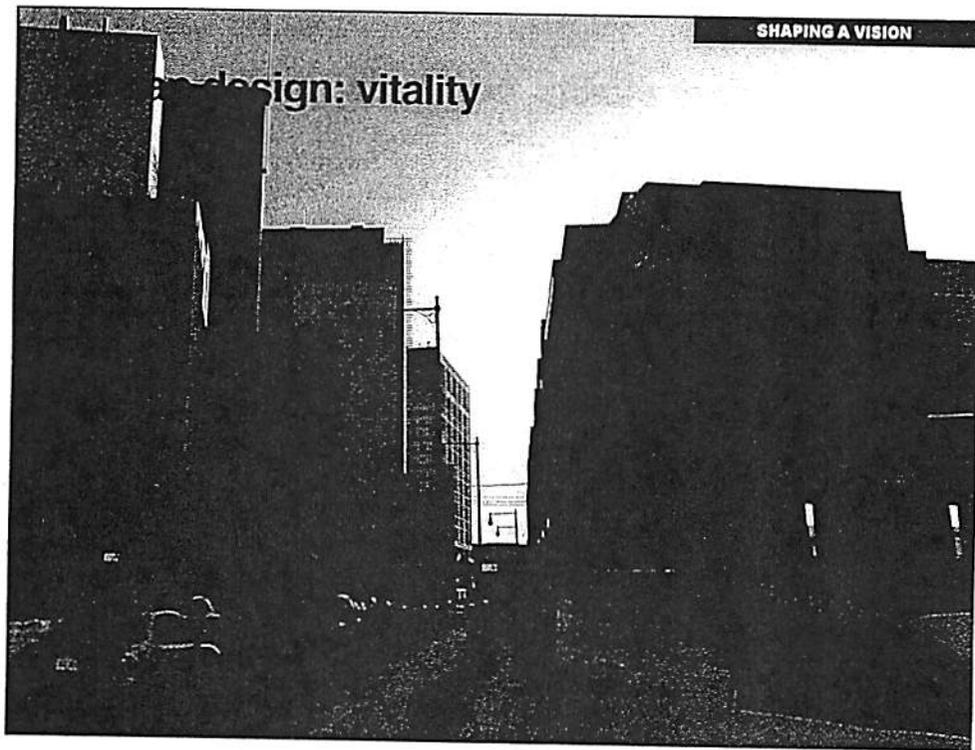
SHAPING A VISION

Transforming Main Street into a place of community connections

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

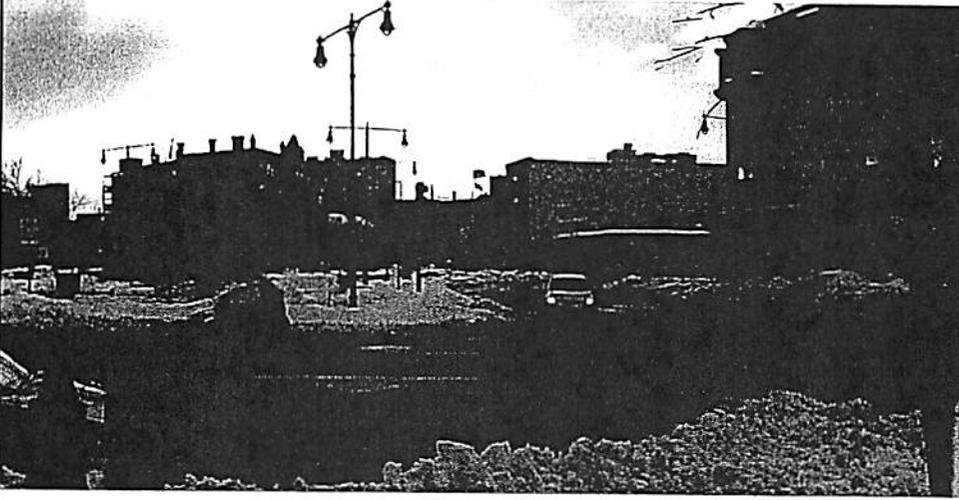


urban design/planning study for the **central** and **kendall square** area



SHAPING A VISION

Urban design: vitality, community



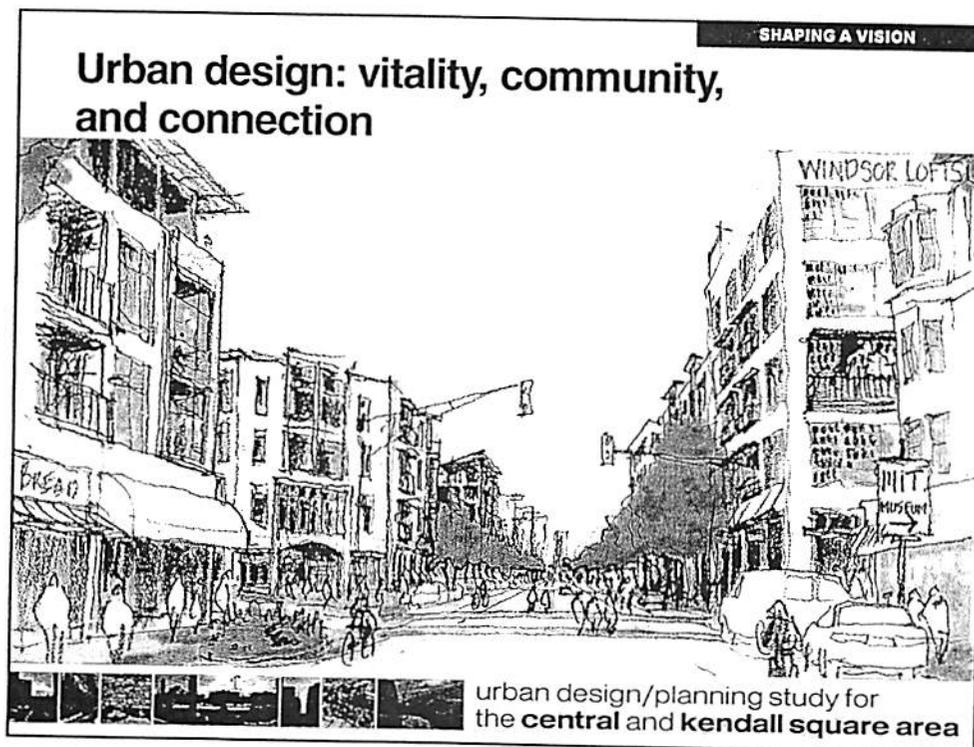
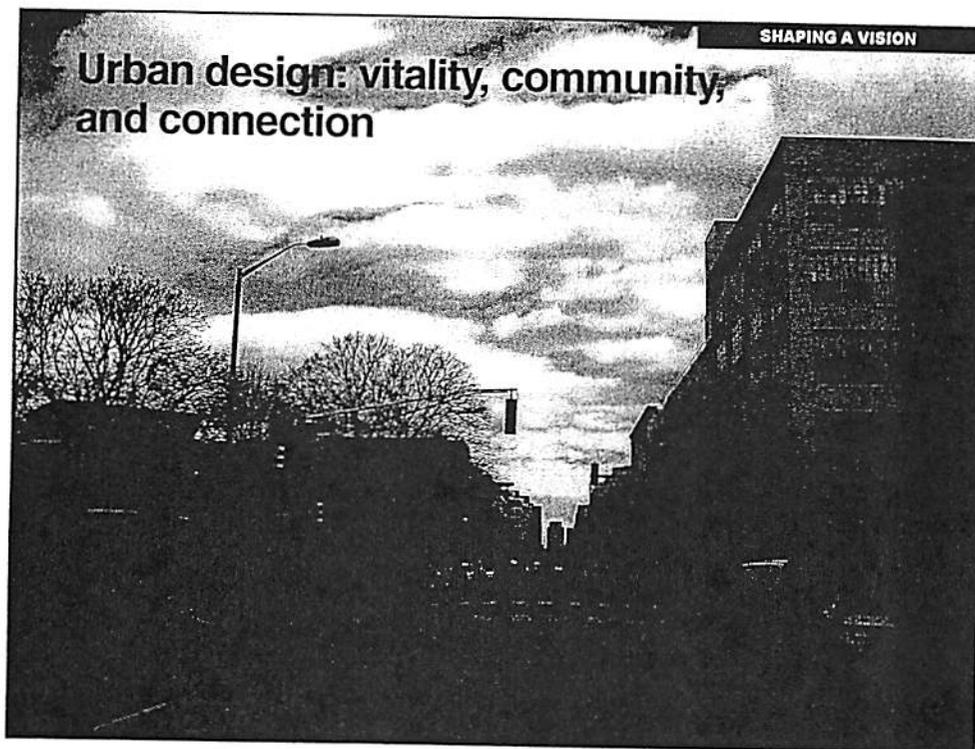
urban design/planning study for the **central** and **kendall square** area

SHAPING A VISION

Urban design: vitality, community



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



OUR TEAM

Making it happen: Critical issues...and the team?

- Integrating all perspectives
- Market
- Feasibility and implementation
- Transportation
- Community
- Urban design



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

OUR TEAM

Leadership and integrating all perspectives: Goody Clancy



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

OUR TEAM

Markets: MJB and W-ZHA

- Retail uses and mix
- Office and research—uses and competitive setting
- Housing
- Michael Berne
- Sarah Woodworth

Wichita Business Journal

Friday, August 6, 2010

As master plan nears completion, \$100M in projects already under way downtown

Projects moving forward despite tough lending environment

More than \$100 million in capital investment projects either have been completed recently or are on the drawing board in downtown Wichita.

It's a sign, says the city's top advocate for the central business district, that Wichita's effort to reimagine its downtown has taken firm root. The city's downtown master plan consultant, Givoli Clancy, is set next month to roll out the final version of its development plan for the city. And the **Wichita Downtown Development Corp.** says it already is bidding calls and planning a marketing strategy about downtown Wichita.

"This begins to tell a very powerful story nationally," says Jeff Fair, president of WDOC.

At least 10 ongoing projects in downtown Wichita create a total volume of \$199.2 million in capital investment. They don't include the \$206 million **Hotel Park Plaza** or the \$83 million in private and public funds spent at the **WaterWalk** project during the past eight years.

The projects range from the recently completed **Fish**, a 224 apartment project, at \$5 million, to the \$28 million renovation of the **SquareBlock**. They also include the \$40 million apartment conversion project at **Exchange Place** that has received approval for city executive orders, but has yet to secure private financing.

But WDOC hopes that when taken together, the projects create an impressive story to tell during a tough economic time.

"What we need to do is demonstrate graphically all the things that are under way," Fair says. "This is the first evolution."

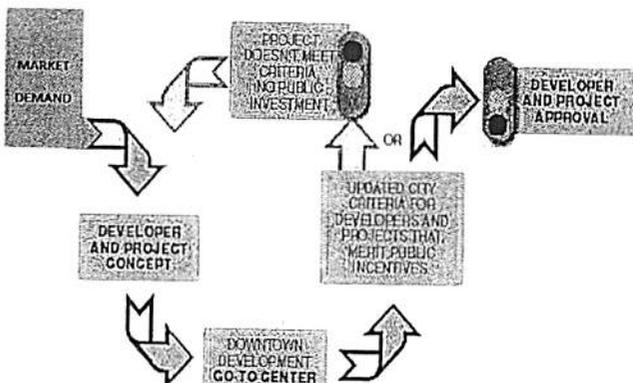


urban design/planning study for the **central and kendall square area**

OUR TEAM

Feasibility and implementation: W-ZHA and Farrell Madden Lewis

- Translating market opportunities into achievable...
- Projects
- Policies
- Sarah Woodworth
- Sarah Lewis



```

graph TD
    MD[MARKET DEMAND] --> DPC[DEVELOPER AND PROJECT CONCEPT]
    DPC --> DDCG[DOWNTOWN DEVELOPMENT GO-TO CENTER]
    DDCG --> UC[UPDATED CITY CRITERIA FOR DEVELOPERS AND PROJECTS THAT MERIT PUBLIC INCENTIVES]
    UC --> DPA[DEVELOPER AND PROJECT APPROVAL]
    DPA --> DPC
    PDM[PROJECT DOES NOT MEET CRITERIA FOR PUBLIC INVESTMENT] --> DPC
    PDM --> DPA
    
```

Downtown Wichita

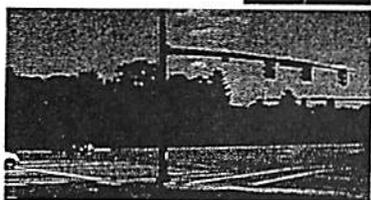
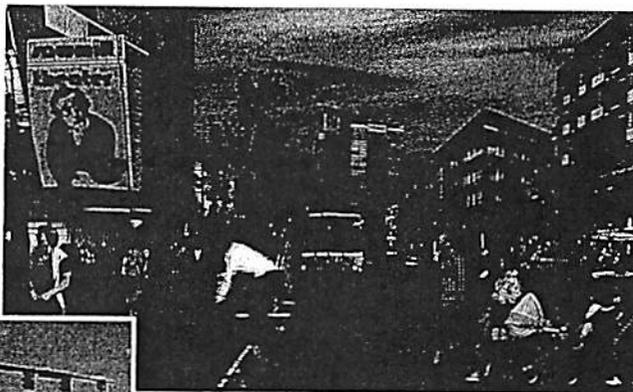


urban design/planning study for the **central and kendall square area**

OUR TEAM

Transportation: Nelson/Nygaard

- Transportation as placemaking
- Managed system
- Access and growth
- Ralph DeNisco



New Downtown, Dublin, Ohio



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

OUR TEAM

Community: Goody Clancy

- Education
- Collaboration
- Building political will



Eastern Cambridge



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

OUR TEAM

New Orleans: a hard won victory

GOODY
CLANCY

ARCHITECTURE
PLANNING
PRESERVATION

THE OFFICIAL POST-KATRINA PLAN FOR THE CITY OF NEW ORLEANS
> APA 2011 National Planning Achievement Award
> APA Louisiana 2010 Award for Outstanding Plan—Large Jurisdiction



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

OUR TEAM

Urban design: Goody Clancy, Carol R. Johnson

- Great public realm
- ...integrated with the private realm
- ...connected to the community around it
- Ben Carlson LEED AP, David Dixon FAIA
- Jeanne Lukenda



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

Approach? making places for people in 21st-century Cambridge

MAKING IT HAPPEN

Proposed Project Timeline

TECHNICAL ANALYSIS

OUTREACH

VISION PRODUCT

Urban design/planning study for the central and Kendall square area

Planning & Urban Design Awards

OUR TEAM

regional and local recognition

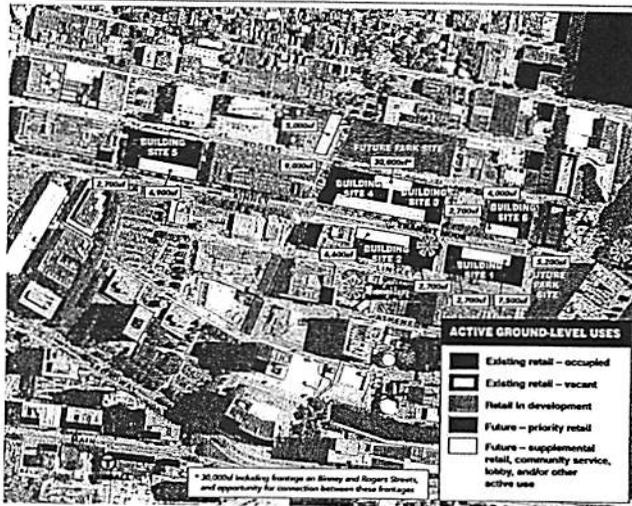
national recognition

<p>AMERICAN SOCIETY OF PLANNING AWARD</p> <ul style="list-style-type: none"> 2008 - Best Planning Award for a Large City 2007 - Best Planning Award for a Large City 2006 - Best Planning Award for a Large City 2005 - Best Planning Award for a Large City 2004 - Best Planning Award for a Large City 2003 - Best Planning Award for a Large City 	<p>INTERNATIONAL PLANNING ASSOCIATION</p> <ul style="list-style-type: none"> 2008 - Best Planning Award for a Large City 2007 - Best Planning Award for a Large City 2006 - Best Planning Award for a Large City 2005 - Best Planning Award for a Large City 2004 - Best Planning Award for a Large City 2003 - Best Planning Award for a Large City 	<p>AMERICAN SOCIETY OF PLANNING AWARD</p> <ul style="list-style-type: none"> 2008 - Best Planning Award for a Large City 2007 - Best Planning Award for a Large City 2006 - Best Planning Award for a Large City 2005 - Best Planning Award for a Large City 2004 - Best Planning Award for a Large City 2003 - Best Planning Award for a Large City 	<p>AMERICAN SOCIETY OF PLANNING AWARD</p> <ul style="list-style-type: none"> 2008 - Best Planning Award for a Large City 2007 - Best Planning Award for a Large City 2006 - Best Planning Award for a Large City 2005 - Best Planning Award for a Large City 2004 - Best Planning Award for a Large City 2003 - Best Planning Award for a Large City
---	---	---	---

MAKING IT HAPPEN

Retail...Kendall Square

- Retail traffic drivers
 - Office/lab workers
 - Business travelers
 - Residents



Retail targeting diagram, Goody Clancy peer review of ARE development proposal

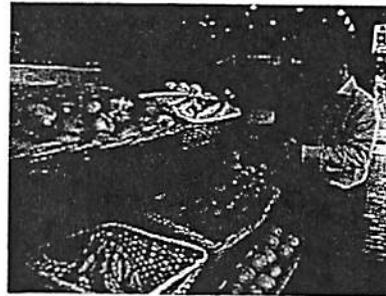


urban design/planning study for the **central** and **kendall square** area

MAKING IT HAPPEN

Kendall Square

- Strategic about retail
 - Specific categories and formats
 - Particular locations

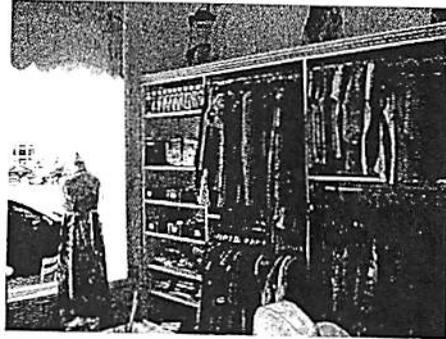


urban design/planning study for the **central** and **kendall square** area

MAKING IT HAPPEN

Central Square

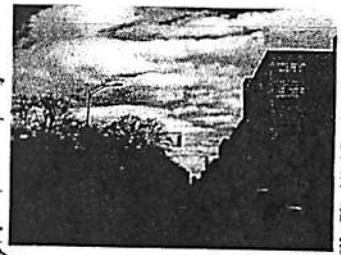
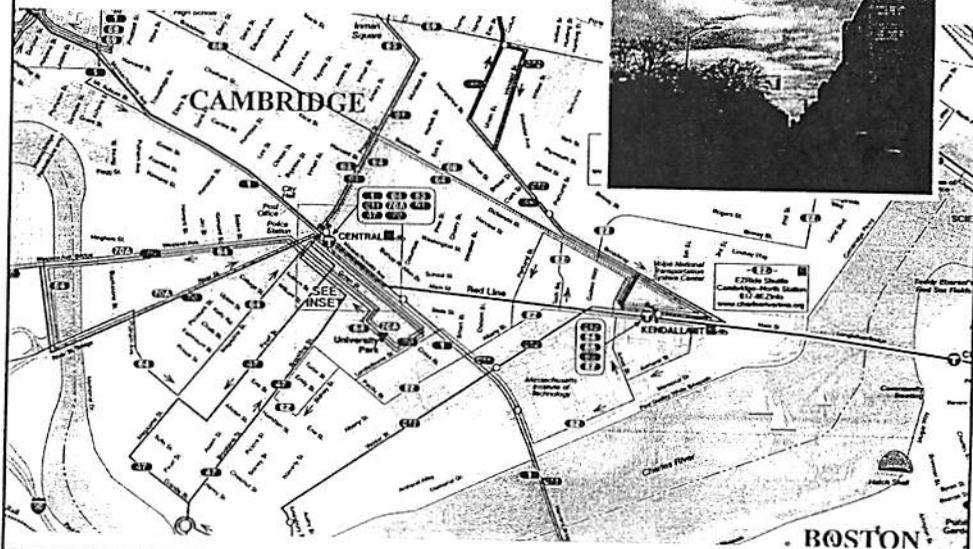
- Diversifying retail mix
 - "Comparison" goods
- Competitive context
 - Psychographics
 - Total immersion



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

MAKING IT HAPPEN

Transportation



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

MAKING IT HAPPEN

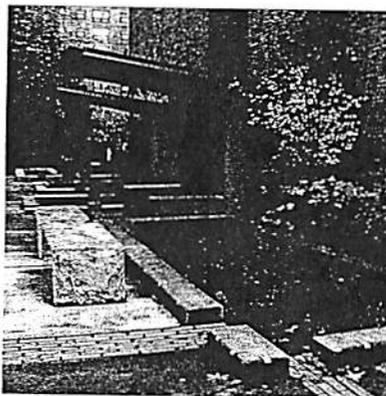
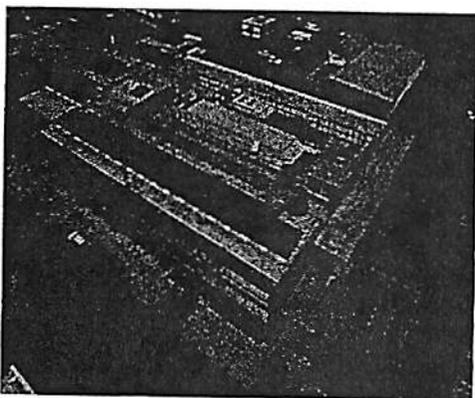
Transportation

- unlocking redevelopment sites
- ...walkability
- ...capacity



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

Sustainability

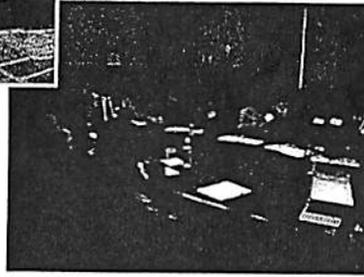


urban design/planning study for the **central** and **kendall square** area

MAKING IT HAPPEN

Engaging the community

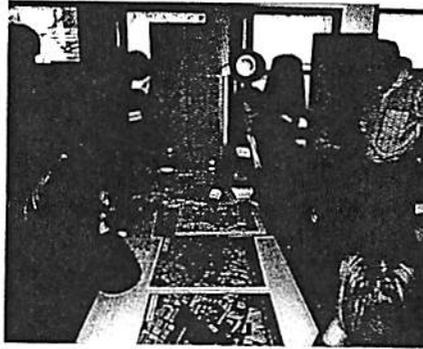
- Education
- Collaboration
- Political will



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

MAKING IT HAPPEN

Shared interests yield shared outcomes

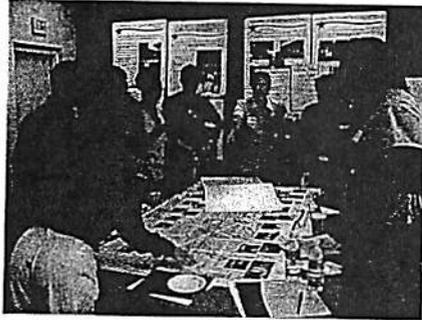


urban design/planning study for the **central** and **kendall square** area

MAKING IT HAPPEN

Process: "formal" elements

- Identifying the full spectrum of stakeholders
- Interviews
- Education workshops
- Community-wide charrette



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

MAKING IT HAPPEN

Process: "informal" elements

- Staying in touch...going to where the stakeholders are
- Maintain visibility via storefront
- Maintain the process



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

MAKING IT HAPPEN

Social media

- Walkshops
- Interactive website
- Video

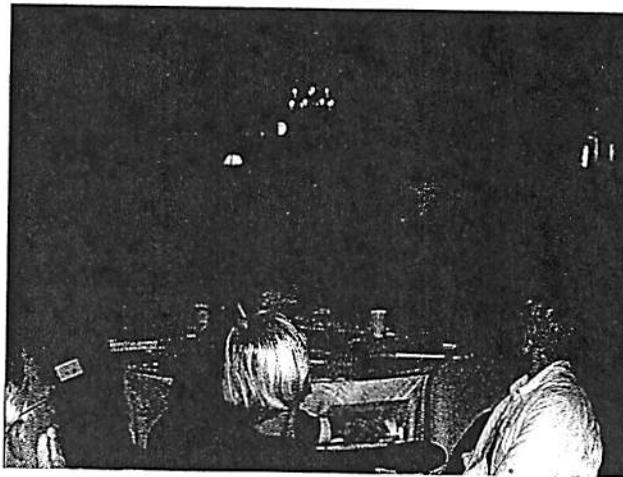


urban design/planning study for the **central** and **kendall square area**

MAKING IT HAPPEN

Steering committees...owning the results

- Partners
- Facilitators
- Implementers



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

Process

TO DATE:

- Ongoing meetings with community members, property owners and other key stakeholders

COMING UP:

- First Kendall Square steering committee meeting, May 19
- First Central Square public meeting (charrette), June 9



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

Initial criteria: zoning and design issues

- Mix of land uses
- Ground floor building use and design
- Street trees and other streetscape elements
- Access choices
- Innovation dynamics



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