

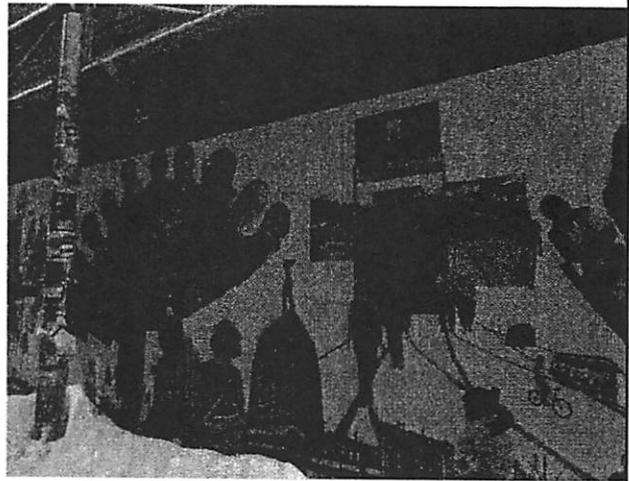


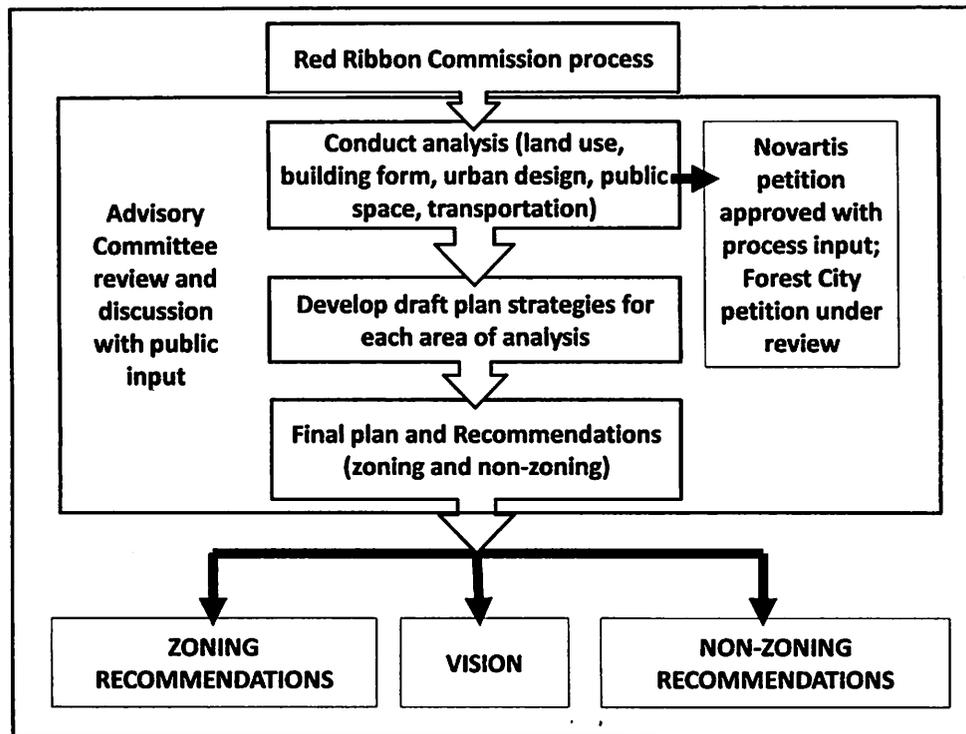
### Central Square: Nurturing culture and community in Cambridge's downtown

Central/Kendall Square City Council roundtable . Goody Clancy . May 30, 2012

### Central Square Planning update

- Building on previous planning initiatives
- Emerging vision
- Exploring opportunities



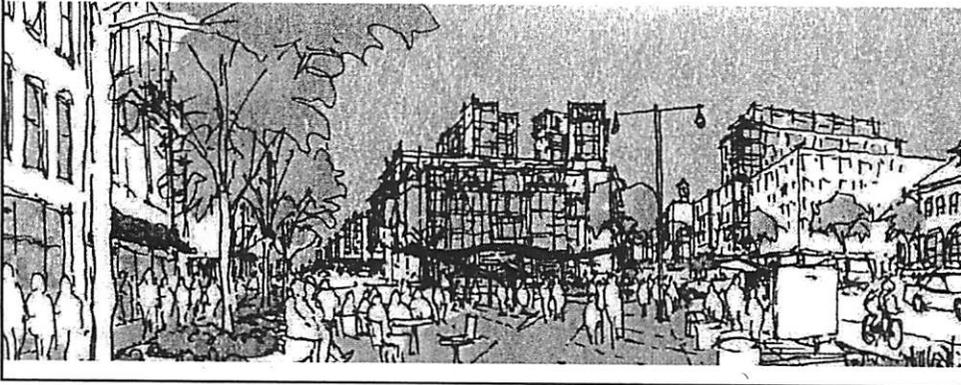


## Central Square planning process: where we are

- *Public meeting: defining core themes (June 2011)*
- **C2AC: framing the conversation**
  - Central Square planning history (Nov. 2011)
  - Core themes and emerging vision (January 25, 2012)
  - Planning process strategies and methodology (February 8)
- **C2AC: enhancing public places**
  - Activating great public places; related infill opportunity (March 14)
  - Visualizing scale, character, public place opportunities (April 4)
- *Public meeting (April 10)*
- **C2AC: understanding economic drivers**
  - Retail workshop (April 24)
  - Development economics variables (May 9)
- *City Council roundtable (May 30)*
- **C2AC: transportation, built form and zoning, final recommendations**
  - Transportation, parking and land use (June 20)
  - Confirming the vision and committee recommendations (dates TBD)

## EMERGING VISION

*A downtown that invites diverse people to share a place whose form and character support a unique mix of choices for culture, shopping, living, entertainment, and community.*



## Community goals: setting the standard for infill

- Preserve and enhance the Square's appeal to people from every walk of life and neighborhood.
- Celebrate and maintain the mix of old and new, venerable and funky.
- Generate added diversity through more varied housing choices.
- Enrich the Square's public realm as place that invites community interaction at many levels...
- ...with walkable neighborhood connections free of significant traffic impacts.
- Preserve and enhance the unique "vibe" of the Square's diverse retail and entertainment.



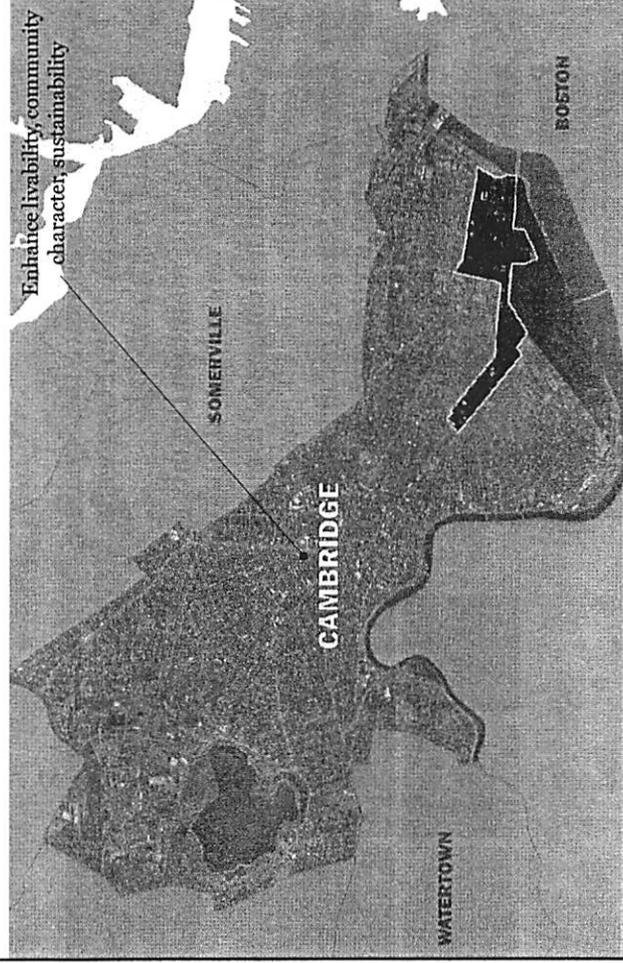
## Sites with most potential for change



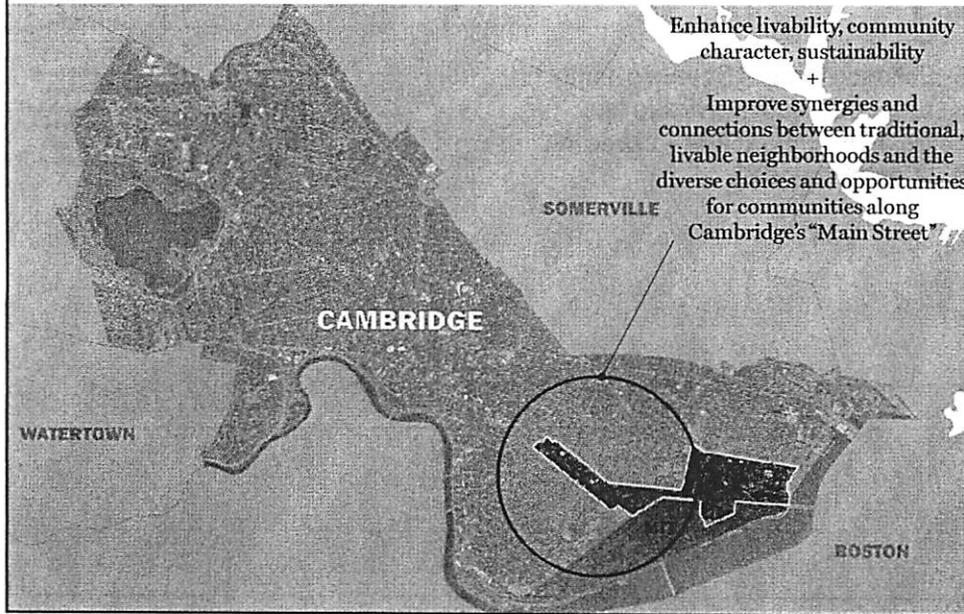
### SITES WITH MOST POTENTIAL FOR CHANGE

- Massachusetts Institute of Technology
- Others (single ownership)
- Others (multiple-ownership parcel)
- Parking: City-owned parcel
- Parking: Privately owned parcel

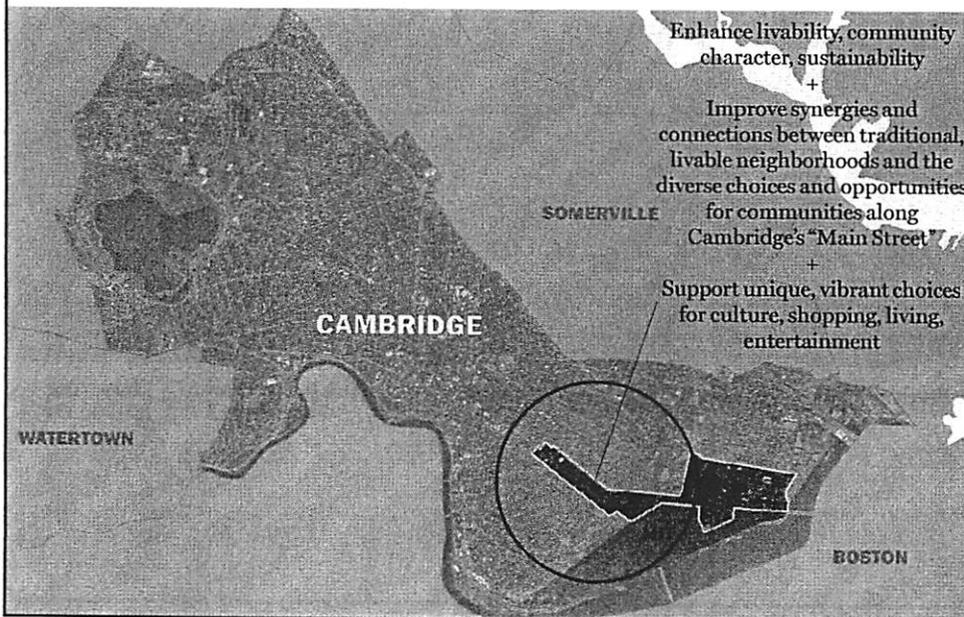
## CONTEXT: Cambridge



## CONTEXT: Neighborhood



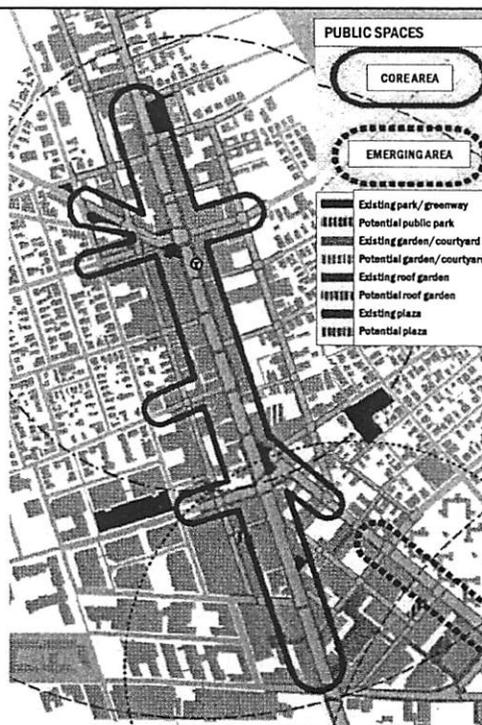
## CONTEXT: Central Square



## Strategies

1

Enhance Central Square's ability to support active civic life and dynamic cultural arts— especially in **public spaces**.



## What makes a great community place?



MORE INTERACTIVE ◀ + ▶ MORE PERSONAL

Festival

Parks

Outdoor dining

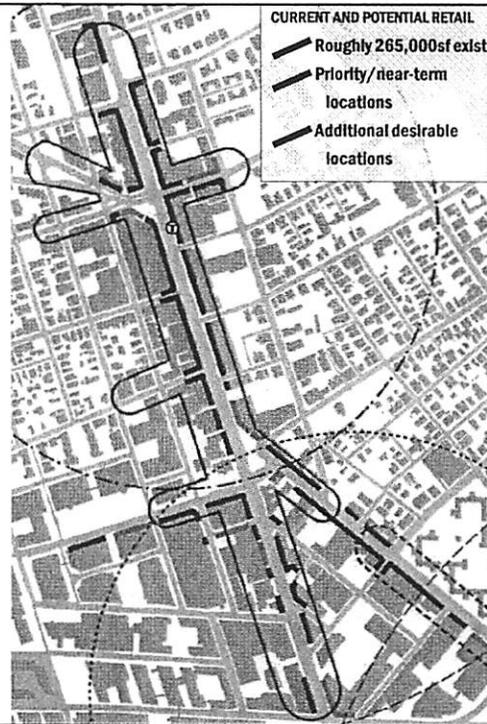
A place to sit with a friend

Enjoying public art

## Strategies

2

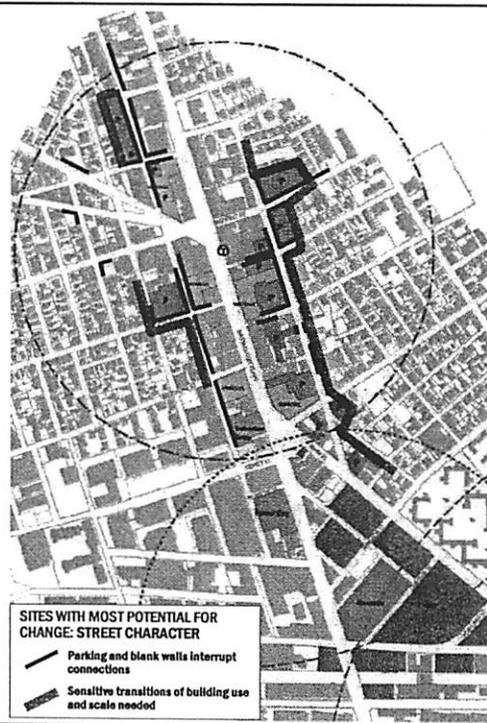
Maintain and expand retail diversity (type, price point, ethnicity).



## Strategies

3

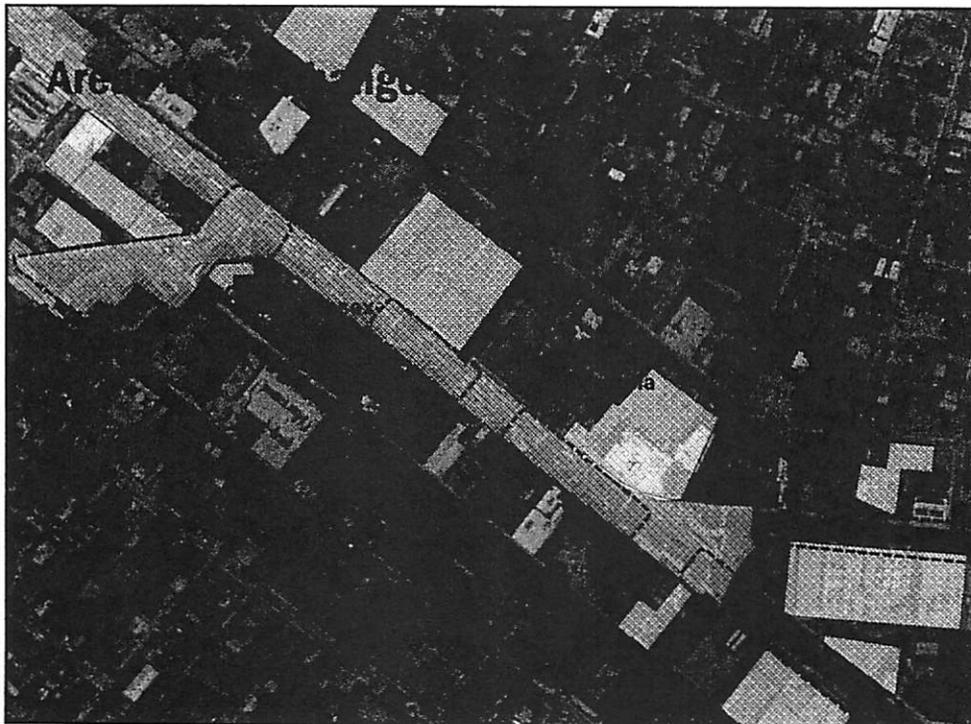
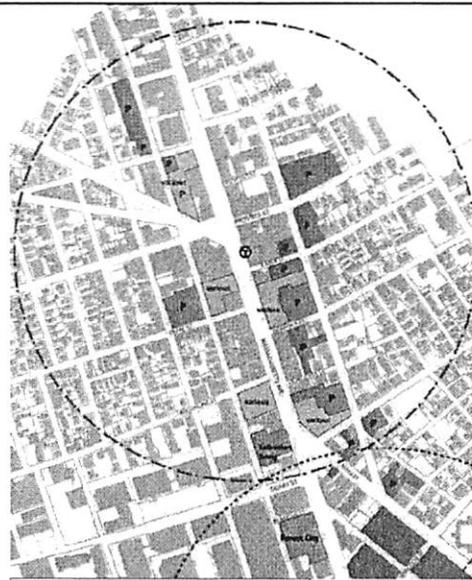
Connect Central Square with the larger community by a network of great walking streets and improved walking, biking, and transit choices.



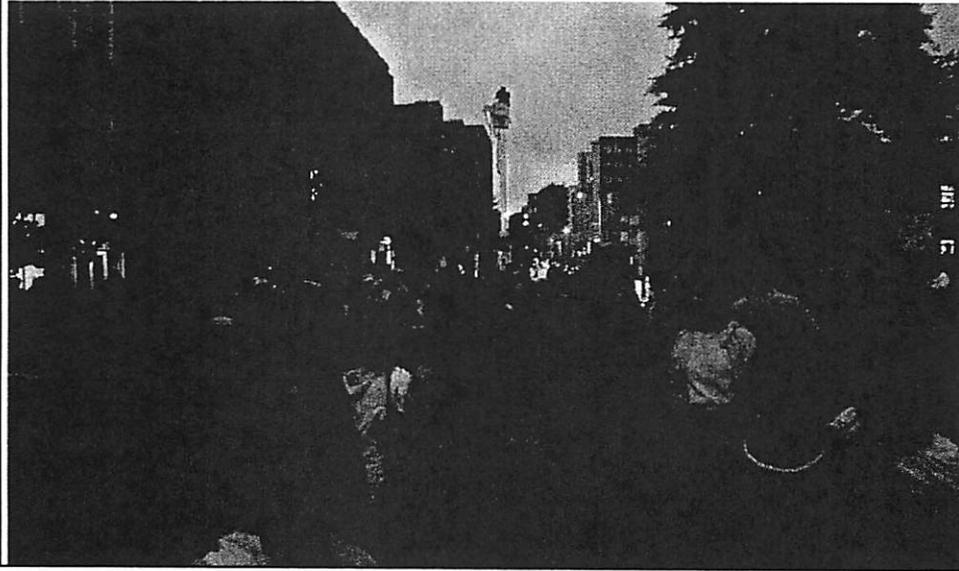
## Strategies

4

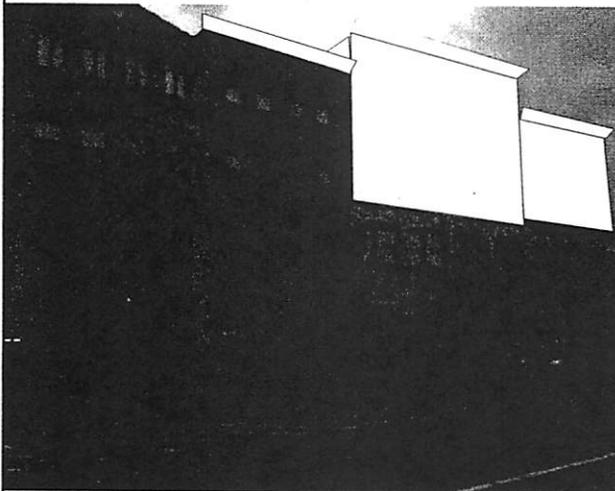
Preserve diversity of housing choices, community identity, the arts, retail and workplaces by adding **mixed-income housing**.



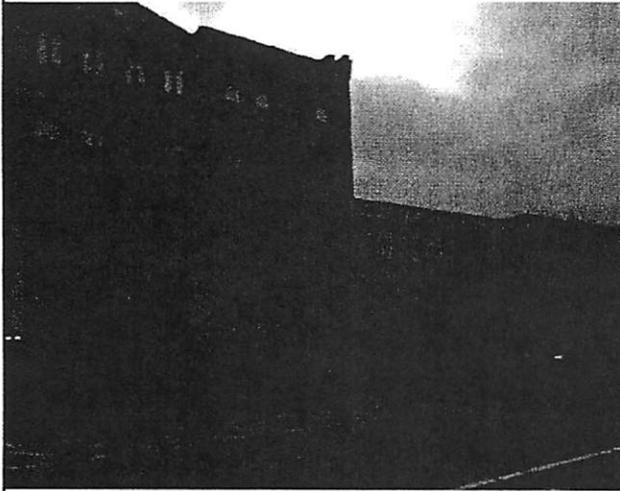
**EXPLORING OPPORTUNITIES:  
A history of preservation and innovation**



**Change is part of Central Square.**



Today



Tomorrow?



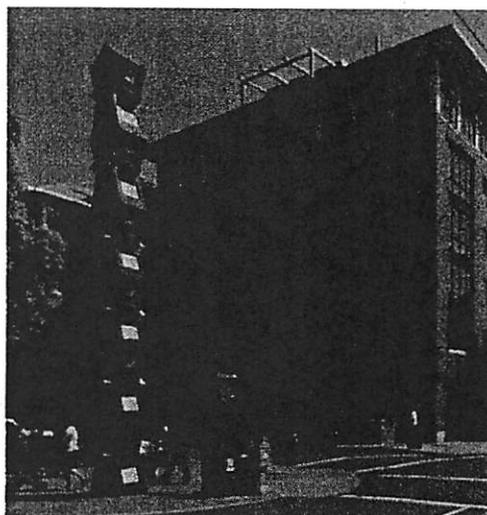
## Market opportunities: retail

- Crossover concepts...
  - Respond to community's diverse retail preferences
  - Diverse price points
  - Embracing Central's "grit"
  - Cafes, fast-casual dining
  - Destination restaurants
  - "Cheap chic" comparison shopping
- Addressing what *retailers* are looking for...
  - Location offering the best overall chance of success
  - Right combination of space cost and sales revenue
  - Right space size/configuration



## Development economics

- Infill housing with ground-floor retail, below-grade parking (0.5 spaces/unit) and affordable housing component is generally economically feasible
- Below-grade replacement of existing Central Square public parking appears economically feasible
- Increases in density to 8-12 stories on appropriate sites could expand opportunity for additional community benefits—such as additional affordable housing, more diverse retail, public spaces



<b>Comparing scenarios for a typical site</b>					
Parking assumption		A: Existing height (up to 8 stories) and density	B: Existing height (up to 8 stories), added density	C: Added height (up to 10 stories) and density	D: Added height (up to 12 stories) and density
If no parking replacement needed	Housing unit count	133 units	150 units	185 units	220 units
	Additional community benefit?	no	yes	yes	yes
25 parking spaces replaced	Housing unit count	133 units	150 units	185 units	220 units
	Additional community benefit?	no	no	yes	yes
50 parking spaces replaced	Housing unit count	Not feasible	150 units	185 units	220 units
	Additional community benefit?		no	no	yes

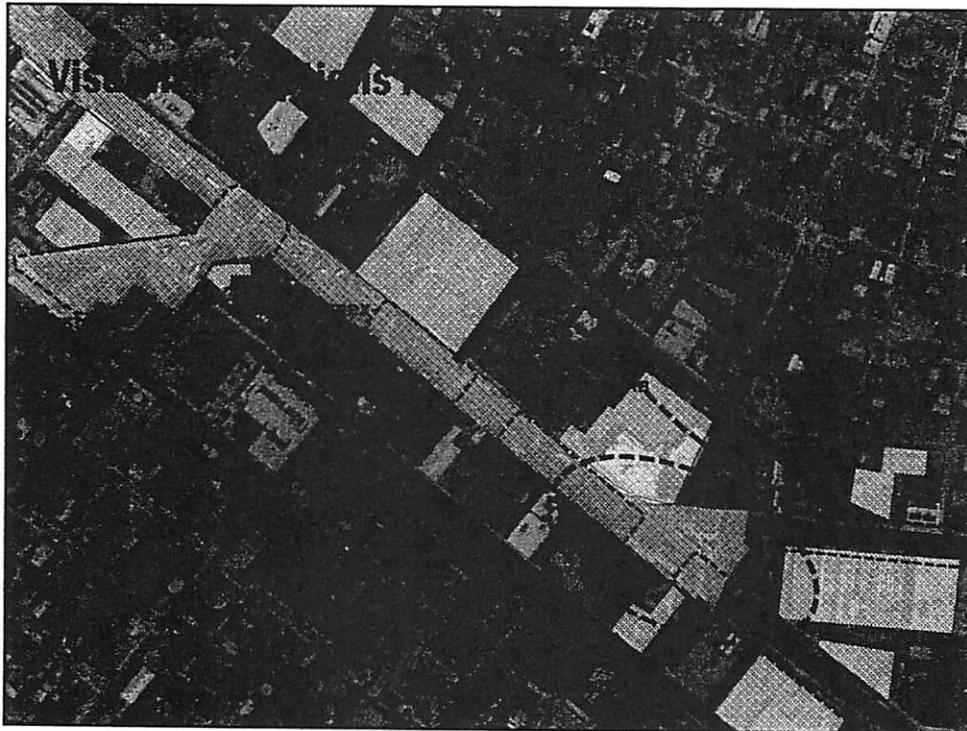
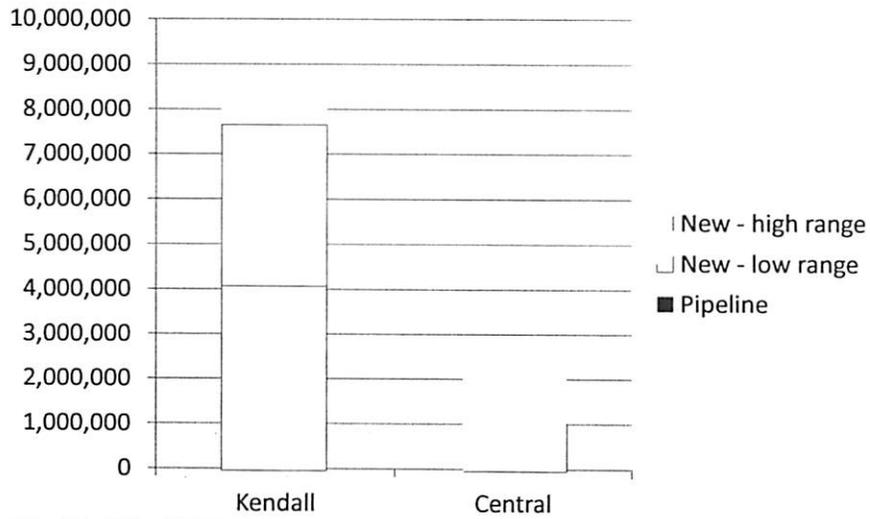
### **Transportation analysis under way**

- Evaluate potential development traffic impacts... use critical sums analysis to compare impacts of potential scenarios with scenarios under existing zoning
- Identify strategies to encourage use of sustainable transportation modes
- Transit...capacity, and location and character of bus facilities
- Walking...improve quality and character of connections to neighborhoods, greater range of public space amenities
- Biking...examine options for more compact parking and bike/traffic separation; Hubway impact
- Parking...determine future retail and other parking requirements, strategies for sharing among uses, management



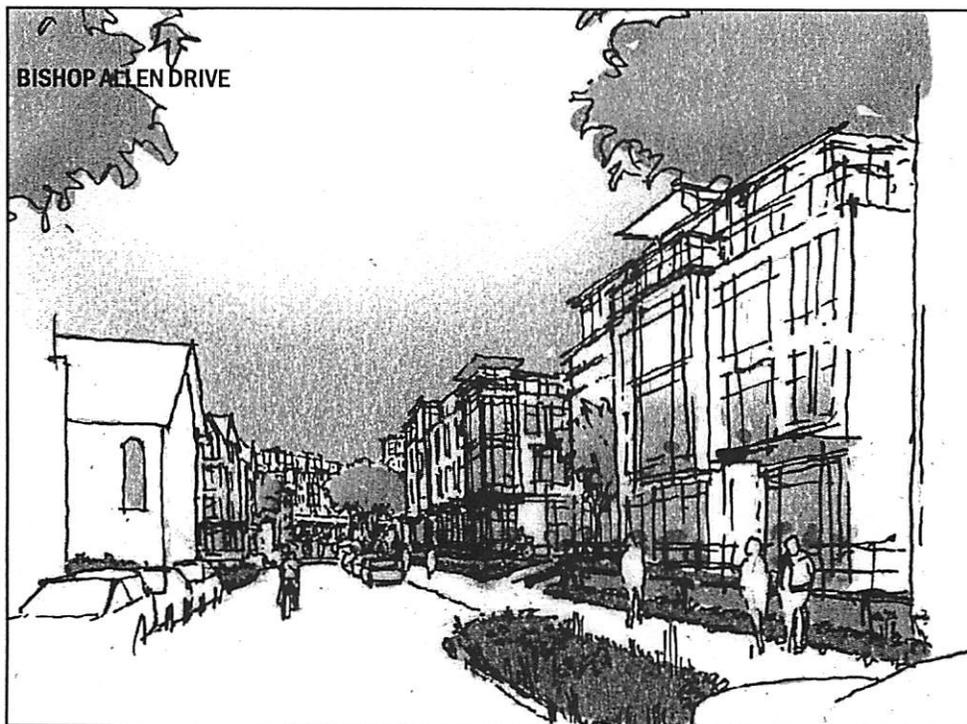
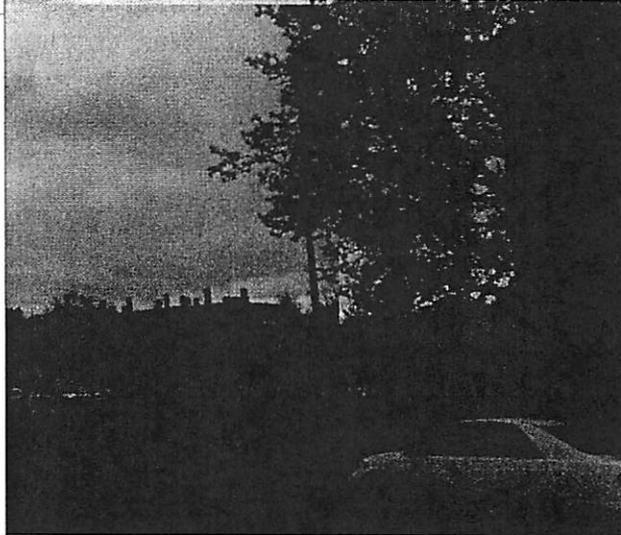
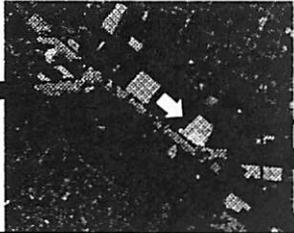
### Potential infill development area: comparing Central and Kendall Squares

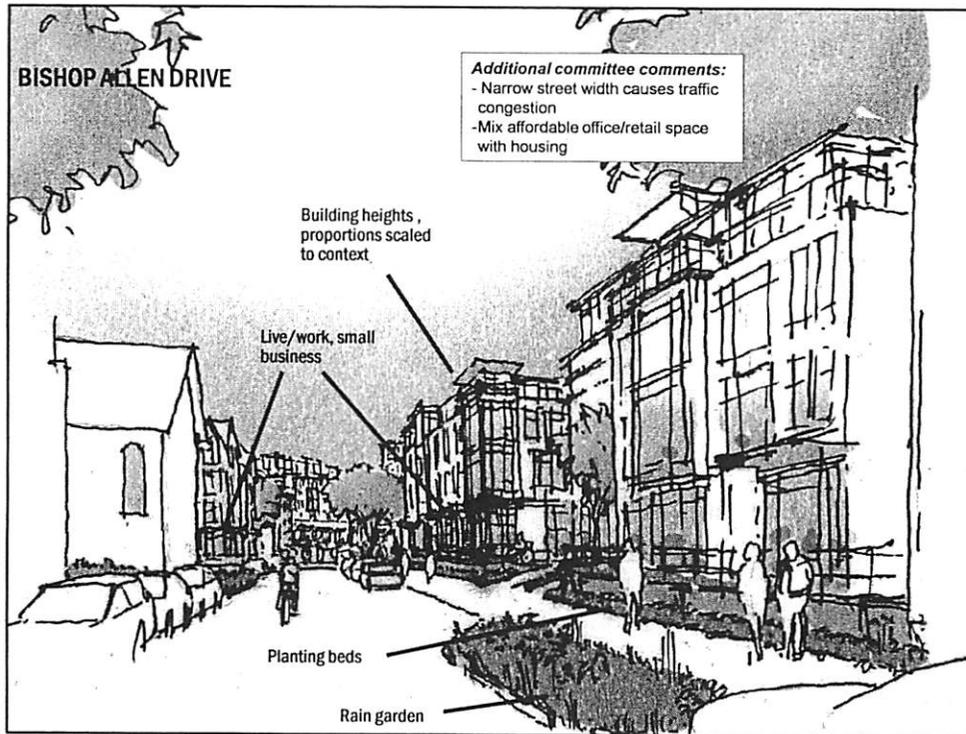
Range of potential floor area in gross square feet



## Creating a better neighborhood transition along Bishop Allen Drive.

- **Public spaces:** Green Bishop Allen with rain gardens, compact planting beds.
- **Retail:** Reinforce retail node at Main/Mass Ave.
- **Housing choices:** Engage Area 4, Mid-Cambridge communities with complementary housing choices, walkable streets, live/work space.
- **Design:** Make the transition to Area 4 with 45' height, bays scaled to context.

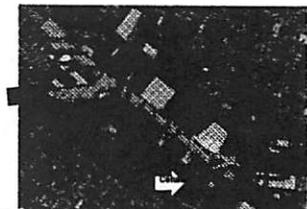


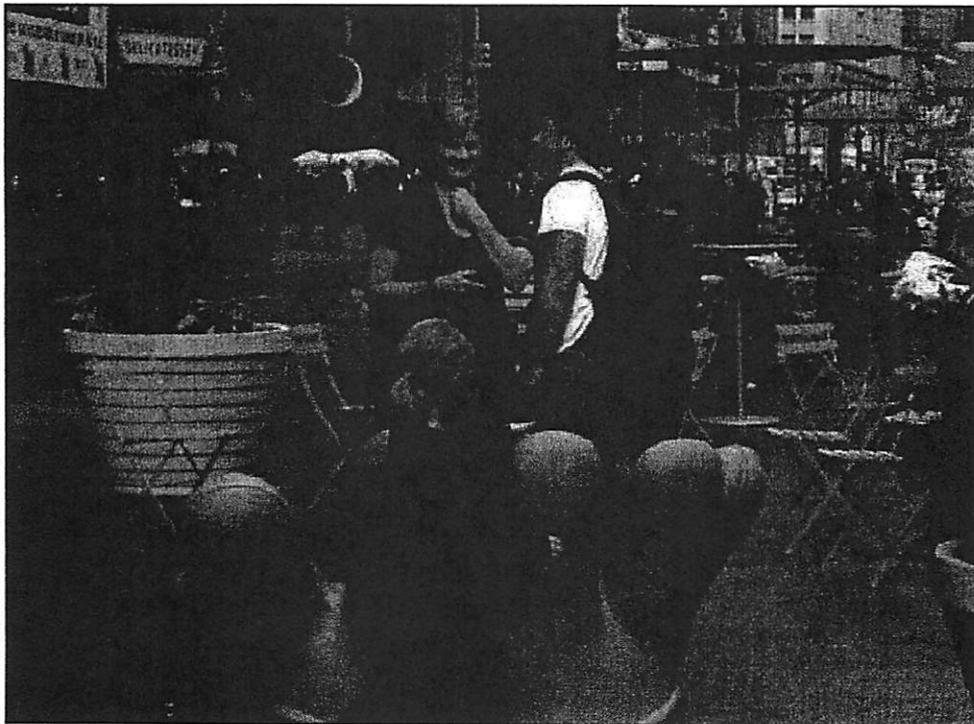
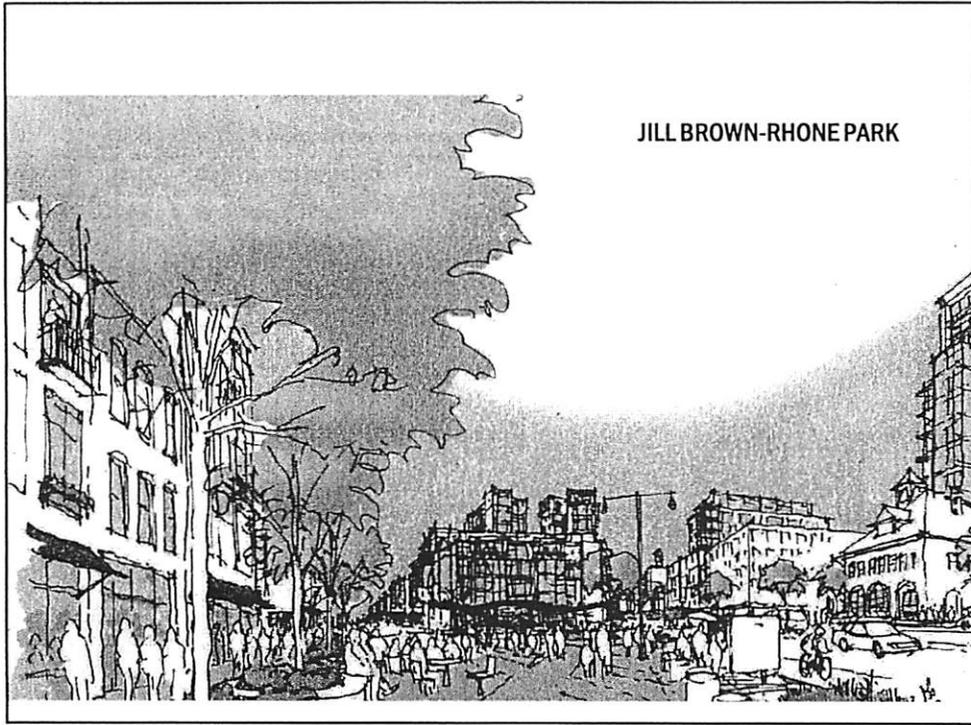


## Jill Brown-Rhone Park: Enhancing a park and expanding choices.



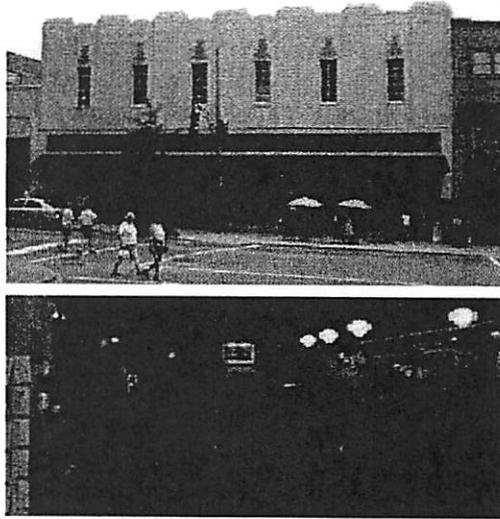
- **Public spaces:** Extend or create active edges along all sides; add ped-scale focal point; expand use as 18/7 neighborhood square and center for arts, entertainment, dining.
- **Retail:** Extend retail along Main St., Mass Ave, Sidney St.
- **Housing choices:** Diversify housing types with special opportunity for taller buildings, views.
- **Design:** Enhance walkability to Area 4, Kendall; make transition to greater scale toward MIT; modern expression.

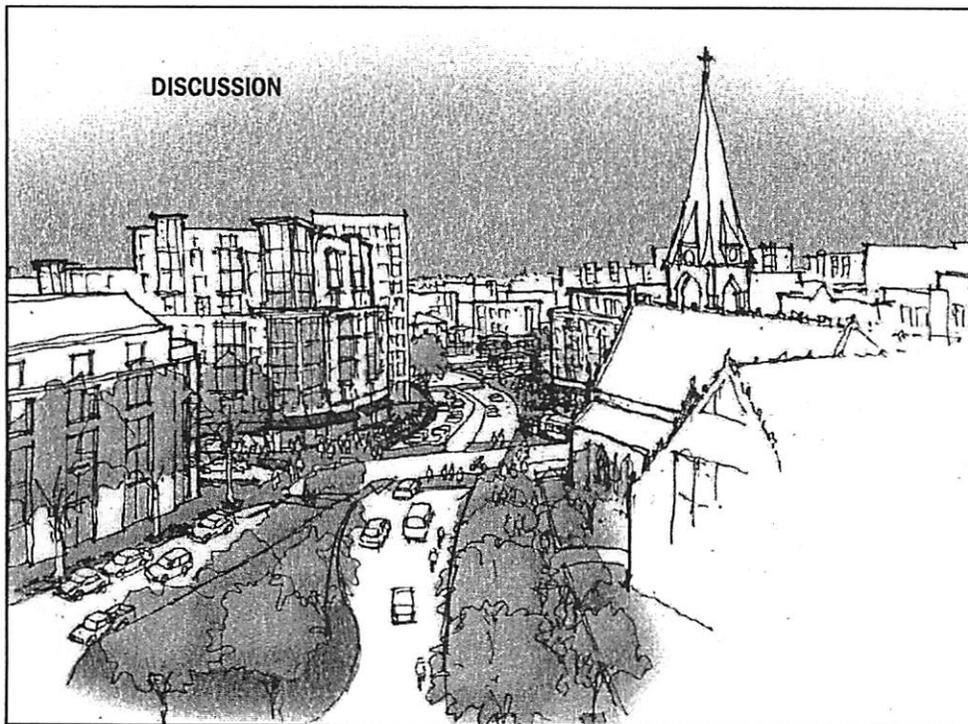
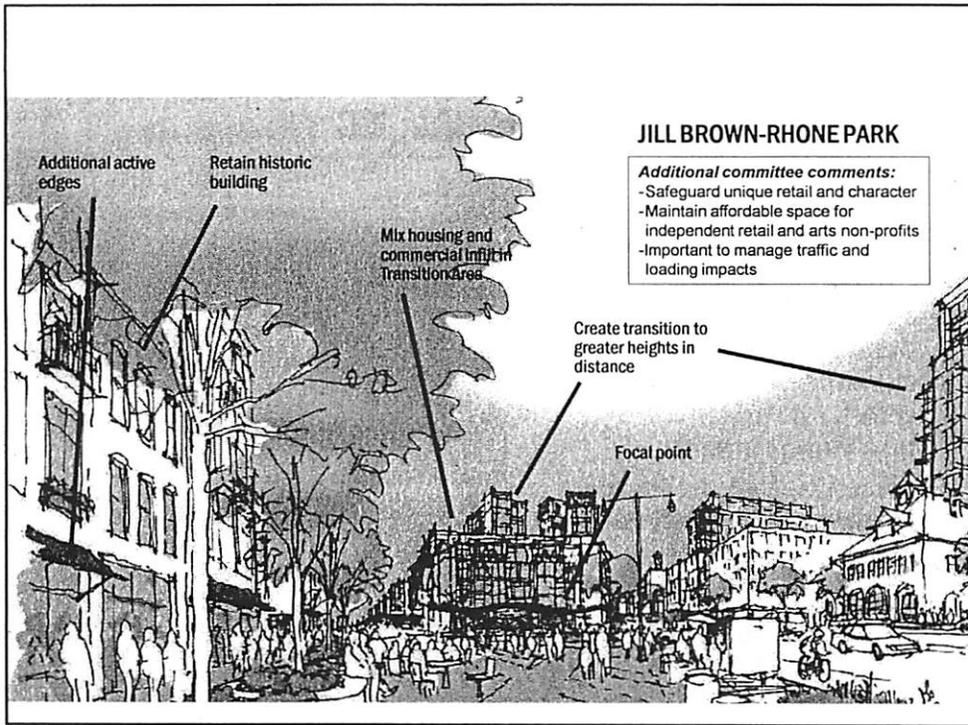


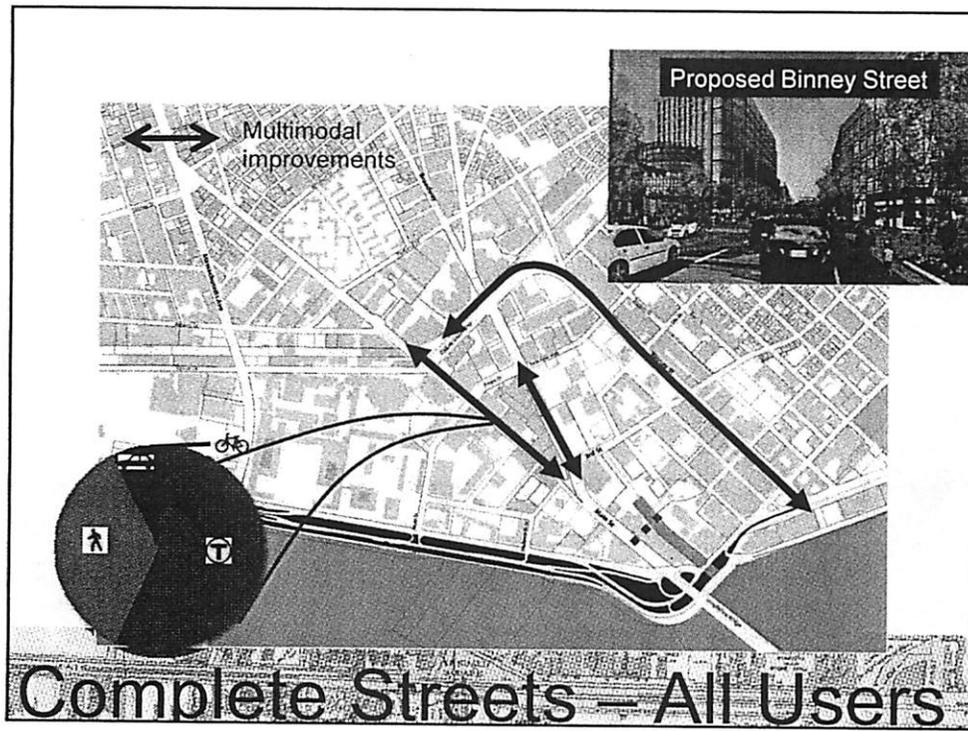
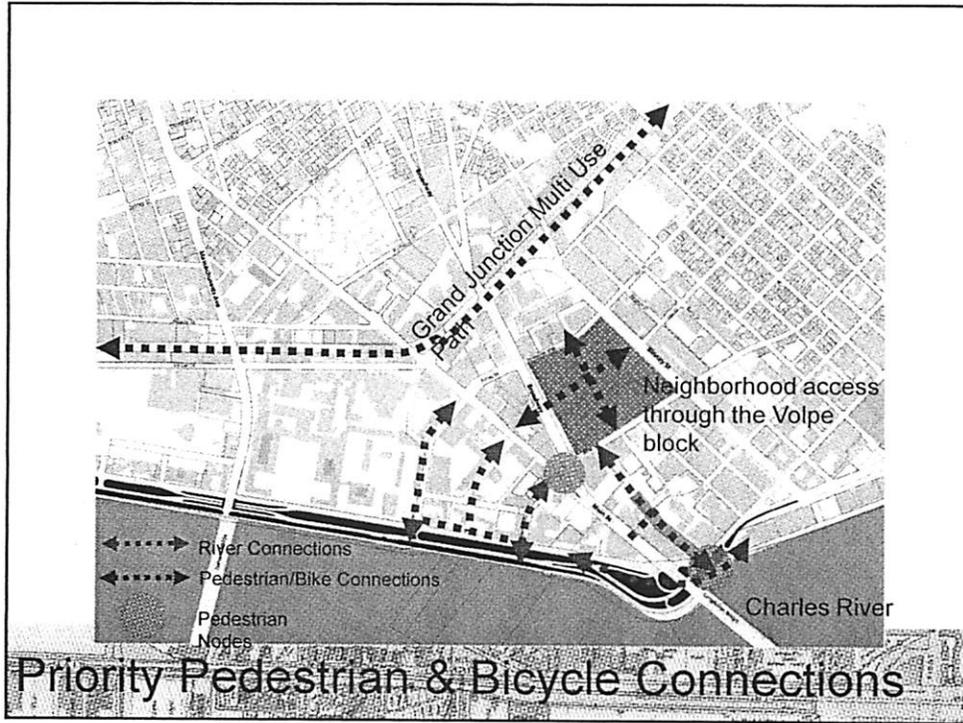


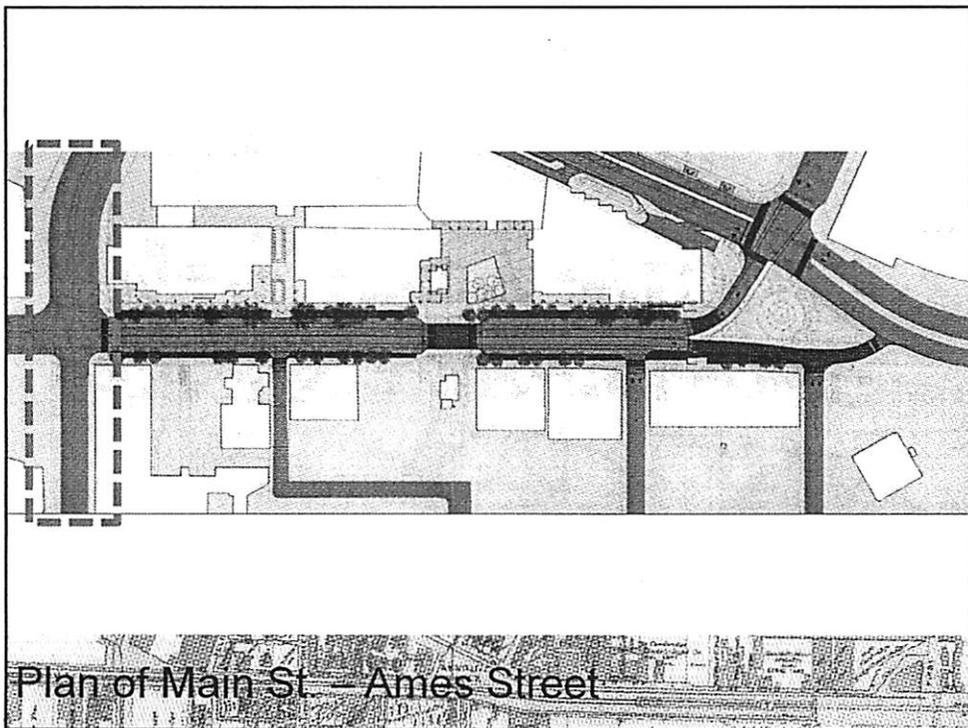
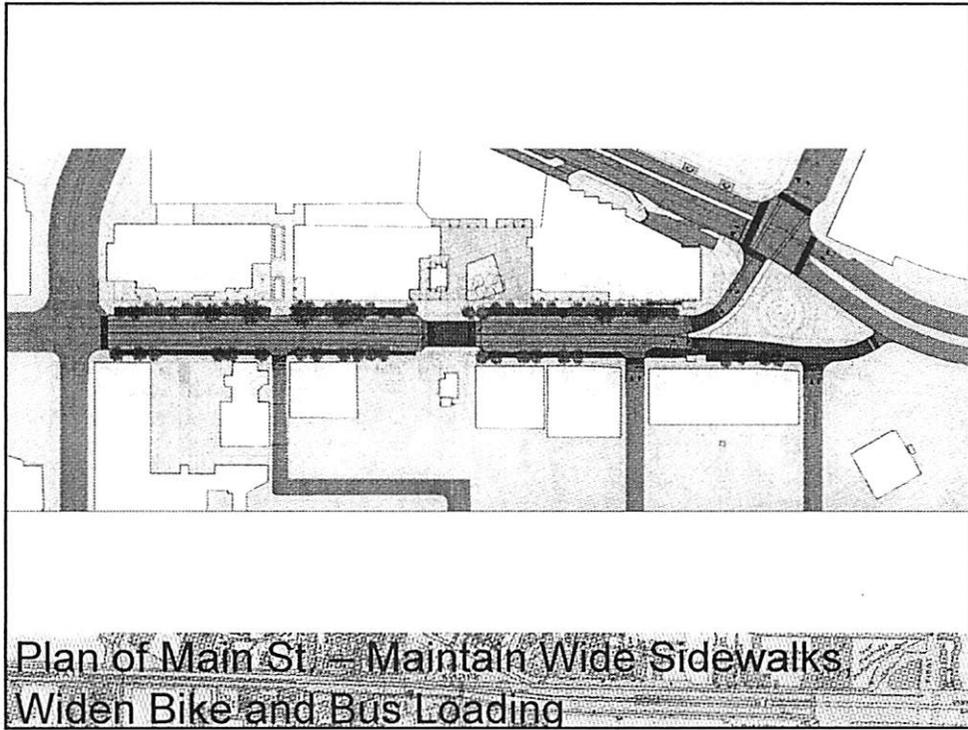
## Using investment to add a new chapter of “cool” in Asheville, NC

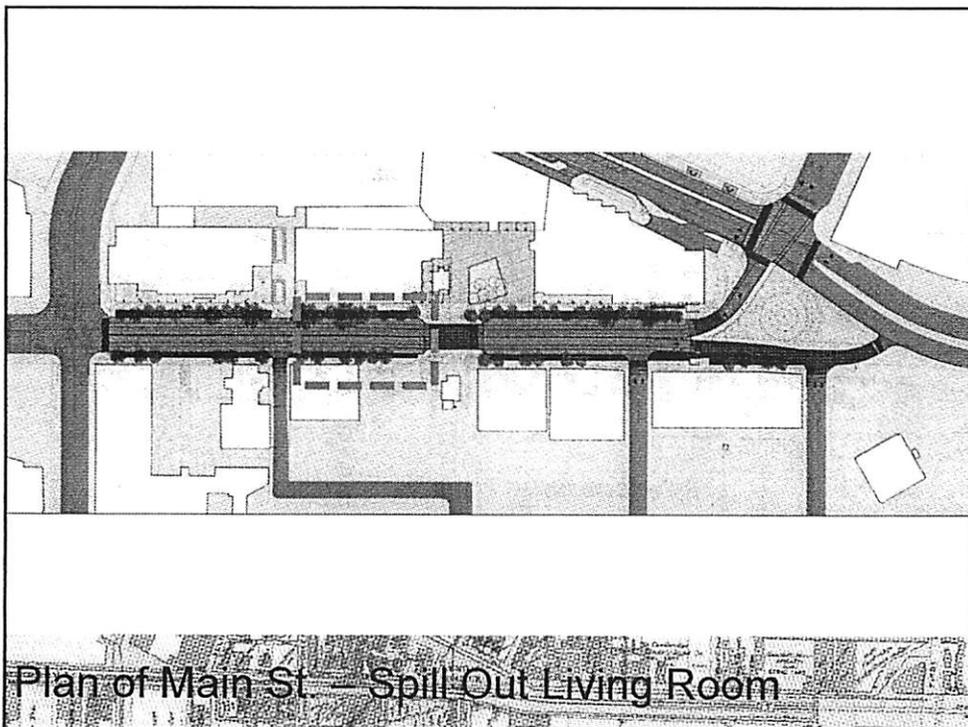
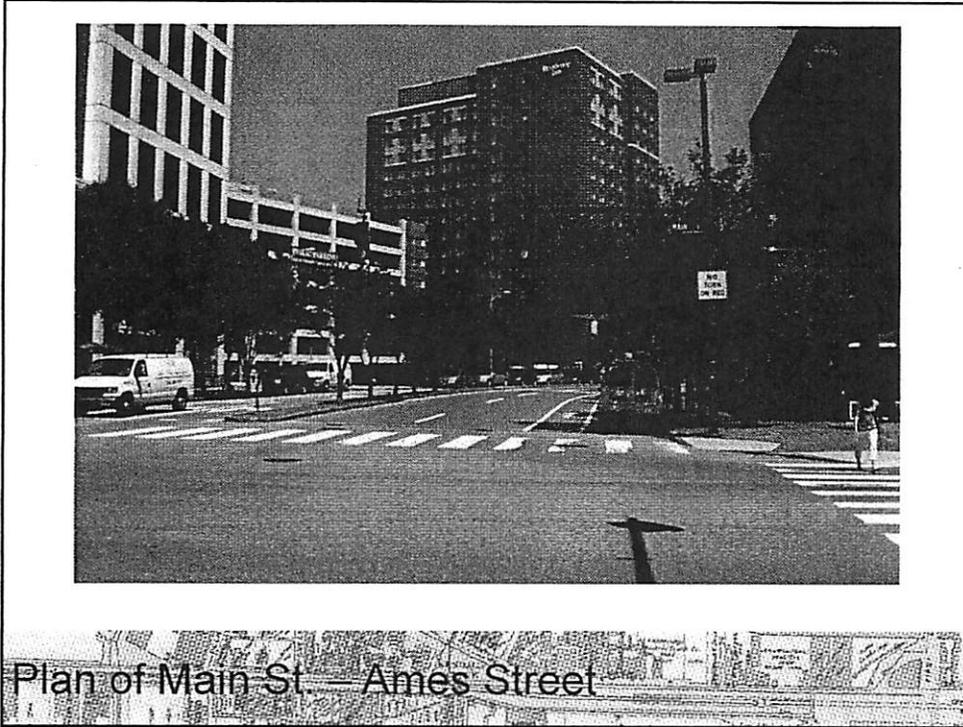
- Establish business and/or arts incubator facilities to nurture start-ups.
- Manage community benefits fund that subsidizes small/local retail, underwritten by new development.
- Encourage cost-effective co-operative purchasing among businesses.

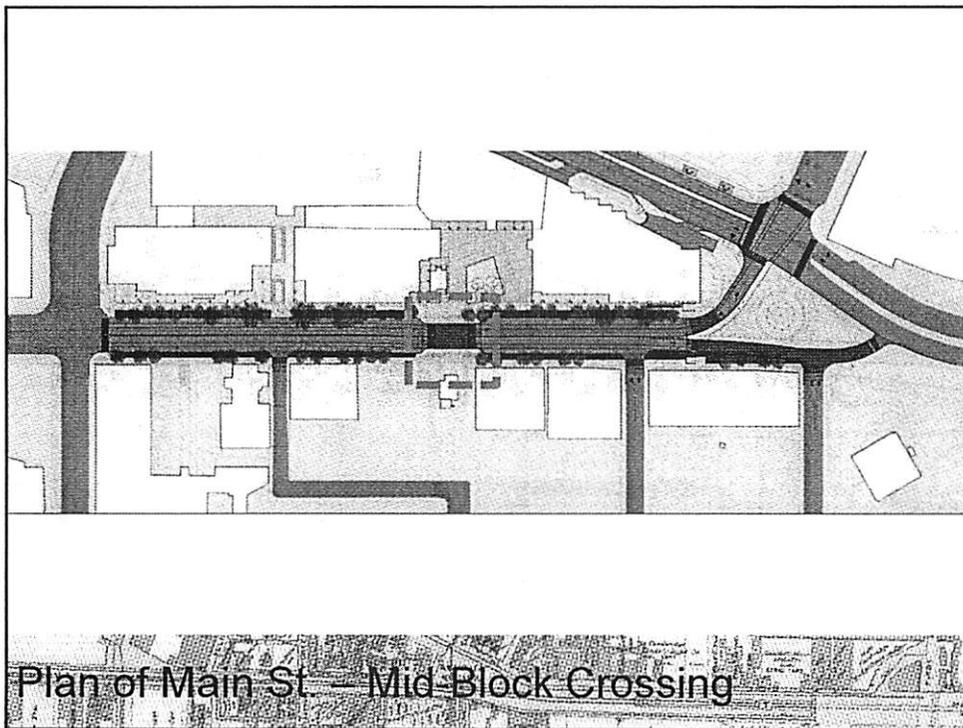
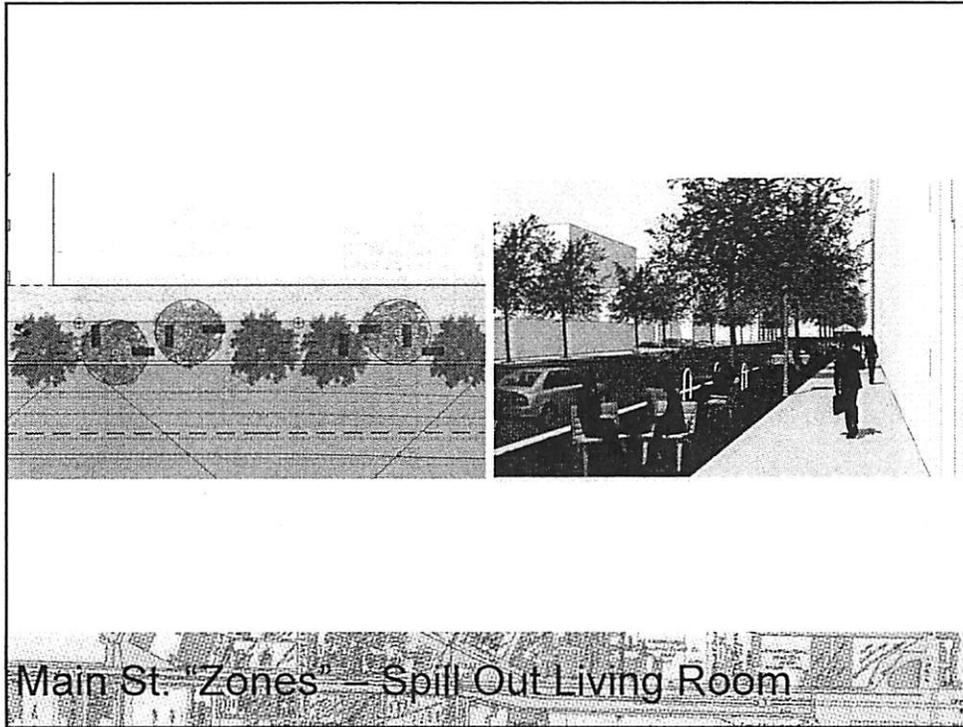




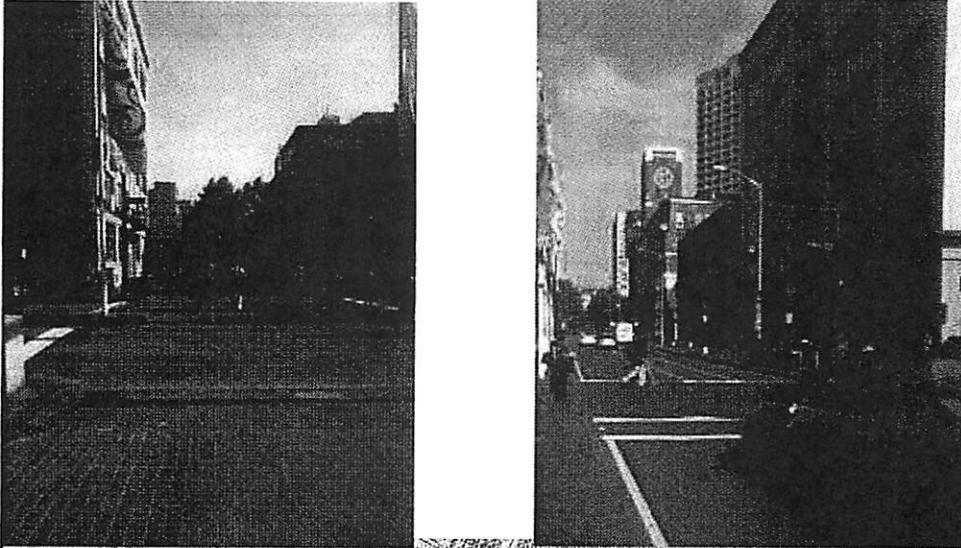




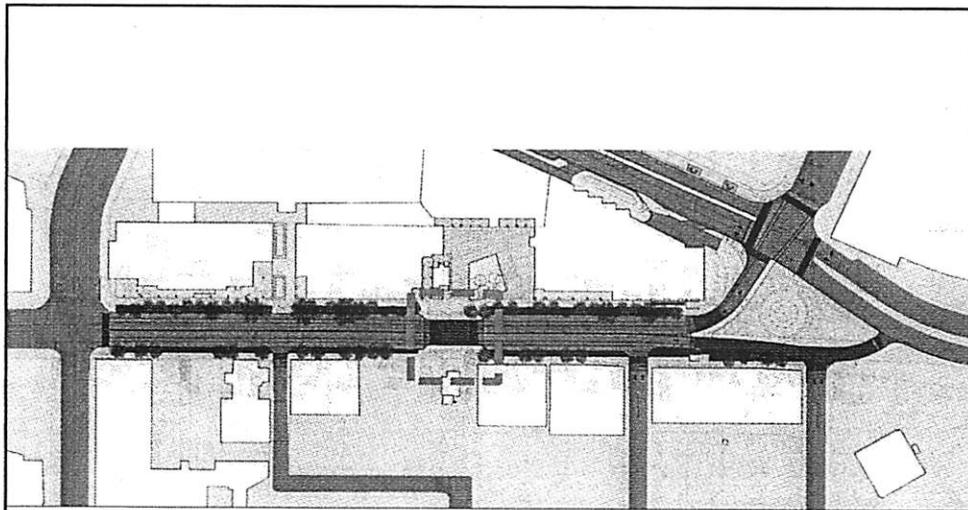




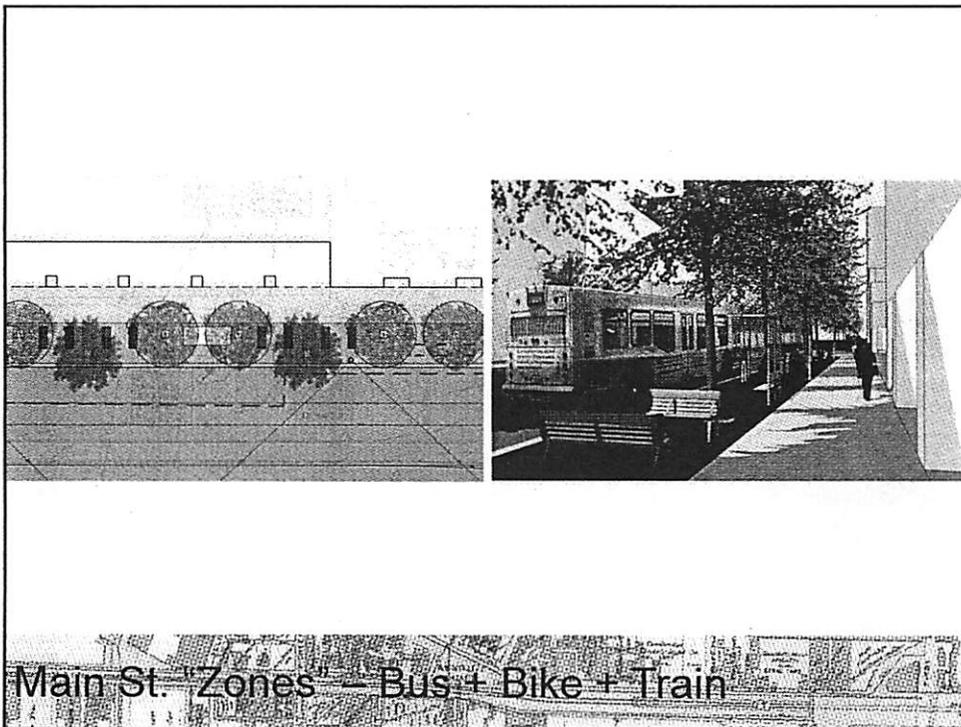
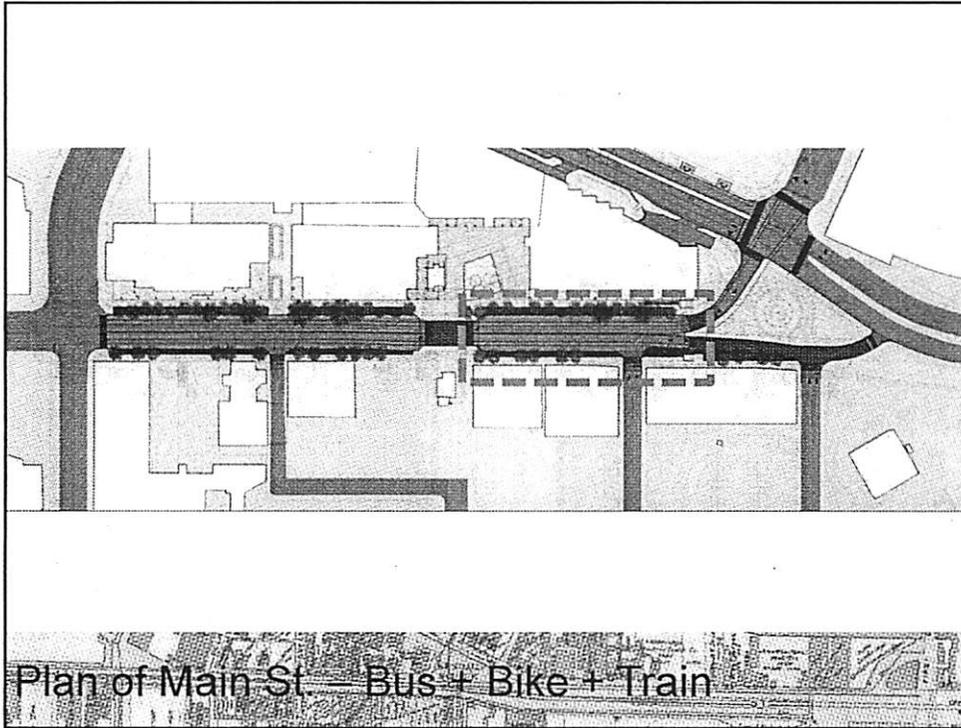
92% of pedestrians cross Main Street when the drivers have the green light.

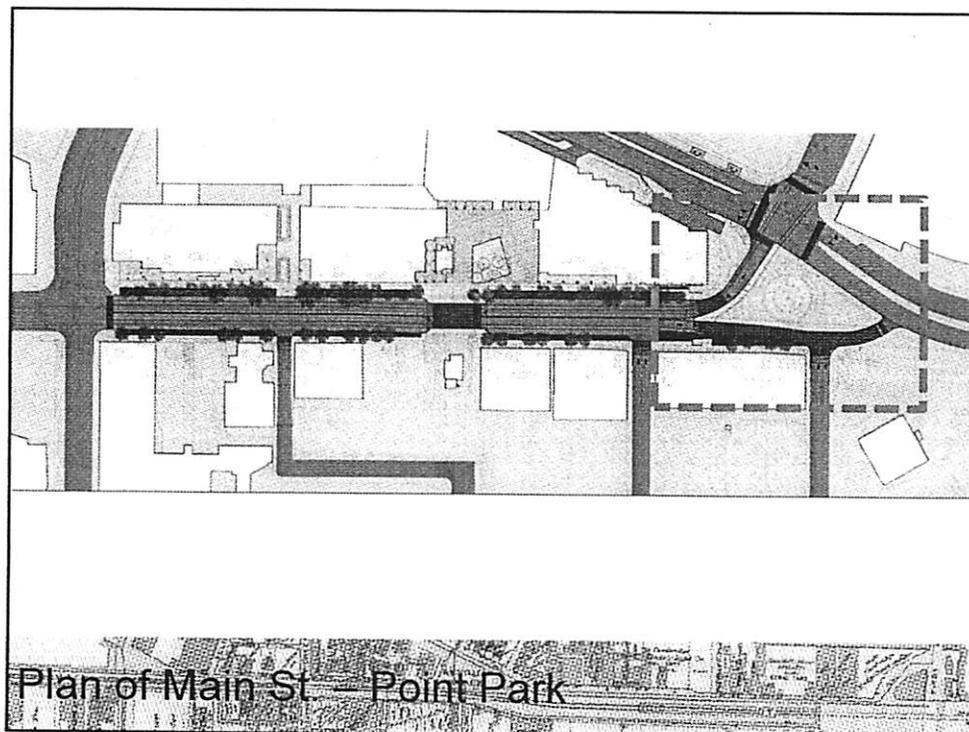
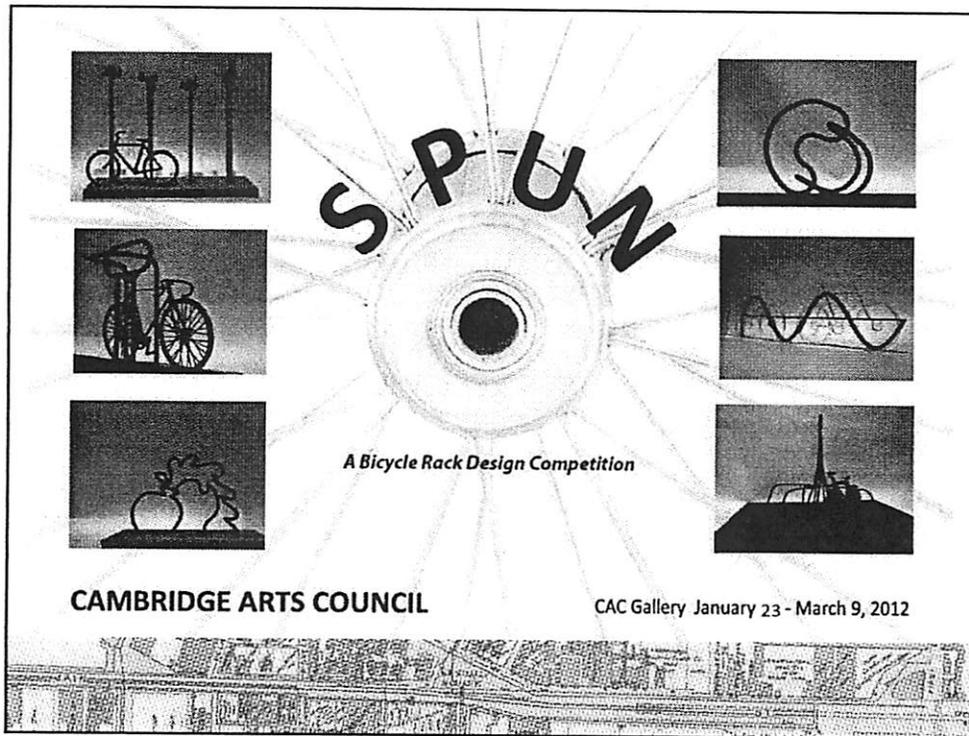


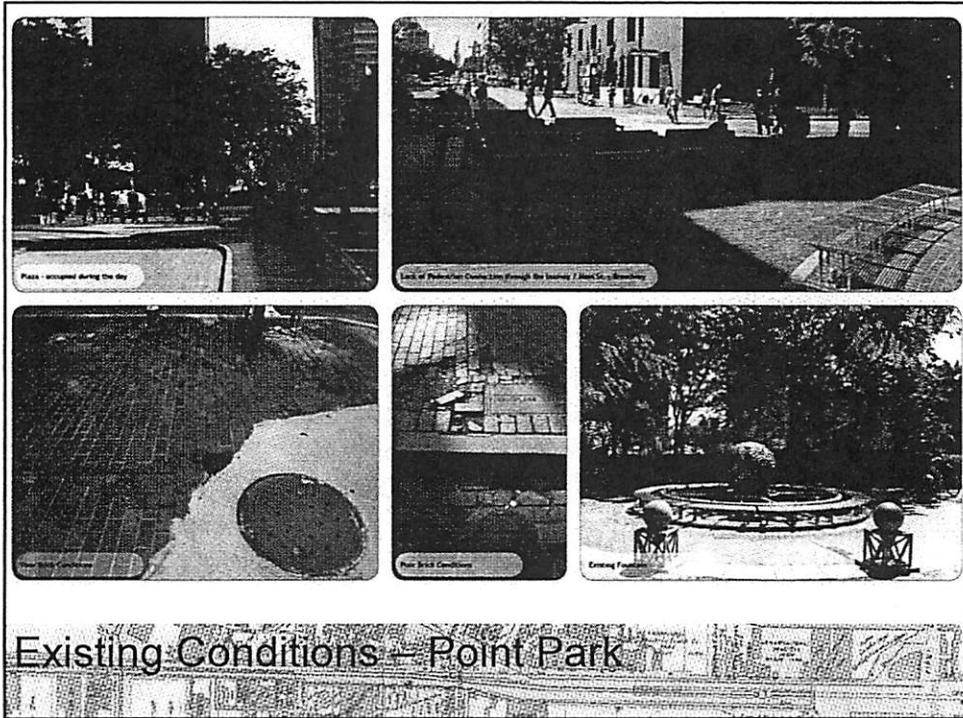
Plan of Main St — Mid-Block Crossing



Plan of Main St — Mid-Block Crossing







*ENHANCED IDENTITY* and sense of place

*TURN* the inside *OUT*

*SUPPORT* ease of *PEDESTRIAN FLOW*

**CREATE** a Kendall Square **GATEWAY + LANDMARK**

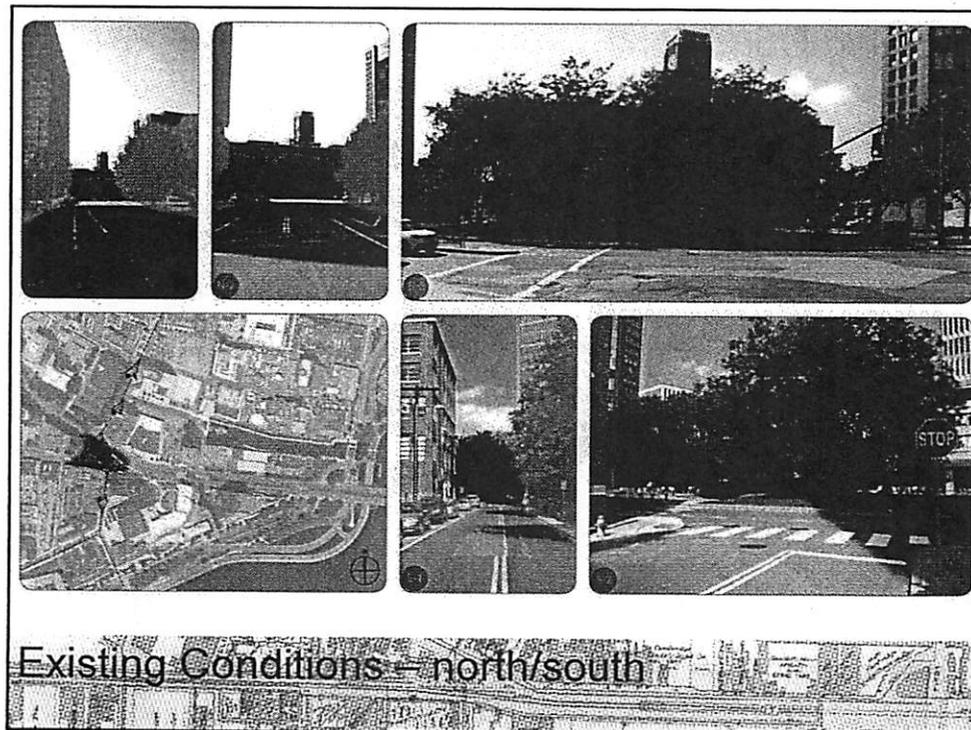
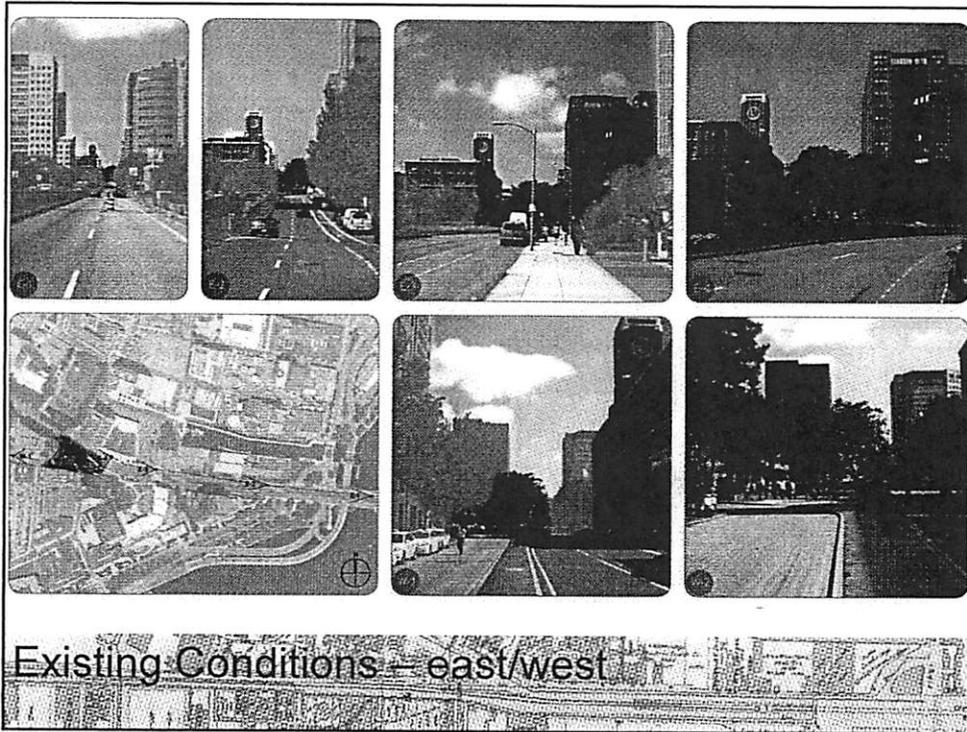
Support *MEETING + GATHERING*

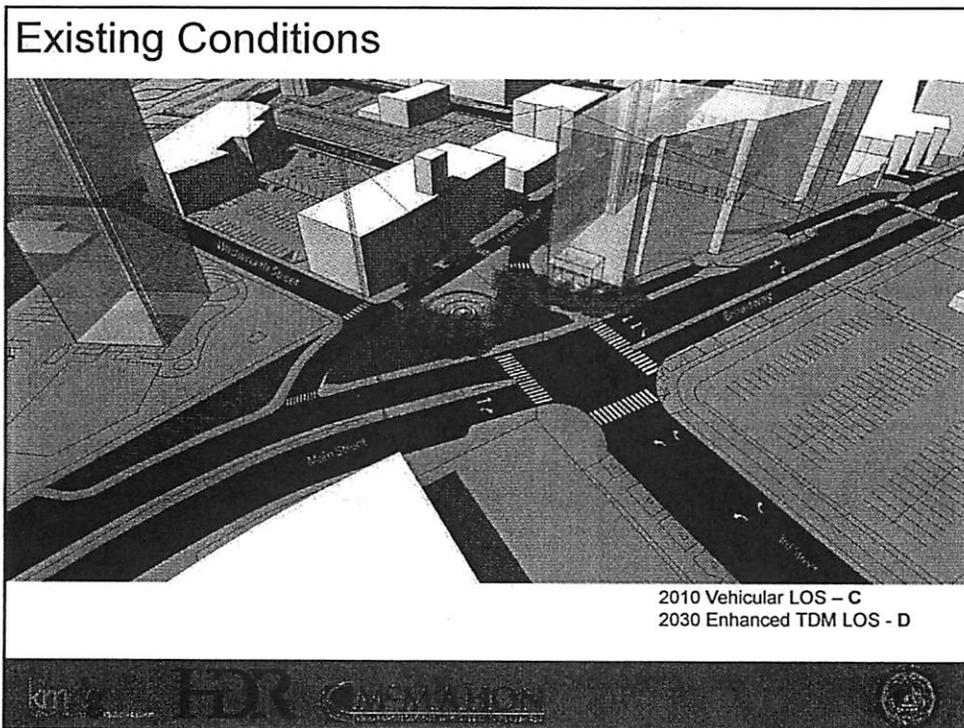
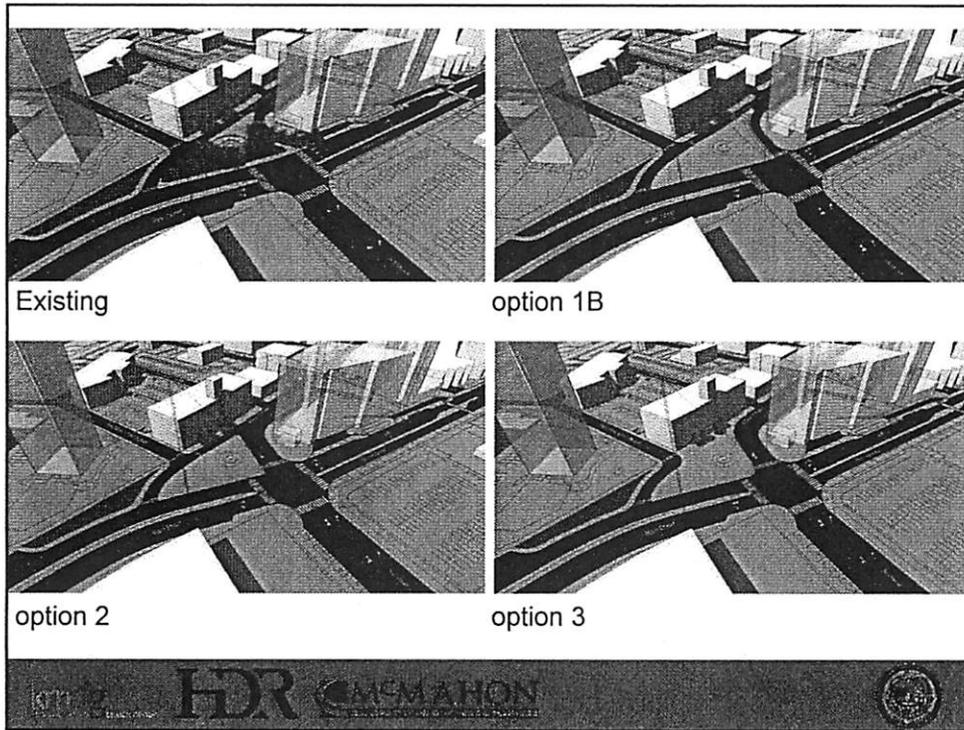
Support *MULTIPLE USE* choices

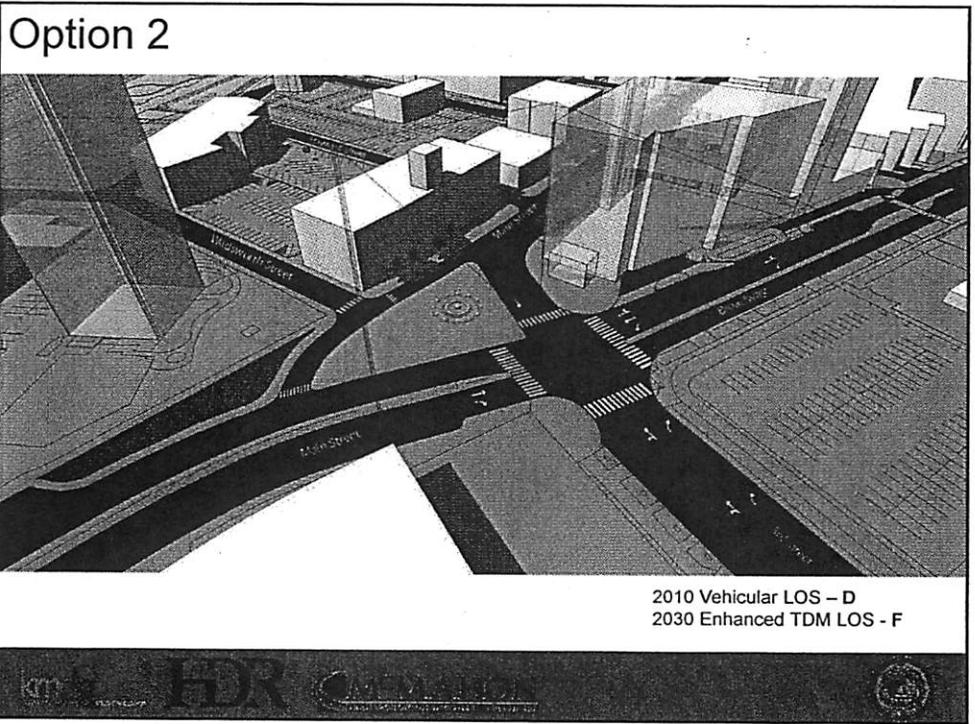
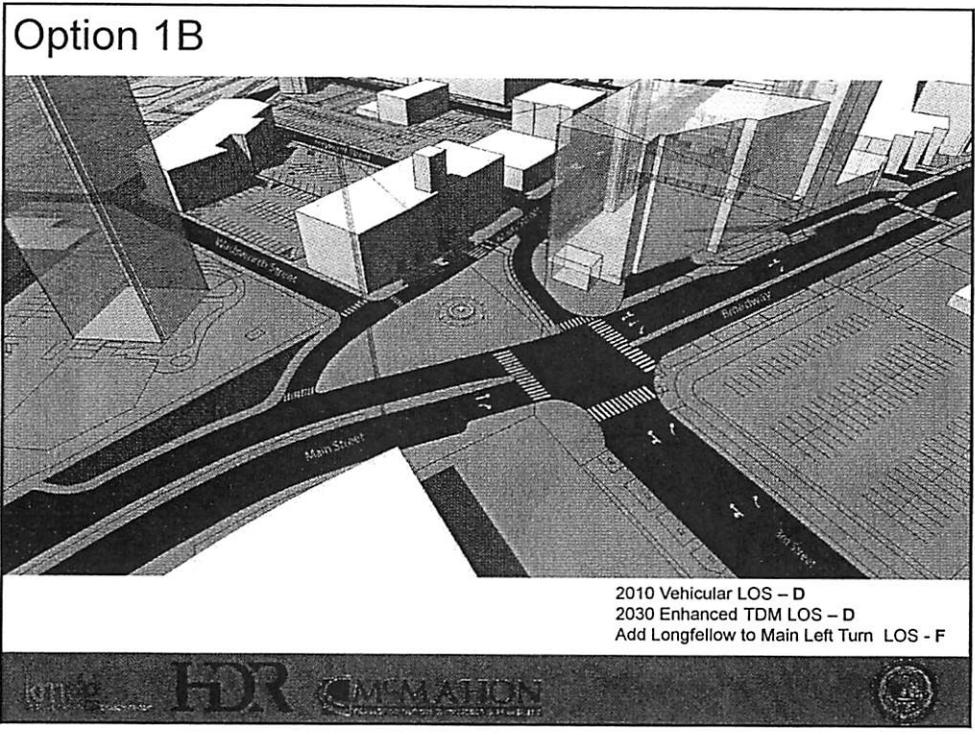
**REFLECT** neighborhood **SUSTAINABILITY GOALS**

Enhance *VIEW CORRIDOR* to/from Longfel

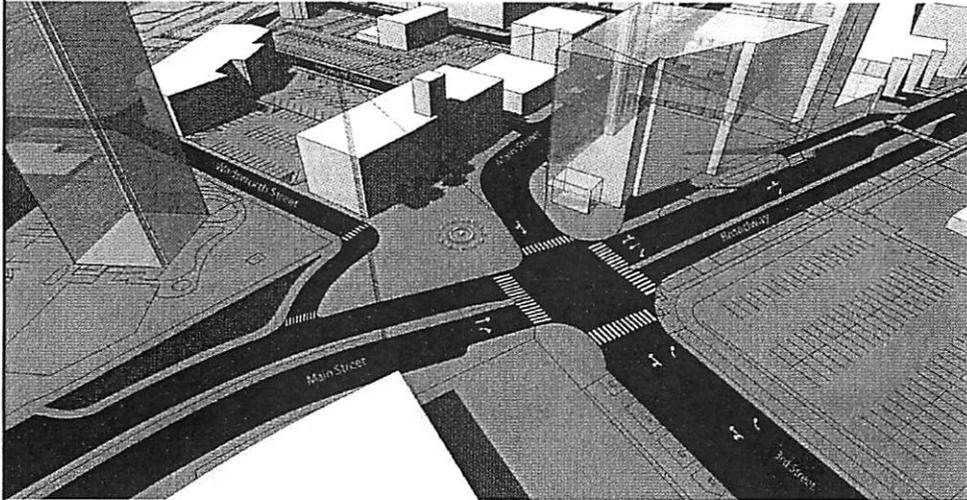
**POINT PARK GOALS**







### Option 3



2010 Vehicular LOS - F  
2030 Enhanced TDM LOS - F



### Recommended Alternative - Option 1B

