Reimagining Kendall Square

Presentation to the Cambridge Planning Board

MAY.1.12
Create a vibrant **MIXED-USE** environment for people to live, work, learn and play.
1. broadly about a **NETWORK** of open spaces.

2. about the possibilities of a **CONNECTED** series of mixed-use environments.

3. about the tremendous **RETAIL** opportunities.
THE POSSIBILITIES
Connected Mixed-Use Environments
Wayfinding to announce Broad Canal

Enhance the public realm with street trees, furniture, lighting, signage and active uses

New retail to complete 3rd Street edge and along Broad Canal way

View from Third Street
BROAD CANAL WAY: VISION
View from Third Street
ACTIVE GROUND FLOOR

ENHANCED STREETSCAPE WITH NEW ACTIVE USES LINING BROAD CANAL WAY

ENHANCE ACCESS TO BROAD CANAL

BROAD CANAL WAY: PROCESS

View from Canal
WAYFINDING TO ANNOUNCE ACCESS TO THE RIVER

OPEN VIEW TO WADSWORTH AND CREATE A WELCOMING PEDESTRIAN ENVIRONMENT

ATTRACTIVE AND ACTIVE GROUND FLOOR USES

POINT PARK: PROCESS
View from Point Park
POINT PARK: VISION

View from Point Park
CREATE A PLACE TO LEARN AND EXPLORE

CONNECT TO WADSWORTH STREET

+ART+
+SCIENCE+
+PLAY+
THE POSSIBILITIES
Main Street District
REINVENT EXISTING STRUCTURES

NEW STREETSCAPE AND FILL THE GAPS WITH NEW ACTIVE USES TO ENGAGE PEDESTRIANS

REDESIGN POINT PARK AS A GATHERING SPACE FOR ALL OF KENDALL SQUARE
THE RETAIL
New activity in the last 36 months
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