

REIMAGINING KENDALL SQUARE

PRESENTATION TO THE CAMBRIDGE PLANNING BOARD
9.4.2012

COMMON APPROACH AND PRINCIPLES

FROM “KENDALL SQUARE PLANNING STUDY” (CBT, 3.22.2012)

1. Create **LEGIBILITY** and **IDENTITY**
 - PEARL NECKLACE
2. Achieve Land Use **BALANCE**
 - SMART INTENSIFICATION
3. Make Kendall Square **HUMANE**
 - PEOPLE FIRST

WHAT IS THE VISION ?

FROM “KENDALL SQUARE PLAN” (GOODY CLANCY, 8.7.2012)

1. Shaped around **PEOPLE**...
and **CONNECTED** socially as well as physically
2. Focus **VITALITY** toward the heart of Kendall Square
3. Focus **GROWTH** within a 5-10 minute walk...
and **DENSITY** within a 5-10 minute walk
4. Create a lively “**SQUARE**” for Kendall Square where the community, transit, and MIT come together to animate the square
5. Create two nodal **DESTINATIONS** to animate the square
6. Connect the square to surrounding **NEIGHBORHOODS**

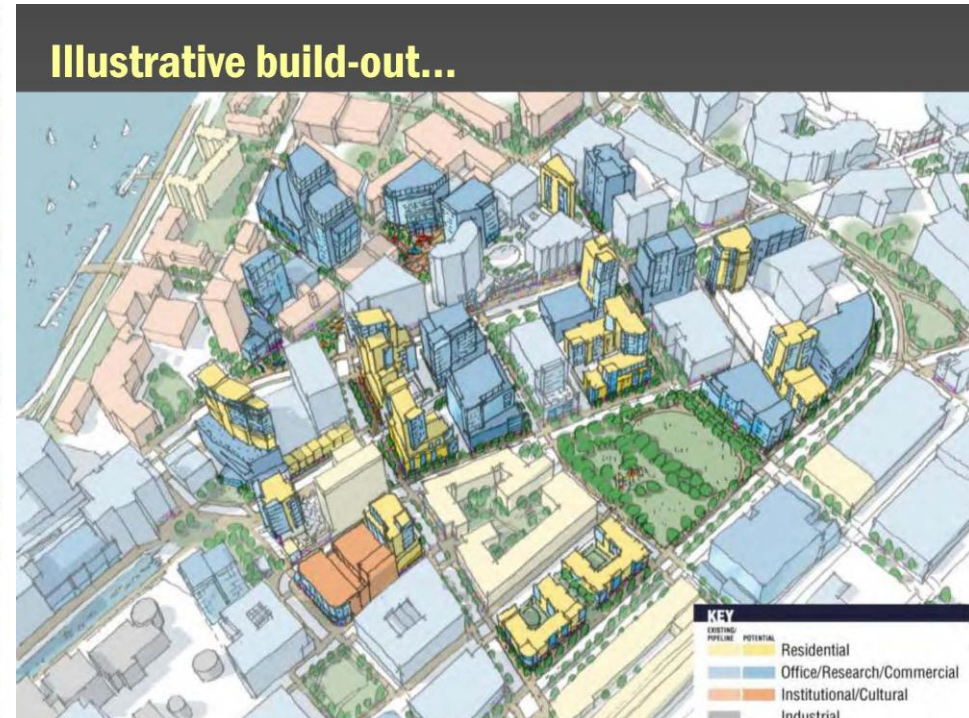
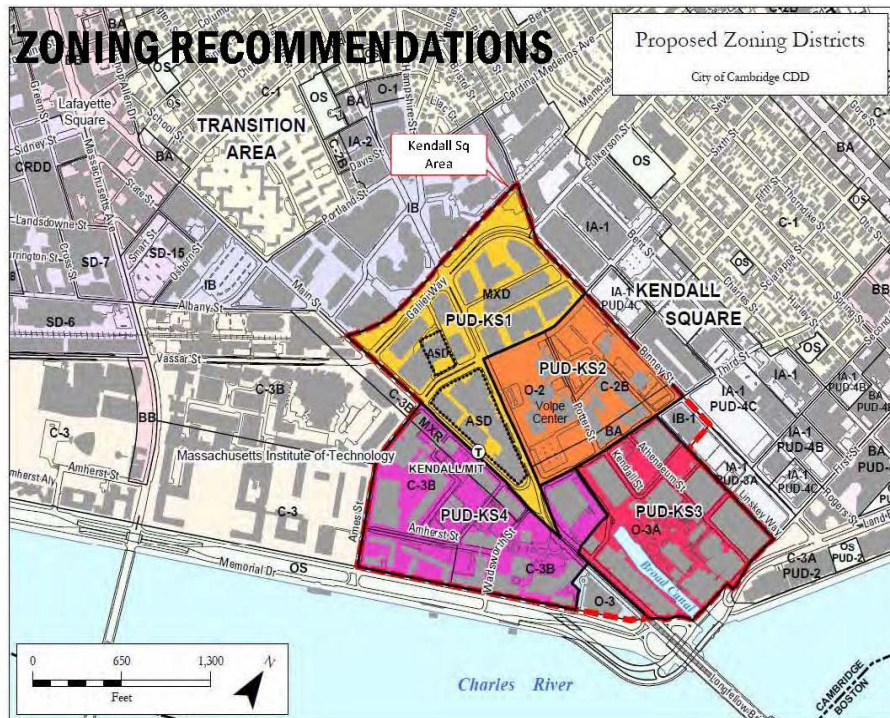
KENDALL SQUARE TOPICS



- Housing
- Open Space
- Height and density
- Academic flexibility

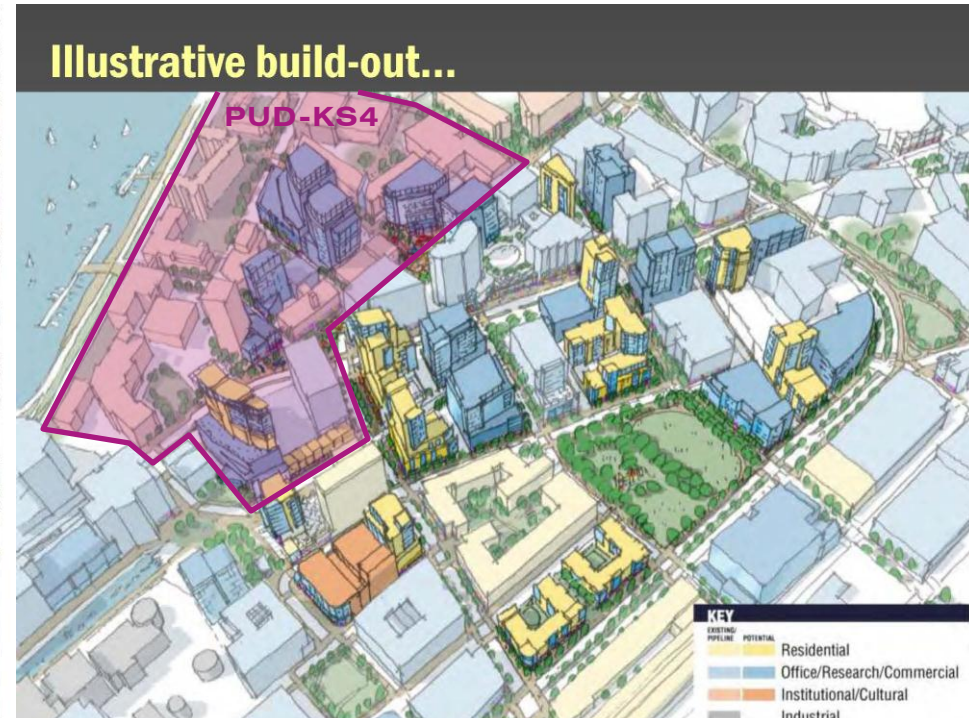
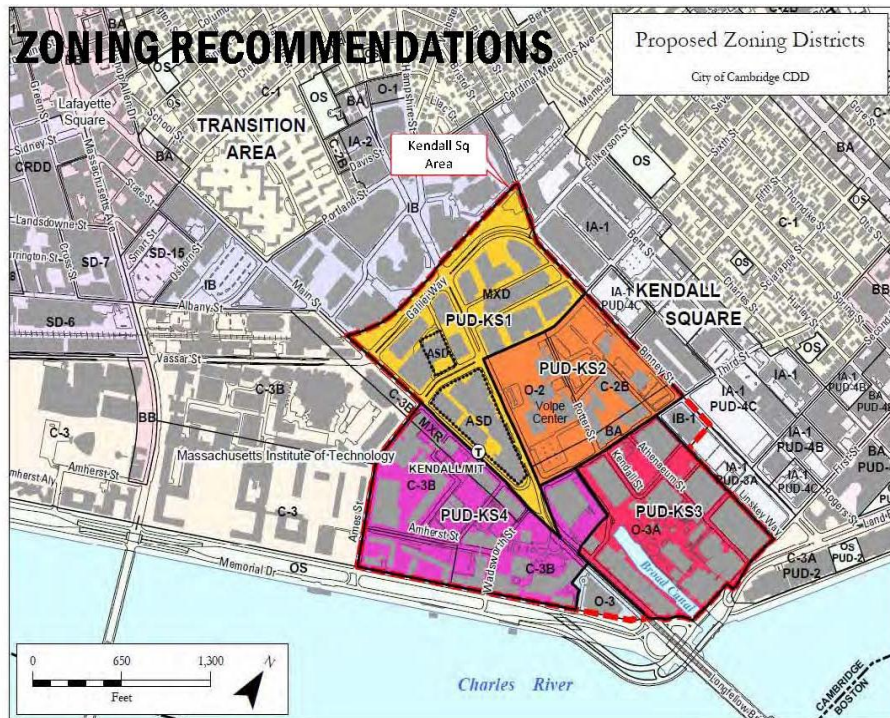
ZONING AND URBAN DESIGN RECOMMENDATIONS

FROM "KENDALL SQUARE PLAN" (CDD, 7.10.2012)



ZONING AND URBAN DESIGN RECOMMENDATIONS

FROM "KENDALL SQUARE PLAN" (CDD, 7.10.2012)



KENDALL SQUARE TOPICS



- Height, Massing / Setbacks

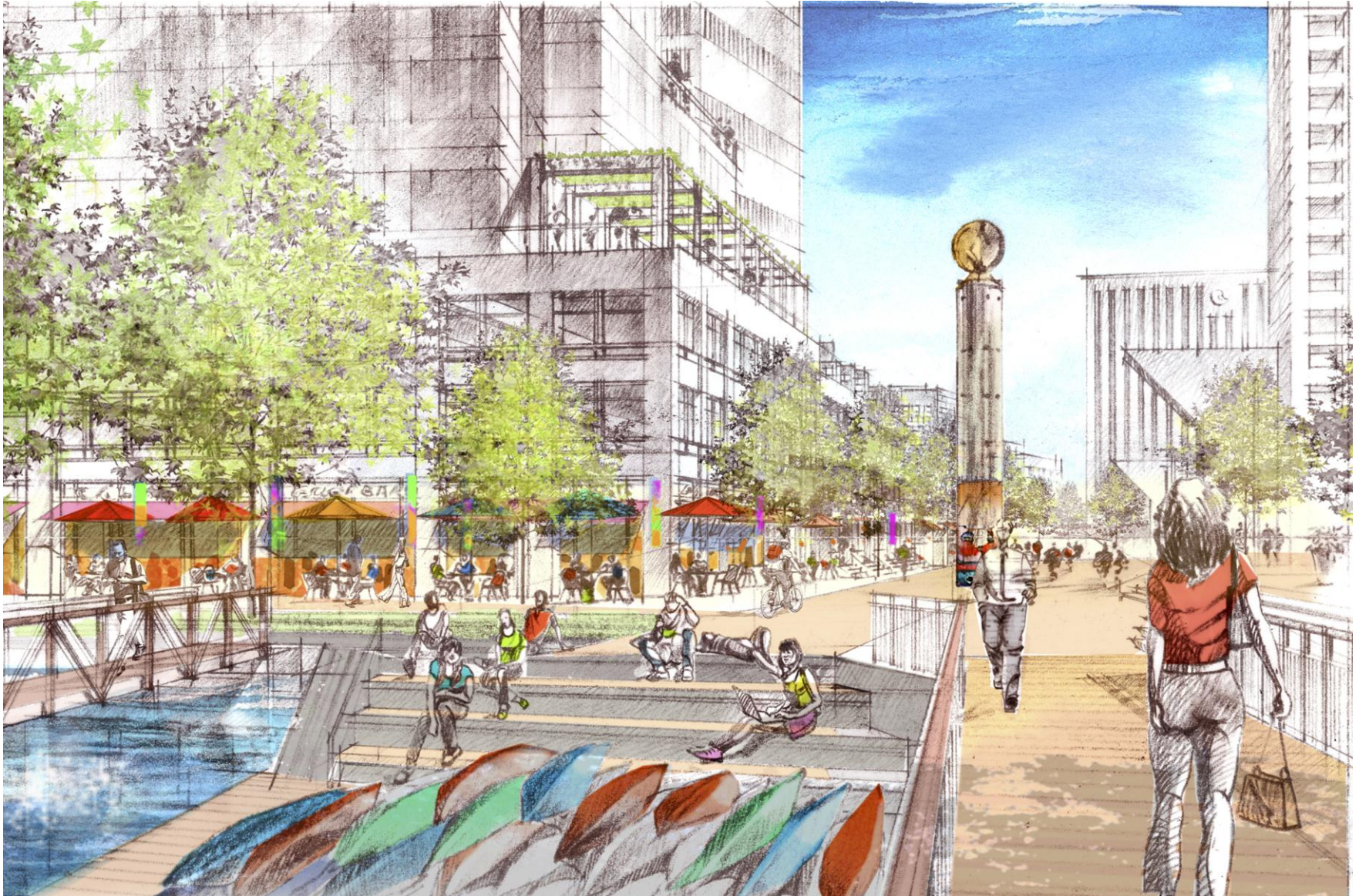
KENDALL SQUARE TOPICS



- Height, Massing / Setbacks
- Mix of Uses
- Housing
- Innovation Space

ENLIVEN BROAD CANAL

VIEW FROM BROAD CANAL



KENDALL SQUARE TOPICS



- Height, Massing / Setbacks
- Mix of Uses
- Housing
- Innovation Space
- Open Space and Retail

ENLIVEN BROAD CANAL

VIEW FROM THIRD STREET



MAKE CONNECTIONS TO THE RIVER

VIEW FROM POINT PARK



CREATE MEANINGFUL OPEN SPACE AND ACCESS TO MIT

VIEW DOWN INFINITE CORRIDOR PARK



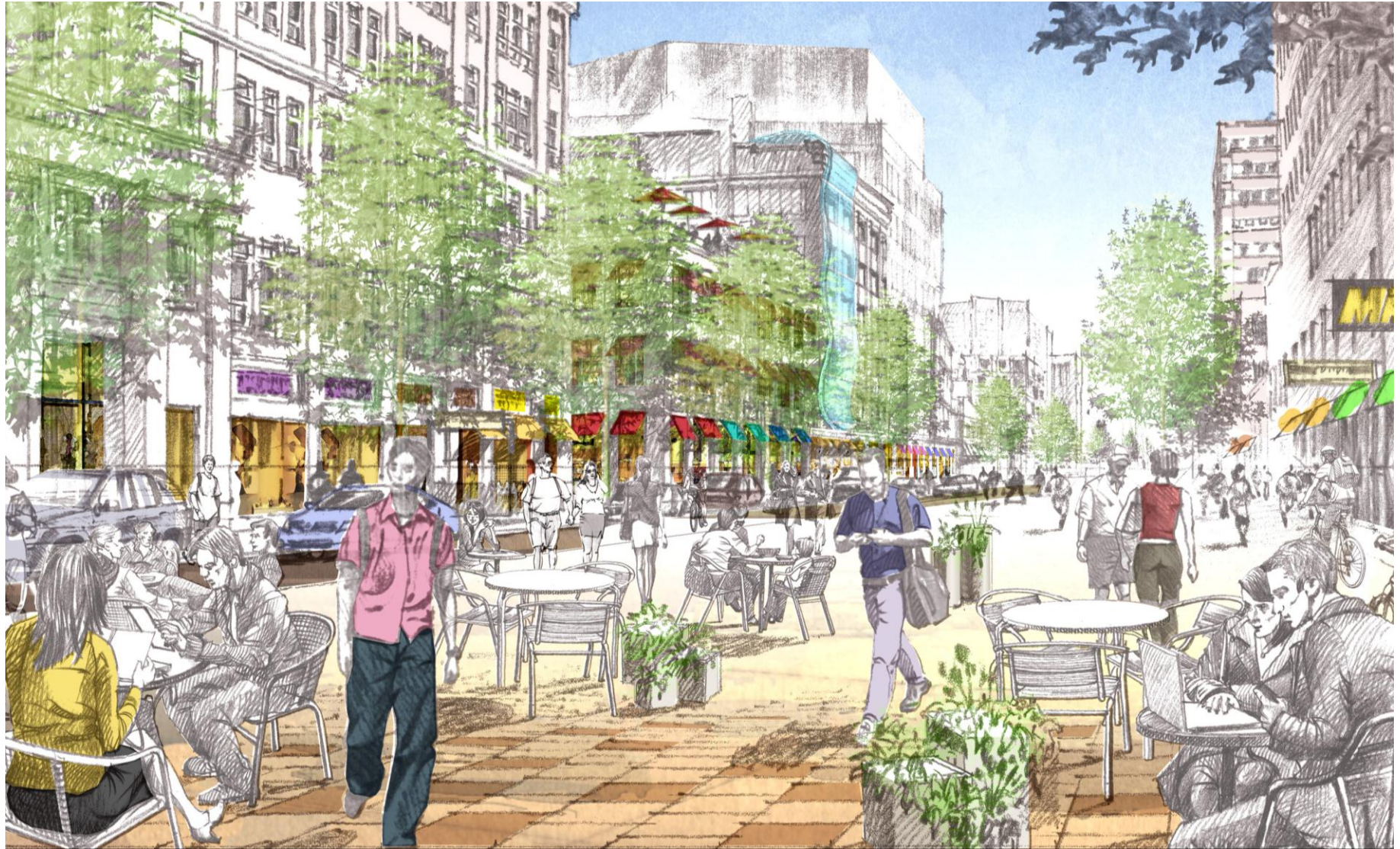
KENDALL SQUARE TOPICS



- Height, Massing / Setbacks
- Mix of Uses
- Housing
- Innovation Space
- Open Space and Retail
- Transportation

FOCUS ACTIVITY ON MAIN STREET

VIEW FROM POINT PARK



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