

# Tonight's Agenda

6:00pm	Welcome	5 min
6:05pm	Presentation	25 min
6:30pm	Clarifying Questions	25 min
6:55pm	Group Exercise Instructions	5 min
7:00pm	Group Exercise	25 min
7:25pm	Circulate	15 min
7:40pm	Discussion & Next Steps	20 min

## **Forum Outline**

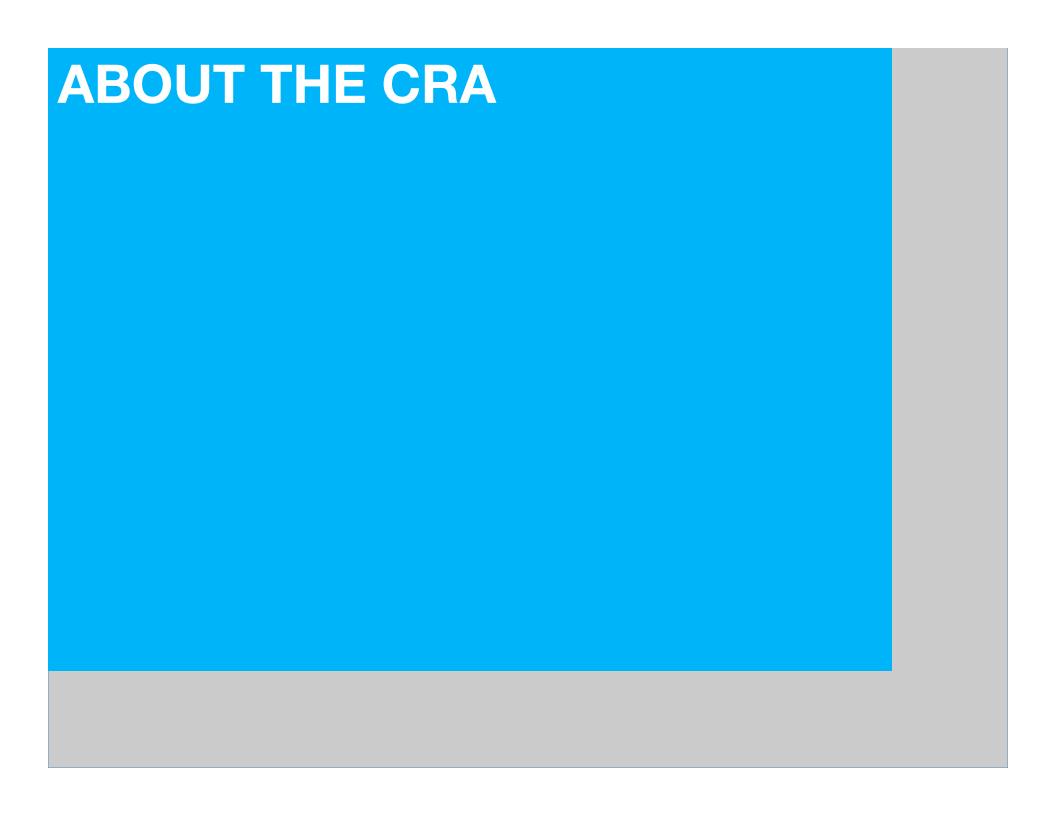
- About the CRA
- Kendall Square Urban Renewal Plan Background
- Kendall Context in 2015
- Recent Planning Efforts
- The Proposed Project: Amendment #10
- Community Benefits

### <Questions and Answers>

- Community Benefits Group Exercise
- Discussion & Next Steps

# **Glossary of Terms**

- CRA = Cambridge Redevelopment Authority
- KSURP = Kendall Square Urban Renewal Plan
- MXD = Cambridge Center Mixed Use District
- HUD = U.S. Department of Housing & Community Development
- DHCD = MA Department of Housing & Community Development
- MEPA = Massachusetts Environmental Protection Act
- GFA = Gross Floor Area
- FAR = Floor Area Ratio



### **About the CRA**

Cambridge Redevelopment Authority

- Public Authority created under M.G.L. 121B
- Urban Renewal Projects funded by HUD
- History of Projects throughout Cambridge
- Most Recent Urban Renewal Plans
  - Kendall Square (KSURP)
  - Wellington Harrington

# **CRA Past Projects in Cambridge**



### What is an Urban Renewal Plan?

### Implementation Plan for Development

- Sets Boundaries and Affected Properties
- Establishes Goals and Objectives
- Creates Land Use Controls
- Infrastructure Investments
- Economic Development Programs
- Housing Development

### **CRA Mission**

The CRA is committed to implementing imaginative, creative development that achieves social equity and environmental sustainability.

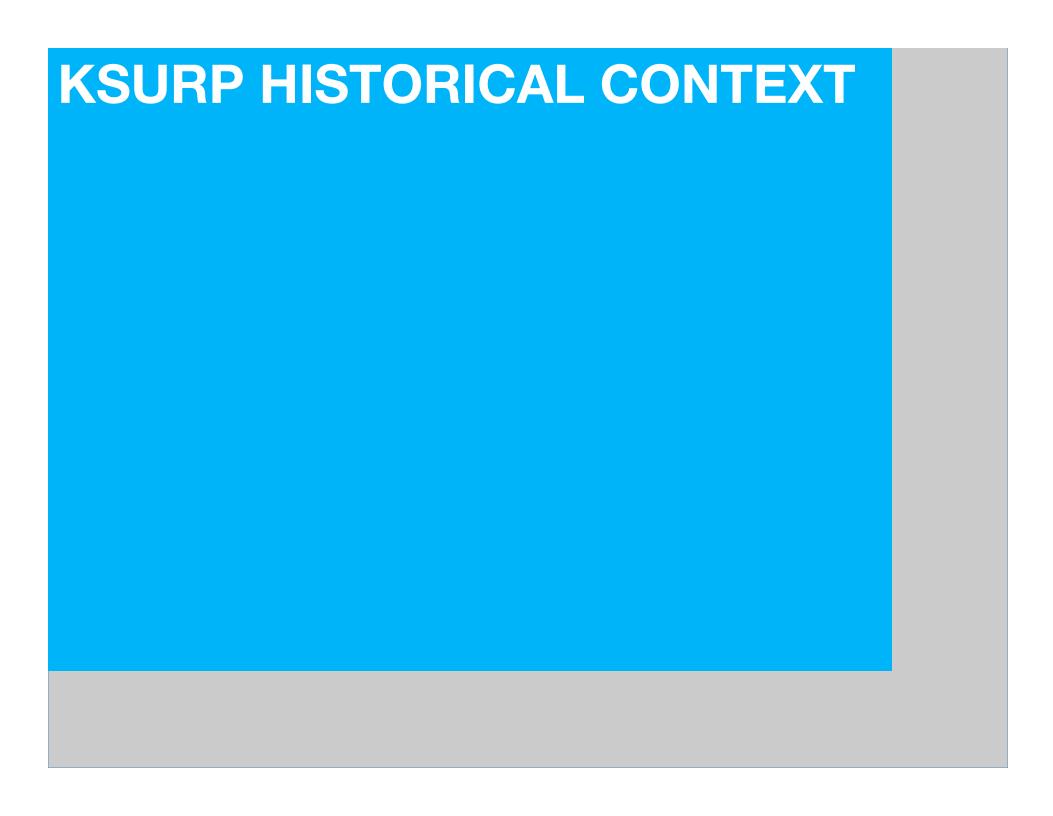
Our goal is to work in the public interest to facilitate infrastructure investments and development projects that integrate commercial, housing, civic and open spaces uses.

We are a public real estate entity with a unique set of redevelopment tools, working in close partnership with the City of Cambridge and other organizations.

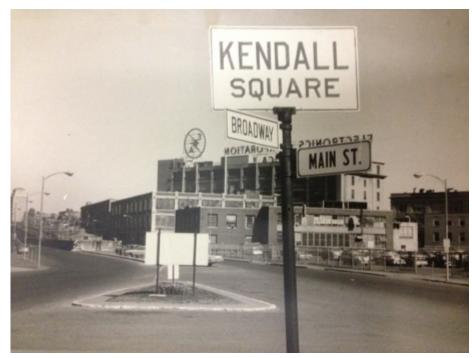
### **About the CRA**

## Cambridge Redevelopment Authority

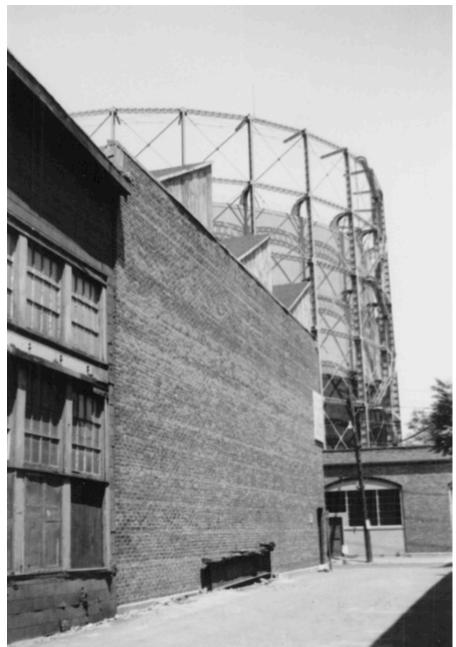
- Public Authority created under M.G.L. 121B
- History of Projects throughout Cambridge
- Urban Renewal Projects funded by HUD
- Most Recent Urban Renewal Plans
  - KSURP
  - Wellington Harrington
- Strategic Plan & New Initiatives
  - FoundryGrand Junction
  - Forward FundEcoDistrict



# Kendall Square - Recent History



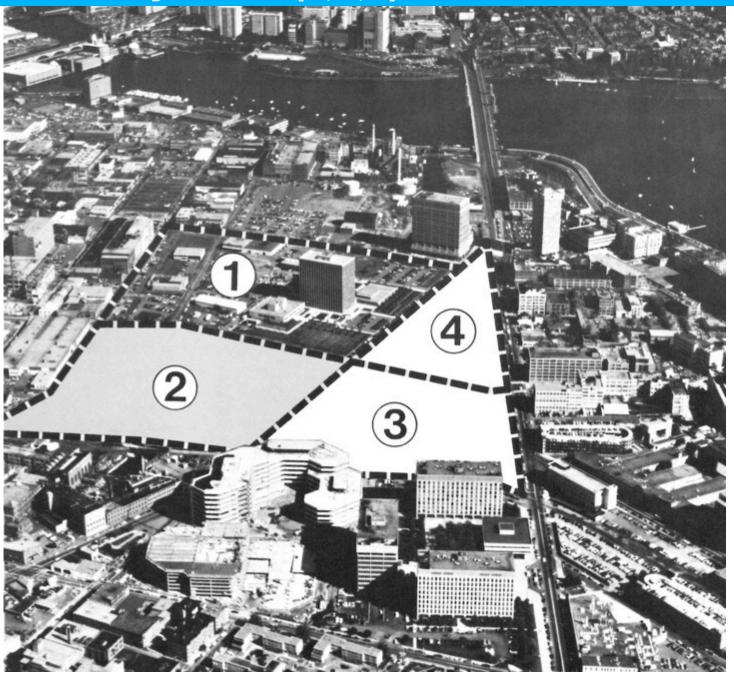




### **KSURP History: NASA**



# KSURP History: MXD (2,3,4)



# Parking and Retail Fechnical Offices and Retail Hotel

Figure 64 - City Manager's Plan



Figure 63 - Task Force Plan



Figure 67 - Neighborhood Plan

# **KSURP History: MXD**

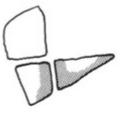


Figure 76 - Preferred retail location

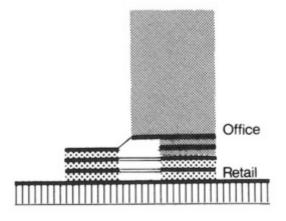


Figure 77 - #1 Retail in mixed-use building



Figure 84 - Preferred residential location

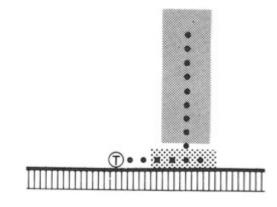


Figure 85 - a. Mixed-use tower development

### **KSURP History: MXD**

### Feasibility Study (1977)

- Depressed Office Market in Boston and Cambridge
- Systemic Divestment from Urban Areas
- Significantly Reduced Absorption
- Land Value Appraised at between \$0 \$2 / SF

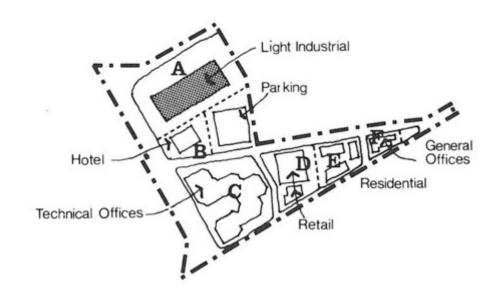


Figure 68 - Bradley Plan

# **MXD Master Developer Selection**

### **Request for Proposals**

- Parcel 3 & 4 "Golden Triangle"
- Parcel 2 "Surplus DOT Land"



### **Selection Criteria**

- Maximize Jobs & Capitalize on Transit
- Capacity to Deliver in Short Time Frame
- Establish Sense of Identity and Activity

# **Land Disposition Agreement**

- Real Estate Agreement with Boston Properties
  - Parcel 3 & 4 in 1979
  - Parcel 2 in 1982
- Terms of Transaction
  - Development Rights
  - Infrastructure Obligations
  - Financial Consideration



# Cambridge Center: Early Development



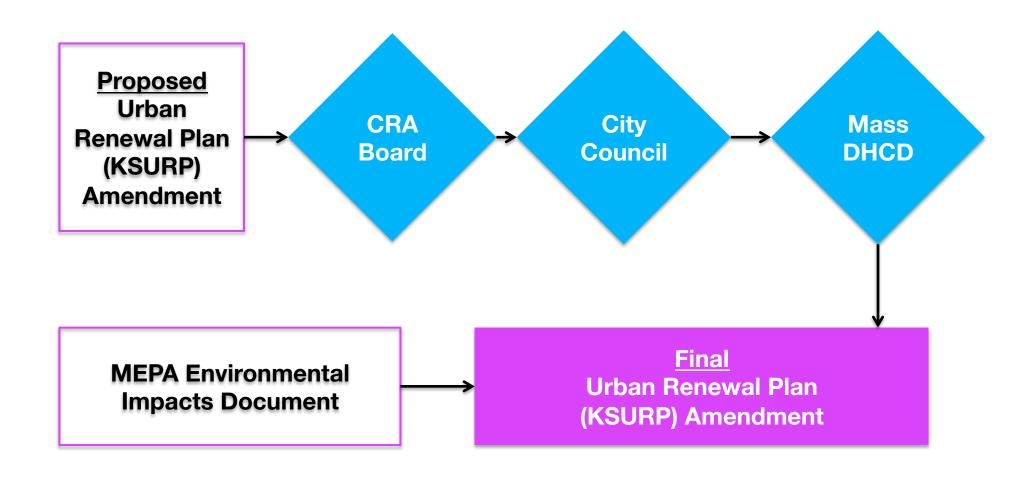
# Cambridge Center: Infrastructure Investments HUD Local Aid Agreement Streets, Transit, Parks, Utility Upgrades Cambridge Center - Marriott and Kendall Station / 1987

# **Urban Renewal Plan Amendments** 10 2001 2015 2004 **Previous KSURP Amendments** Increased development Allowed biotechnology Expanded hotel and housing opportunities Time extensions

### How an Urban Renewal Plan is Amended

### **Major** Plan Amendment

- Approved by CRA Board then City Council
- Approved by State Dept Housing & Community Development



Existing Aggregate GFA Limit / 3,302,100 square feet

Existing Aggregate GFA Limit / 3,302,100 square feet

#### **Existing Cumulative GFA Limits by Use Type**

	Office & Biotech Manufacturing	1,634,100
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Industrial & Flex Space	1,743,000
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	Retail & Consumer Services	150,000
--	----------------------------	---------

Residential: Housing	200,000
1 10010101110111 1 100101119	,,,,,,

Residential: Hotel 44
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**Total of Cumulative GFA Limits by Use / 4,167,100** 

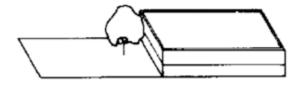
Note: "Industrial & Flex Space" allows industrial, entertainment, recreational, institutional, transportation, community, utility, office and biotechnology manufacturing, retail, consumer service and hotel uses.

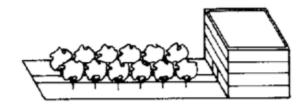
### Existing Aggregate GFA Limit / 3,302,100 square feet

### **Existing FAR Limits by Use Type**

8
4/5
5
4
6







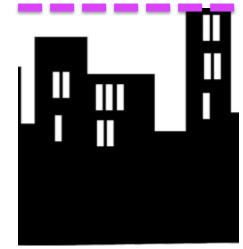
Note: "Industrial & Flex Space" allows industrial, entertainment, recreational, institutional, transportation, community, utility, office and biotechnology manufacturing, retail, consumer service and hotel uses.

Existing Aggregate GFA Limit / 3,302,100 square feet

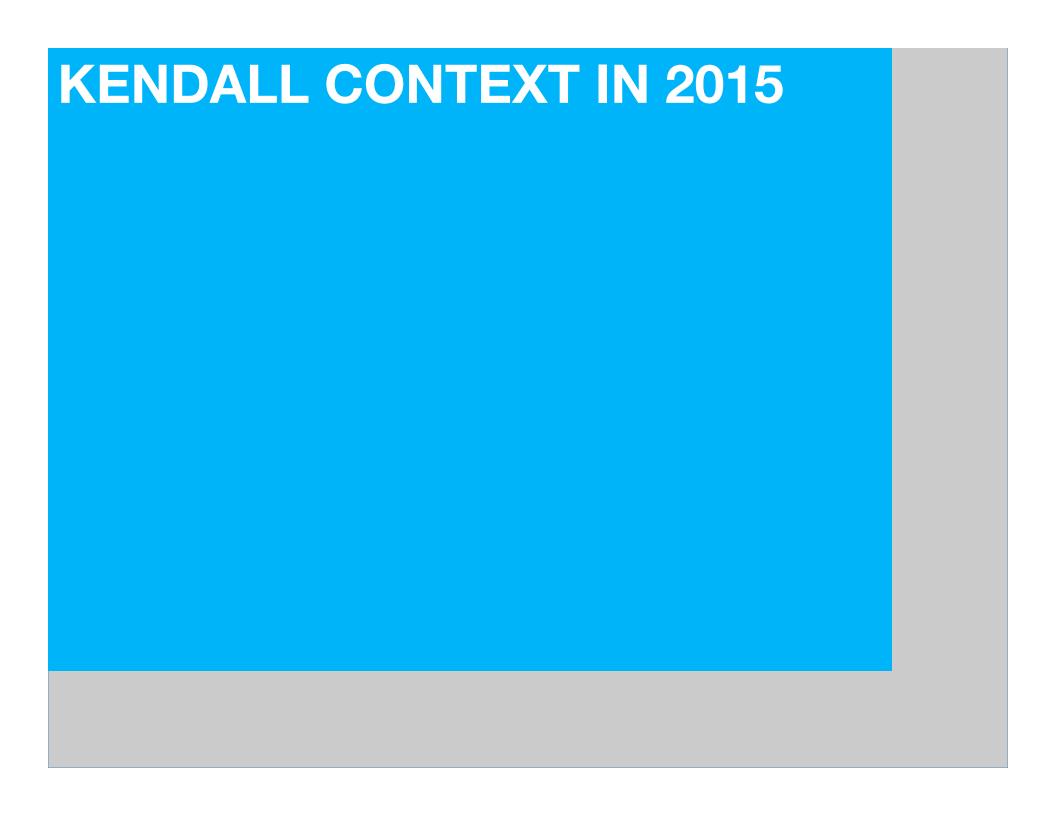
**Height Limit** 

Existing Cumulative GFA Limits by Use Type			
Office & Biotech Manufacturing	1,634,100		
Industrial & Flex Space	1,743,000		
Retail & Consumer Services	150,000		
Residential: Housing	200,000		
Residential: Hotel	440,000		
Total of Cumulative GFA Limits by Use /	4,167,100		

Floor Area Ratio Limit by Use				
8	4/5/8	5	4	6



Note: "Industrial & Flex Space" allows industrial, entertainment, recreational, institutional, transportation, community, utility, office and biotechnology manufacturing, retail, consumer service and hotel uses.



# **Kendall Center**

Research and Development









# **Kendall Center**

Information Technology









# **Kendall Center Open Space**

Activation/Landscape

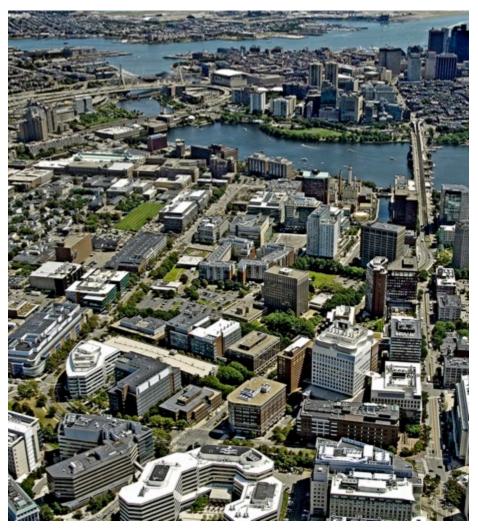








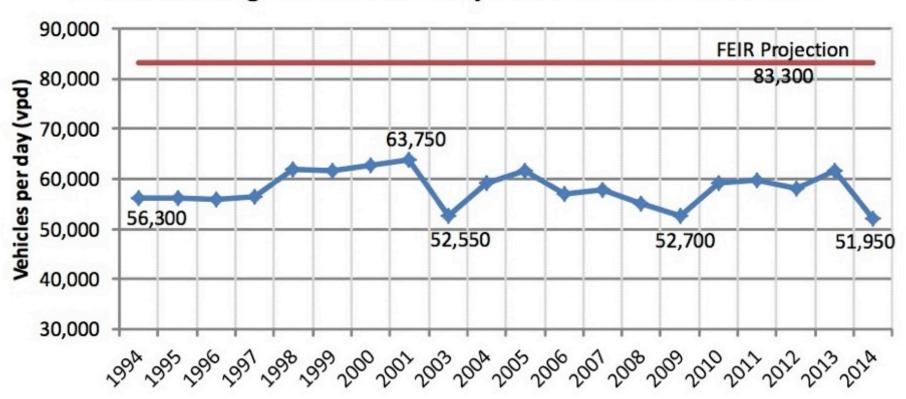
# **KSURP MXD Existing Development**



Reference	Development Limitation	Existing Conditions	Existing Allowance/ Requirement
	EVELOPMENT (Aggregate GFA)		
S. 402 / p. 14	Maximum Floor Area	3,280,057 sf	3,302,100 sf *
	Allowance for Non-Multi-family Required Multi-family	3,078,709 sf - sf	3,102,100 sf 200,000 sf
	Under Review	216,000 sf	
B. COMMER		210,000 0.	
S. 402 / p.14	Office/Biotech. Manufacturing	2,071,432 sf	1,634,100 sf
			8.0 FAR
S. 402 / p.14,17	Retail	121,560 sf	150,000 sf
			5.0 FAR
S. 402 / p. 14, 15	Industrial & Flex Space	890,690 sf	1,743,000 sf
S. 412 / p. 22	l	0.000 -f	
3.4127p.22	Innovation Space	6,000 sf	none
C. RESIDEN	TIAL LISES		
S 402 / p. 15	Hotel	435,356 sf *	440,000 sf
<u>σ 702 γ μ. 70</u>	110101	400,000 31	6.0 FAR
			0.01711
S. 402 / p. 15	Multi-family	200,000 sf	200,000 sf
		·	4.0 FAR
	Built	- sf	
	Under Review	200,000 sf *	

# 30 Years of Managing Traffic Growth

### Cordon Average Annual Weekday Traffic Volumes 1994-2014



# **30 Years of Managing Traffic Growth**





# Catalyze Center of Innovation for State & Region







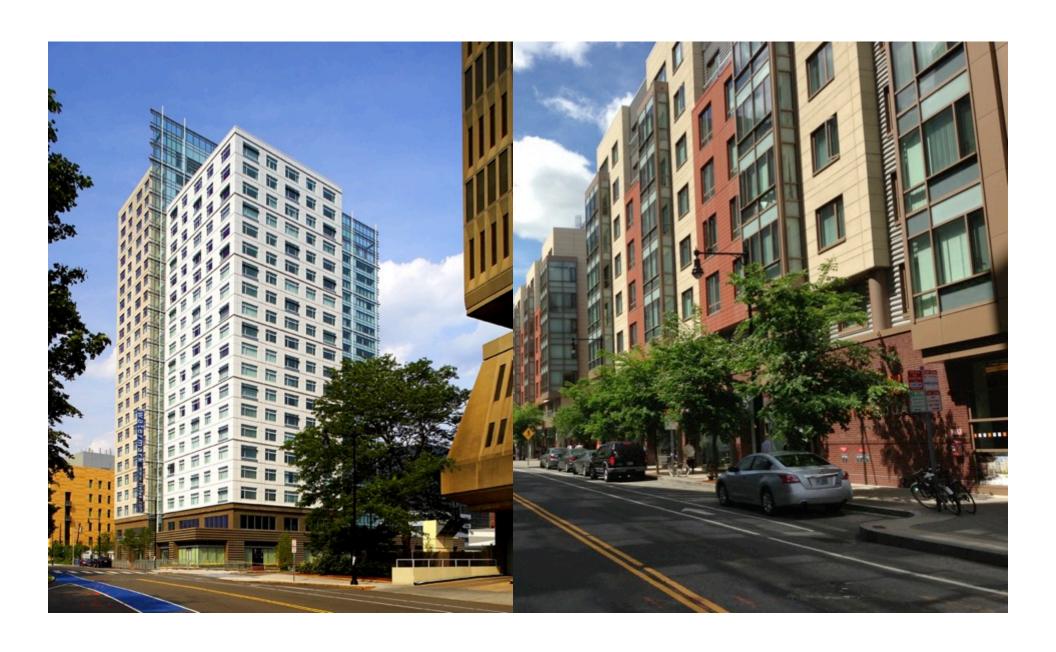


### **Kendall / MIT Center of Innovation**



MIT ENERGY IT/DATA BIO/PHARMA VC Source: MIT

# Mixed Use Development: Housing & Retail



# **Neighborhood Investments & Amenities**



# Infill Development: Broad Institute Expansion



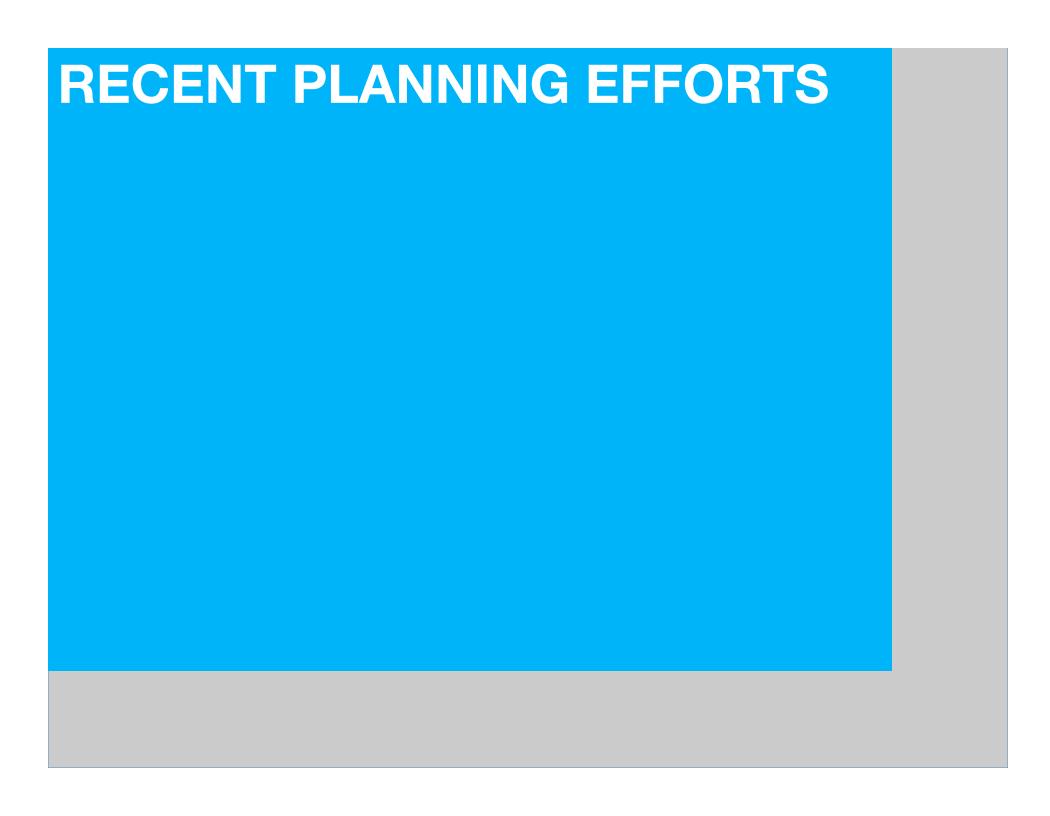




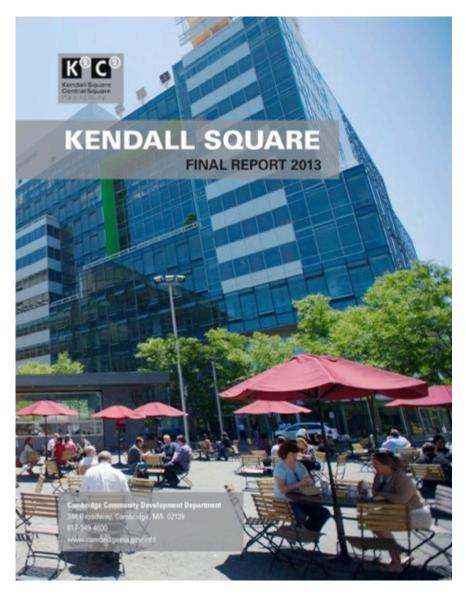
# **Infill Development: Ames Street Residential**







### **K2 Planning Study**



- 1. Nurture Kendall's Innovative Culture
- 2. Create Great Places
- 3. Promote Environmental Sustainability
- 4. Mix Living, Working, Learning, and Playing

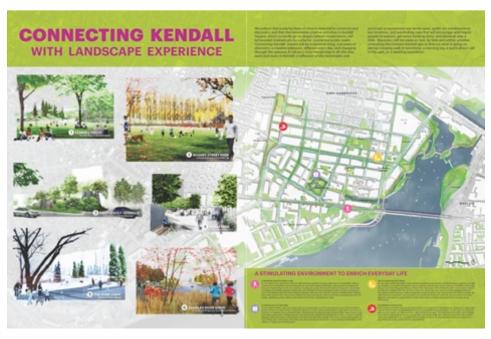
# **K2 Planning Study: Kendall Square Sketch**



# **ECPT Study**



# **Connect Kendall Open Space Competition**









# **Kendall Square EcoDistrict**

#### A FOCUS ON NEIGHBORHOOD INNOVATION

#### BUILDINGS



- Green buildings
- Building retrofits
- On-site renewables
- Demand management

### DISTRICT



- Urban renewal
- BIDS > TMAs
- Enterprise zones
- Main streets
- Historic districts

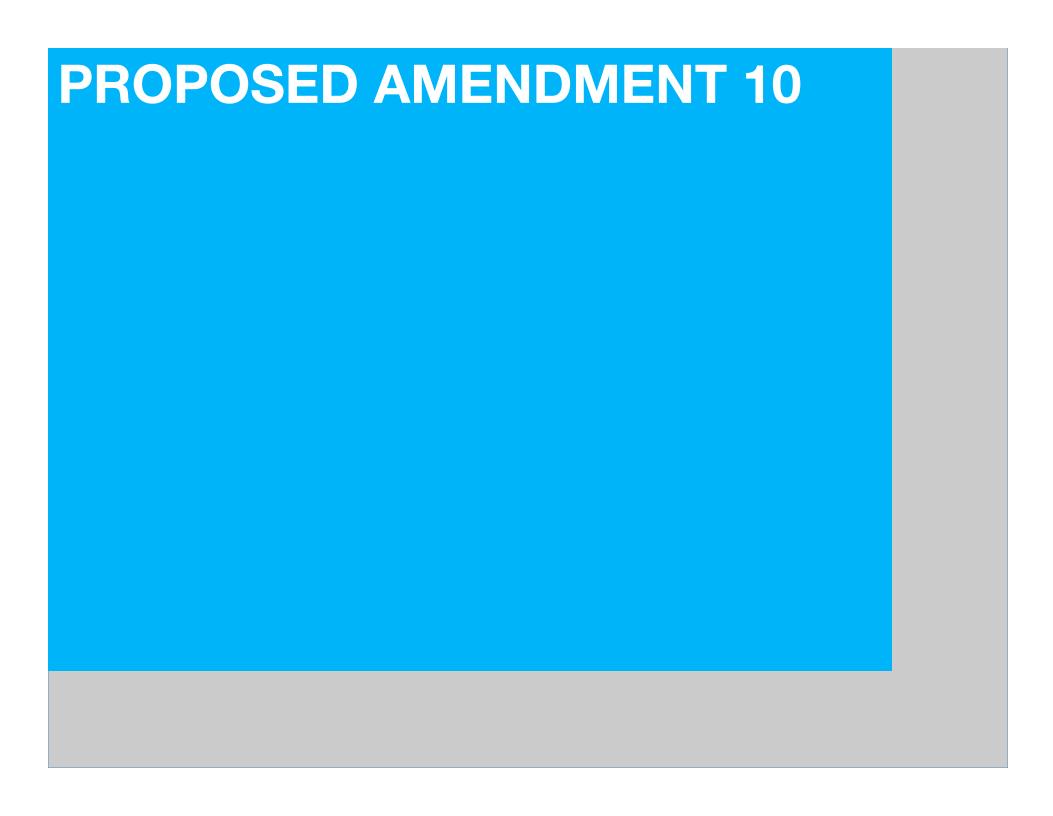
#### CITY



- Smart growth
- Sustainability policies
- Infrastructure: transport, water, etc.



Source: EcoDistricts



### **Participate Online**

#### coUrbanize

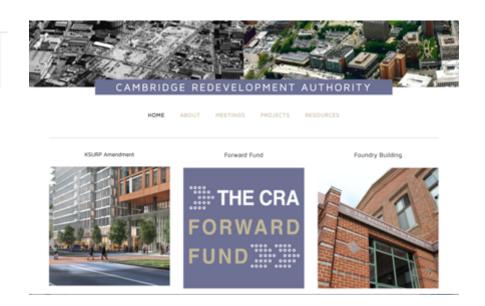
courbanize.com/kendall-sq-urban-renewal/

- Follow the project to receive updates
- View maps and image galleries
- Participate in the online community forum with others
- View an updated project timeline
- Download documents and plans

### 

# CRA Website cambridgeredevelopment.org

- About the CRA and our mission
- Learn about all of our projects, our strategic plan, and historic resources



### **Plan Amendment Elements**

- Update Goals and Objectives
- Allow Additional Square Footage
- Implement K2 Overlay Policies
  - Set Balance of Commercial and Housing
  - Incentivize Ground Floor Retail
  - Require Innovation Space
  - Incorporate Sustainable Measures
- Establish Housing Policies
- Create Transit Investment Tool
- Set Up Coordinated Design Review Process

### **Plan Amendment Elements**

### Update Goals and Objectives

DRA	AFT KSURP Objective Evaluation Matrix				12/17/1	
		Historical Performance	Relation to K2			
	1977 KSURP Objective	(Qualitative Grading System)	Goals	Suggested Changes + Updates	Evaluation Summary	
_	became the elimination and prevent the recurrence of blighted, deteriorated, deteriorating, or decadent conditions in the project error. To insure the replacement of such conditions by well-planned,	riigh level of performance	Not directly although related to all Soals	This language is consistent with Massachusetts G.L. 1218		
	well-designed improvements which provide for the most, appropriate reuse of the land in conformity and with definite local objectives which are as follows (3-5):					
13	The provision of land uses which maximize job opportunities at a variety of skill levels, including black-collar and non-openhanismal white-collar employment for present and future Cambridge residents, supprate Cambridge workers skills and supps in a number commensural with the scul of living in Cambridge, and help stabilize the City's industrial base and minimize the less of local jobs.	Satisfactory: Objective Needs Updating	Goal 1: Nurture Kendel's Innovation Culture	The provision of land uses which maximize job opportunities at a variety of still levels, within tendal Square's knowledge and innovation based esamenty for person and future. Certhridge esidents, upgrade Candindge workers' (Alls and wages in a manner commensurate with the cast of Storag in Candindge, and they stability the City's economic, level and maximize the provision of footil job.	Botach has endired as the 21st century version of light industry. The focus should be identifyin level of jobs, desembly in industries, and strange withfrine developments development. The focus of the product of the	
2	The improvement of land use and traffic circulation	High level of performance	Not directly although related to all Goals	The improvement of land development and design to facilitate multi-model circulation		
3	The improvement of public transportation, public utilities and other public improvements	High level of performance	Not directly although related to Goal 3: Promote Environmental Sustainability	The improvement of public transportation facilities, public infrastructure and utilities, and other public realin improvements.	This passage was designed to finise on public infrastructure without using the word infrastructure. In the contest of the 60x70s, all infrastructure was public, in the current sortest some key infrastructure is private placerup, gas, high-queed fiber, etc.). Perhap- have a latter infrastructural working definition of "other public incremenence,"	
4		High level of performance / Objective Needs Updating	Not directly although related to Goal 4: Mix Living, Working, Learning and Playing for creative interaction	The improvement of material handling and access to and within the project area.	Binney Street is a City Designated Truck Route, Accommodating of truck through- movements is not conductive to a desirable, fixedin, wellkable and worksable heighborhood. Insever: Johns nisted are other invitationants require complex high soundinated every thoughtfully planned delivery assummodations that need to be well integrated with, blace, peds, soundt and traffic, but also not a determent to economic development.	
5	The provision of a decent, pleasant, and humane environment meeting a minture of those land uses needed to produce balanced development.	High or Satisfactory level of performance / Further Attention or Renewed Attention Needed	Goal 2: Create Great Places that finiter community sitality	ne revisions suggested	The land use minimum referenced herein can to be improved, expecially with addition- repidential and retail. Some may consider the 1990s architecture to be mility informa- her a product of the time and piles. The CRA should respond on the lites of historial through the use of human contrared feetings principles, universal design and active de- tin the some that foreign his bosome and of the most recognized contrary of the and to be seth research in the world, dissurationly increased the value of the land for Cambridge and the most region, concept throughout of may be set. Newser, the development may have achieved too much of a homogeneous built environment, an insubstrating his devires socio-connocimientoment, calony sith development of the The GUSP are as to approximate the city's cultural and social grant (secretaries) and work to more exploiting enhance the city's cultural and social grant (secretaries).	
		High level of performance / Further Attention or Renewed Attention Needed	Goel 1 & Goel 4	manged with N: To capitalise on the location of repol transit facilities to maximize the full socio-ocoramic patential of the project area with the most appropriate land uses and densities, and consistent with the other objectives listed herein.		
	To promote economic development which strengthers the City's lae base without unacceptably impacting upon the physical, social and cultural environment	righ level of performance	Not directly although- related to Goal 1 and Goal 4	ne revisions suggested		
Ī		Statisfactory level of performance / Further Attention or Renewed Attention Needed	Not directly, although related to Goal 2 and Goal 4	morged with F	The City Council sets the land use controls through zoning. The CRA can work with developers to streamline processes to increase transparency, public input, while a seek efficiency, and reduce uncertainty, through its processes and result in better outcomes for the public inserest.	

adjacent areas

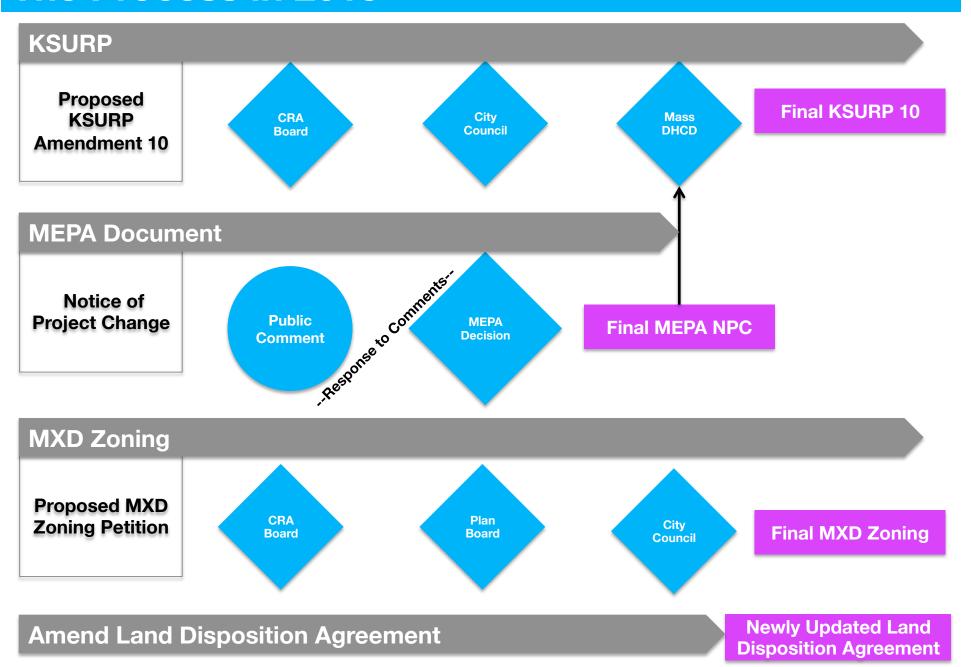
spitalize on the location of rapid transit facilities

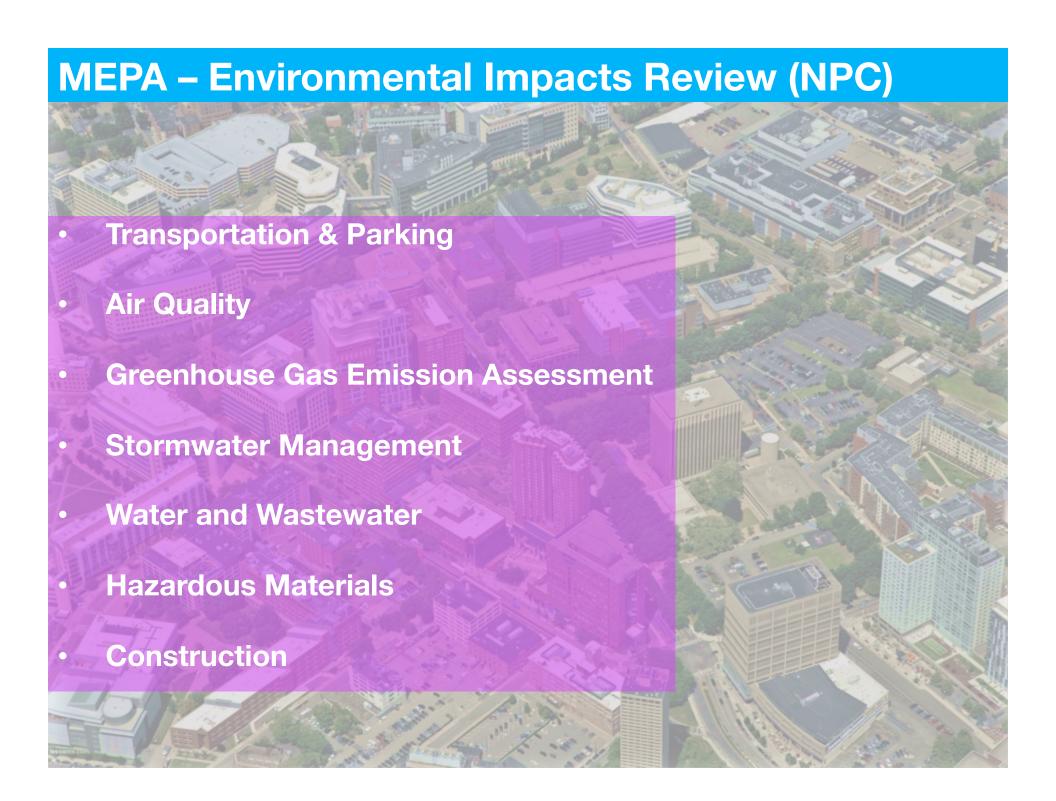
To achieve harmonious visual and functional relationships with. Satisfactory level of performance / Further Not directly, although

10	In the some that Kandal has become one of the most recognized centers of high-test, and bis best research in the world, formatically increased the value of the land for Cambridge and the most oragion, created thousands of new pite site. Province, the Cambridge and the most oragion, created thousands of new pite site. Province, the diseasement part and extending and the provinces build enricement, and insedementary a less diverse socio-exponent animal enrichment, along with dependency on mer or two specific industries.  The CEUP area has significantly density filter pitched the city's last less. Relevant provinces are some formation of the city's last less. Relevant provinces are selected provinces, open specific perfect with softward and using seals (sentiment extension and sentiment and provinces development, public and exist).  The CEUP council is on the filter due controlled interpretability and provinces and exactly in public and development is streamline processes to increase transparency, public in put, while also development is streamline processes to increase transparency, public in put, while also development or controlled provinces and result in letter		t in the shortest possible time period to be it conditions and housing demand;	Oity and the Planning Board. Delays and reduntant processes can translate into development costs which then impact tenant costs for commercial and residential		
٠				benants, and/or delay certain public realm investments or programs.		
*				The KSURF will focus the next decade of its existence on implementing the K2 Plan which featured considerable involvement from summaring neighborhoods and set a broad policy agends for the Kendall Square area. The KSURF will benefit from future MIT investment along Main Street with new rening adopted in 2013.		
			can work with input, while also	rate	Compared to the 1960s, the East Cambridge neighborhood beyond Binney Street is sensitivately more statile from the perspective of hight, deteriorating properties and undervolkized land. Additional work should be undertaken to enhance economic connections to Area Four and Wellington-Harrington.	
	outcomes for the public interest.	often an incomment and on	and the second		The primary focus of the KSURP area is to create value in the urban landscape. TDM,	
				ems of mobility through East Cambridge for all a guidds movement	parking controls and smart transportation policy has proven effective in keeping tral growth under control. Through proper noadway design in the East Cambridge neighborhood and policy evolution in Kendall, streets should be safe for all users ave Kendall's density increases.	
	Satisfactory level of performance / Further Attention or Renewed Attention Needed	Not directly, although related to Goal 4	no revisions suggested		The language surrounding adjacent neighborhoods could mention collaborative inslationships not just architectural ones.	
	Satisfactory performance / Further Attention or Renewed Attention Needed		To establish a sense of identity and place for Kendall Square and integrate it into the built environment.		Work should be understated to explore the physical manifestation of innovation, entrepresentable, blacked, high text in the public reads: Annual Square media is unified, describible brand slong with significant weightings. While standal his demonstrail of support since the Sign and No. It has not reached to in presential as a mixed use high deemity when neighborhood. Many blocks are devoted of activity after figure and on weighting his prescribing in winters.	
٧	Satisfactory performance / Further Attention or Renewed Attention Needed	Goals 1, 2,8,4	To encourage the development of Kendall Square as an activity center to live, work, play, and learn			
	high level of performance / Further Attention or Renewed Attention Needed	Gosh 3 & 4	Morged with C		In specific cases some development could move directly address the location and jested-tries desire lines associated with the feet line states, in addition, the Rendall Red Line capital investments and subway operations have not kept pace with demand and development in terms of capacini, maintenance, settlents or sub-relating and is no larger an adequate representation of the identity of the neighborhood nor in it designed to harmonicopic thingset as to the sub-place real nor with increasing settlents.	
		Gowl 2		orhood safety, public health, and weliness through d active environmental design.	Proposed additional objective.	
				nuironmental sustainability and climate change		
		Goal 3	resiliency through resource efficient development and district level infrastructure planning.		Proposed additional objective.	
	Grading Scale					
	Outstanding level of performance					
-	righ level of performance					

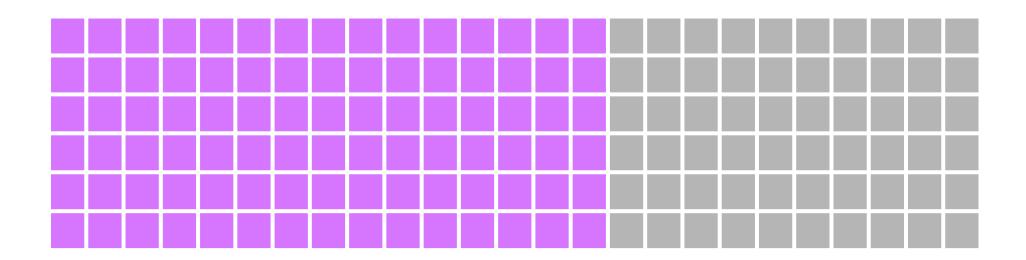
Design review process has been revised in practice. Updates are needed to allow for sontinued success and collaboration with the City, the community and to respond to market conditions.
Process updates are needed to allow for continued success and collaboration with the

### The Process in 2015

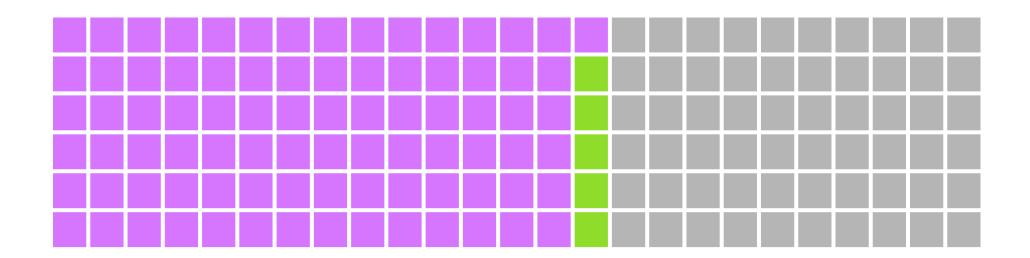




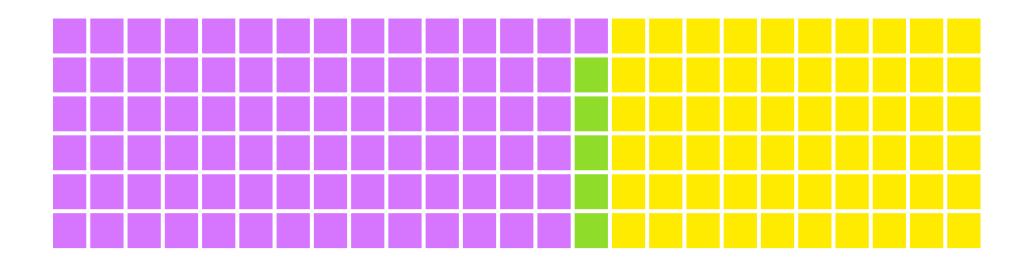
Commercial / 600,000 sq ft



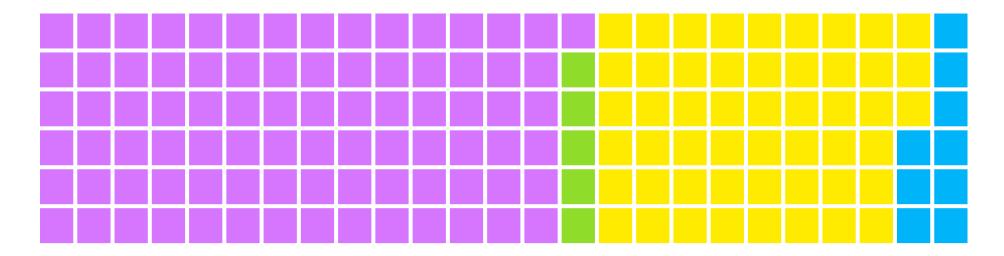
- Commercial / 600,000 sq ft
- 5% Innovation Space



- Commercial / 600,000 sq ft
- 5% Innovation Space
- Housing / 400,000 sq ft



- Commercial / 600,000 sq ft
- 5% Innovation Space
- Housing / 400,000 sq ft
- 15% Inclusionary Housing



### **KSURP Plan & MXD Zoning**

Current 3,102,100 200,000

Future 3,702,100 600,000

Commercial Sq Ft GFA
Residential Sq Ft GFA

Land Use	Current Allowance	Amendment	Future
Commercial	3,102,100 sq ft	600,000 sq ft	3,702,100 sq ft
Housing	200,000 sq ft	400,000 sq ft	600,000 sq ft
Total	3,302,100 sq ft	1,000,000 sq ft	4,302,100 sq ft

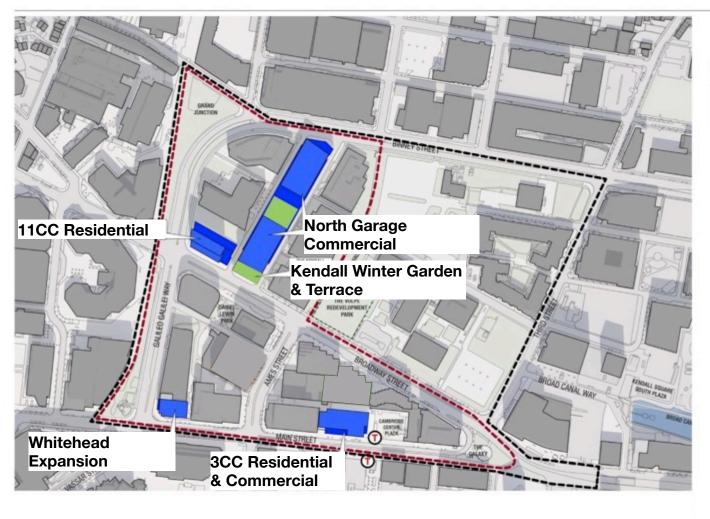
#### **Additional Requirements**

- 5% of Commercial = Innovation Space
- Ground floor retail along street frontages
- 15% of Housing = Inclusionary
- Housing paced with Commercial

#### **Exemptions from GFA**

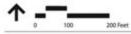
- Retail < 10,000 SF
- 50% of Required Innovation Space
- Middle Income Housing Units
- Residential Balconies

## **Sites**



#### LEGEND

- - KSURP Boundary
- -- MXD Boundary
- Proposed Building Projects
- Proposed Publically
  Accessible Open
  Spaces



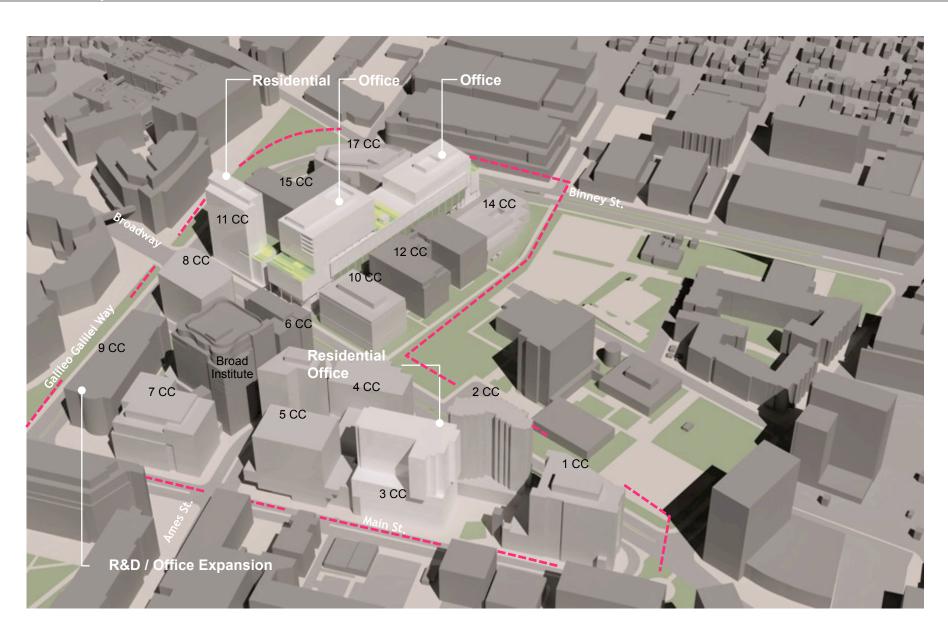
# **Design Scenario**

Ownership



# **Design Scenario**

MXD Proposed Land Uses



# **Design Scenario**

Parcel 2 - Boston Properties



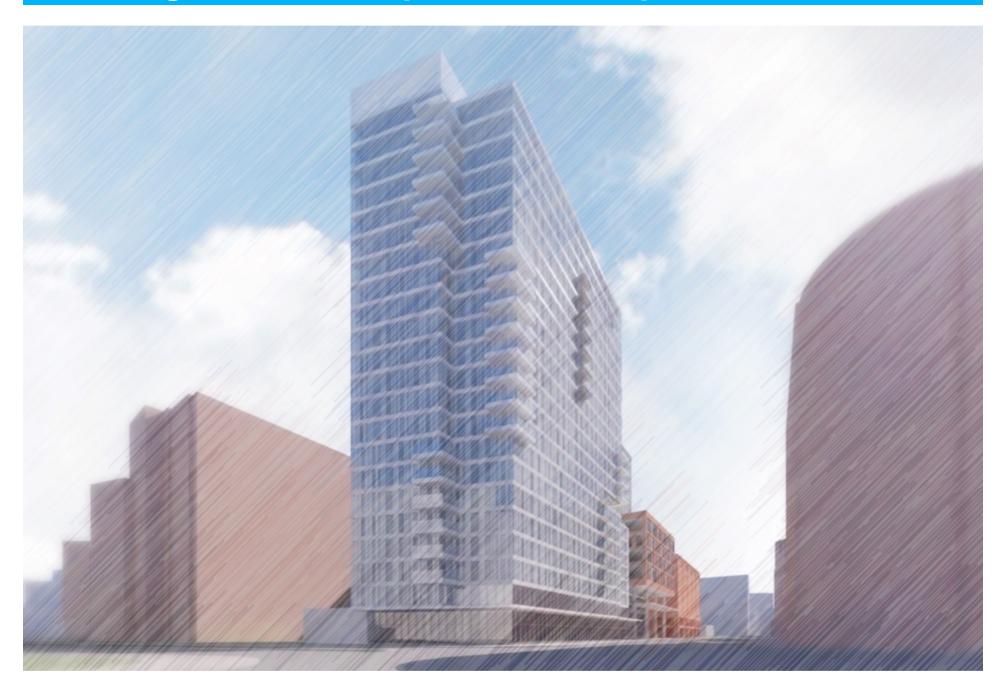
# Parcel 2: Office and Housing



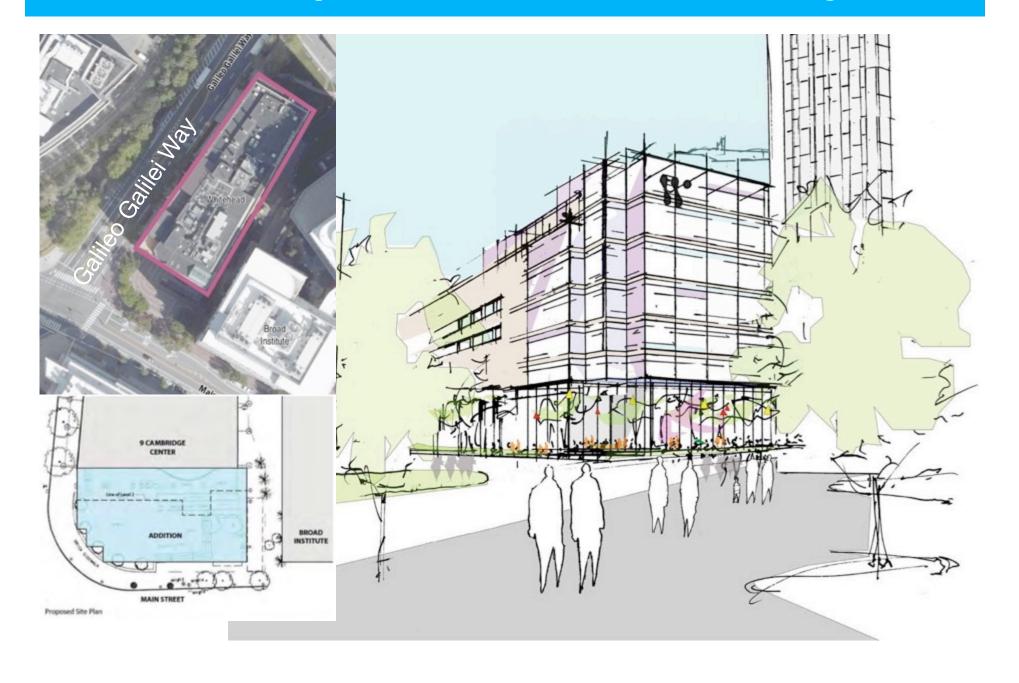
# **Kendall Center Winter Garden**



# Housing @ Broadway and GG Way



# Whitehead Expansion @ Main & GG Way



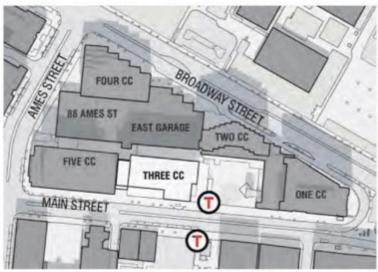
# Office and Housing @ T Station

Parcel 4 Mixed Use Building at T Station Headhouse





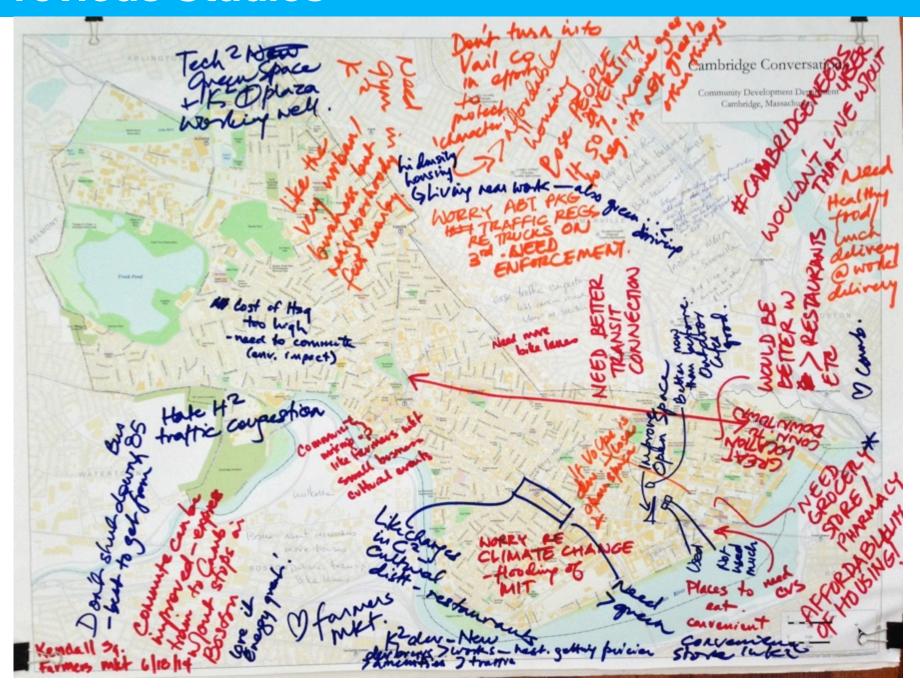




Proposed Site Plan



# **Previous Studies**



# **Community Benefits**

Housing	Economic Development	Open Space & Public Realm
Transportation	Sustainability	Other

# **Initial Public Benefits**

Open Space / Public Realm
Grand Junction Multi-Use Path
Point Park Improvements
Pork Chop Park Programming
Sixth St Walkway Revitalization
Broadway / Binney Streetscape
Connections to Charles River
Public Art Programs
Kendall Identity, Branding and Wayfinding
Dog Park

Economic Development
Provide Space for Drug Store
Creation of Innovation Space
Provide Space for Food Market
Workforce Programs
Increase Ground Floor Retail
Local Hiring / Training
Entrepreneur Opportunity Program
, , , , , , , , , , , , , , , , , , , ,

Housing
Inclusionary Housing Increased to 15%
Middle Income Housing Incentive
Mix of Rental and Ownership
Add Bay & Balconies / Residential Character

### ....What We Have Heard

Transportation
Bus Rapid Transit
Assist Red Line Improvements
Kendall Station Improvements
Grand Junction Transit
Grand Junction Bike Path
Transit Screen at Kendall Plaza
Broadway Steetscape Continuation
Main St Streetscape Continuation
Galileo Way Roadway Reconfiguration
MBTA Resiliency
Bus Transit Hub

Sustainability
Renewable Generation
Expansion of Cogeneration
Increase Steam Connections
Resiliency in Buildings
Stormwater Control and Reuse
Shade and Heat Mitigation
Sewage and Water Infrastructure
Urban Habitat

Other	
CRA Forward Fund	

# COMMUNITY BENEFITS GROUP EXERCISE

### **Community Benefit Exercise**

**Goal:** To identify specific potential projects and set priorities

- Propose different projects.
- Provide a name, location, and the reason(s) why the project is important to you.
- Project cards with the highest priorities should be placed at the top of the board provided.
- The left column of your board is for near-term improvements and the right side is for long-term.

### **Community Benefit Exercise**

- 1. 5 Min: On your own, fill out the cards with your project ideas categorized by benefit type.
- 2. 20 Min: As a group, share, discuss, and organize your cards on the board provided.
- 3. Finalize your board when you've reached consensus.
- 4. 15 Min: Circulate to read other boards.
- 5. 25 Min: Re-group for discussion.
- 6. Hand in sheet with any questions, comments, concerns.



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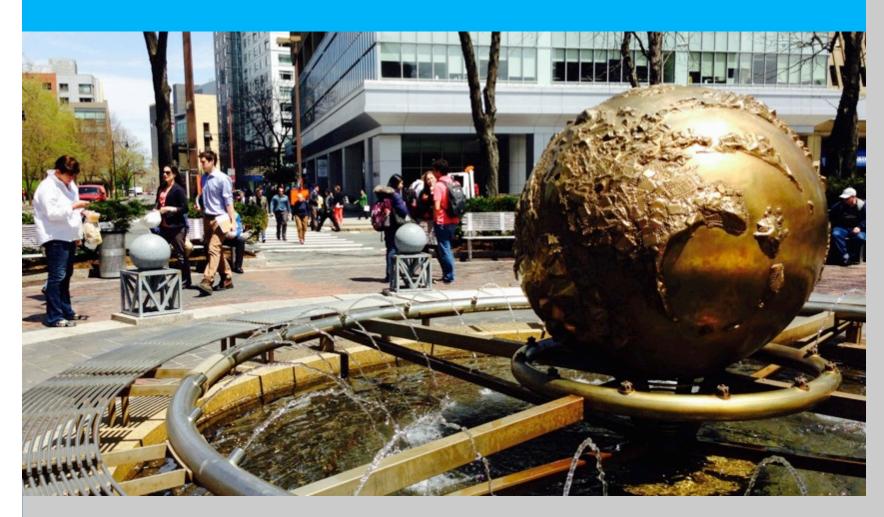
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# **DISCUSSION & NEXT STEPS**



Thank You!