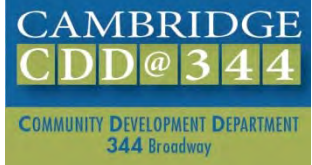




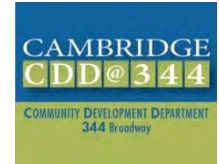
PUD-KS (Volpe Site) Rezoning October 17, 2015



Community Development Department

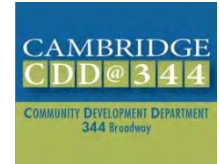


Agenda



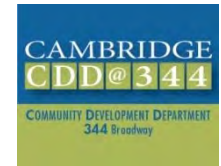
1. Meeting Goals
2. Presentation – Volpe Rezoning Proposal
3. Visioning exercise
 - Small Group Discussions
 - Share your ideas for the future of the Volpe site
4. Report back and discussion

Meeting Goals



1. To share information and create greater understanding of the Volpe rezoning proposal
2. To obtain feedback regarding your ideas for how the Volpe site can be transformed into a thriving, mixed use neighborhood

Kendall Square (K2) Plan



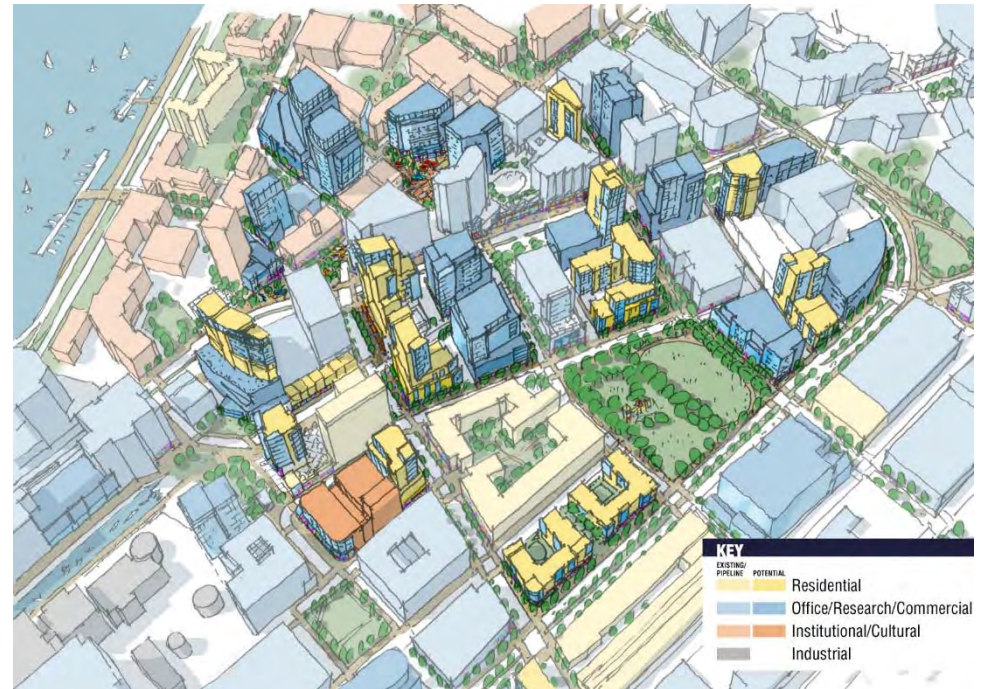
- April 2011 – June 2012
- 20-person **Advisory Committee** -- residents, businesses, property owners/developers, MIT, Kendall Square Association, Cambridge Redevelopment Authority
- Multidisciplinary consultant team led by **Goody Clancy**
- 18 **committee meetings**
- 2 **public meetings** + 2 hands-on **working sessions**
- Study area **walking tour**
- **City Council** roundtable + **Planning Board** discussions

Companion process: **neighborhood sponsored ECPT/CBT plan**



Vision for Kendall Square

“A dynamic **public realm** connecting diverse choices for **living, working, learning, and playing** to inspire continued success of Cambridge’s **sustainable, globally-significant** innovation community.”



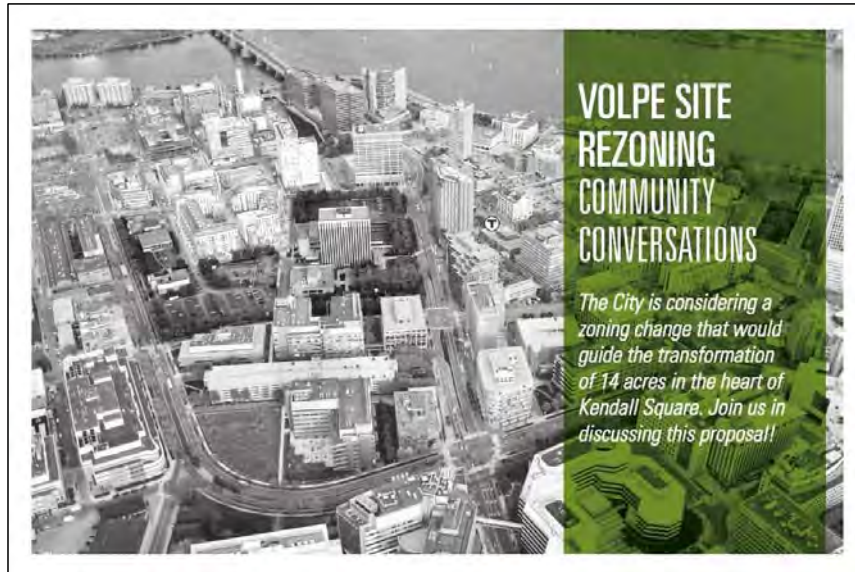
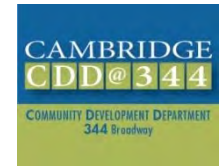
K2 Planning Vision (Goody Clancy)



ECPT Planning Vision (CBT Architects + Planners)



Community outreach efforts

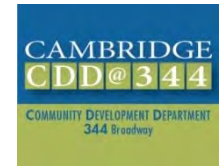


Seven drop-in conversations

1. July 30th, 5-7pm at Clement Morgan Park
2. Aug 5th, 5-7pm at Rogers Street Park
3. Aug 12th, 11am-2pm at Lafayette Square
4. Aug 15th, 2-5 pm at Greene Rose Park
5. Aug 20th, 11am-2pm at Kendall Square Farmers' Market
6. Sept 12th, 11am-4pm at The Pride Day
7. Sept 18th, 9am-4pm at The Parking Day



Community outreach efforts

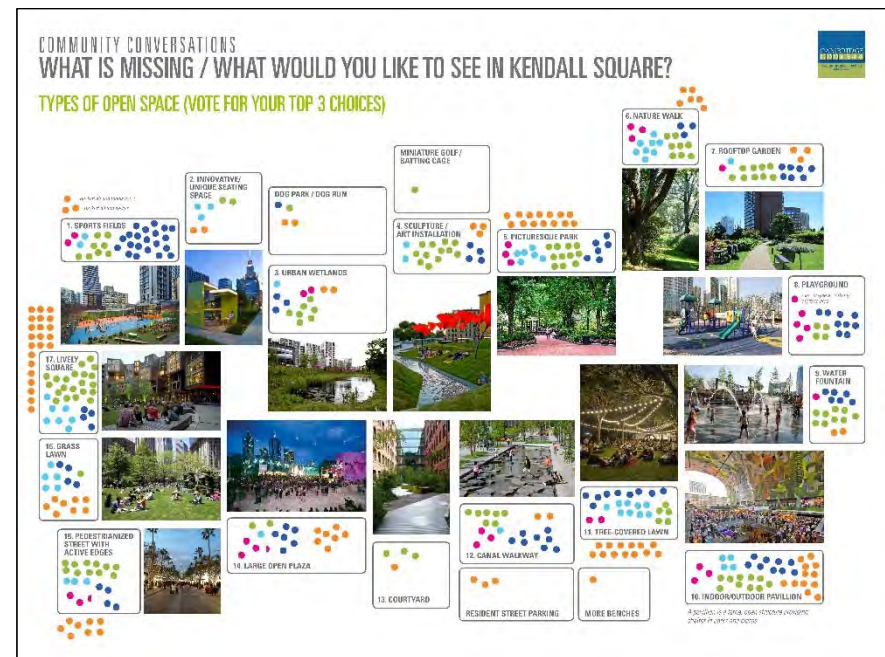


Soliciting community feedback

Preferred ground floor uses and amenities



Preferred types of open spaces



K2 Recommendations: Housing

- Required along with commercial growth
- Affordable and Middle-Income units
- Diverse household types, including families with children
- Payments to Affordable Housing Trust for non-residential development (now \$12+ per square foot)



K2 Recommendations: Active Ground Floors



- **Active Uses:** food stores, convenience stores, shops, restaurants, cultural and community space (*not lobbies*)
- **Required:** 75% of frontage along major streets; encouraged on all public streets and open spaces
- **Small Retail:** Incentives for spaces 5,000 square feet or less

K2 Recommendations: Public Open Space

- **“Connect Kendall Square”** – integrated system of open space connecting residents, workers, businesses and the natural environment
- **Volpe Site** as an opportunity for major new civic space(s)



K2 Recommendations: Innovation Space

- Small companies & individuals on short-term leases
- Shared workspaces
- In new or existing buildings, or in partnership with other property owners
- Required for at least 5% of new office development
- Incentives to encourage more space than the minimum



K2 Recommendations: Sustainability



- LEED Gold, enhanced energy efficiency
- Stormwater control and urban heat island mitigation
- Encourage on-site energy systems and co-gen;
- Assess district steam potential for new buildings
- Energy use disclosure (BEUDO)
- Anticipate net-zero and adaptation goals

K2 Recommendations: Transportation

- **Parking:** Reduce, manage and share

Use	Auto Parking	
	Minimum	Maximum
R&D	Based on analysis	0.8 sp/1000 sq. ft.
Office		0.9 sp/1000 sq. ft.
Retail/consumer service		0.5 sp/1000 sq. ft.
Residential	0.5 sp/du	0.75 sp/du

- **PTDM** requirements and enhanced TDM
- **PUD process** includes review of street/circulation design, transportation impacts and mitigation
- Desired transit routes identified in K2 study

K2 Recommendations: Community Funds

- \$10 per square foot commercial development

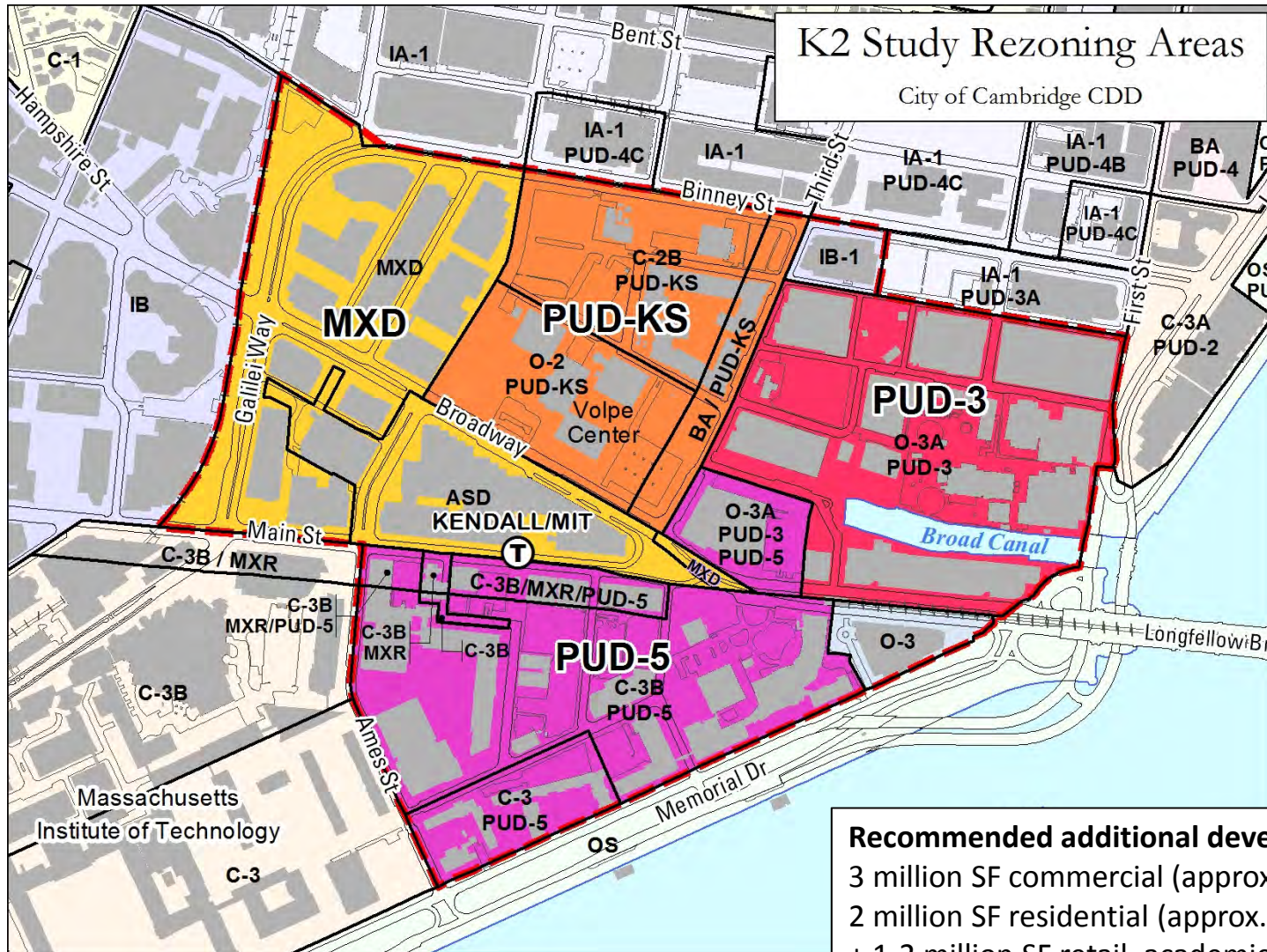
Open Space Programming

Transit Improvements

Workforce Readiness



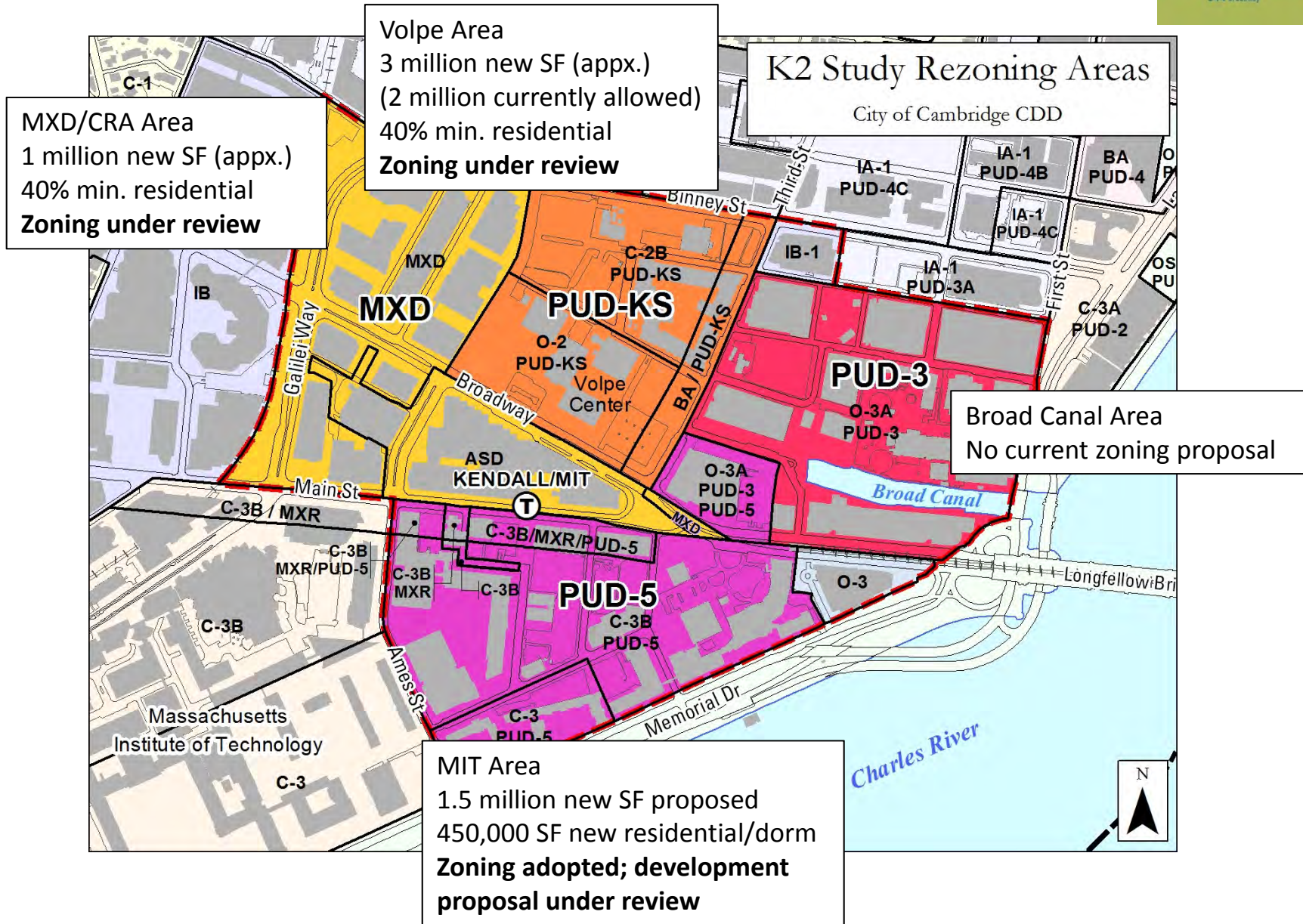
K2 Zoning Recommendations



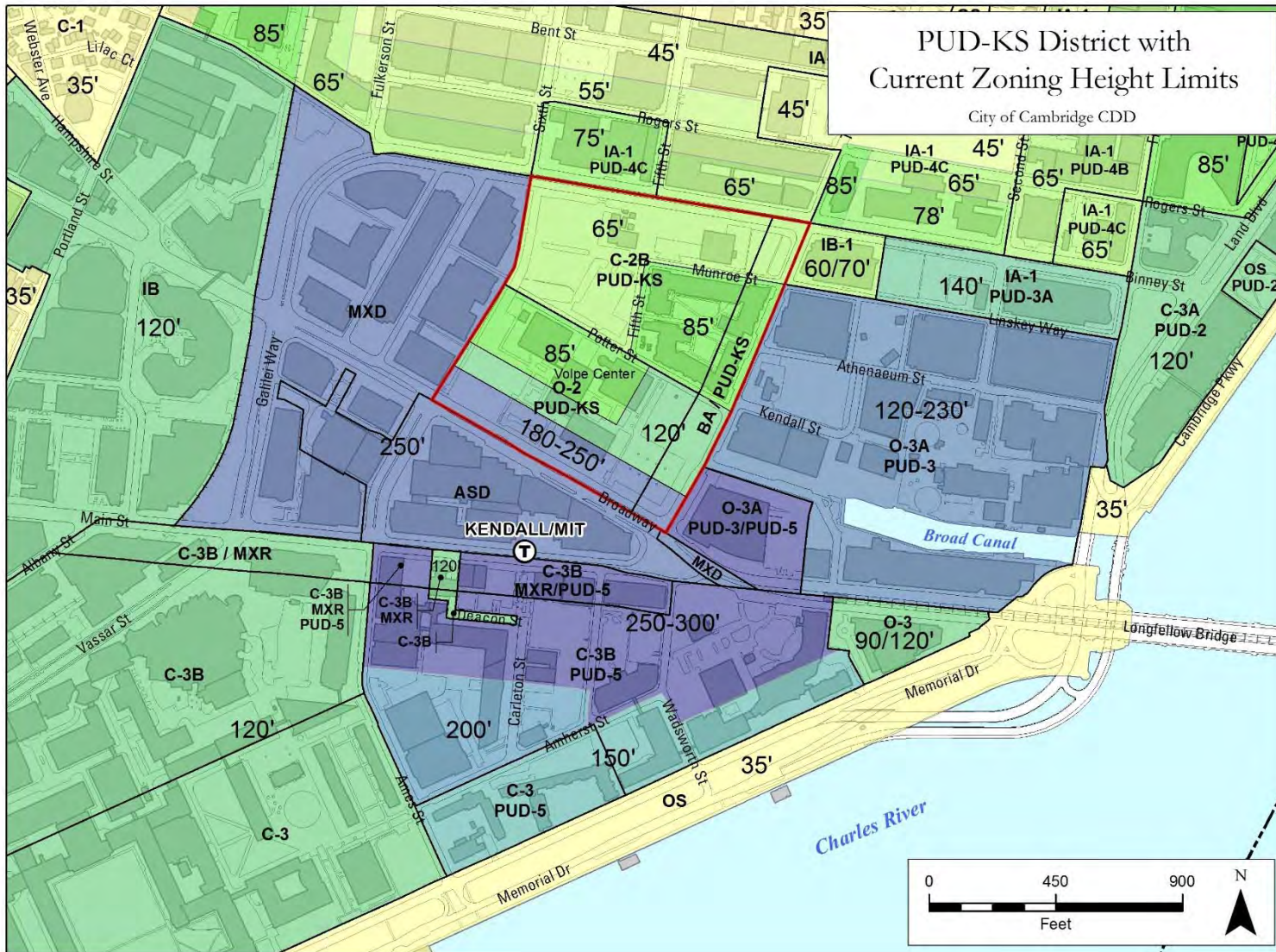
K2 Study Rezoning Areas
City of Cambridge CDD

Recommended additional development:
 3 million SF commercial (approx.)
 2 million SF residential (approx.)
 + 1-2 million SF retail, academic, other
Note: in addition to current zoning

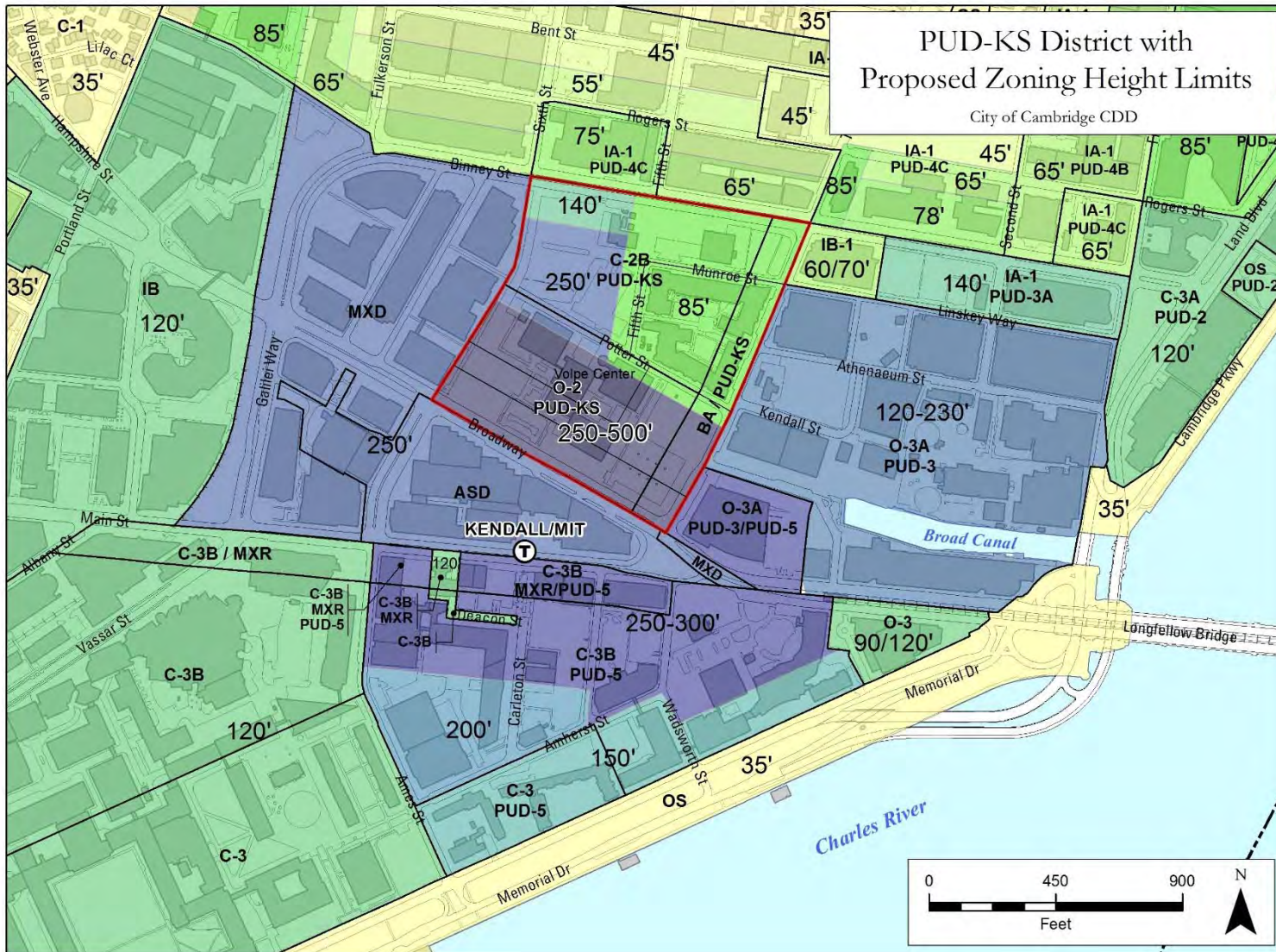
K2 Zoning Recommendations: Current Status



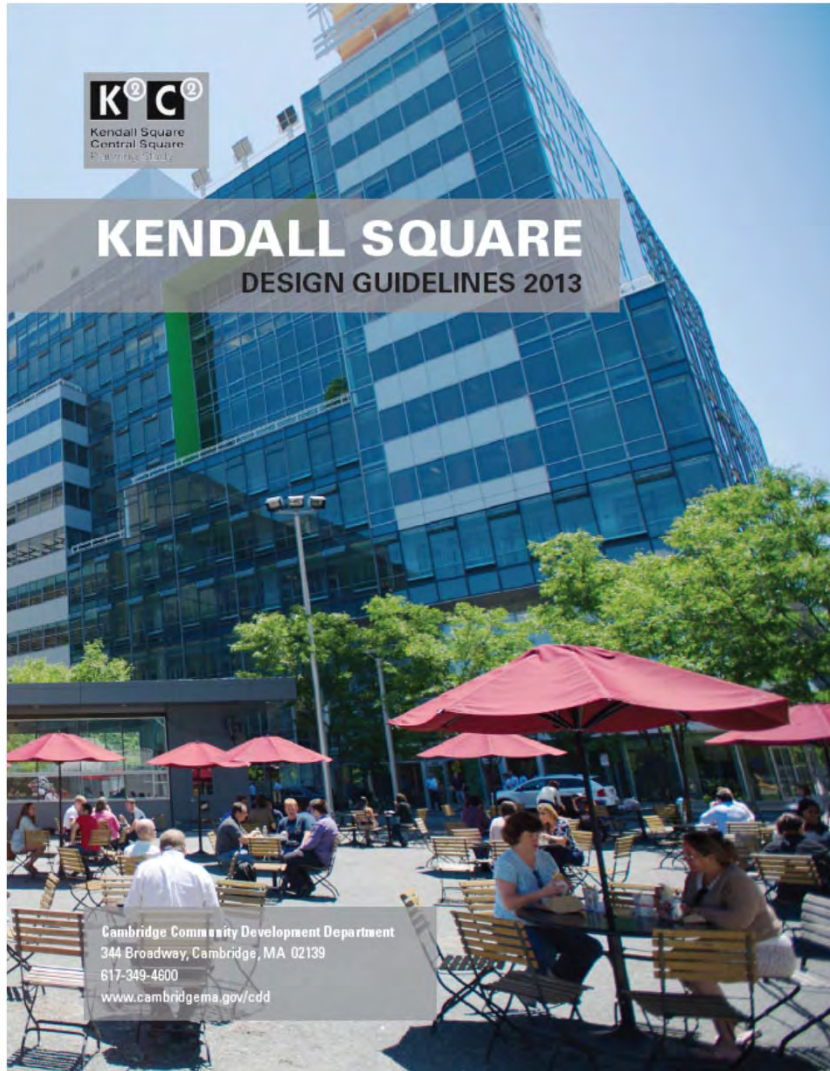
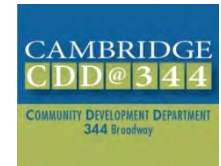
Height Limits: Current



Height Limits: Proposed



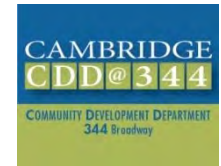
Urban Design



- Public review process for development plans
- Guidelines for public space and building design



Public Development Review Process



Zoning (City Council)

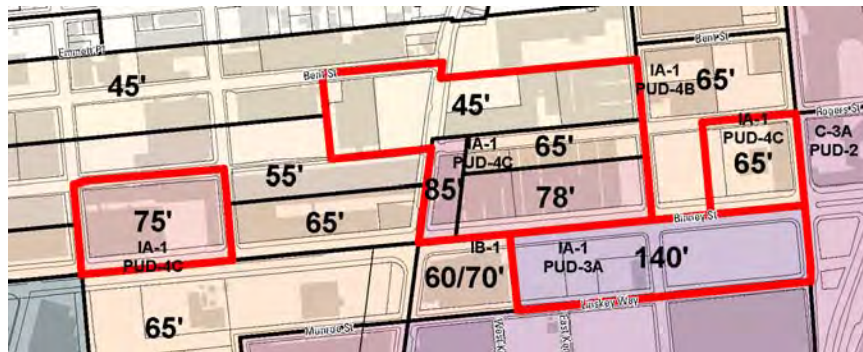
Development Controls:

- Maximum development (FAR)
- Maximum heights
- Minimum housing, affordable housing
- Minimum open space
- Parking requirements
- Sustainability requirements
- Other requirements/incentives

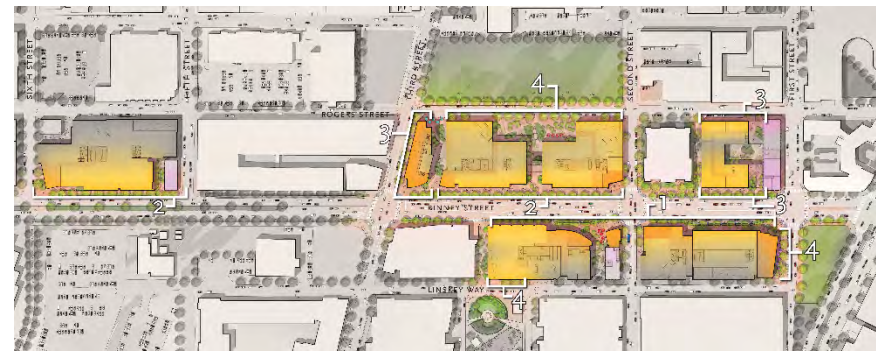
PUD Special Permit (Planning Board)

Development Plan Review:

- Site layout
- Building massing
- Open space design
- Retail plan
- Housing plan
- Project construction/phasing
- Design review (ongoing)



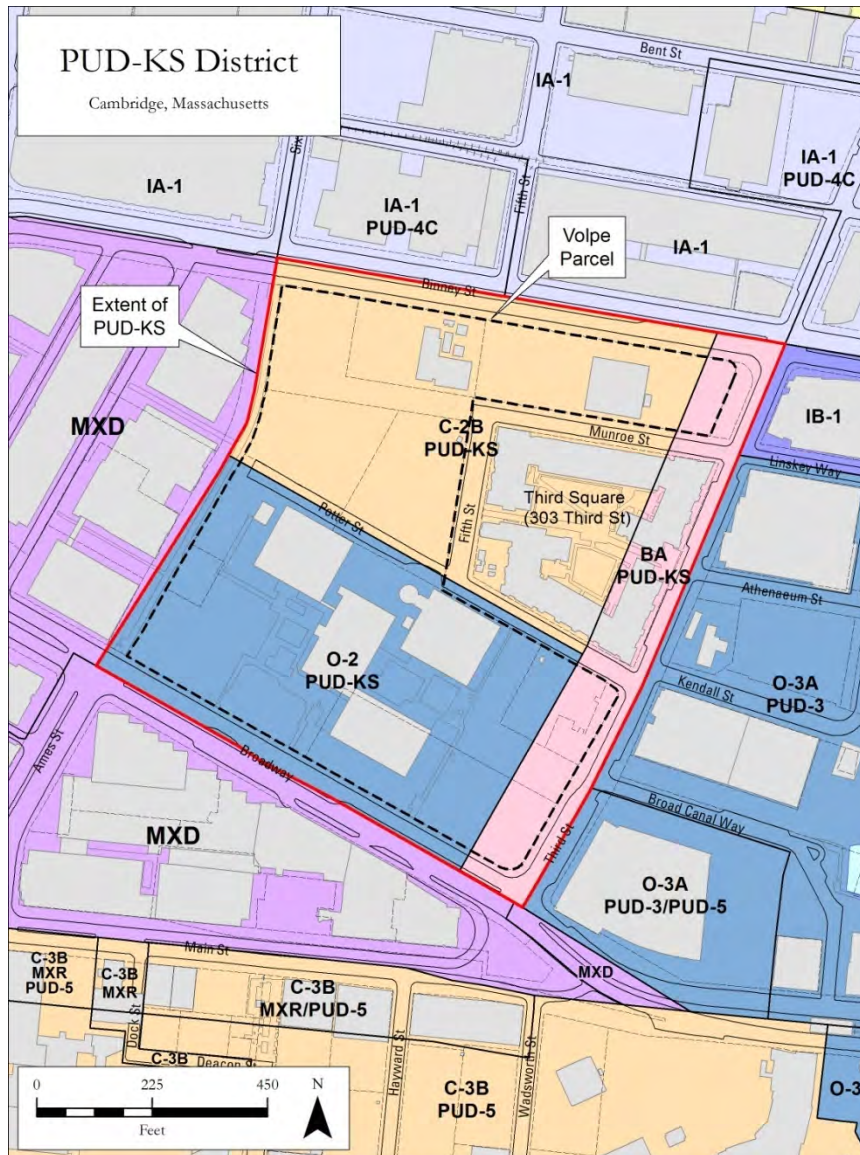
Example: Alexandria Zoning



Alexandria PUD Development Plan

Public hearings at both phases

Zoning Process Overview

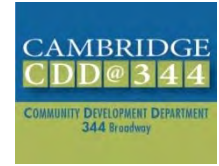


- Zoned for Planned Unit Development (PUD-KS District)
- Current zoning adopted through Eastern Cambridge Planning Study (2001)
- K2 Study (2011-2012) recommended amendments
- Planning Board discussed January-May 2015, zoning petition filed in June
- Petition refiled, can be considered until February, 2015

PUD-KS: Initial Zoning Proposal

	Current Zoning	Proposed Zoning
Allowed “Base” FAR	3.0 / 3.36 (w/inclusionary bonus)	4.5 (no additional bonus)
Housing	40% minimum	40% minimum
Affordable Housing (as % of total housing)	11.5% low-moderate (effective after bonus)	10% low-moderate 5% middle income 15% total
Public Open Space (as % of parcel area)	42% / 53% (7.5 acres)	At least 25% (3.5+ acres)
Parking	Minimums	Maximums
Ground Floor Retail	Incentivized	Required (major streets)
Innovation Space	N/A	Min. 5% of office/lab
Sustainability/Environmental	LEED Silver	LEED Gold + other req’s
Community Funds	N/A	\$10/sq.ft. commercial
Government Facility	Flexibility allowed	Encouraged in PUD

Volpe Site: Initial Zoning Proposal



	Current Zoning	Proposed Zoning
Site Area	620,000	620,000
Residential	967,000 (min)	1,116,000 (min)
Office / Lab (not including Innovation Space)	1,086,000 (max)	1,632,000 (max)
Retail	50,000	140,000
Innovation Space (min)	0	84,000
Total Private Development	2,103,000	2,972,000

Figures in Square Feet of Gross Floor Area

ALL FIGURES APPROXIMATE

Kendall Square Design Guidelines 2013

Goals

- Create a **positive mixed-use district** where tall buildings can be good neighbors to public spaces, and adjacent residential neighborhoods.
- Create **high-quality public environments**, and ensure **development contributes** to the **character and vitality** of the surrounding community
- **Sensitively manage the impacts of bulk and height** and
- **Animate streets and public spaces** by encouraging **active ground floors**.

Key themes

1. Street types and edges
2. Walkability
3. Public realm / open space
4. Built Form
5. Ground Floor Design
6. Environmental Quality



Will be considered as part of Project Review

Not intended to be strict controls on building style or character

Kendall Square Design Guidelines 2013

Main principles

1. Create a highly permeable, **walkable environment**
2. Focus on relationships between private **buildings/open spaces & public streets/parks**
3. **Ground floor** design and activation
4. A network of **diverse places** building community, vitality and innovation
5. Emphasize a **distinct built form identity** and **architectural composition**
6. **Vary the architecture** of individual buildings
7. Create strong street walls **to frame sidewalks and public space**
8. Relate to **surrounding context** and create **sensitive transitions** to neighboring uses
9. Design buildings to **minimize monolithic massing** and **break down scale**
10. **Tall buildings** provided in locations to help **define the center** of Kendall Square



Connect Kendall Square

- **“Connect Kendall Square”** – integrated system of open space connecting residents, workers, businesses and the natural environment
- **Provide strong links and connectivity**



PUD-KS Supplementary Design Guidelines

Vision

- An **accessible, diverse and unique** place that **integrates** the district **seamlessly** into the **surrounding urban fabric** of Kendall Square and the Eastern Cambridge neighborhoods.
- A place that is defined by **high quality sustainable architecture, urban design & open space** with an **enduring sense of place** that celebrates Kendall Square's spirit of **innovation & creativity**.



Goals

1. Highly legible & integrated movement network with connections to all routes
2. A cohesive network of high-quality open spaces and places

Conceptual Massing Studies

Study looked at:

- Proposed requirements
 - GFA (at full anticipated buildout)
 - Open space
 - Maximum height
- Possible arrangement of streets, connections + pathways
- Different open space layouts
- Possible building sites
- Options for building heights and massing
 - Consideration of K2 guidelines

At the planning stage the massing studies do not consider:

- Building design, articulation
- Quality of connections and open space
- Economic feasibility

Conceptual Massing Studies

CONCEPTUAL MASSING STUDY 1



CONCEPTUAL MASSING STUDY 2



CONCEPTUAL MASSING STUDY 3



CONCEPTUAL MASSING STUDY 4



- Two slender residential towers (350' and 500')
- Two commercial towers at 350'



- One larger residential tower at 500'
- One commercial tower at 350'



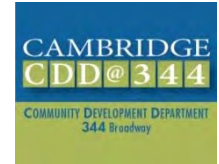
- Three large commercial towers (2 x 350', 1 x 500')



- One large commercial tower with a height of 1000'

Conceptual illustration only – not a development plan

Visioning exercise



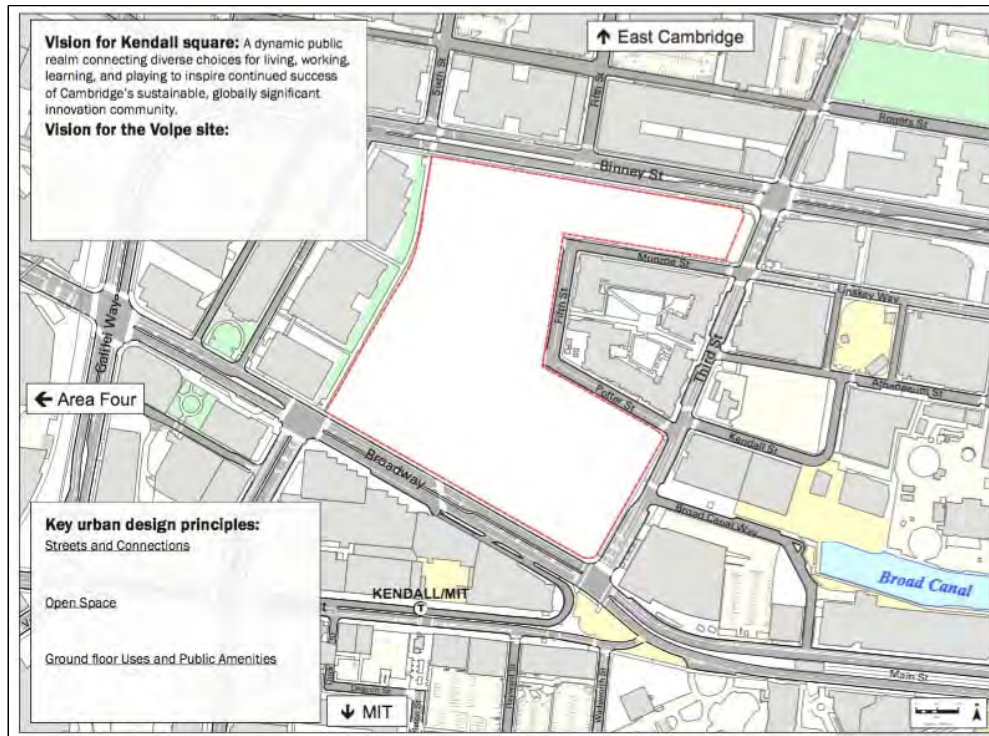
1. Sharing your priorities

- What do you think is the most important priority that should be emphasized in the Volpe site rezoning proposal?
- Please write your top priority on an index card and present it to your group along with the reasons why you value it the most.

Visioning exercise

3. Defining key principles – Streets & Connections

What streets, pedestrian and bicycle connections are needed through and to the Volpe site?



- Draw desirable connections on the site plan.
- Designate what types of street each connection could become.

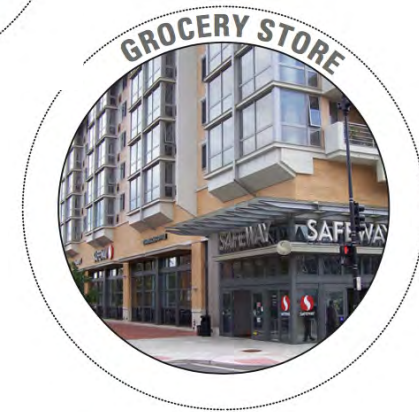
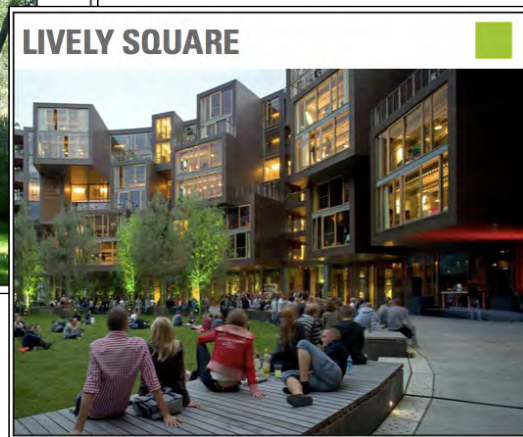
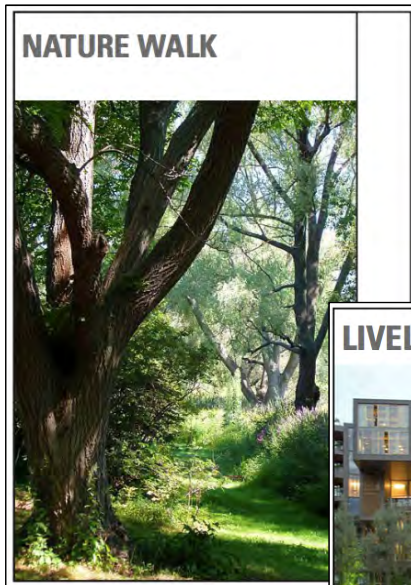


Visioning exercise

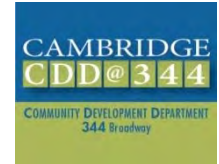
4. Defining key principles – Open Space & Ground Floor Uses

What parks and open spaces would you like to see in the Volpe site?

What types of uses and activities would you like to see within the Volpe site?

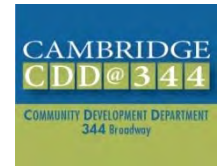


Visioning exercise



6. Synthesize and present your group's ideas

- Synthesize the key design principles for each element and write them on the site plan



Next steps

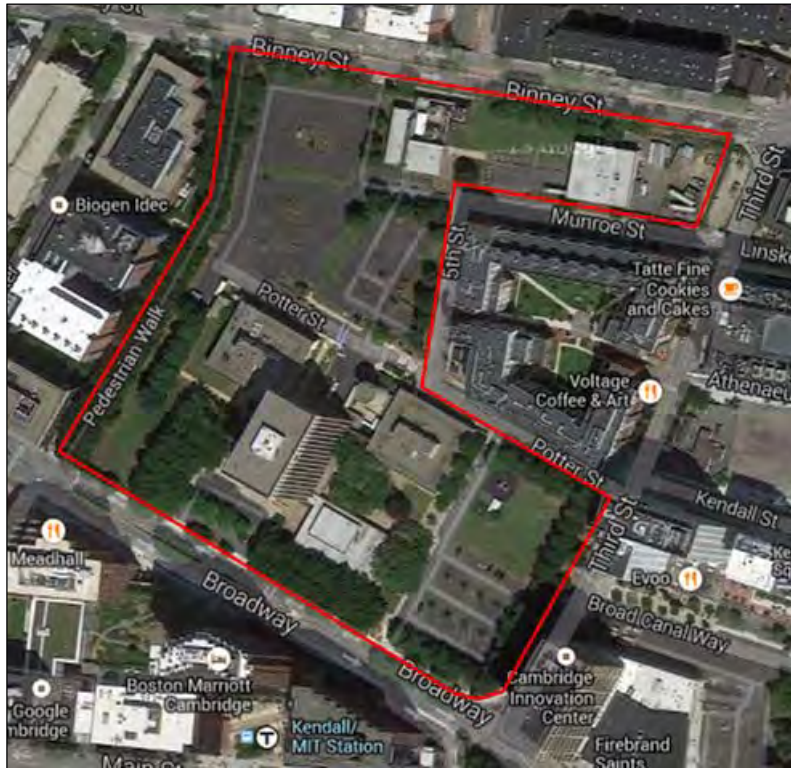
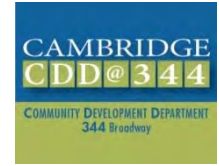
1. Planning Board Hearing October 20
2. CDD to prepare revised rezoning proposal & design guidelines
November 5
3. Ordinance Committee Hearing November 12
4. Continued Planning Board Hearing at a later date
5.

Stay involved

1. Project website:
www.cambridgema.gov/CDD/zoninganddevelopment/Zoning/Amendments/pudksvolpesite
2. Signup sheet



Volpe Site: Exchange Process



- Federal government will exchange most of the site for a new building
- Competitive process to select a development partner
- Government retains new Volpe site (approx. 3 acres)
- Remainder of site developed privately under City's zoning (approx. 11 acres)



www.gsa.gov/volpecenter