

# 585 Third Street

## Presentation to Cambridge Planning Board

September 15, 2020



@CanalDistrictKS



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@CanalDistrictKendall

[www.CanalDistrictKendall.com](http://www.CanalDistrictKendall.com)

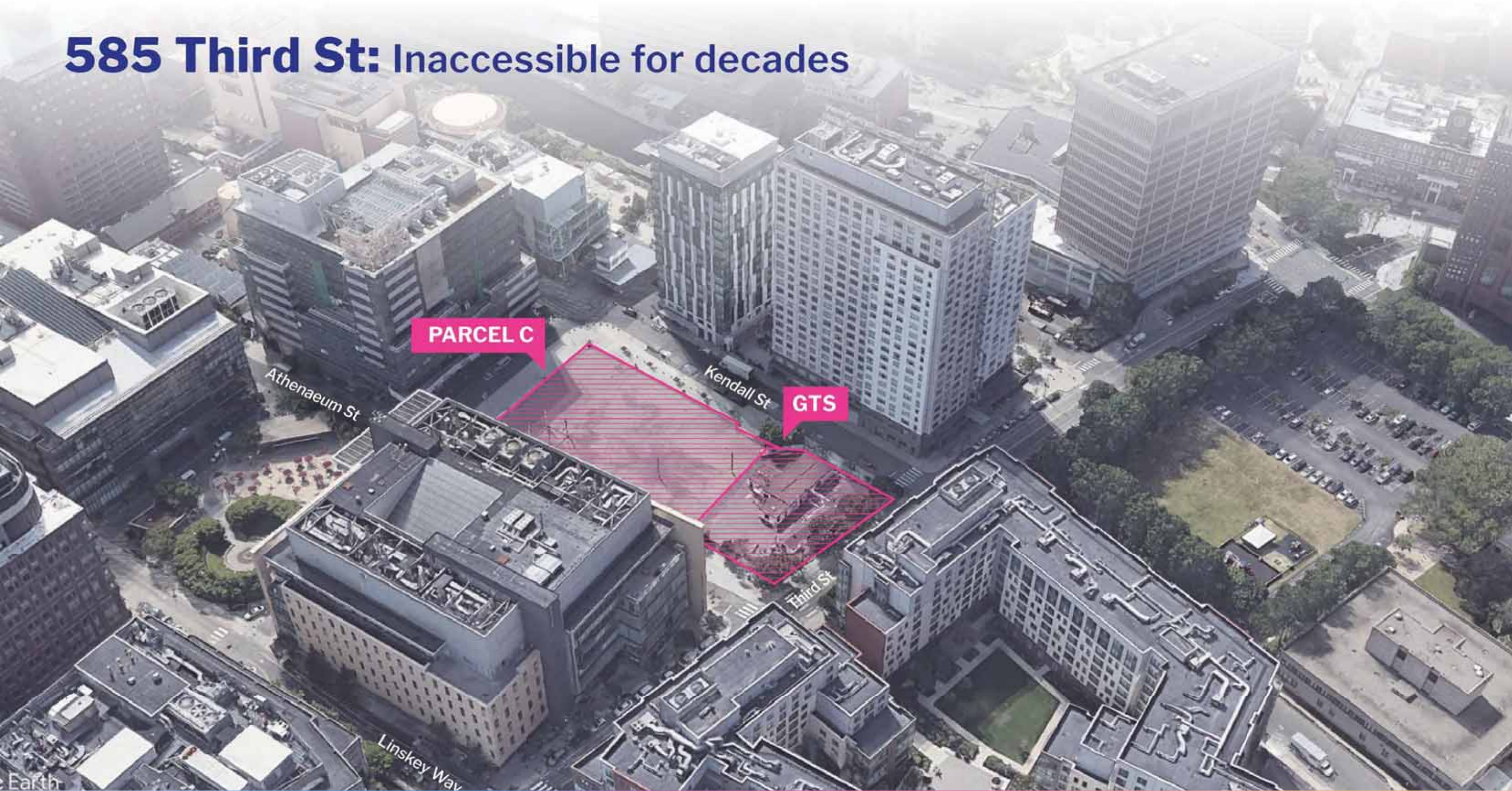
# Agenda

1. Introduction/Site Orientation
2. Public Process
3. Vision and Proposed Project
4. Transportation
5. Zoning
6. Public Benefits

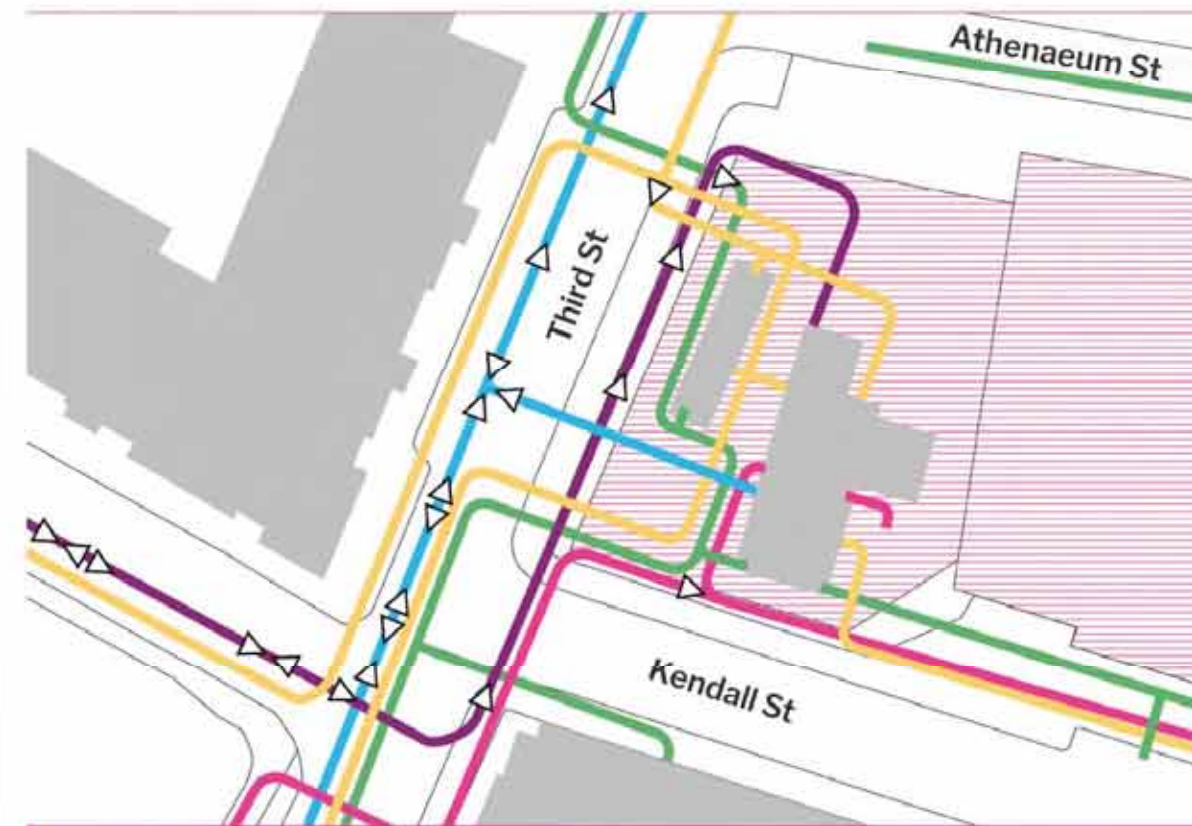
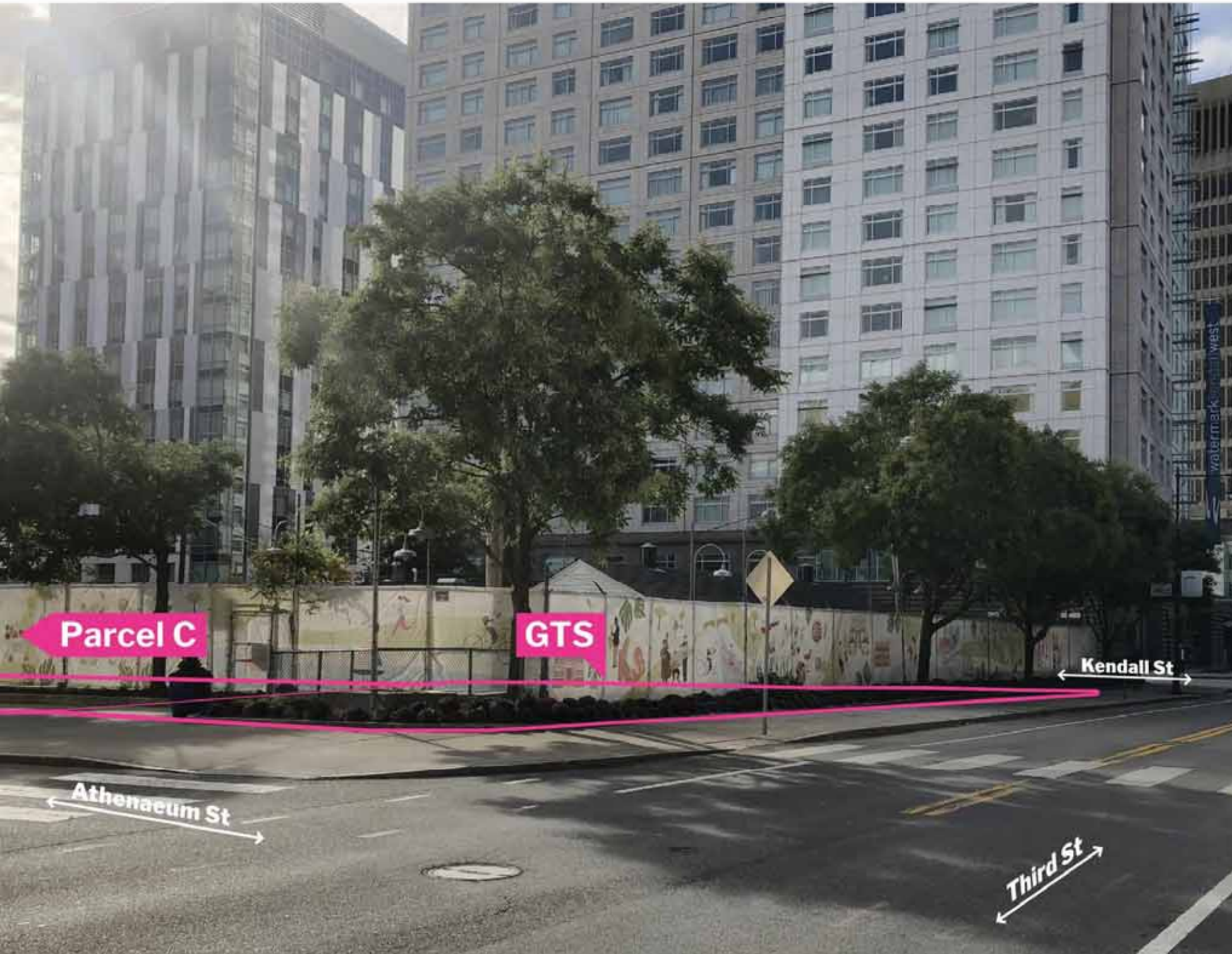
# Site Location



# 585 Third St: Inaccessible for decades



# GTS Site: Major Impediment to Completing Third Street Corridor



Moving GTS is a complex financial & operational endeavor  
Eversource Gas Transfer Station (GTS)

# Community Outreach

**24**

Months of  
**Public  
Outreach**

**200+**  
Open House  
**Attendees**

**12**  
Meetings with  
**Mayor's Arts  
Task Force**

**3**  
**Open Houses**  
(Kendall & The Port)

**175+**  
Arts and Community  
**Stakeholder  
Conversations**

**170+**  
**Comments** posted on  
presentation boards

**5**  
Meetings with  
BioMed established  
**Arts Advisory Group**

**200+**  
**Programming Data Points**  
from CultureHouse  
& existing site activities

**1**  
METRIS Cultural  
**Venue Inventory/  
Needs Assessment**

**170+**

People have filled out  
on-line **survey**  
(and counting)

## What We Heard: Open House Outreach

"Place to sit down in the shade and relax, people watch, etc..."

"...transparent street level edges to connect indoor and outdoor space. public lobby space..."

"Performance is great but artists need space to MAKE, rehearse, record, choreograph, etc..."

"...flexible performance space for large and small audiences..."

"Intergenerational!"

"...spaces and events that connect families!"

"Free events that are inviting to people of diverse backgrounds!"

"...different levels of production and price —staged readings, come see a rehearsal for free, different ticket prices for a range of audiences!"

## What We Heard: Program Elements



### PERFORMING ARTS

Rehearsal spaces

Performance space for live theater, music, and chorus

Equal interest in small intimate venues and large performance spaces

Outdoor performances/readings



### COMMUNITY ARTS

Production and "making" spaces

Exhibit space for visual art

Classrooms for learning art

Indoor spaces to gather without pay



### PUBLIC GATHERING

Ground levels of buildings with an indoor/outdoor connection and "green" elements

Activation of the canal

Interactive play

Free places to sit indoor/outdoor



# What We Heard: Operating Principles



**Partnerships** – with Cambridge schools and community organizations



**Operational sustainability** – management, rent structure, programming



**Tiered pricing** – to rehearsals, segments to get experience without full ticket



**Intergenerational programming** – appealing to people of all ages from young children, teens, young adults, adults and seniors



**Apprenticeships** – for youth tech, lighting, production, etc.

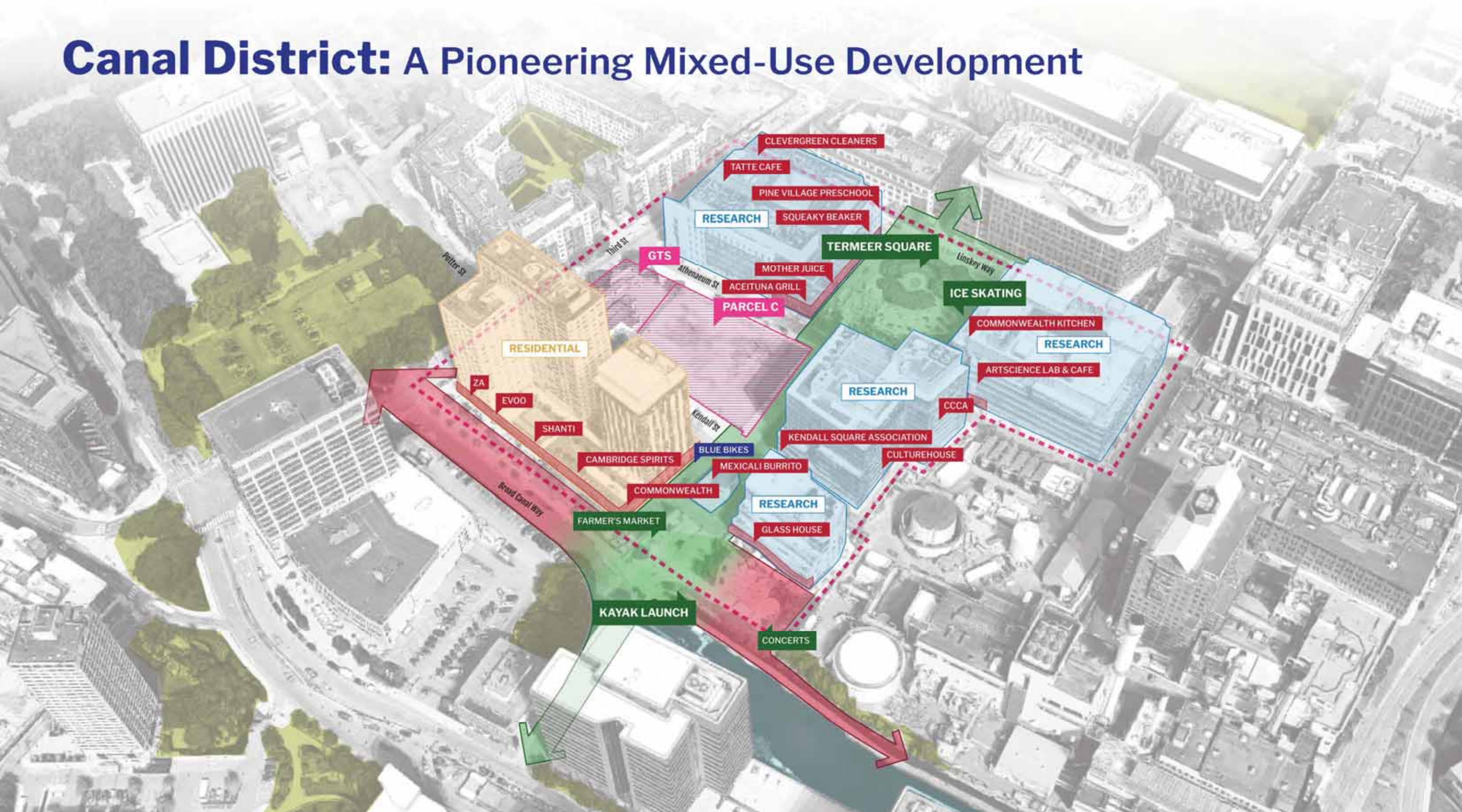


**Maximum activation** – days, nights, weekends and throughout the seasons.



**Universally accessible and inviting** – through collaborative design and programming

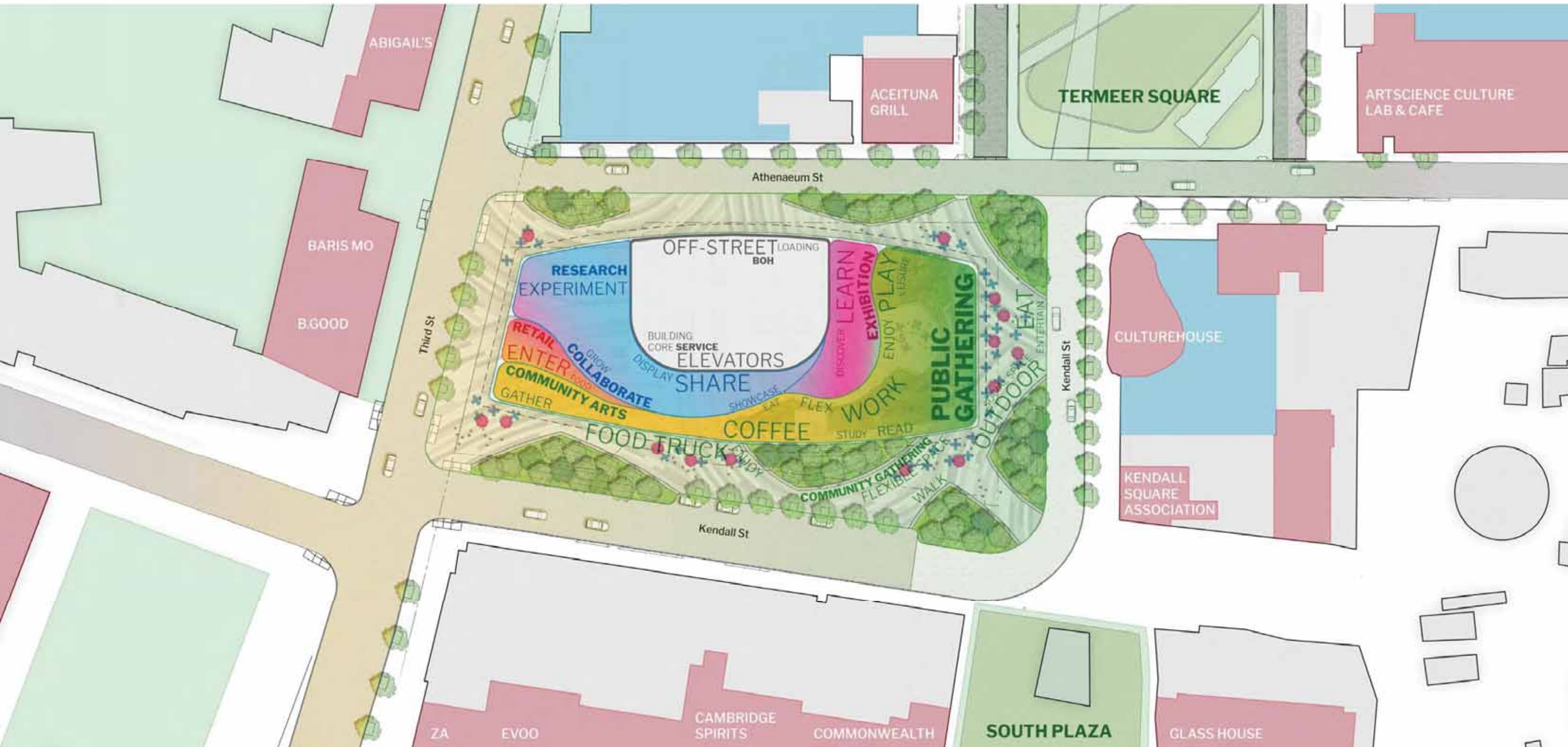
# Canal District: A Pioneering Mixed-Use Development



# A Place Welcome to All



# Public and Active Ground Plane



# Existing View From Third Street Looking South



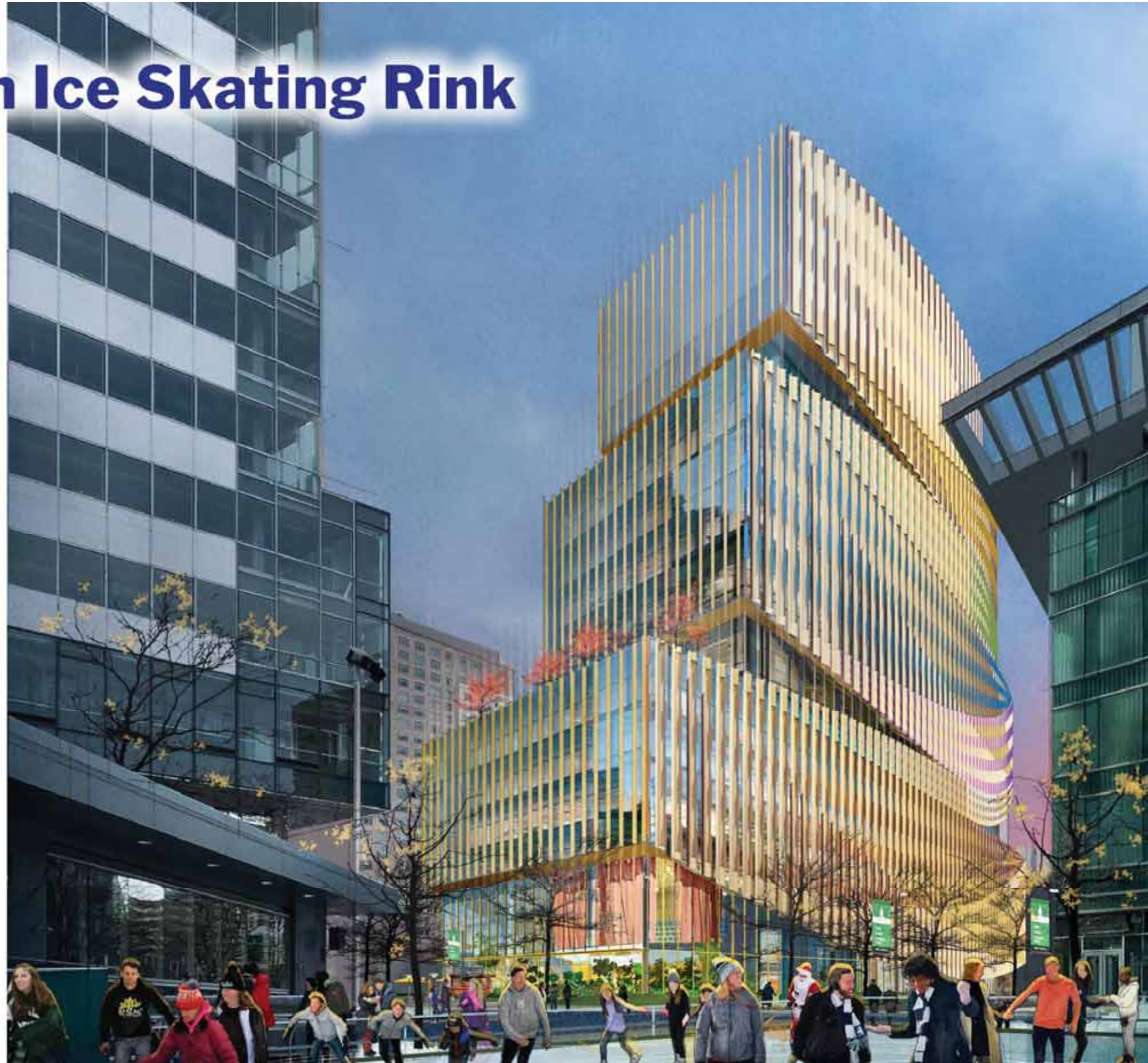
THIRD STREET LOOKING SOUTH

# Complete Third Street Corridor Streetwall



THIRD STREET LOOKING SOUTH

# View from Ice Skating Rink



TERMEER SQUARE

# Existing view from Kendall Street looking North





# Vibrant New Public Space



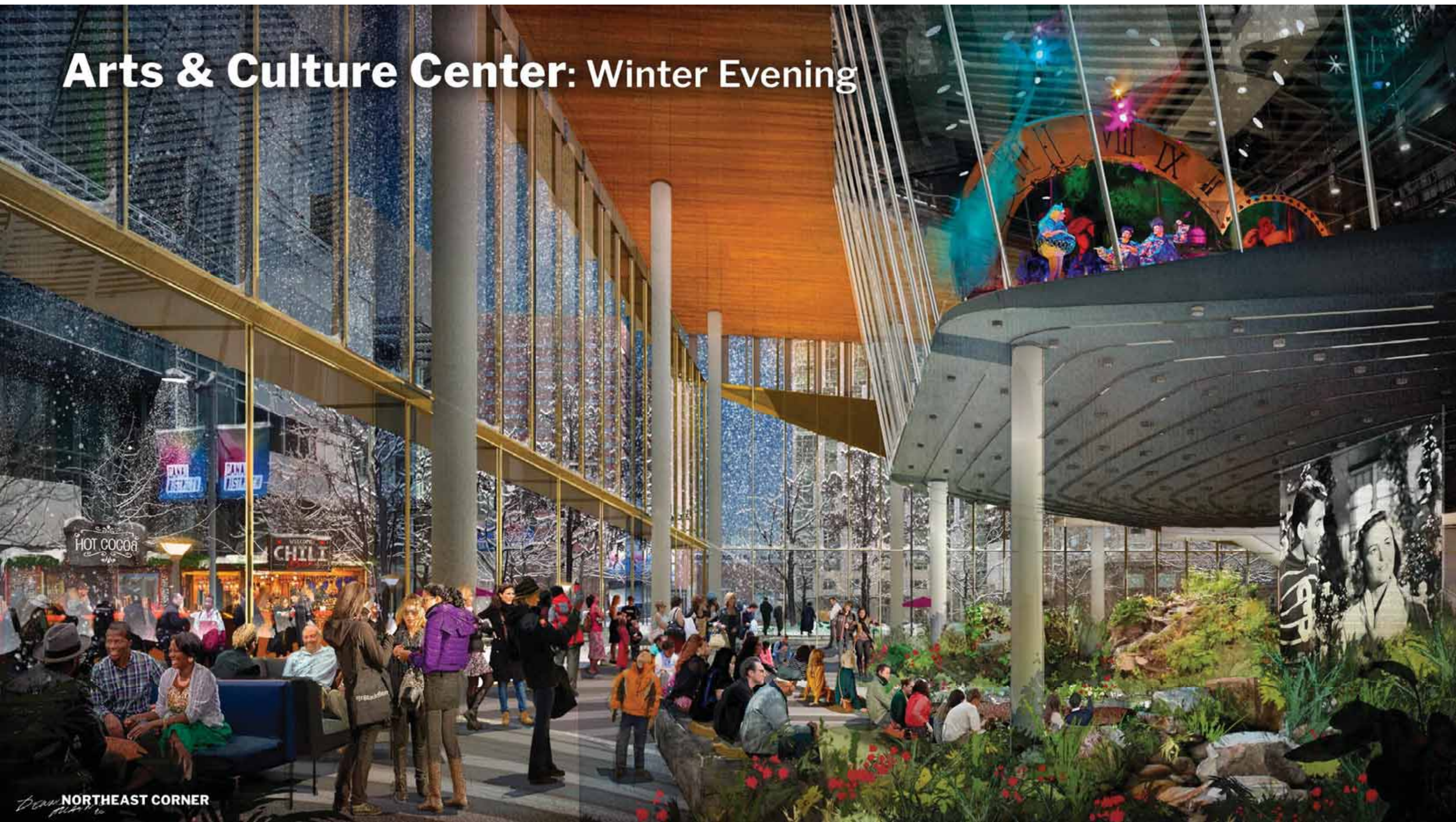
SOUTHEAST CORNER

# Arts & Culture Center: Summer, Spring, Fall



NORTHEAST CORNER

# Arts & Culture Center: Winter Evening



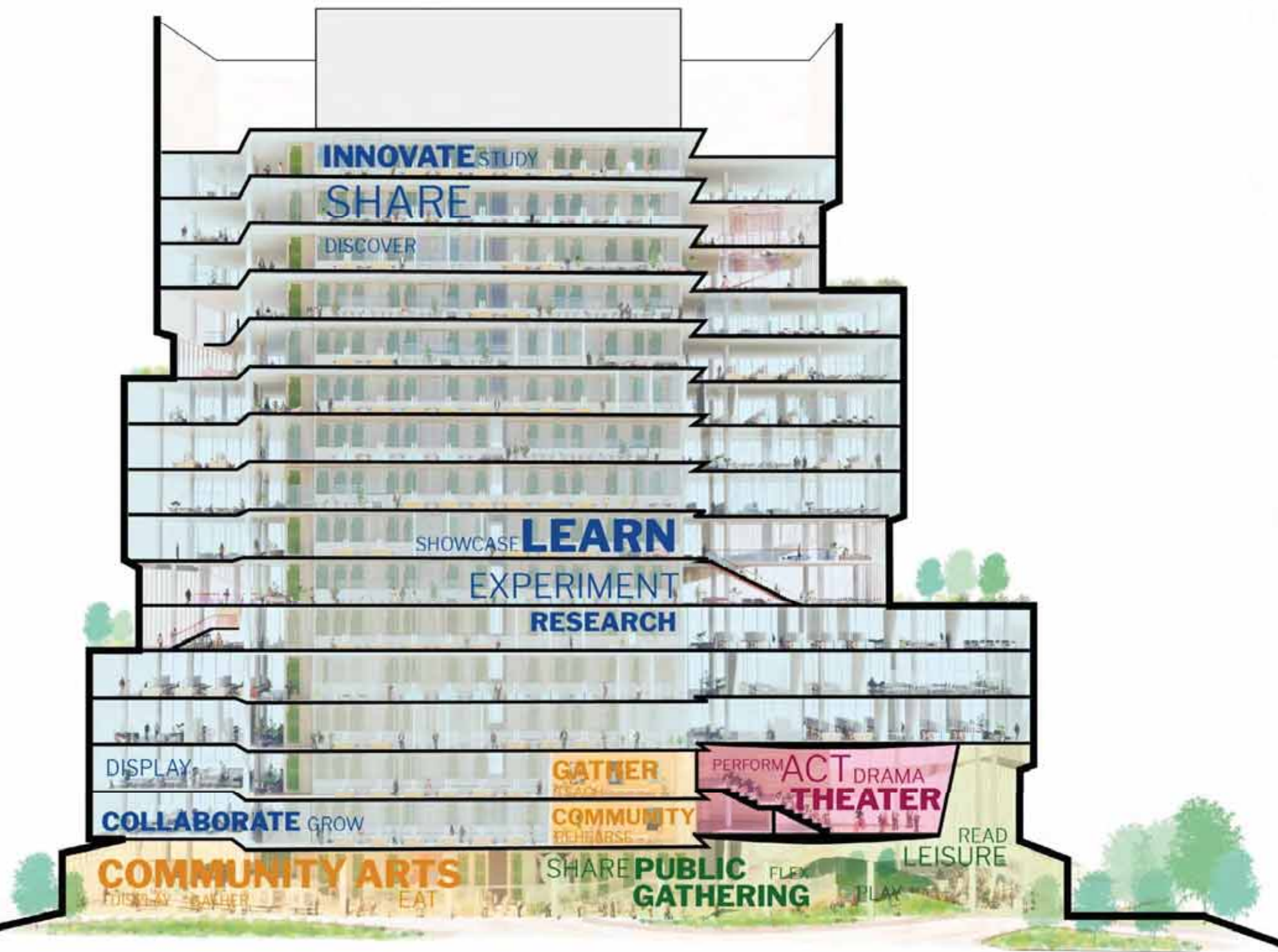
*Drawn*  
NORTHEAST CORNER

# A New Venue for Canal District: Performing Arts Theater



INTERIOR THEATER

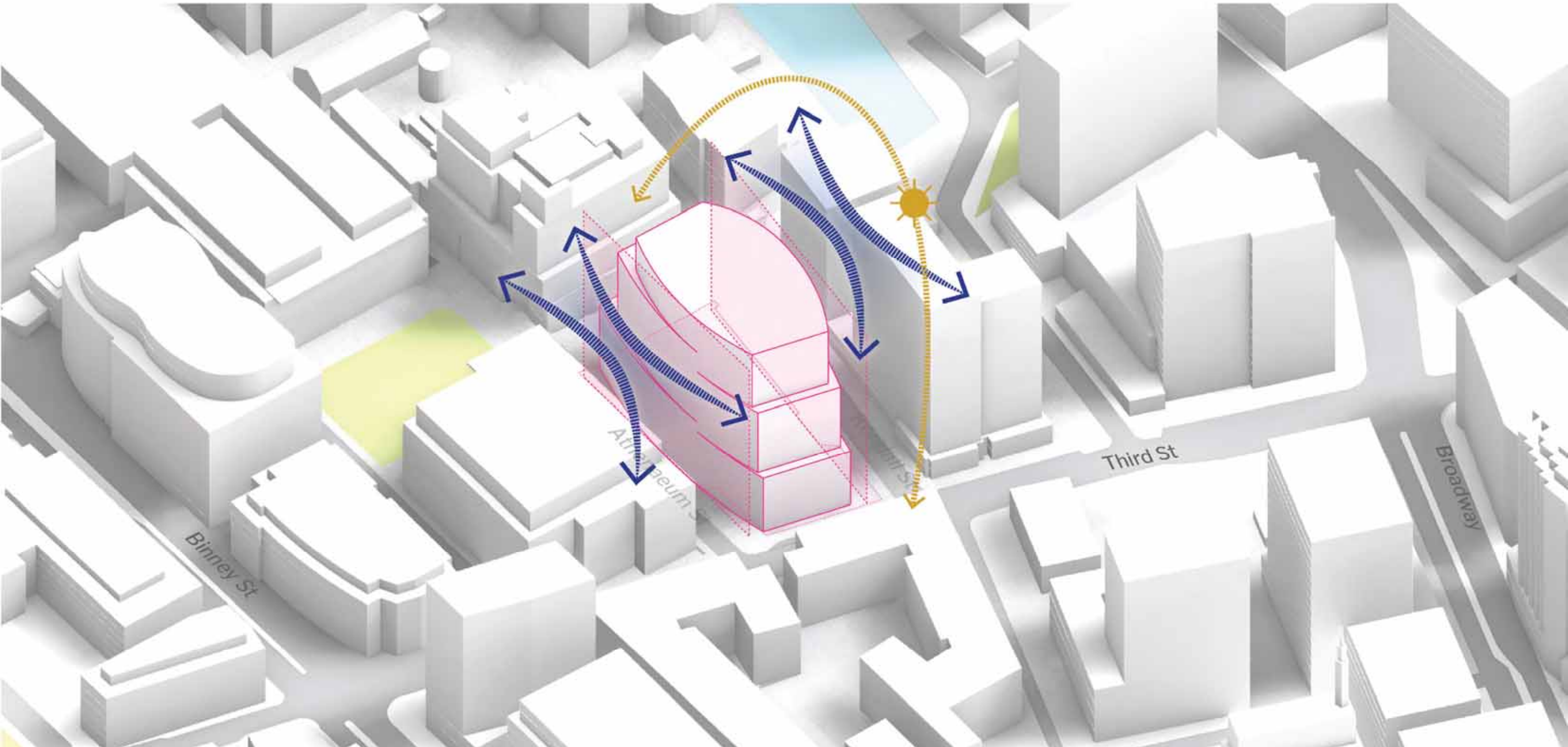
# Greenroofs and Terraces: at Multiple Levels



# Massing Strategy: Zoning Height Context

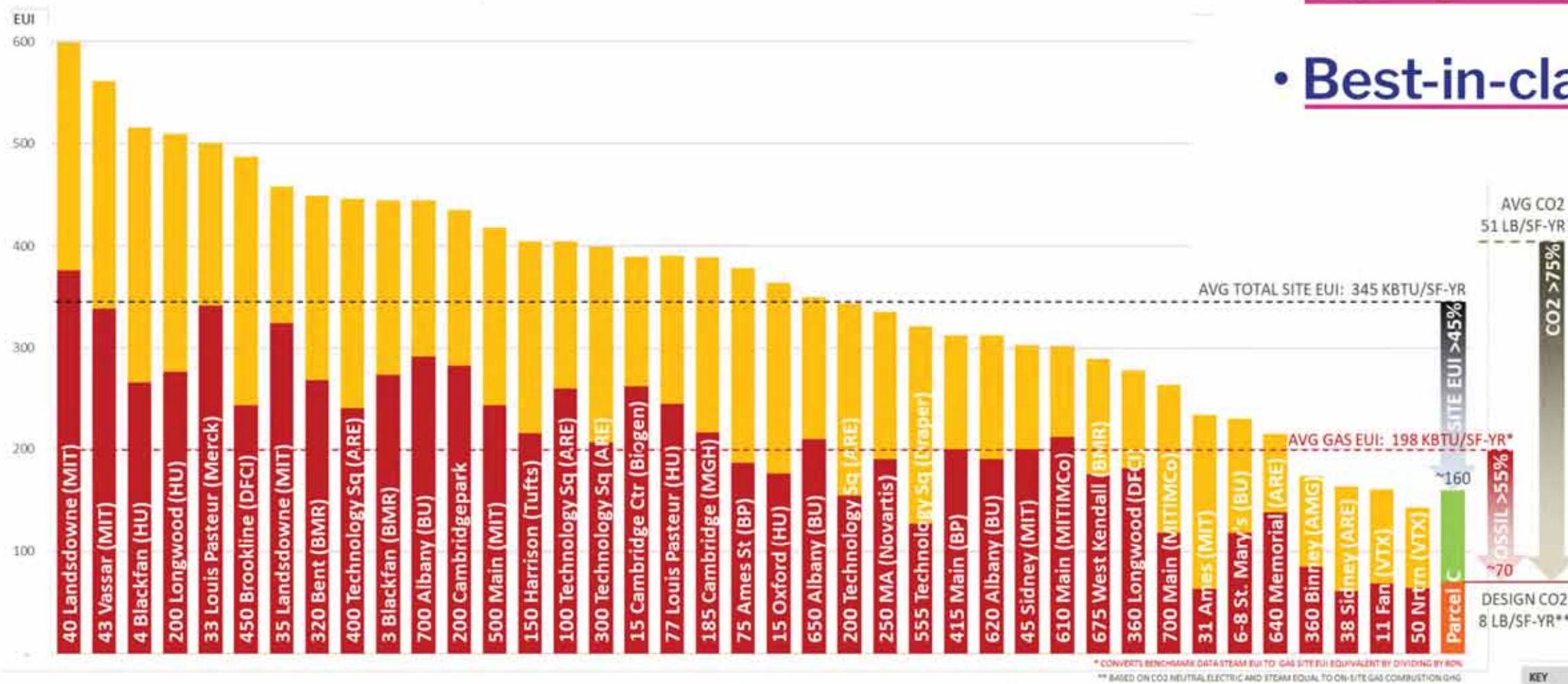


## Massing Strategy: Curved Facade to Optimize Views and Sunlight



# Sustainability Commitments

- No New Gas Connection
- LEED Gold Minimum
- No New Parking
- Best-in-class Carbon Reduction



## Benchmark Analysis: 585 THIRD vs. Boston + Cambridge Labs

(2015-2017 average BERDO & 2016 BEUDO data for Labs >150,000 SF and built after 1985)



# Key Transportation Findings

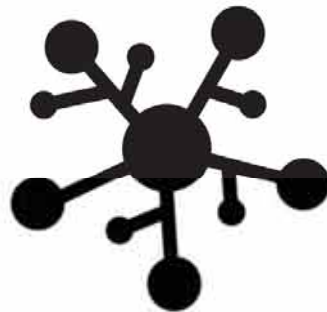
- Traffic projections conform with City of Cambridge long-term planning studies for Kendall Square and original PUD-3 traffic analysis
- No new parking will be constructed in connection with the proposed rezoning petition
- All new parking demands can be accommodated in existing garages

# Operational Model



## Management Structure

Creation of a non-profit and a partnership with a management group familiar with the needs of the City's arts organizations



## Activation & Programming

Our vision is about more than a building or a single theater - we intend to activate the ground floor and the surrounding open spaces



## Equitable Use of Facilities

Our model will serve a diverse range of users from emerging artists to established organizations with a particular focus on local artists



## Sustainability

Our proposal incorporates careful planning and funding that ensures long-term sustainability. This will allow artists to focus on art and not facilities

# Diversity, Equity, and Inclusion



## Input

Outreach to artists of color and all professional levels



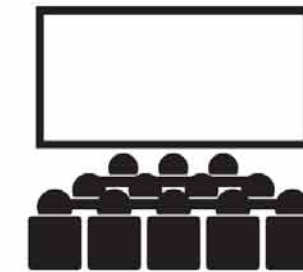
## Performers

Encourage performances from underrepresented groups and artists



## Staffing


Arts & Culture Center hiring will seek out qualified candidates of diverse backgrounds



## Audience

Market to traditionally underserved communities

# Zoning Overview

- PUD-CDK memorializes previously approved and constructed density at each built site
  - Adds GTS to the overlay district
  - Encourages mixed use development containing arts, culture and public space components
  - Focuses additional development on Parcel C and GTS Parcel
  - Creates incentives for incorporating GTS site with additional height and bulk
  - Maximum commercial is 550,000 sf
  - Maximum zoning height is 250'
- 

# Public Benefits/Draft Letter of Commitment

- Commercially reasonable efforts to **relocate the GTS Facility**
- Minimum **15,000 SF Arts + Culture Component Rehearsal space, studios and meeting spaces** available for public use and programming

With GTS, includes:

- **30,000 SF Arts + Culture Component Rehearsal space, studios and meeting spaces** available for public use and programming
- Construction and fit out of **250-300 seat theater**
- **Indoor public spaces** including all weather pedestrian connection between Third Street and Kendall (if GTS is relocated)
- Exhibit area for **community sourced art**
- Second **mural installation** at the vent shaft along Broad Canal Way
- Establishment of a **Diversity and Inclusion Outreach Program** for the performance and public spaces
- **Operational support** via the operating entity to encourage a diverse, inclusive and sustainable operating model
- **\$500,000 towards Executive Director** (salary and benefits) to support initial establishment of operating model

# Public Benefits/Draft Letter of Commitment

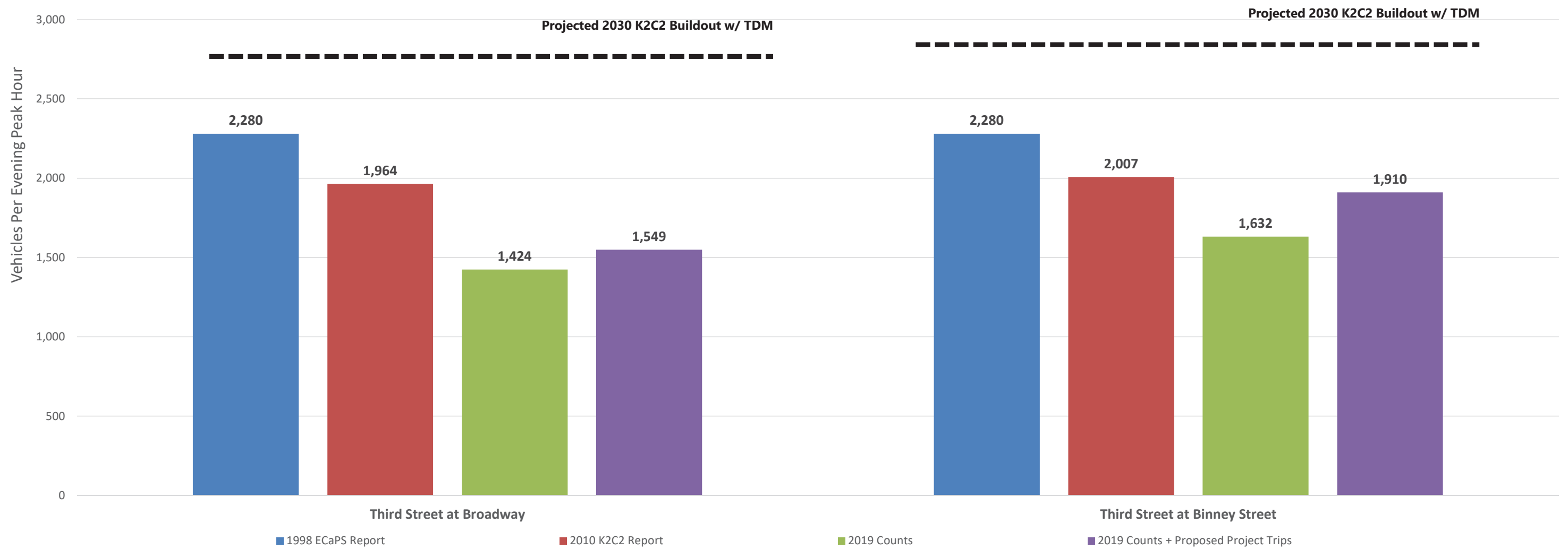
- **Additional landscaped open space** in PUD-CDK
- **Enhanced Community Benefits** for 20 years including 200 free tickets for ice skating / kayaking for youth annually, ice skating events for non-profits at no charge, hosting community events on a regular basis.
- **Annual winter market** with vendor priority to Cambridge and local artisans.
- **No new parking** with the development and **subsidized parking** for events in coordination with local community groups
- Adoption of **energy conservation strategies** with LEED Gold and energy and water reduction; reduction of carbon emissions including and incorporating high efficiency building systems, improved building envelope and lighting reduction
- **Use steam as heating source**
- Building height **along Third Street will not exceed 85'** within 10 feet of property line

An aerial photograph of a city, likely New York City, showing a dense urban landscape with numerous buildings and a large body of water (the Hudson River) on the right. The image is overlaid with a vertical gradient from blue on the left to red on the right. The text "Thank you" is centered in white.

**Thank you**

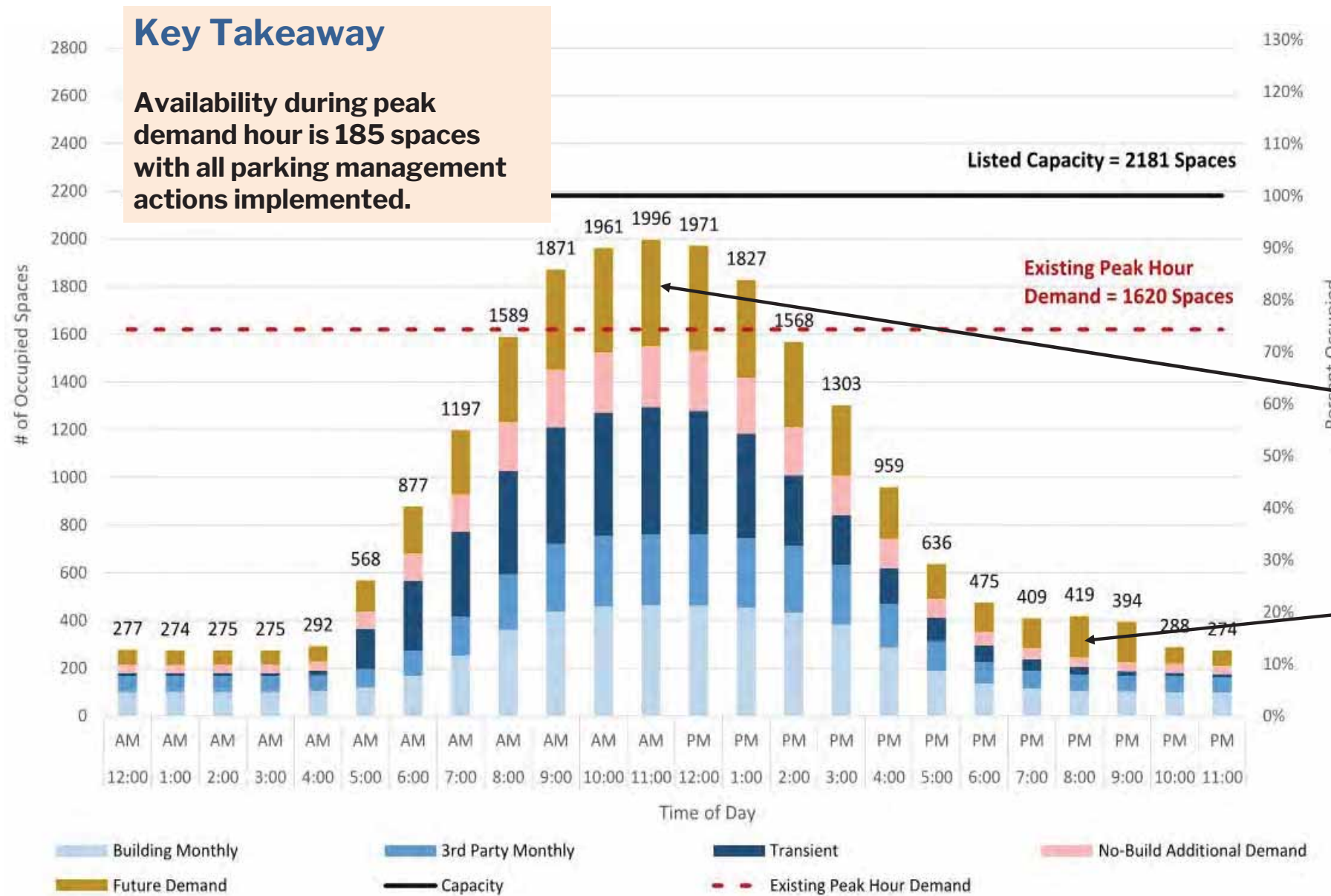
# Historic and Projected Traffic Volumes – PM Peak Hour

*Third Street at Broadway & Third Street at Binney Street*





# Future Parking Demand with Key Reductions



- Project-generated demand during peak hour = 445 spaces
- **Shared parking:** demand peaks for different land uses occur at different times.<sup>1</sup>

**Peak demand for Office/R&D: 440 spaces (11:00 AM)**

**Peak demand for Theater: 100 spaces<sup>2</sup> (8:00 PM)**

<sup>1</sup> Shared Parking is detailed in Section 6.35.1(3) of the Cambridge Zoning Ordinance.

<sup>2</sup> Demand for Theater based on Urban Land Institute Shared Parking Manual, 2<sup>nd</sup> Edition

Note: **Principal Commercial** parking spaces are capped at 150, per Canal District Kendall PTDM Plan. Other transient users are **accessory transient** parkers.