KEY PLANNING PRINCIPLES
1. PRINCIPLE: CREATE A PLACE THAT CAN BE A CATALYST TO SOLVE THE WORLD’S MOST DIFFICULT PROBLEMS

STRATEGY: INNOVATION THRIVES IN COLLABORATIVE ENVIRONMENTS WHERE PEOPLE COME TOGETHER IN OPEN AND FLEXIBLE SPACES.
2. PRINCIPLE: MAKE PEDESTRIAN CONNECTIONS NORTH SOUTH FROM EAST CAMBRIDGE TO THE MBTA AND TO THE RIVER

STRATEGY: COMBINE VOLPE OPEN SPACE TO PUBLICLY BENEFICIAL OPEN SPACE SOUTH OF POTTER STREET TO MAXIMIZE BENEFIT.
3. PRINCIPLE: MAKE PEDESTRIAN CONNECTIONS EAST WEST FROM BROAD CANAL TO MXD

STRATEGY: EXTEND BROAD CANAL WAY AS A PEDESTRIAN OR MULTI-MODAL PATH FROM BROAD CANAL TO THE MXD DISTRICT.
4. **PRINCIPLE: ENHANCE IDENTITY OF KENDALL SQUARE**

Create symbolic marker for the district.

**STRATEGY:**

Make a new kind of open space for multiple shareholders that is both a symbolic image and tangible place of community, wellness, and innovation.
5. **PRINCIPLE: CREATE LATTICE OF STREETS AND PATHS**
PROMOTE PERMEABILITY AND INTERACTION

**STRATEGY:**
EXPLODE THE “SUPERBLOCK” AND MAKE SMALL BLOCKS THAT HAVE DESTINATIONS.
6. PRINCIPLE: MAXIMIZE MEANINGFUL DIVERSE ACTIVE OPEN SPACE
SHARED BY NEIGHBORHOOD, CITY, INNOVATORS, GUESTS

STRATEGY:
OPEN SPACE VISIBLE, OPEN AND WELCOMING AND MAKE IT VISUALLY CONNECTED TO IMPORTANT PUBLIC WAYS.
7. **PRINCIPLE: INCLUDE A WIDE MIX OF USES TO ATTRACT A WIDE RANGE OF USERS**

**STRATEGY:** INCLUDE RESIDENTIAL, INNOVATION, MAKER, SHOPS AND RESTAURANTS; MAKE ALL USES DIVERSE AND FLEXIBLE IN TYPE AND FORM TO ATTRACT THE MOST DIVERSE GROUP OF STAKEHOLDERS POSSIBLE.
8.

PRINCIPLE: MAKE URBAN STREETS WITH CONTINUOUS GROUND FLOOR USES
ENGAGE PEDESTRIANS AND STIMULATE ACTIVITY ON THE OPPOSITE SIDE OF THE STREET

STRATEGY:
PLAN BLOCKS WITH VERY ACTIVE EDGES THAT ARE POROUS, OPERABLE AND OPENABLE. PROVIDE THE ACTIVE CATALYST FOR RECONSIDERATION OF EDGES BEYOND THE SITE PERIMETER.
9. **PRINCIPLE: PLAN FOR SUSTAINABILITY AND RESILIENCY**
SERVICE, ECONOMIC, AND ENVIRONMENTAL SOLUTIONS

**STRATEGY:**
DEFINE VERY SPECIFIC AND QUANTIFIABLE OBJECTIVES THAT REFLECT A LEADERSHIP POSITION AND A LONG-RANGE VISION BENEFITTING MIT AND KENDALL SQUARE.
10. PRINCIPLE: MAKE A PLACE WHERE EVERYONE FEELS WELCOME

STRATEGY:
PLAN THE USES, SPACES, VENDORS THAT WILL ATTRACT THE NEIGHBORHOOD, THE INNOVATION COMMUNITY, VISITORS AND THE CITY AT LARGE. MAKE SPACES FLEXIBLE TO ACCOMMODATE CHANGE; DIVERSE PRICE-POINTS TO ASSURE DIVERSE ENGAGEMENT; VARIOUS ACCOMMODATIONS TO FOSTER UNPLANNED ACTIVITY.
URBAN DESIGN PROTOTYPES
SCHEME 1 SITE PLAN

BINNEY STREET
THIRD STREET
BROADWAY
MAIN STREET
AMES STREET

C1
C2
C3
C4
R1
R2
R3
R4

VOLPE CENTER
RESIDENTIAL
RETAIL
COMMERCIAL

DRAFT FOR DISCUSSION
SCHEME 1 SITE PLAN

VOLPE CENTER
RESIDENTIAL
RETAIL
COMMERCIAL

DRAFT FOR DISCUSSION

VOLPE PLANNING STUDY | MAY 10, 2017 | MITIMCO | ELKUS MANFREDI ARCHITECTS |
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