2018

CRA Work Plan Discussion

October 2017 Board Meeting
CRA MISSION
The Cambridge Redevelopment Authority 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 space 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.

CRA OPERATING PRINCIPLES
1. **Act:** Complement the City’s planning role by focusing on implementation using redevelopment tools imaginatively.
2. **Operate with transparency:** Be visible and foster face-to-face relationships and a forum for discussing ideas.
3. **Maximize the public benefit:** Serve a broad public purpose with ethically sound practices in partnership with the City and others.
4. **Operate with fiscal responsibility:** Use our independent resources wisely to accomplish our mission.
5. **Set an example:** Through our actions, advance thinking on issues with long-term consequences and within a larger context; be innovative while maintaining an awareness of history.
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<tr>
<td>KSTEP</td>
<td>Landscape Design for Parcel 3</td>
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<td>Innovation Space @ 255 Main</td>
<td>Redesign Vault Interchange on Main Street</td>
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<td>Design Review: 145 Broadway &amp; 88 Ames</td>
<td>Galaxy Park Design (Stoss)</td>
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<td>Binney &amp; 3rd Street Programming &amp; Improvements</td>
<td>Next Gen Transportation Report Project</td>
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<td>KSMTF Implementation: Graphic report, demand estimate, path identity</td>
<td>Kendall BID/CBD</td>
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<td>POPS Inventory Project</td>
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<td>GJ Park Repairs (Veolia)</td>
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<td>6th Street Walkway Improvements (BP)</td>
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<td>Binney/Galileo Streetscape Implementation (BP and MITIMCO)</td>
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<td>Broad DNAtrium</td>
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Cambridge Redevelopment Authority
## Carry Over Items to 2018: Programs Beyond Kendall

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| - Foundry  
  - Designer Selection and Feasibility Study  
  - Operator RFP and Selection  
- 105 Windsor  
  - CPA Grant  
- Forward Fund  (Nov. Board meeting)  
- Grand Junction Path Implementation  (Somerville to Boston) | - Foundry  
  - CMaR Procurement  
- 105 Windsor  
  - Community Planning  
  - Designer Selection  
  - Contracting for Exterior Improvements  
- CRA Public Art Program |
The case for a CRA public art program

• CRA Vision Statement:
  - “In five years…CRA will be creating landmark places that represent enduring urban design, with vibrant civic spaces…it’s projects will contribute to the community fabric of the city…the CRA will implement projects that cannot be achieved by others….projects will include small-scale investments related to the mission.”

• CRA Mission Statement:
  - “The CRA is committed to implementing imaginative, creative development that achieves social equity and environmental responsibility.”

• CRA Strategic Plan, page 14:
  - “A number of critical issues are facing the city and Kendall Square in particular…the following topics will continue to be of interest to the CRA:... public space and park programming; public art.”

• KSA District Identity and Place Brand, March 2015 by Minelli Associates
  - Create a unique sense of place in Kendall through landmarks and public art
  - Street level experiences would offer magic, mystery, beauty and fun
  - It will visually look the way it feels inside: vitality of innovation needs to be matched with vitality of life
  - Create spontaneous discovery
  - Landmark: prominent physical features of such distinction that it can be used as a reference point for all
  - Experiential: installations or frameworks that engage the visitor and support planned or spontaneous activities
  - Recommendations/Strategies: Develop public art landmarks; Foster interaction; Organize a district-wide signature event.

• K2 Plan :
  - Goal 1: Nurture Kendall’s innovation culture: Support a vibrant environment for creative interaction.
  - Goal 2: Create Great Places: ; Create lively, walkable streets; Engage buildings and streets to create lively public areas

• There is a widespread sense that Kendall needs public art that is…. 
  - Interactive and engaging (not static)
  - Fun and playful
  - Expresses Kendall’s innovation ethos through use of technology / electronics / computing power / lighting
  - Activates Kendall outside 9-5 hours
  - Creates an iconic destination to attract people specifically for the installation, residents and visitors alike
  - A temporary, repeating/annual, signature “event” that changes with each iteration
## Carry Over Items to 2018: Administration

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<tr>
<td>• Records Management RFP</td>
<td>• Office Relocation</td>
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<td>• Property Maintenance Oversight Strategy</td>
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<td>• Personnel Policy Update</td>
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<td>• Investment Strategy</td>
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New City Plans and Reports Since CRA Strategic Plan (mid-2014)

- Connect Kendall Open Space Competition (2014-2015)
- Bicycle Plan (2015)
- Inclusionary Housing Study (2016)
- Community Needs Assessment (2017)
- Retail Strategic Plan (2017)
- Kendall Square Mobility Task Force (KSMTF) Report (2017)
- Climate Vulnerability & Preparedness Assessments (2015-2018)
- Envision Cambridge Master Plan (2016-2018)
- CRA KSURP & Infill Development Concept Plan (IDCP)
- CRA Kendall Implementation Plan

CRA Project Proposal Decision Tree

1. Project Proposal
2. Consistent with City Policy?
3. Fits CRA Mission?
4. Financial Consideration
5. Does CRA have Capacity to Implement?
6. Are Partnerships Established?
Strategic Plan Review & Update: Focusing on Implementation

Create Summary ➔ Discussion ➔ Updated Projects & Programs

- CRA Board
- City Leadership
- Public

Supplementary Public Engagement Concepts

- Symposium / Forum
- Workshops
- Discussion Series
- Online Engagement & Surveys
- Lunch & Learns
- Planner Idea Pitch Sessions w/ public feedback (TEDx type event)