

Harvard ERC District and Greenway Plan

Advisory Group Meeting 01

Welcome!
The meeting will begin shortly.

08.16.2023

Harvard ERC District and Greenway Plan

Advisory Group Meeting 01

- 1. Overview**
- 2. Introductions**
- 3. The ERC Overview**
- 4. Workshop / Discussion**
- 5. Next Steps**

Overview

Meeting Objectives



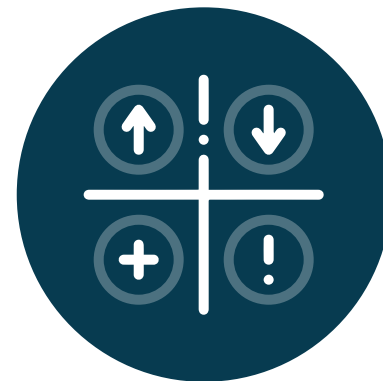
**Introduce the
Advisory Group to the
Engagement Process &
Timeline**



**Introduce Consultant
Team, Scope &
Schedule**



**Review the Existing
Conditions & Past
Planning Work**



Workshop SWOT Analysis
(Strengths, Weaknesses,
Opportunities & Threats)



**Discuss Key Questions to
Launch this Process**

The Team



bpda

Client

Breeze Outlaw
Joe Blankenship
Lamei Zhang

WXY

**Urban Design, Landscape,
Development & Community Engagement**

Claire Weisz
Adam Lubinsky
David Vega-Barachowitz
Manasi Punde
Bahij Chancey
Suryani Dewa Ayu
Govardan Rajasekaran Umashankar

ARUP

**Infrastructure &
Transportation**

Kate Fichter
Matthew Ciborowski
Raju Mann
Amy Liu Pathak



DEPARTMENT OF PLAY

**Interactive
Engagement**

Katarzyna Balug

The Advisory Group

Content Experts

Laura Jasinski

(Open Space, Charles River Conservancy)

Max Rome

(Open Space, Charles River Watershed Association)

Galen Mook

(Active Transit, MassBike)

Jessica Robertson

(Allston Resident)

Andrew Giannino-Curtis

(Allston Resident)

Stacy Thompson

(Active Transit, LivableStreets Alliance)

Bryan Chou

(Public Realm, Mikyoung Kim Design)

Karen Smith

(Housing, McNamara House)

Neighborhood Organization Representatives

Tina Chan

(Allston Brighton Health Collaborative)

Alex Cornacchini

(Allston Village Main Streets)

Jo-Ann Barbour

(Charlesview Inc.)

Harvard Allston Task Force (HATF)

Barbara Parmenter

(Allston Resident)

Christine Varriale

(Allston Resident)

Harvard University

Mark Handley

(Government and Community Relations)

Justin Fay

(Planning, Urban District Initiatives)

Project Objective

The project aims to develop a **District and Greenway Plan** for the ERC area, grounded in a community driven planning process to outline the **community's vision and priorities.**

The Project Goals



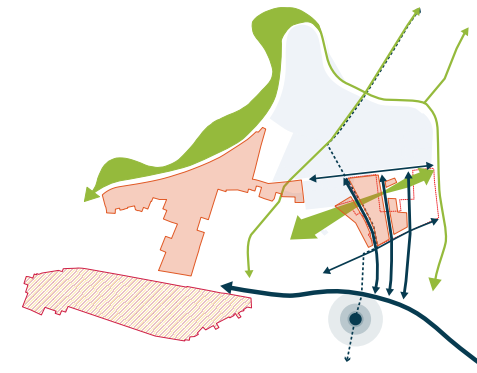
Consensus-Driven Vision

Develop a consensus-driven vision for the ERC area



Create a Predictable & Enforceable Framework

Incorporate and refine existing planning efforts to create a predictable and enforceable framework for future inclusive, equitable, and community focused development, including community benefits accompanying development



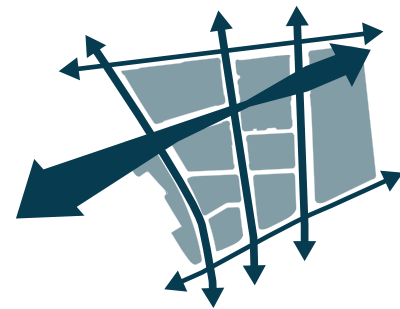
District Wide Approach

Take a district-wide approach for urban design, public realm, and transportation recommendations that emerge from the community process and are sensitive to the needs and goals of the neighborhood



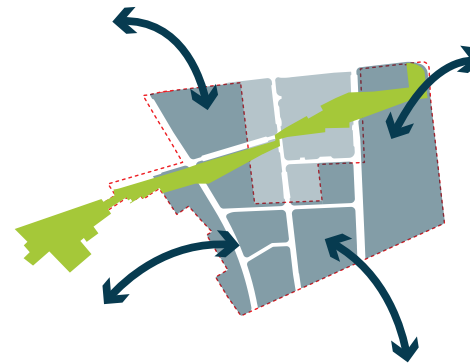
Sustainable Infrastructure Strategies

Establish sustainable infrastructure strategies, including a smart utilities approach



Establish Meaningful Connections

Establish meaningful connections to surrounding open space, streets and linear connections, the Allston-Brighton neighborhood, and future Beacon Park Yard development area



Develop Cohesive Strategies

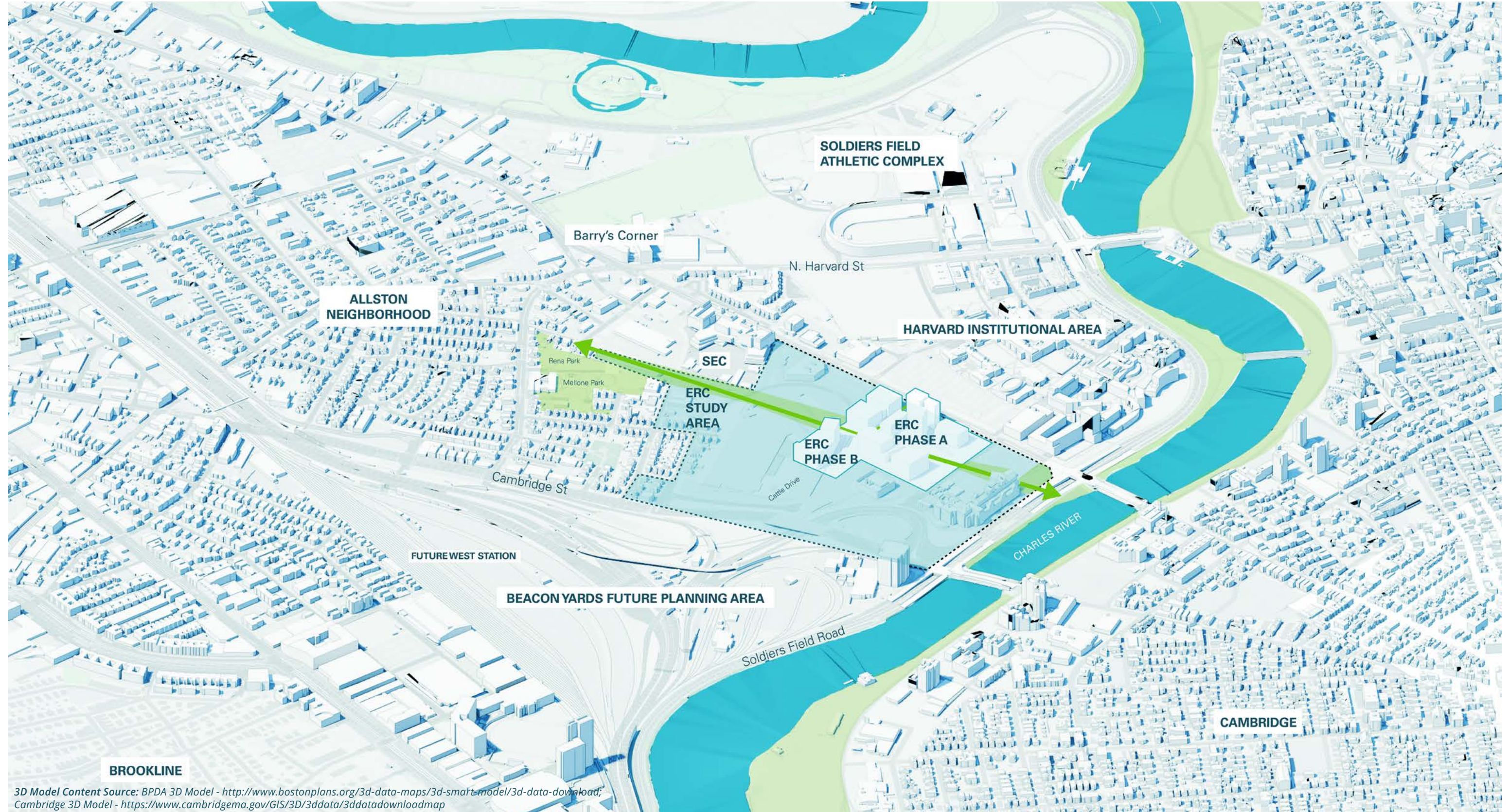
Develop cohesive strategies for open space, development, and neighborhood edge conditions and gateways



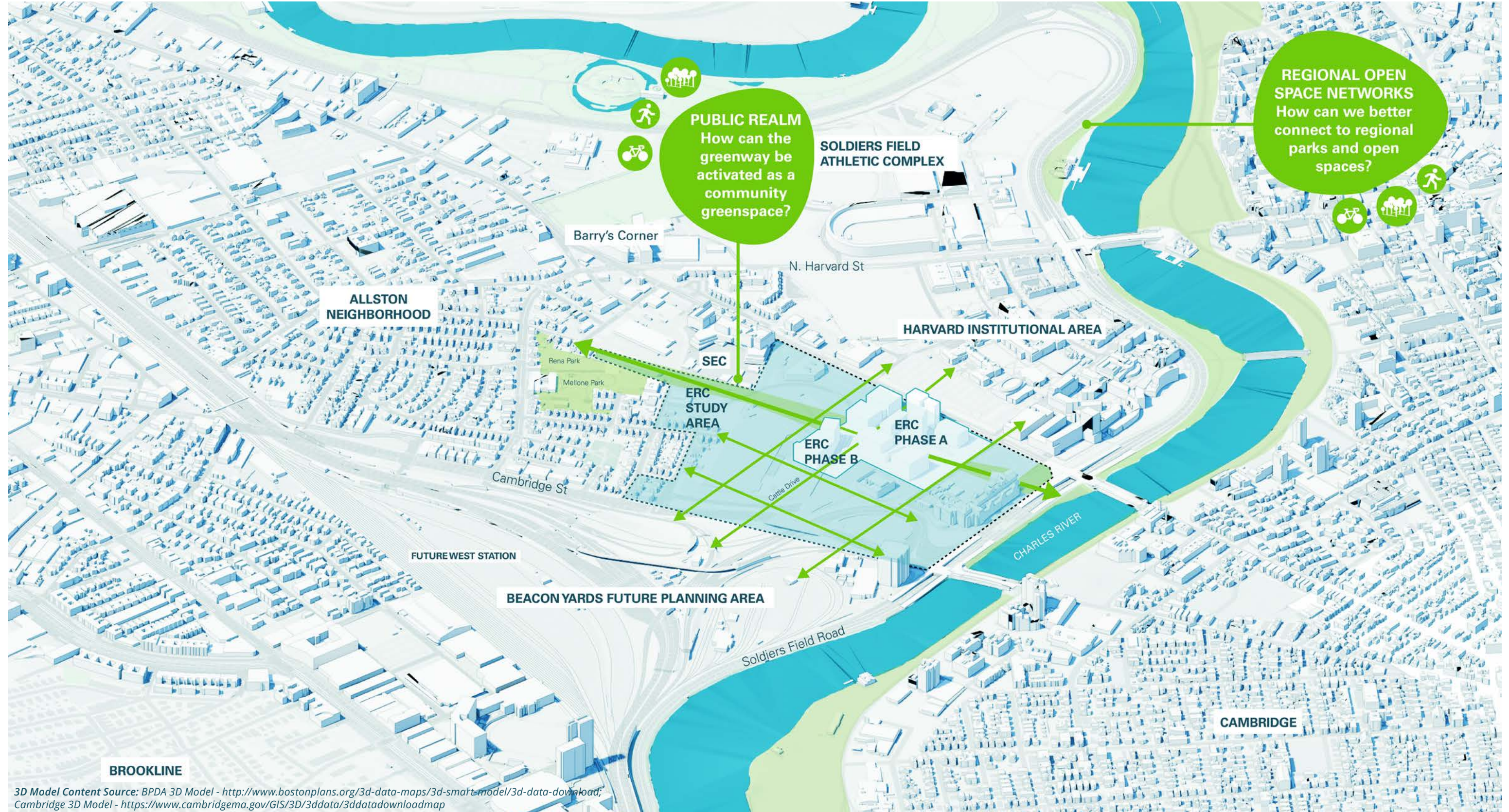
Land Use & Urban Design Plan

Create a land use and urban design plan that can be codified into regulatory and zoning documents to implement plan recommendations.

ERC District & Greenway

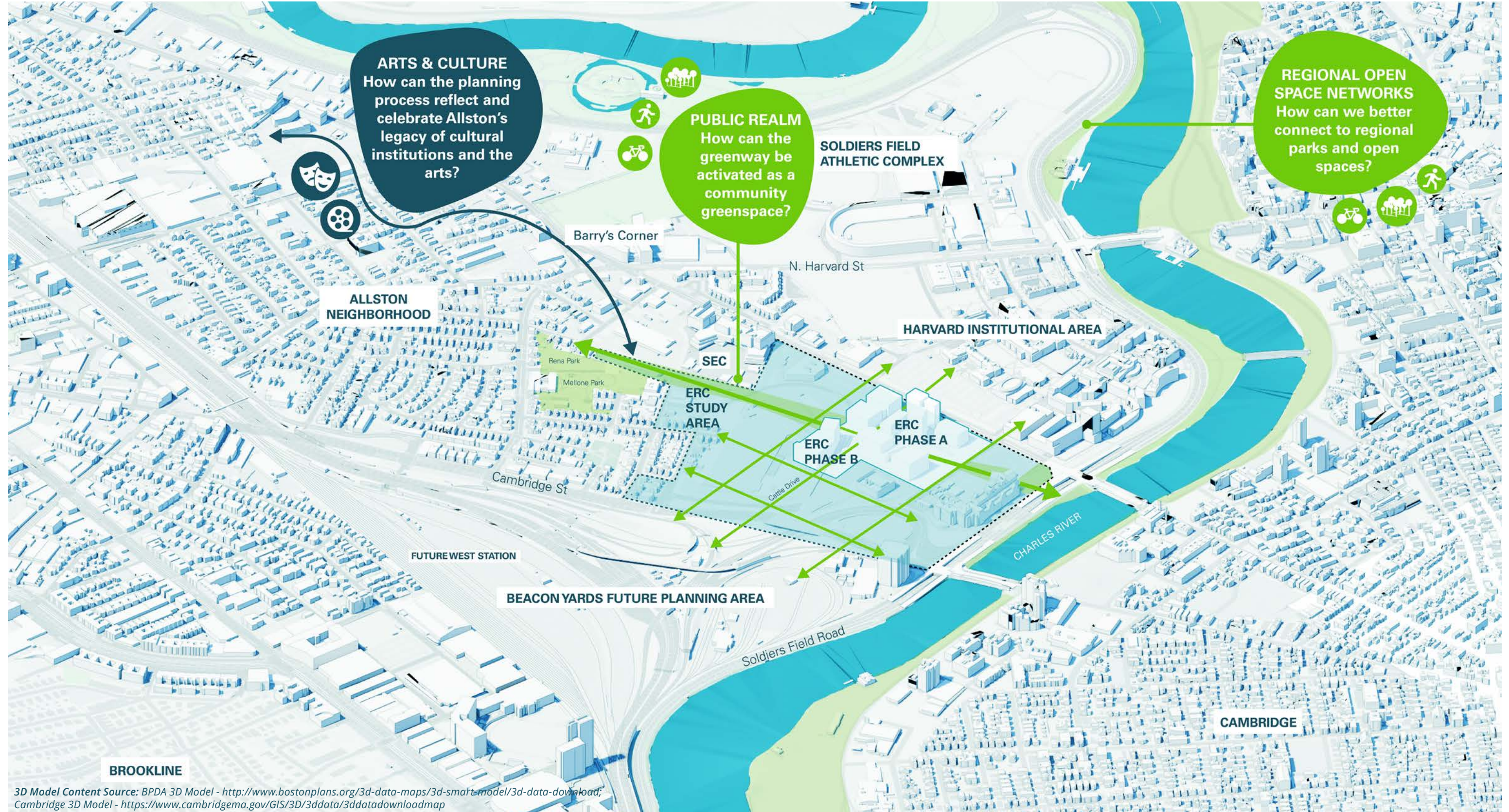


Open Space & Greenway



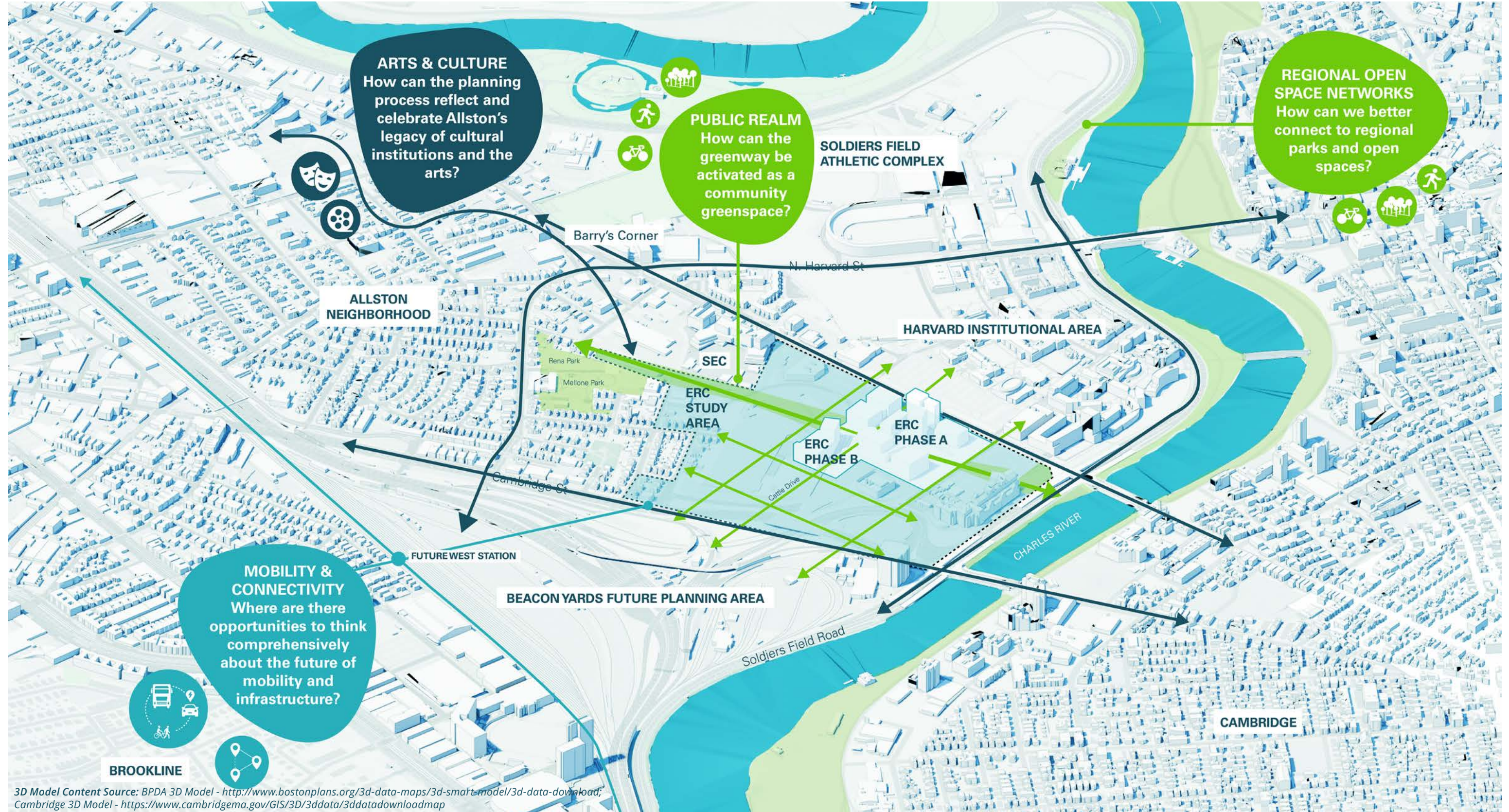
3D Model Content Source: BPDA 3D Model - <http://www.bostonplans.org/3d-data-maps/3d-smart-model/3d-data-download>;
Cambridge 3D Model - <https://www.cambridgema.gov/GIS/3D/3ddata/3ddatadownloadmap>

Arts & Culture



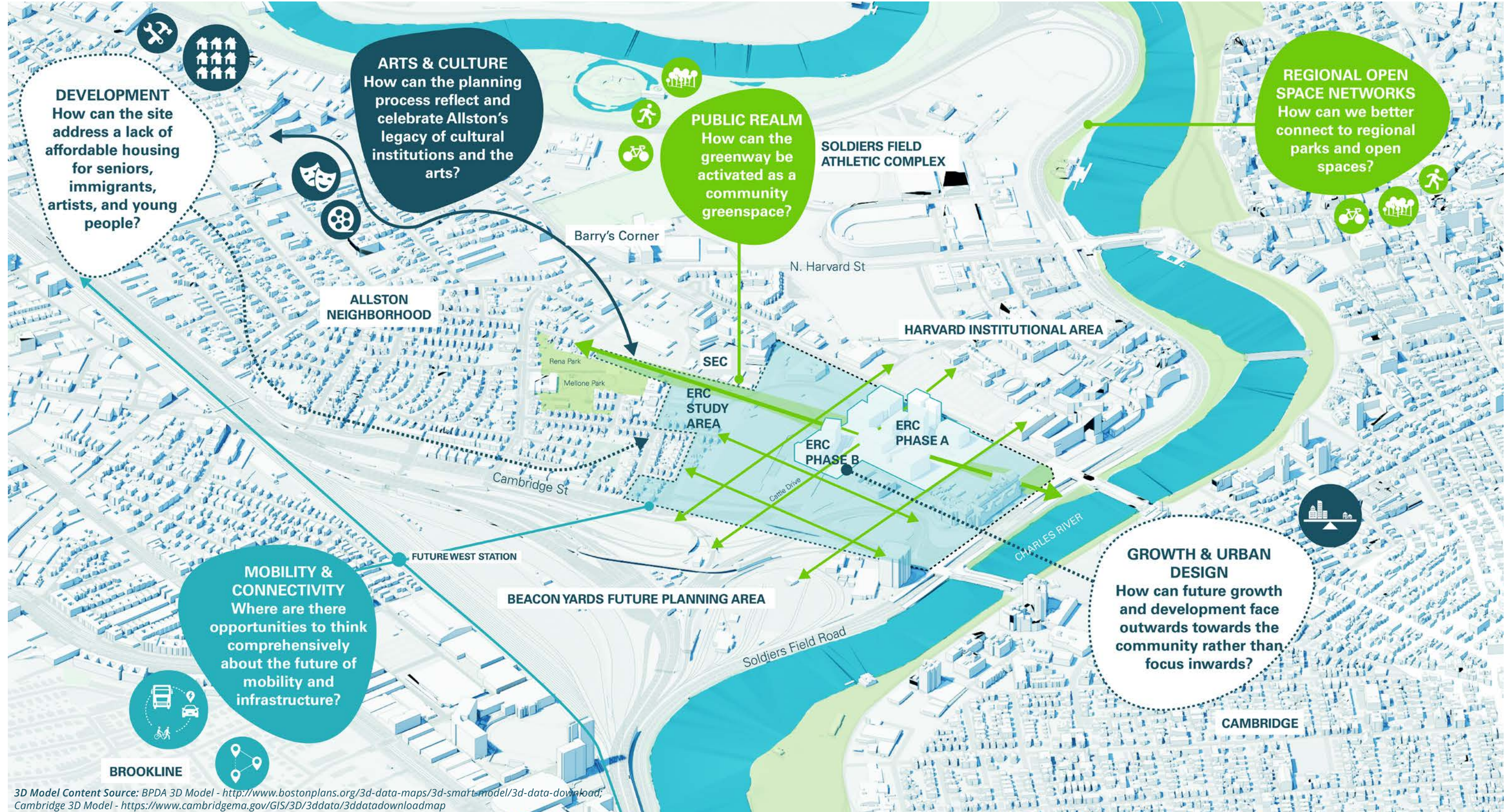
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Mobility & Connectivity



3D Model Content Source: BPDA 3D Model - <http://www.bostonplans.org/3d-data-maps/3d-smart-model/3d-data-download>;
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Urban Design & Development



Scope & Deliverables

Existing Conditions Analysis

- Summary of past plans & initiatives
- Existing conditions
- SWOT analysis

Community Visioning & Goals

- Develop goals and vision
- Conduct comprehensive and equitable engagement
- Interview stakeholders
- Establish community benefits matrix

Draft Frameworks

Open space frameworks

- Network map
- Open space activation & programming recommendations
- 3-5 Visualizations / storyboards

Land use & economic development

- Three draft development scenarios
- Metrics for scenarios
- Urban design and performance guidelines

Transportation & mobility

- Confirmation & synthesis of ERC roadway network
- Parcel guidelines in transportation context
- Typical street typologies
- Utility phasing & coordination

Final ERC District & Greenway Plan

- Community benefits priorities
- Greenway activation and character recommendations
- Transportation network
- Urban design and development recommendations
- Implementation recommendations

Engagement Structure & Schedule



1. Project Kick Off & Community Goals
(June - September)

2. Topical Workshops & Stakeholder Interviews
(October - January)

3. Draft Framework Plan
(February - March)

4. Final ERC District & Greenway Plan
(April - May)

Advisory Group 1

Kick off
SWOT Analysis

Public Forum 1

Kick off
Draft Community Goals

Advisory Group 2

Community Goals
Draft Community Vision

Focus Group A

Open Space & Connectivity

Focus Group C

Land Use & Economic Development

Focus Group C

Transportation & Mobility

Advisory Group 3

Focus Group Synthesis

Stakeholder Interviews

Advisory Group 4

Draft Framework Plan

Public Forum 2

Draft Framework Plan

Advisory Group 5

Final ERC District
& Greenway Plan

Public Forum 3

Final ERC District
& Greenway Plan

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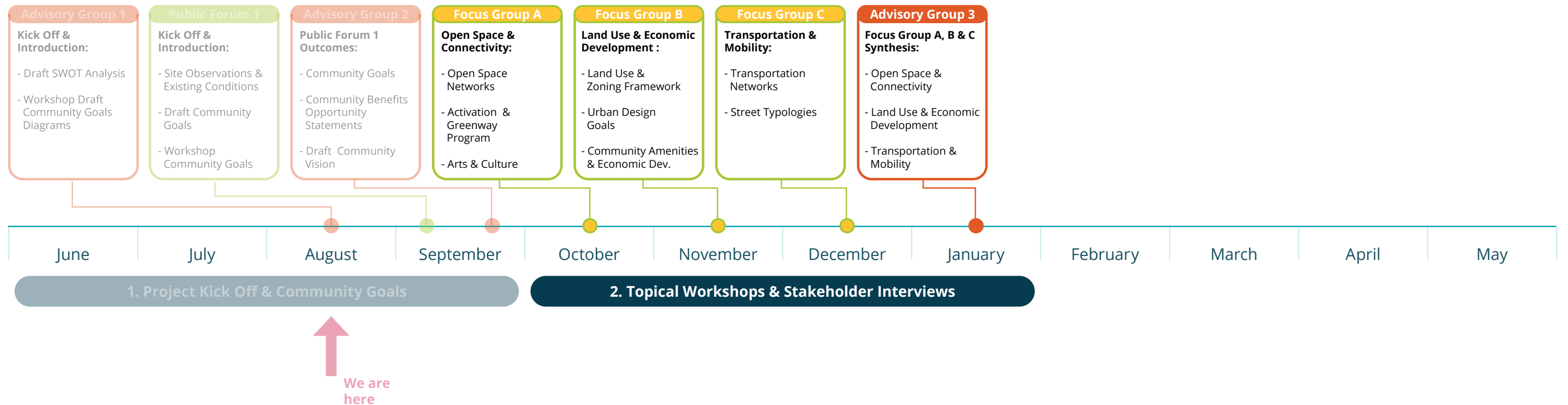


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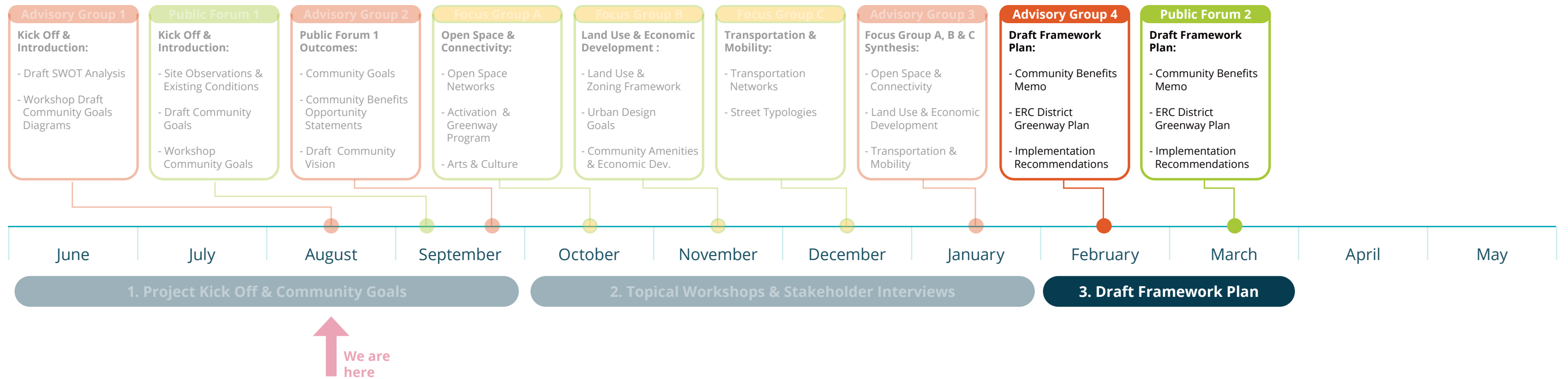


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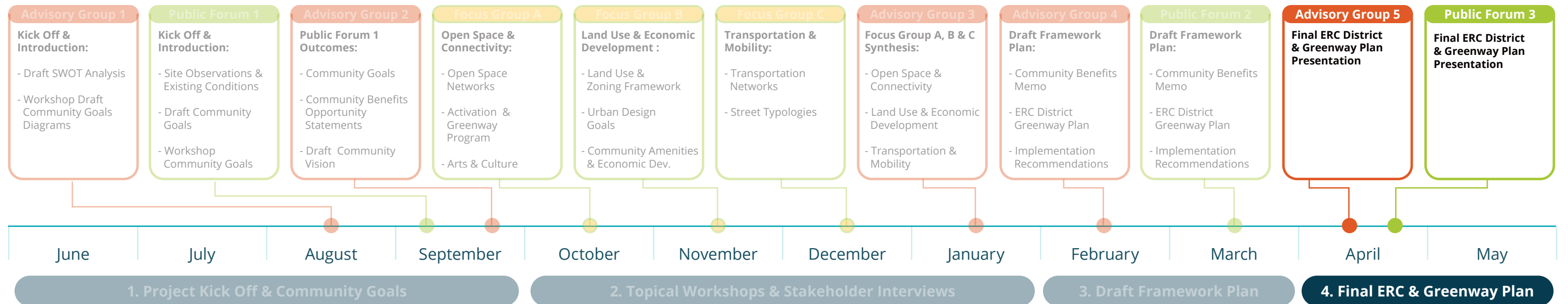


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↑
We are here

Engagement Structure & Schedule

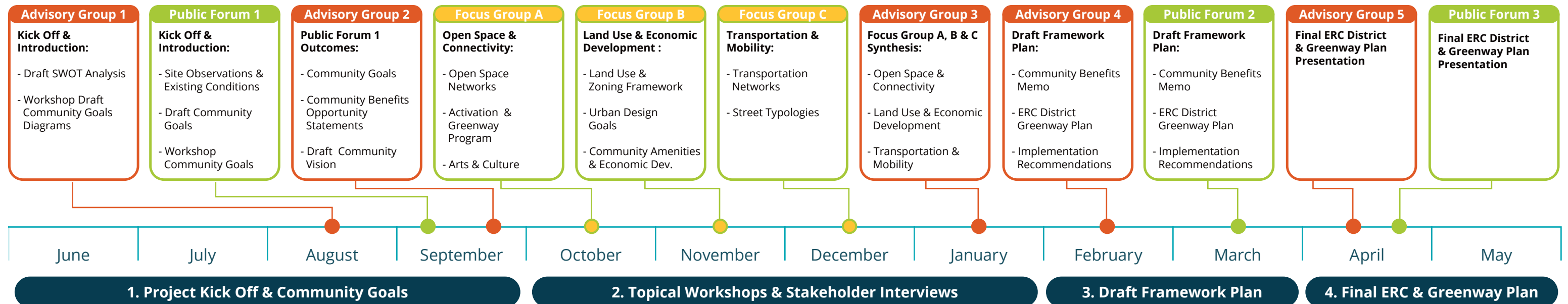


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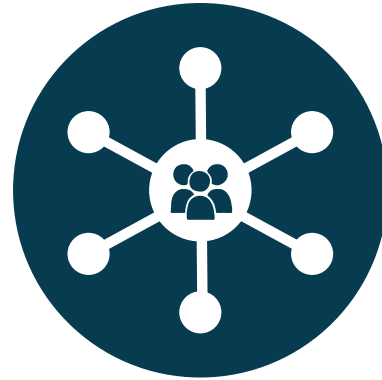
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The Advisory Group Role



Share

Share information about the ERC District and Greenway Plan process in the Allston community and encourage your network to participate in the process



Contribute

Contribute your local knowledge and subject matter expertise to strengthen the planning process



Review

Review and provide feedback on engagement materials and methods



Ensure Representation

Help ensure a representative engagement process



Aid in the Plan Development

Aid in the development of recommendations for the Harvard ERC and Greenway Plan

The Advisory Group Responsibilities

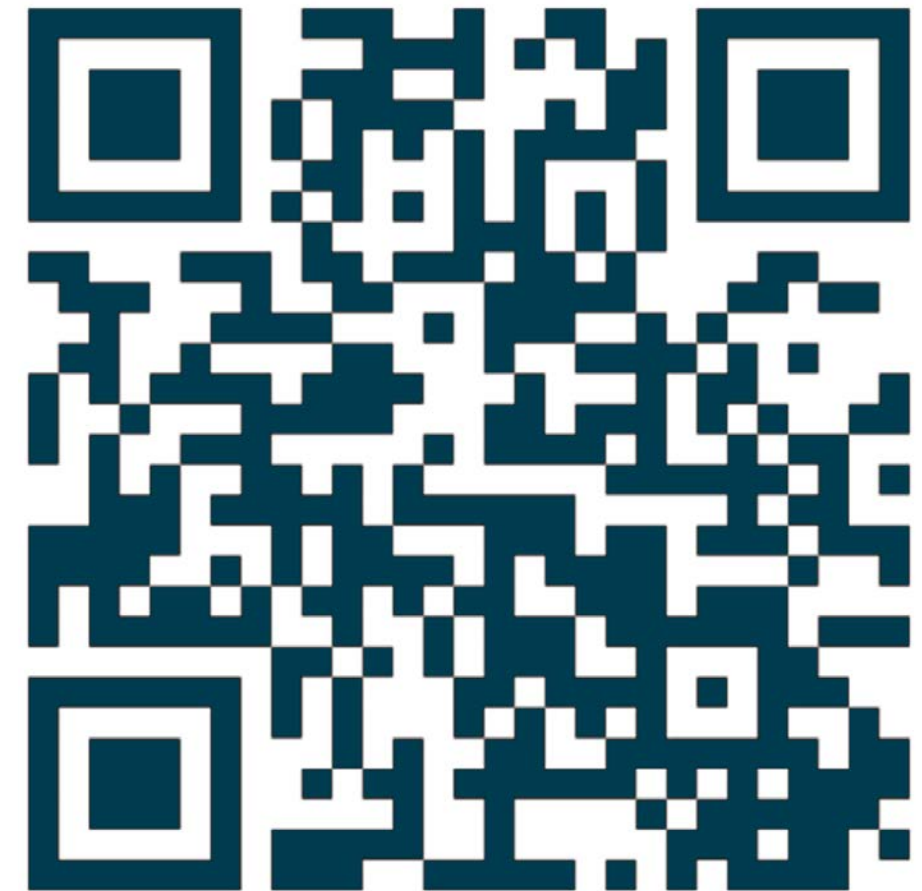
- Support a **respectful, productive, and thoughtful exchange of ideas** and solutions
- **Designate one person to be the primary representative of the attending organization, and one alternate representative for Advisory Group meetings if the primary representative is not available.** Project Advisory Group members may be removed if representatives are absent at two Project Advisory Group meetings
- **Attend all Project Advisory Group sessions, or send their alternate.** It is anticipated that there will be 5 Advisory Group meetings over the course of this 10-month process
- **Be engaged and come prepared to discuss draft recommendations** put before the project Advisory Group. This may include coming prepared with suggested revisions to draft recommendations
- AG members are **encouraged to attend Focus Group meetings and Public Forums**

Introductory Poll

1. Open a browser
2. Go to **menti.com**
3. Enter the code: **4530 1670**

OR

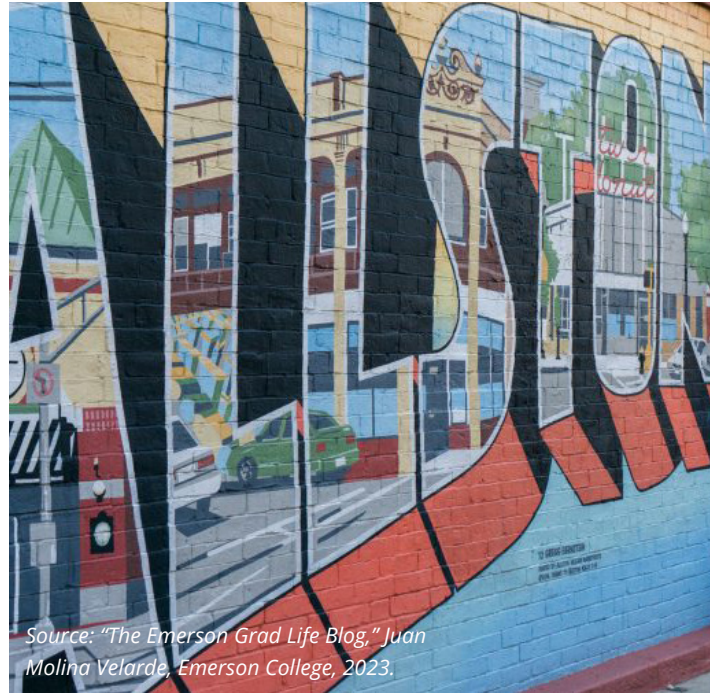
Scan the QR Code with your
smartphone!



The ERC Overview

1. Understanding the Site in Context
2. Past & Ongoing Plans
3. Harvard's Current Plans & Process
4. Draft SWOT Analysis

Neighborhood Fabric



Source: "The Emerson Grad Life Blog," Juan Molina Velarde, Emerson College, 2023.

Greetings from Allston Village mural by artist Gregg Bernstein in 2015



Source: "Art-Ston: The Many Murals of Allston," Emily Bass, 2018.

Saya Patri (One With A Hundred Petals) by artist Imagine in 2017.



Source: "I Dream of Doughnuts: One Family's Sweet Saga of the American Dream," Rachel DeSimone, Boston University, 2010.

Twin Donuts



Source Barry's Corner, Thomas Maisonneuve, The Harvard Crimson, March 4, 2021

Barry's Corner



Source: Google Maps 2020

Allumination by artist team Jessie and Katey in 2017



Source: Google Maps 2018

Bayard Street



Source: Project Team Site Visit Photos, Bahij Chancey, 2023

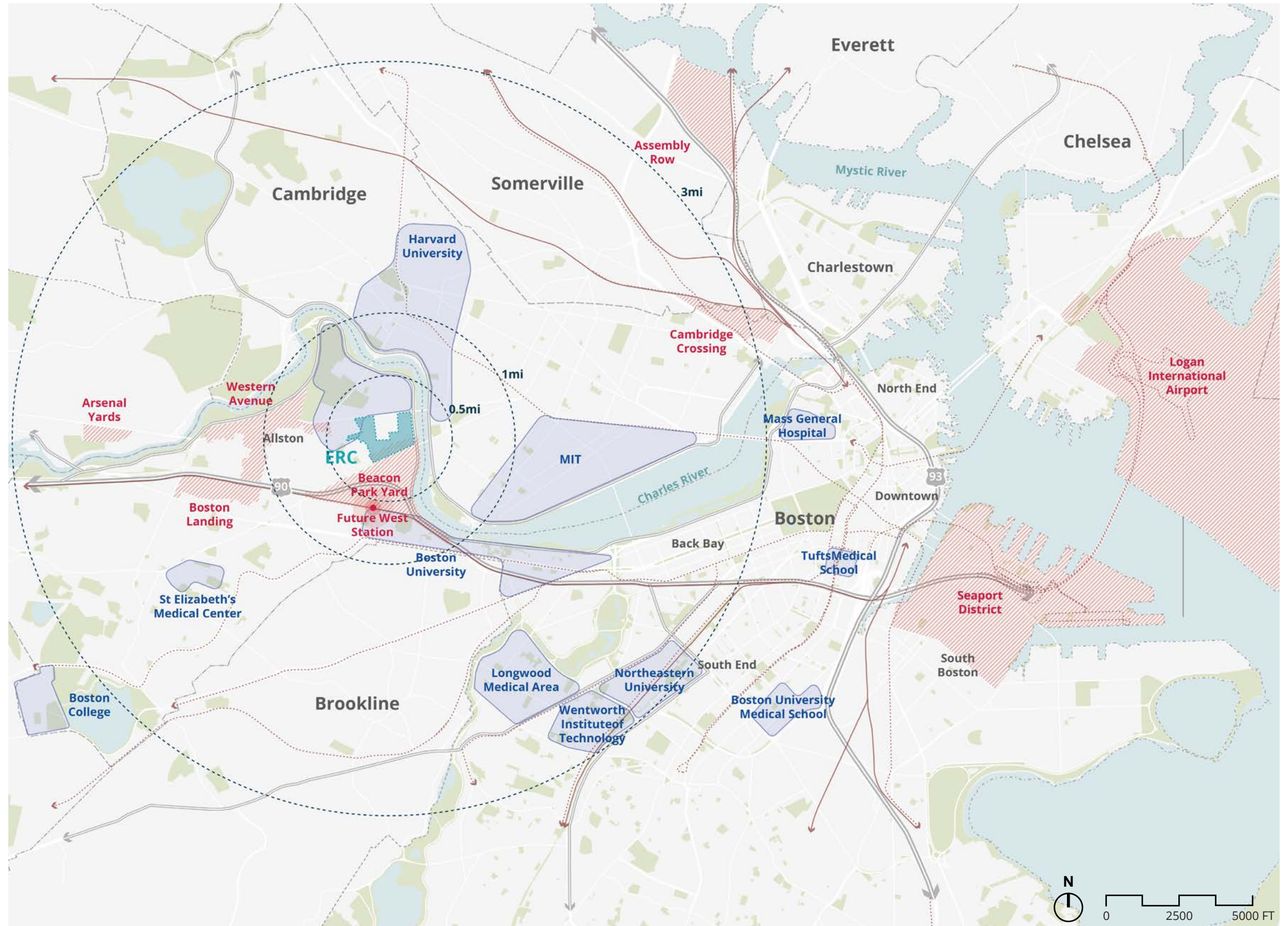
Walls on Western by artist Sophy Tuttle in 2020



Source: Google Maps 2022

Mansfield Street

The ERC in the Region



- ERC Site
- Developments and Innovation Districts
- Institutions
- Commuter Rail
- MBTA Rapid Transit
- Interstate/Routes
- Network of Urban Cores

Scalar Comparisons

Total ERC Site
(Including Phase A & B)
Boston, MA
36 Acres



PDA Phase A
6 Acres
PDA Phase B
8 Acres

Boston Landing
Boston, MA
45 Acres



North Point
Cambridge, MA
82 Acres



Assembly Row
Somerville, MA
122 Acres

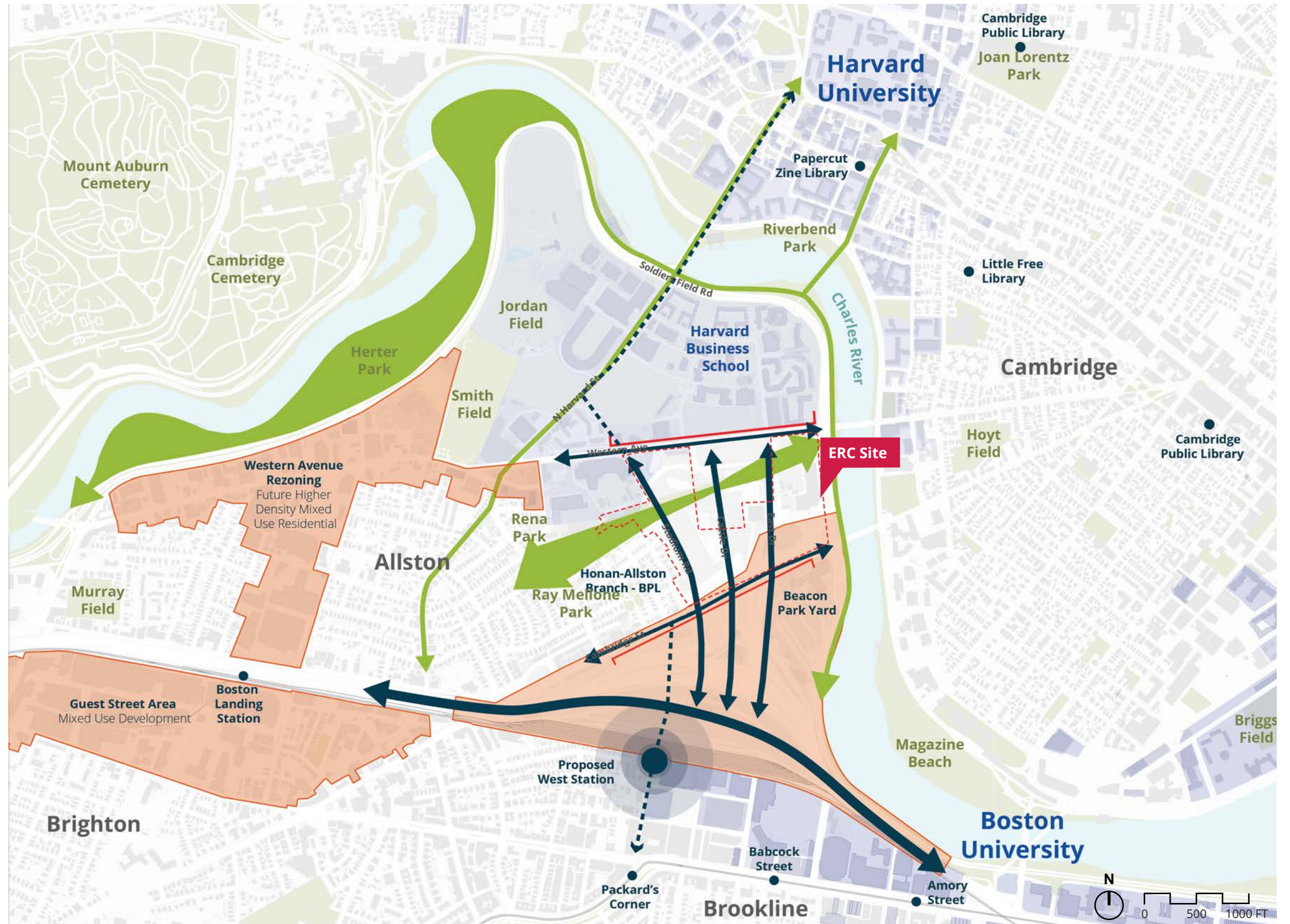


Boston Seaport
Boston, MA
300 Acres



N
S=1:1,000"

The Site in Context





Future West Station

I-90 / Beacon Park Yard

Dr. Paul Dudley White Bike Path

National Resilience Building

District Energy Facility (DEF)

Sears Pad

North Allston Storm Drain Extension Project (NASDEP)

Existing MWRA Sewer

Harvard Business School

Phase A

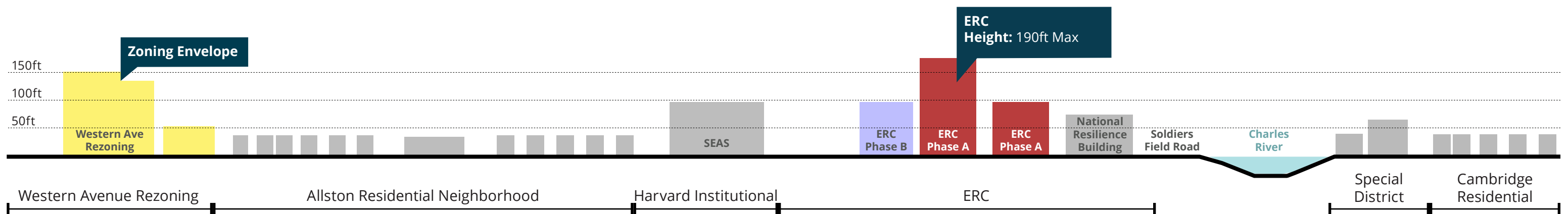
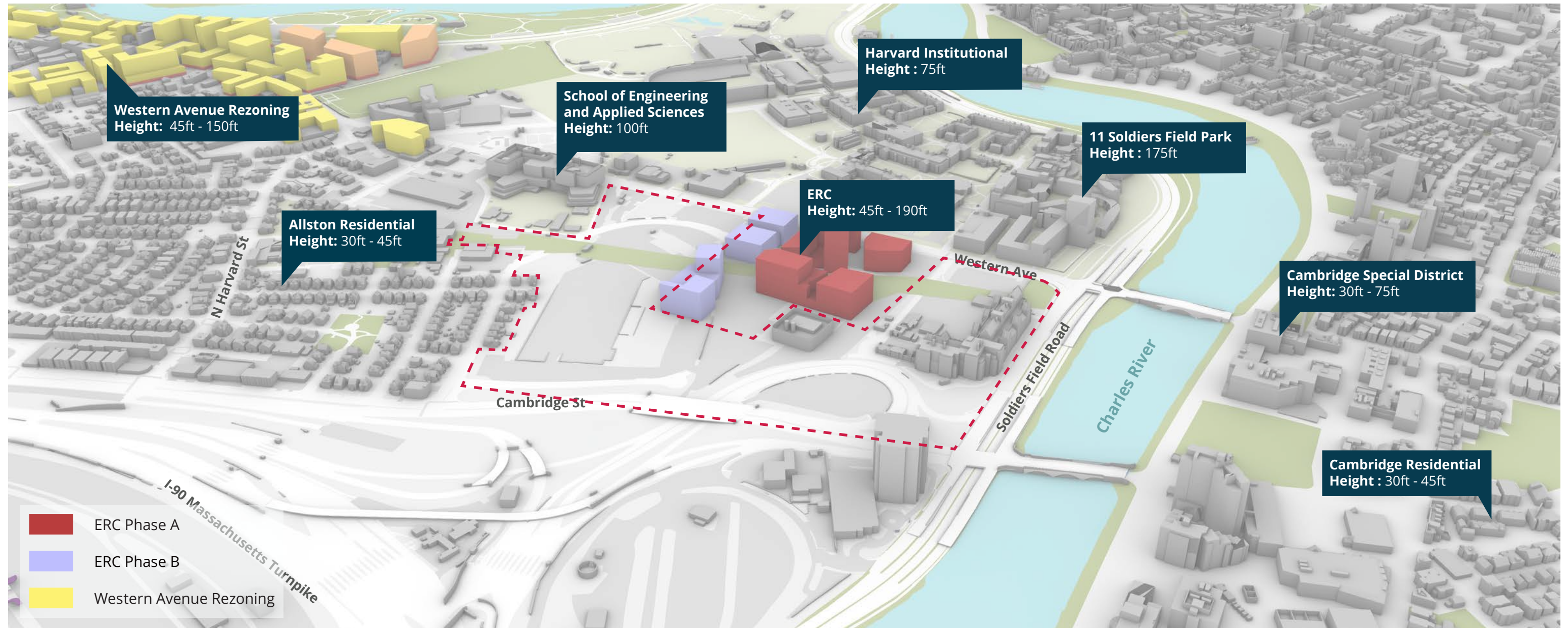
Phase B

Cambridge St

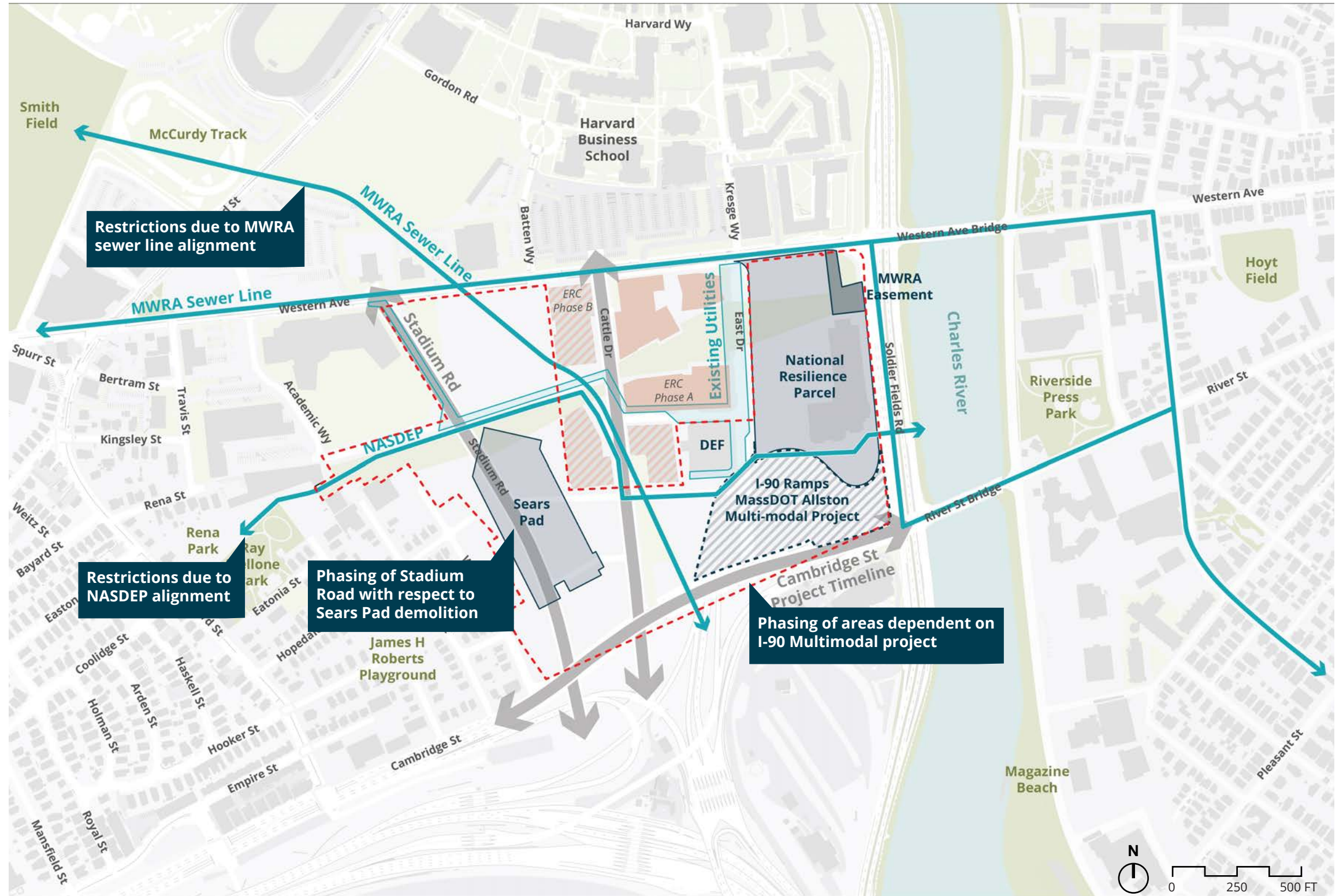
Western Ave

Soldier's Field Road

Existing & Future Urban Fabric



Site Conditions

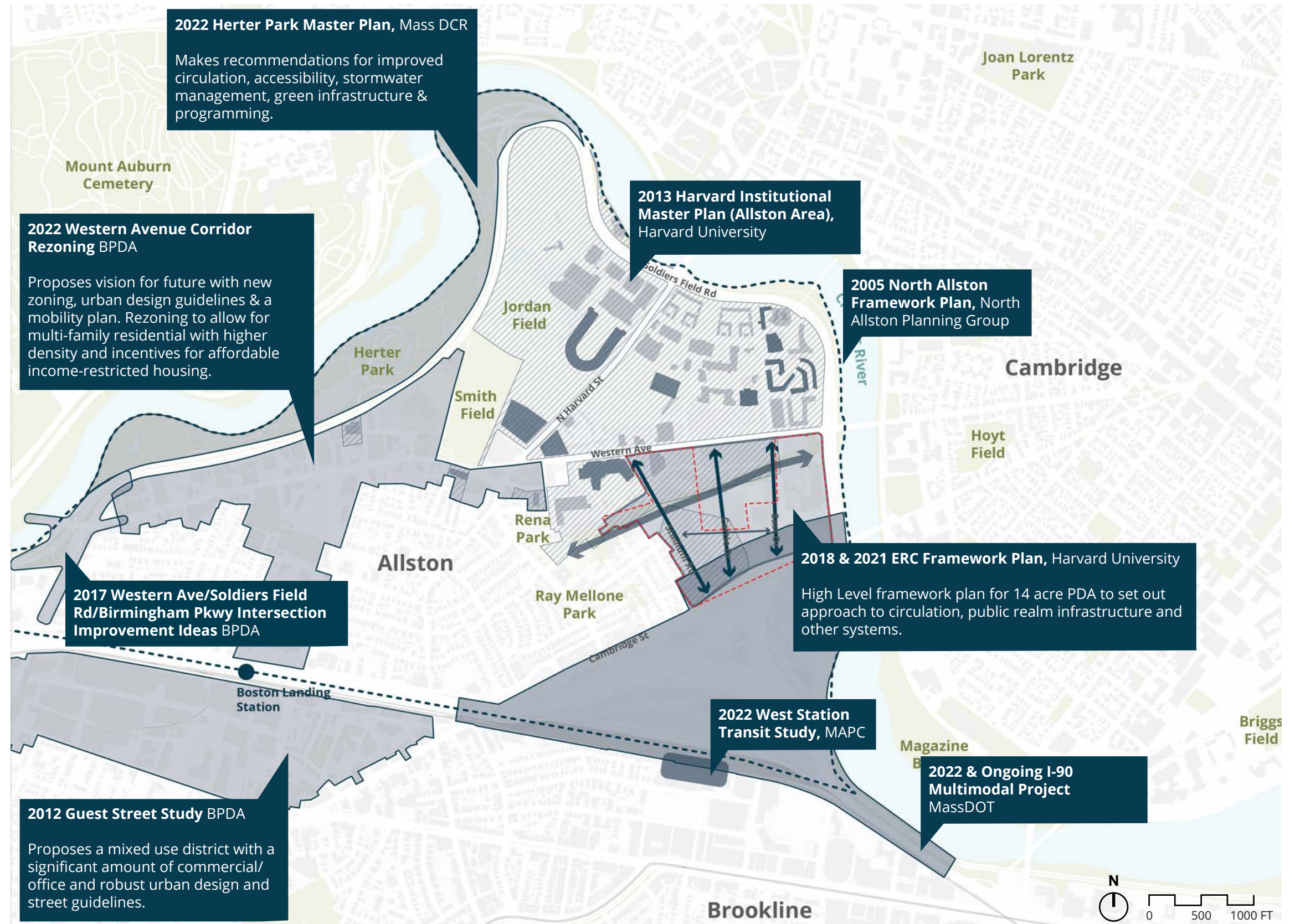


Past & Ongoing Plans

Past Plans

Other Past Plans:

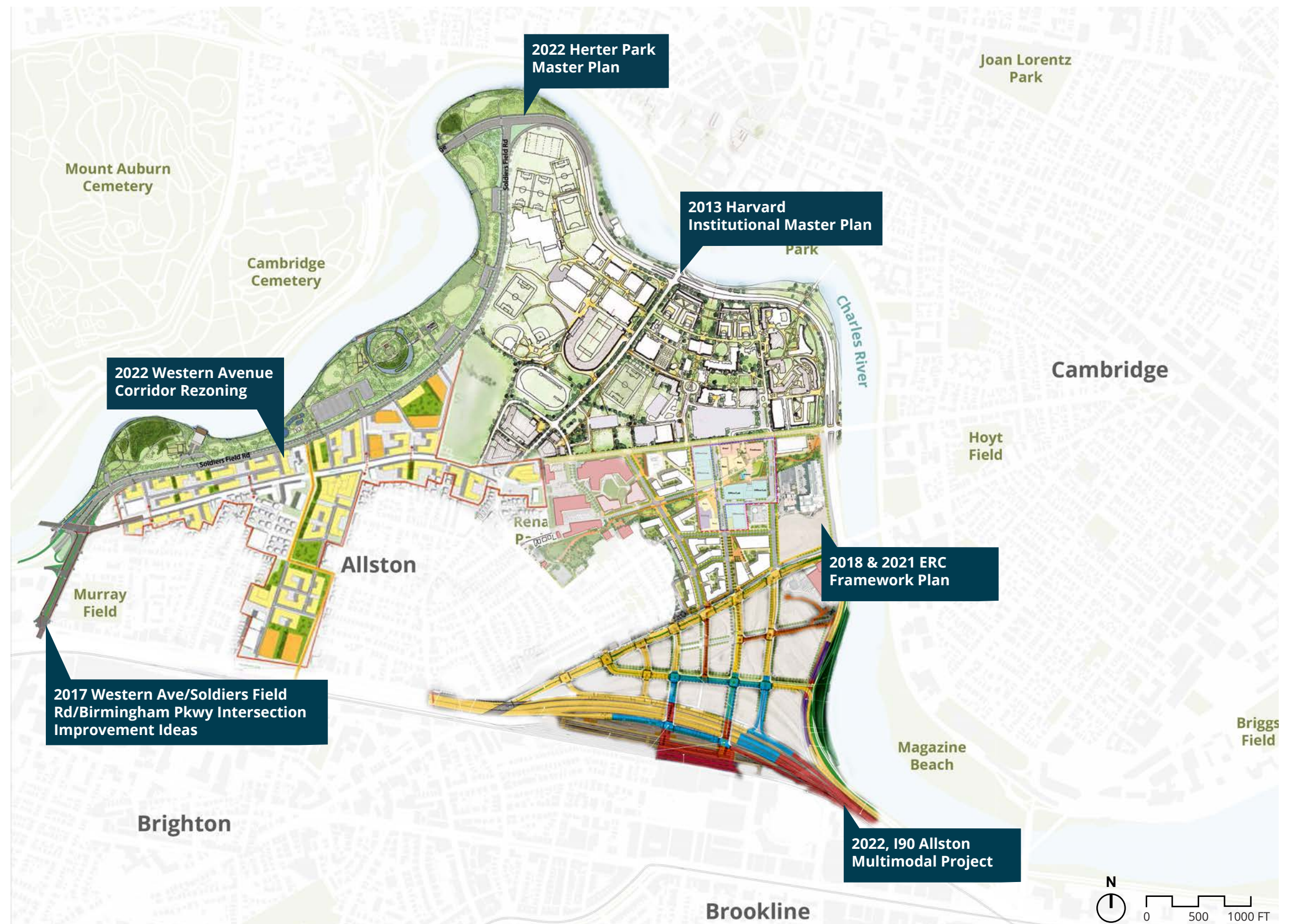
- 2017, Imagine Boston 2030
- 2018, Allston Early Action Transit Study, MassDOT
- 2020, Mass DCR Parkways Plan
- 2021, Allston-Brighton Mobility Plan
- 2021 Allston-Brighton Arts Culture and Placekeeping Report
- 2023, MBTA Bus Network Redesign



The ERC Overview

- **2013 Harvard Institutional Master Plan** - The 2013 Harvard IMP sets out the institutions long-term vision for its properties in Allston
- **2018 ERC Framework Plan** - Harvard University seeks to develop the newest mixed-use innovation district in Boston south of the Harvard Business School campus in Allston
- **2021 ERC Framework Plan** - Provides an update to the 2018 framework plan including updates to the greenway footprint, sidewalk room and open space strategy and building orientations
- **2022 Herter Park Master Plan** - The plan aims to analyze and make recommendations for improved circulation and accessibility, storm-water management and green infrastructure, utility infrastructure, and programming, particularly for the Herter Center and the Amphitheater
- **2022 Western Avenue Corridor Rezoning** - WACRZ sets out a vision for the future of the Western Avenue in Allston-Brighton through new zoning, urban design guidelines and a mobility plan
- **2022 I90 Allston Multimodal Project** - The project intends to reclaim land and allow for better multimodal connectivity adjacent to the Charles River, including bicycle access, a new train station, and a new elevated bridge structure

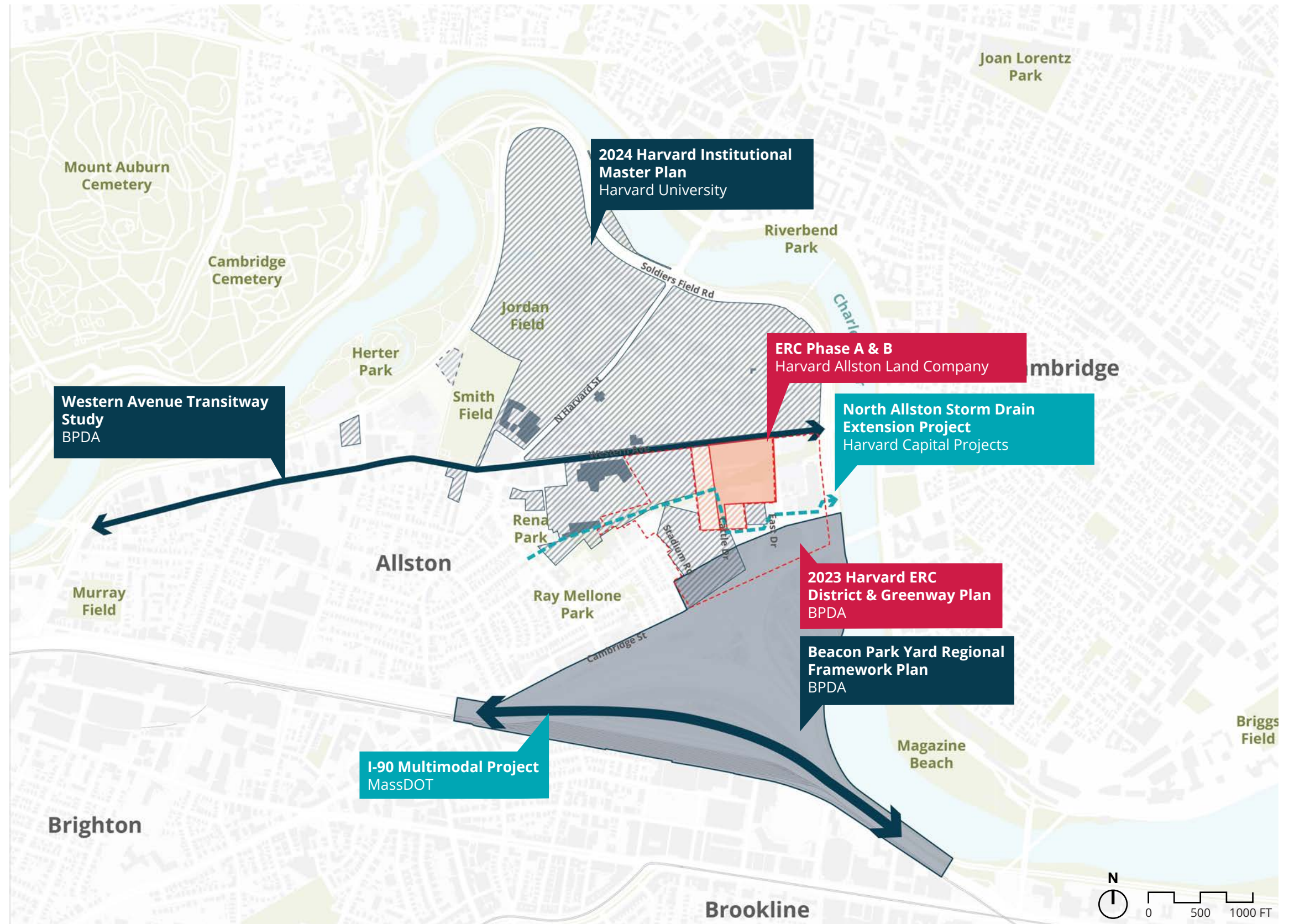
Past Plans Composite



Ongoing / Future Plans

Other Neighborhood Wide Forthcoming Plans:

- Allston-Brighton Needs Assessment
- Allston-Brighton Neighborhood Plan



- ▨ Harvard IMP Extents
- Planning Projects/Studies
- Infrastructure Projects
- ERC Projects

Our Understanding of Harvard's Current Plans & Process

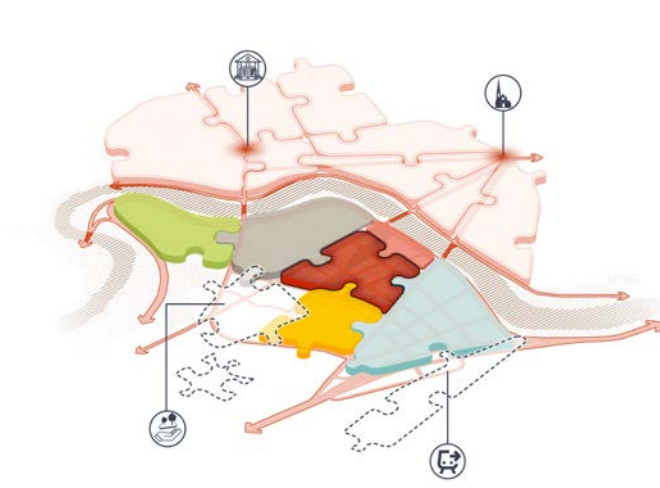
An aerial photograph of a city campus, likely Harvard University, showing a mix of modern and traditional architecture, parking lots, and a river in the foreground. The image is overlaid with text.

The ERC will be a hub of innovation and will foster connections:

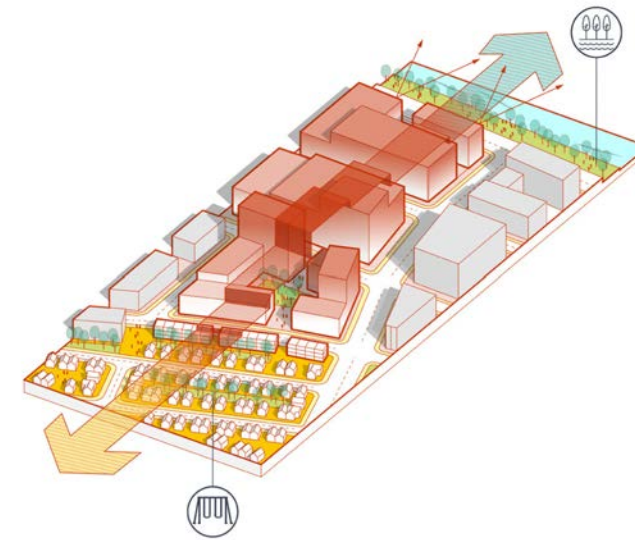
- between the **academic community** and its counterparts in **private sector companies**
- between the **campus** and the **neighborhood**
- between the **new residential** neighborhood and the **existing residential** community
- between the area's numerous **higher education institutions**
- between **would-be entrepreneurs** and **investor**
- and between **local companies** and **global partners**

- 2021 Harvard ERC Framework Plan

Harvard's Principles as Expressed in the 2021 Harvard ERC Framework Plan



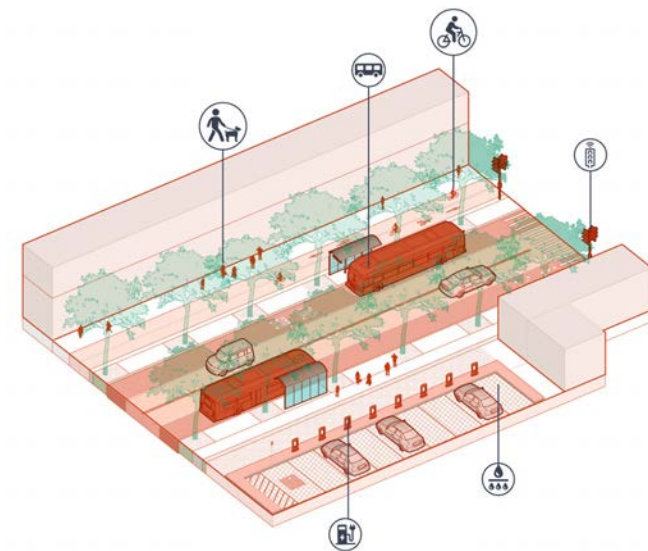
Respond To Change In Context



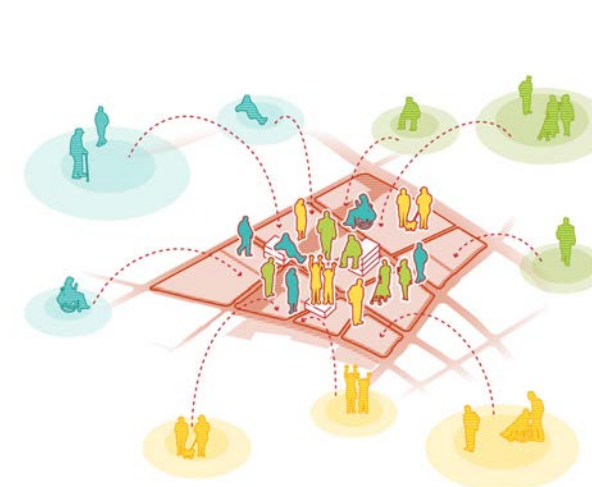
Create An Appropriately-Scaled Mixed-Use District



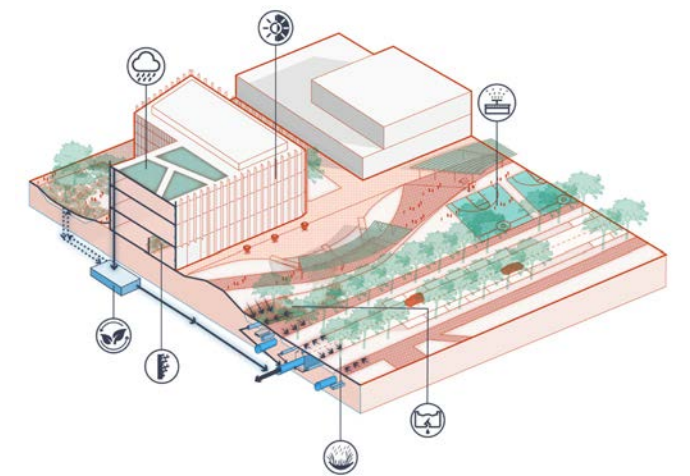
Plan Comprehensively for an Active Public Realm and Robust Landscape



Advance Sustainable Transportation Options



Promote Diversity, Equity, and Inclusion



Construct High Performance Buildings and Landscapes Supported by Smart Infrastructure Systems

Recent and Anticipated Harvard Developments in the ERC



Greenway Development as Understood in the 2021 Harvard ERC Framework Plan

Relax (existing Rena Park/Ray Mellone Park)

- Multi-use path with amenities, passive use.
- Low points in lawn can double as storm-water surcharge storage

Play

- Pockets of outdoor recreation & play along the neighborhood edge
- Storm-water storage & treatment can be integrated in the landscape

Gather

- Central green gathering space, with programmable space for events etc.
- Opportunity for storm water management

Hub

- Heart of outdoor collaboration and innovation in the district
- Flexible surfaces for events

Connect

- Landscape corridor connecting the Greenway to the riverfront
- Pedestrian/bicycle connections from the Greenway to the Charles River landscape and path network

- Greenway Profile
- Proposed Mural
- Greenway Built Area
- ▨ Greenway Implementation in progress
- Greenway Adjacent Proposed Development



ERC Phase A Full Build-out



Image Source: ERC Labs BCDC Presentation

Draft SWOT Analysis

Draft SWOT Analysis

Strengths

Site characteristics and contextual elements that provide a benefit to the project from an infrastructural, social, or institutional perspective.

(i.e. waterfront access, proximity to institutions)

Weaknesses

Site characteristics and contextual elements that represent limitations for the project's potential.

(i.e. a utility easement, flooding)

Opportunities

Areas of potential growth and opportunity where the project can expand its potential, take advantage of a parallel effort, or benefit further from its site context.

(i.e. an upcoming adjacent project, a parallel planning effort underway)

Threats

Elements that may threaten the project's success in the near or long-term future, including physical, social, or economic challenges.

(i.e. lack of affordability, economic competition from similar sites)

Strengths: Neighborhood Cultural and Institutional Networks

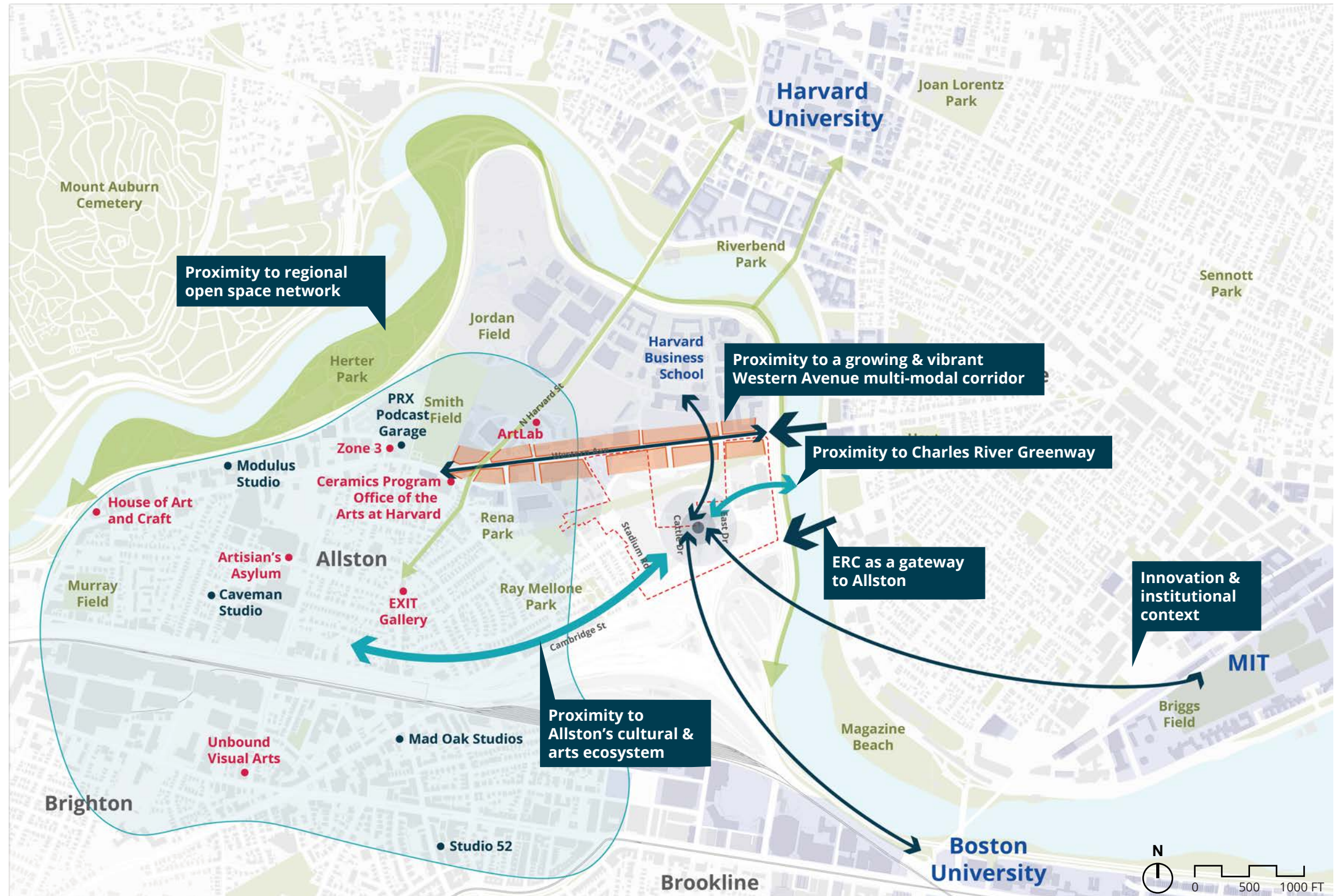


Zone 3, Creativity Hub



EXIT Gallery, Art Gallery

- ERC Site
- Institutions
- Open Space Network
- Allston Cultural Assets / Neighborhood
- Commercial Corridor
- Art Galleries/Programs
- Recording Studios





Strengths: Site Scale

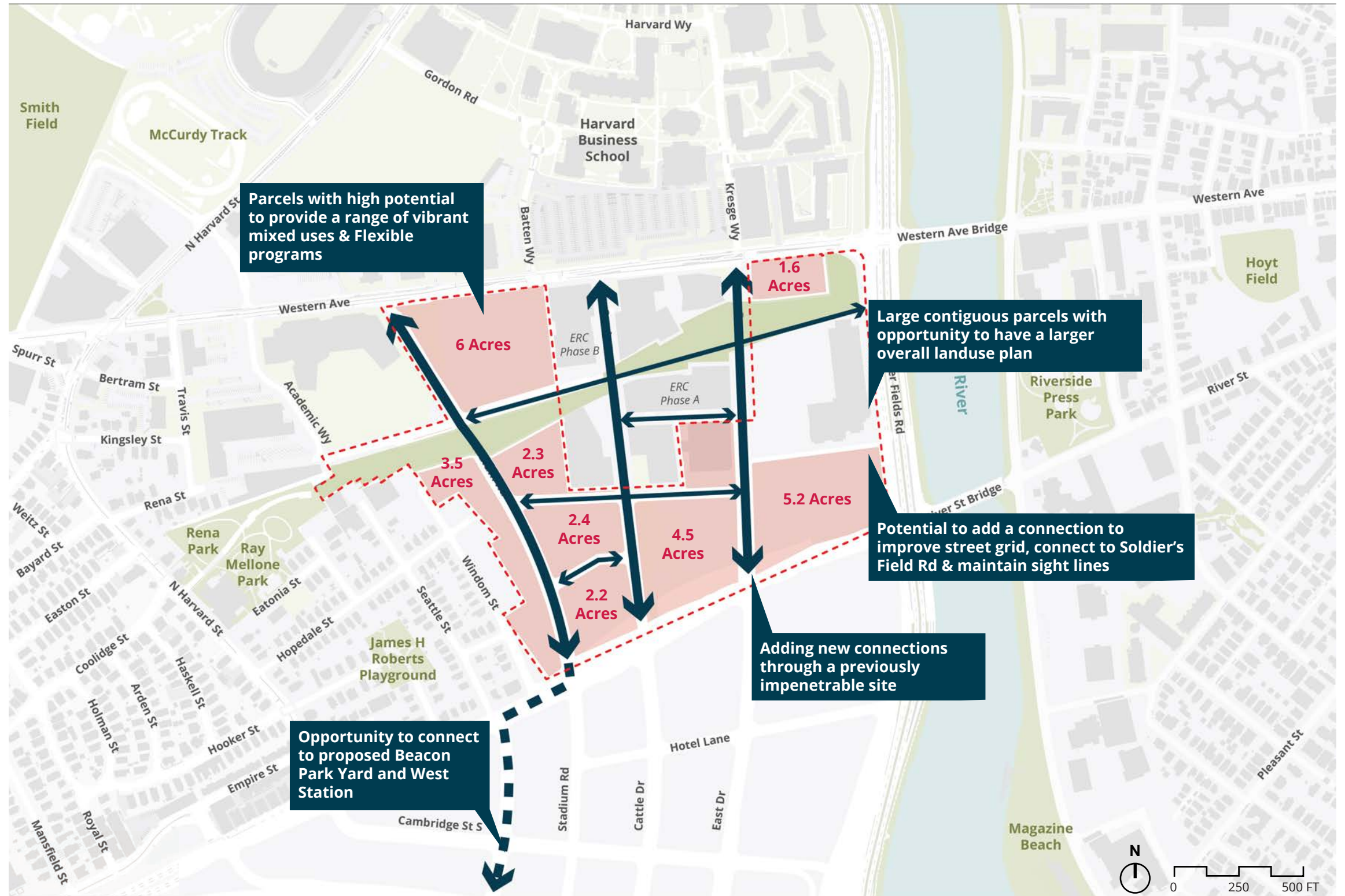




Photo Credit: Pete Vanderwarker

Weaknesses: Site Connectivity

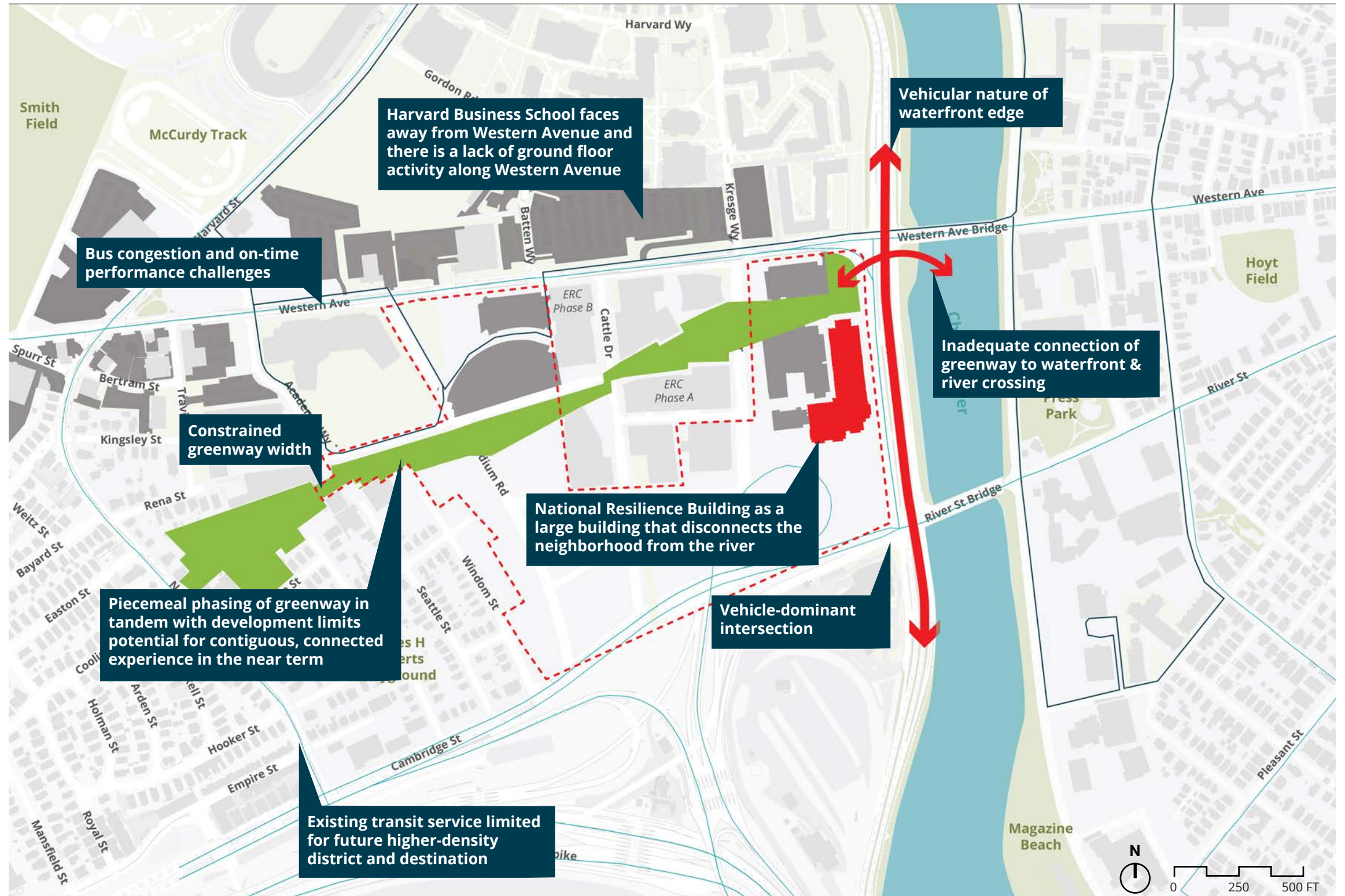
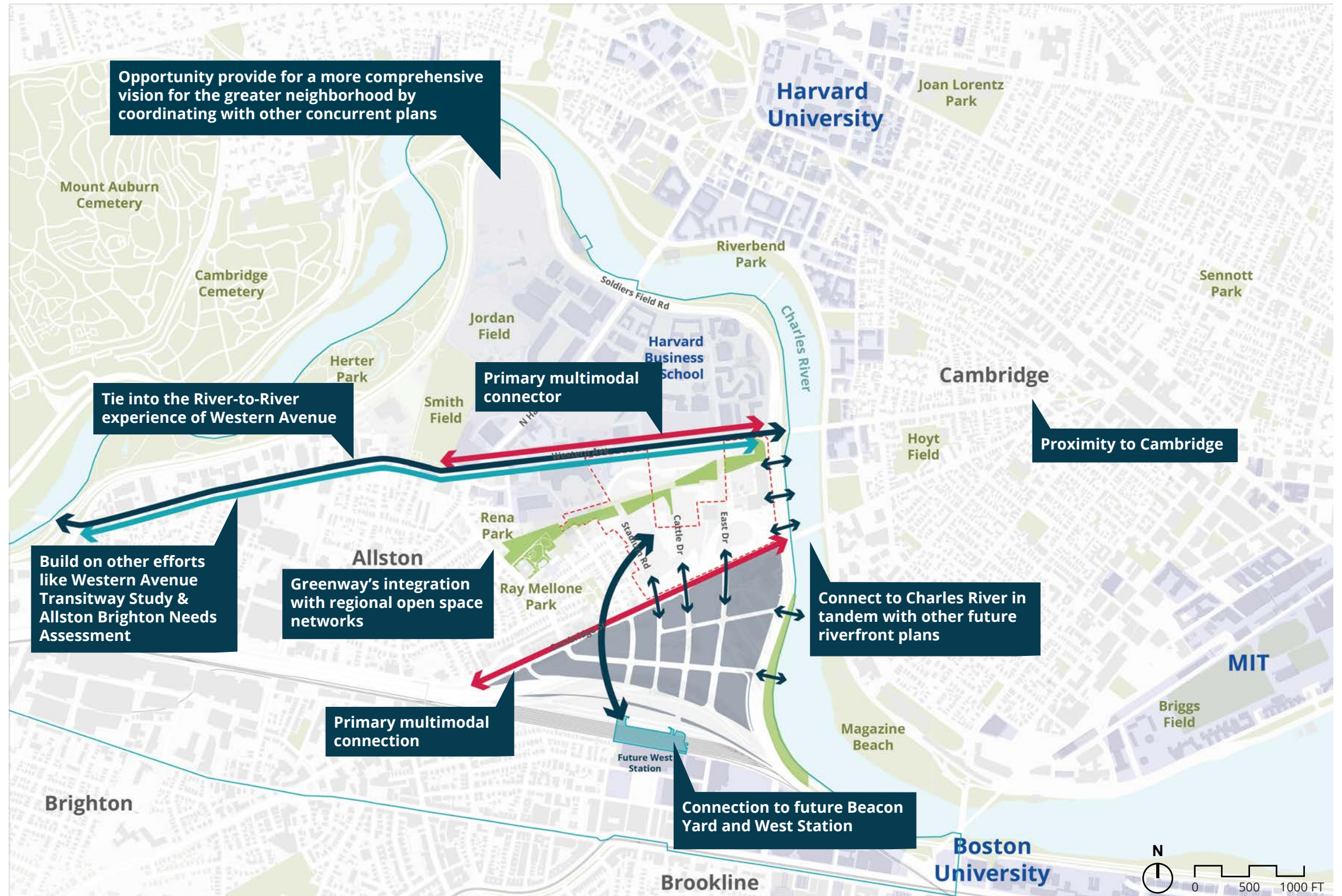
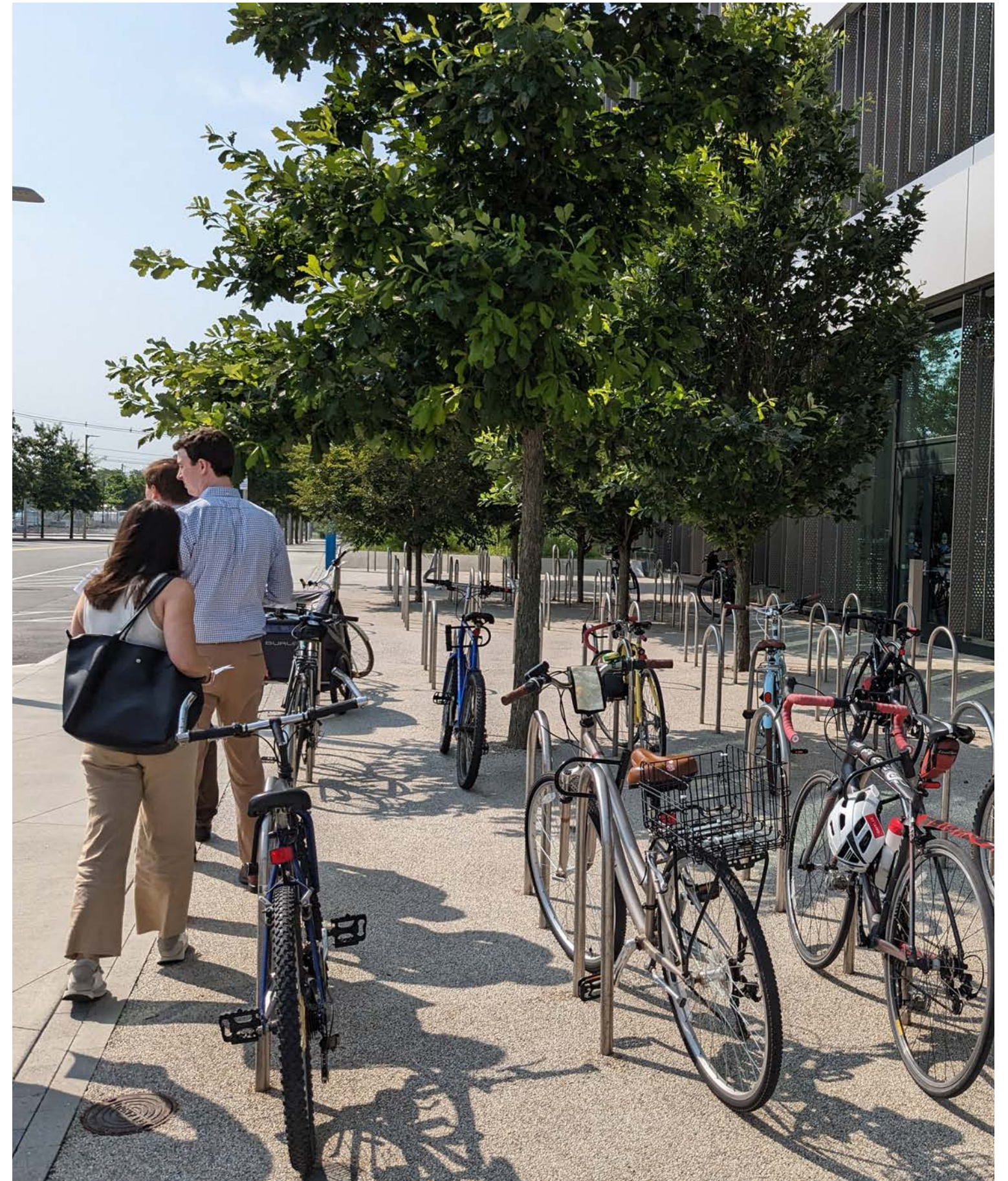




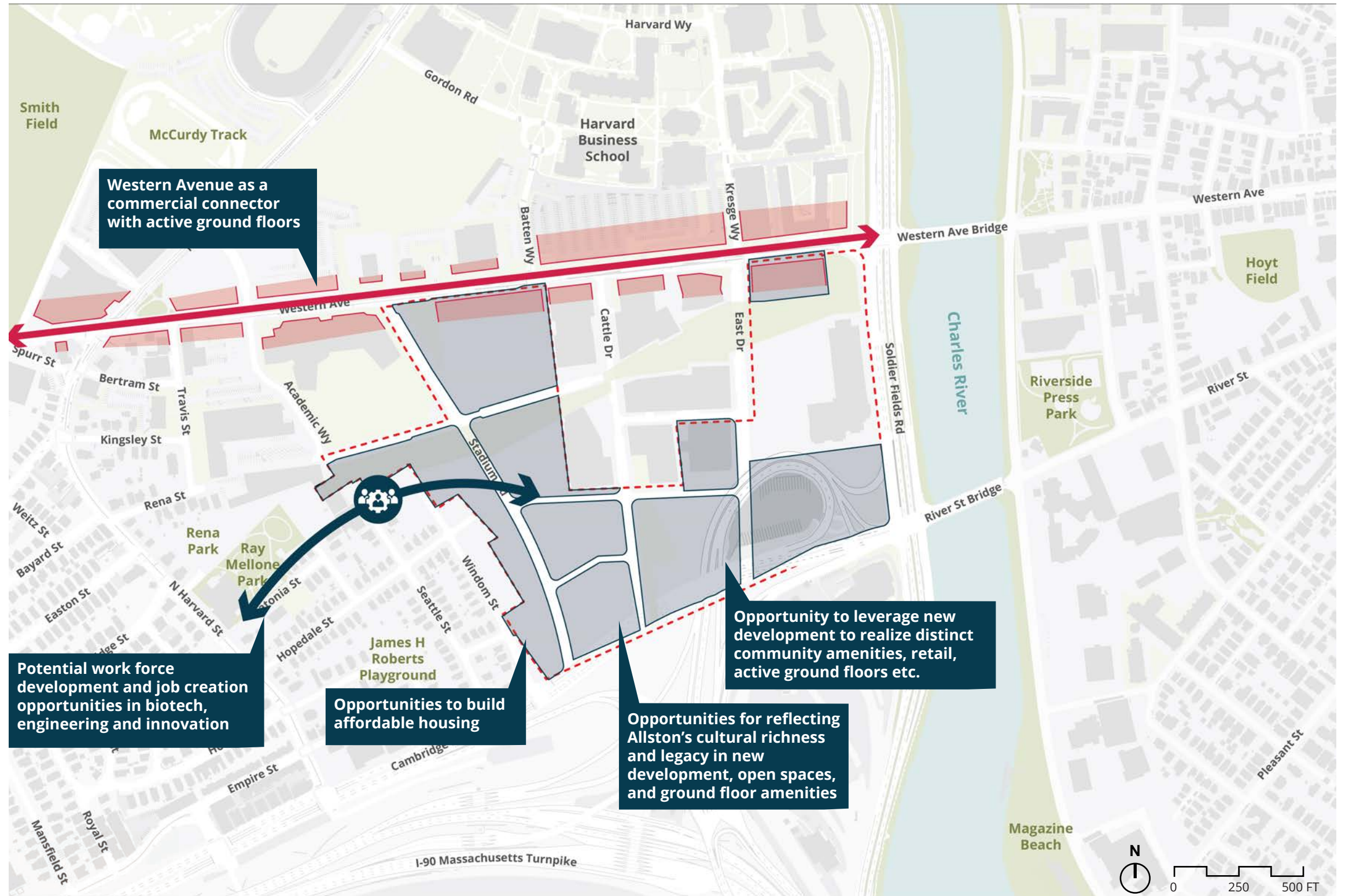
Photo Credit: Tishman Speyer

Opportunities: Neighborhood Connectivity

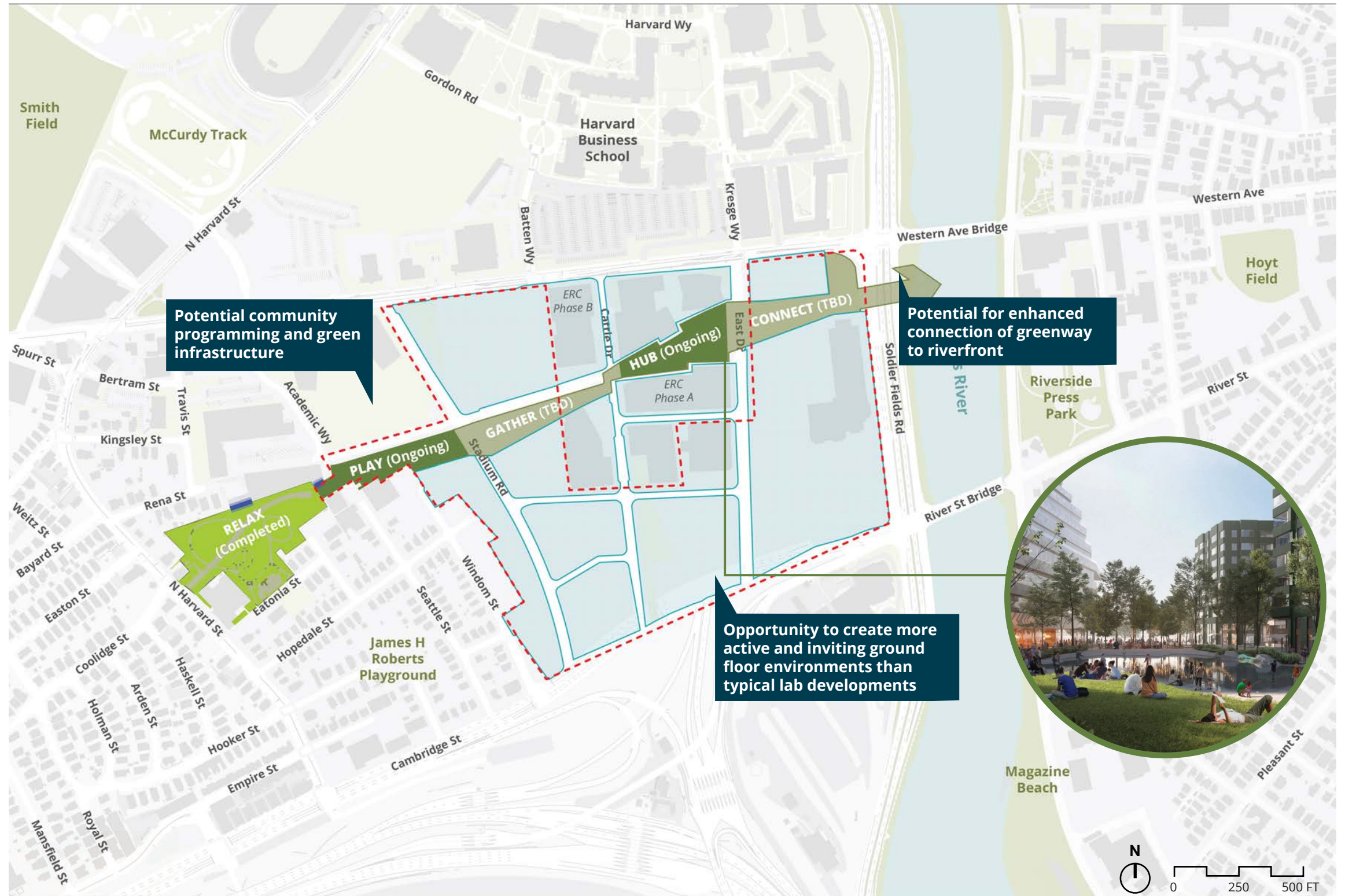









Opportunities: Site as Economic & Community Benefit



Opportunity: Site Activation

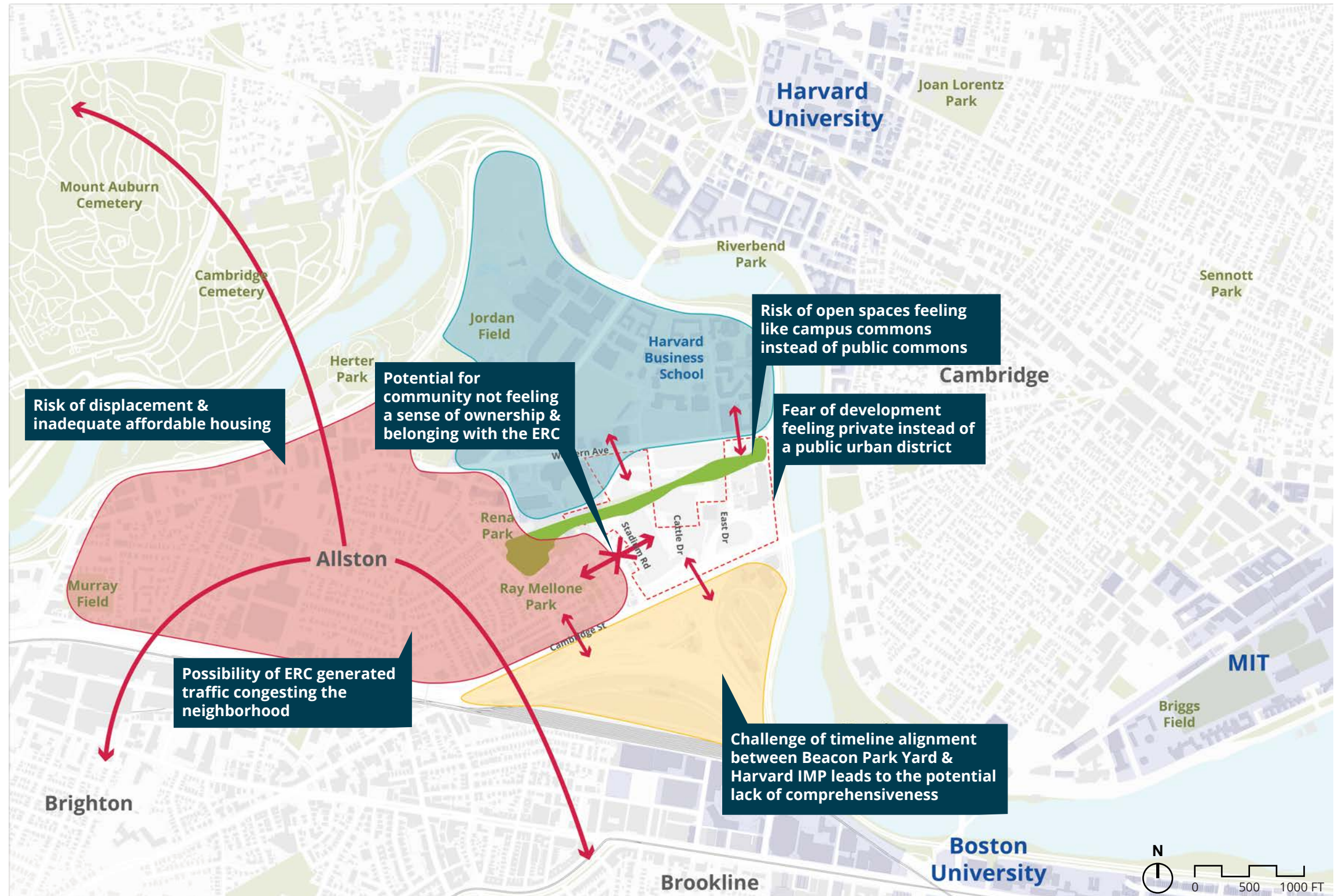


-  ERC Site
-  ERC Parcels
-  Greenway Built Area
-  Greenway Implementation in progress
-  Greenway Design TBD

SCIENCE DR PVT
ROTTERDAM ST WAY PVT



Potential Challenges & Threats: Community Connections





Discussion

Community Agreements

- **Share the air time** – work together to make sure everyone gets a chance to speak
- **Respect the diverse viewpoints and experiences in the group** – together, we know a lot; alone, we won't know it all; Please keep an open mind
- **Use “I” statements** – share from your own experience and avoid generalizations
- **Check your negativity bias** – focus on constructive discussion instead of what you dislike

Next Steps

Upcoming Meetings

Public Forum 1 (6th Sept)*

Kick Off & Introduction:

- Site Observations & Existing Conditions
- Draft Community Goals
- Workshop Community Goals

Advisory Group 2 (20th Sept)*

Public Forum 1 Outcomes:

- Community Goals
- Community Benefits Opportunity Statements
- Draft Community Vision

Focus Group A,B,C (Oct 16th - Dec 15th)*

Workshops on:

- Open Space & Connectivity
- Land Use & Economic Development
- Transportation & Mobility

*Dates pending final confirmation

Public Forum 1: Kick Off

Wednesday, September 6th

6:30 - 8:30 pm*

Virtual Meeting

**Use the link
or QR code to RSVP:
bit.ly/erc-forum1**



*Dates pending final confirmation

How You Can Help!

- **Spread the word**
- **Come to the public forum**
- **Get ready to reconvene**
- **Respond to post meeting survey**
- **For any questions please contact Breeze Outlaw at breeze.outlaw@boston.gov**

Thank You!

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New York, NY 10007
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E office@wxystudio.com