AGENDA

1. Overview of agenda - Steve Marsh
2. Collaboration - Marty Schmidt
3. Bringing stakeholders together – relationship of public realm, retail and buildings - Israel Ruiz
4. Public realm articulation - Kirt Rieder
5. Retail plan - Jesse Baerkahn
6. Closing - Steve Marsh
7. Q & A
“MIT has really become an integral part of the Cambridge community, and we are truly grateful for all the partnerships”

– Mayor Denise Simmons
THE NEW PUBLIC REALM
The spaces that bring the project together

KEY FEATURES:

• New gateway to campus
• Diverse, active programming
• Public Art
• Enhanced presence from Longfellow
• Active uses and retail on ground floor
• Improved connectivity
GATEWAY

Public Realm

MAIN STREET

5

MIT PRESS
CAFÉ

MIT MUSEUM

5

MARKET/FOOD HALL

MIT WELCOME CENTER

4

MIT FORUM

RETAIL
GATEWAY: CIRCULATION
COMMITMENT TO PUBLIC ART
BUILDING 2 ART AND ACTIVITY
A DAY IN THE LIFE: NEIGHBORS
A DAY IN THE LIFE: STUDENTS
ACTIVITY AREA 1
ACTIVITY AREA 2

Public Realm
PEDESTRIAN CONNECTIONS

Existing

Proposed
TREES AND PAVING

Public Realm
PEDESTRIAN CIRCULATION

Main circulation paths and areas to linger
RETAIL COMMITMENT
RETAIL & ACTIVE USES
BUILDING 4