

CAMBRIDGE SIDE

**PUD-8 SPECIAL PERMIT  
PRE-APPLICATION  
CONFERENCE**

CAMBRIDGE, MASSACHUSETTS

MARCH 24, 2020

NEW ENGLAND  
DEVELOPMENT

ELKUS | MANFREDI  
ARCHITECTS

Anticipated Timeline  
Proposed Plan = PUD-8 Zoning  
Uses  
Commitments  
Sustainability and Resiliency  
Transportation  
Phasing  
Design  
Input, Observations and Questions



2019

## PUD-8 ZONING PROCESS AND APPROVAL

JAN - APR 2020

PUD-8 SPECIAL PERMIT  
PRE-FILING PROCESS

APR - LATE 2020

- PUD-8 SPECIAL PERMIT AND BUILDING DESIGN REVIEW PROCESS
- STATE APPROVALS PROCESS

LATE 2020 - 2023

### INITIAL REDEVELOPMENT

- Sears and Macy's buildings and associated streetscape
- Canal Park and Thorndike Way improvements

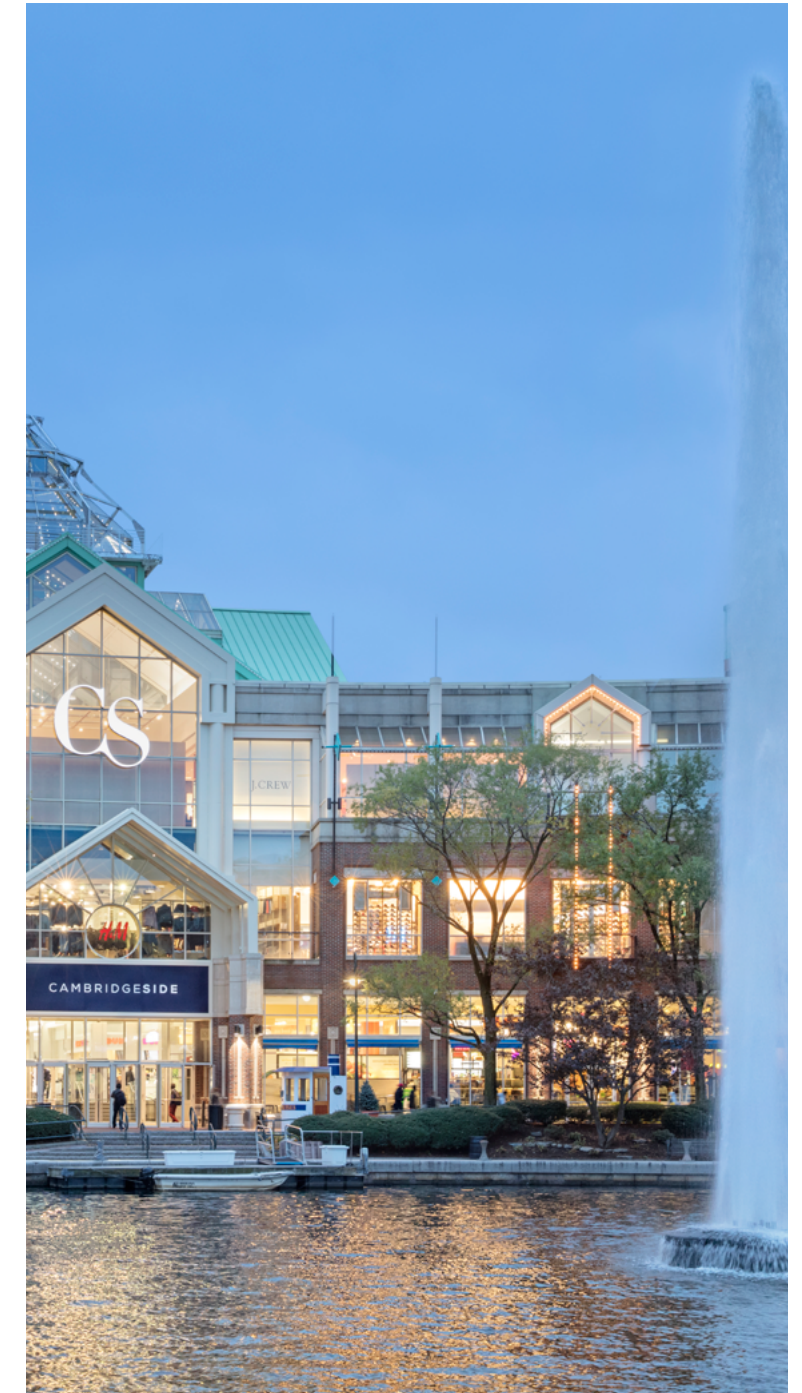
2023 - 2027

### FUTURE REDEVELOPMENT

- Best Buy and Upper Garage buildings and associated streetscape

# Anticipated Timeline

PUD-8 Special Permit  
CambridgeSide  
Cambridge, MA

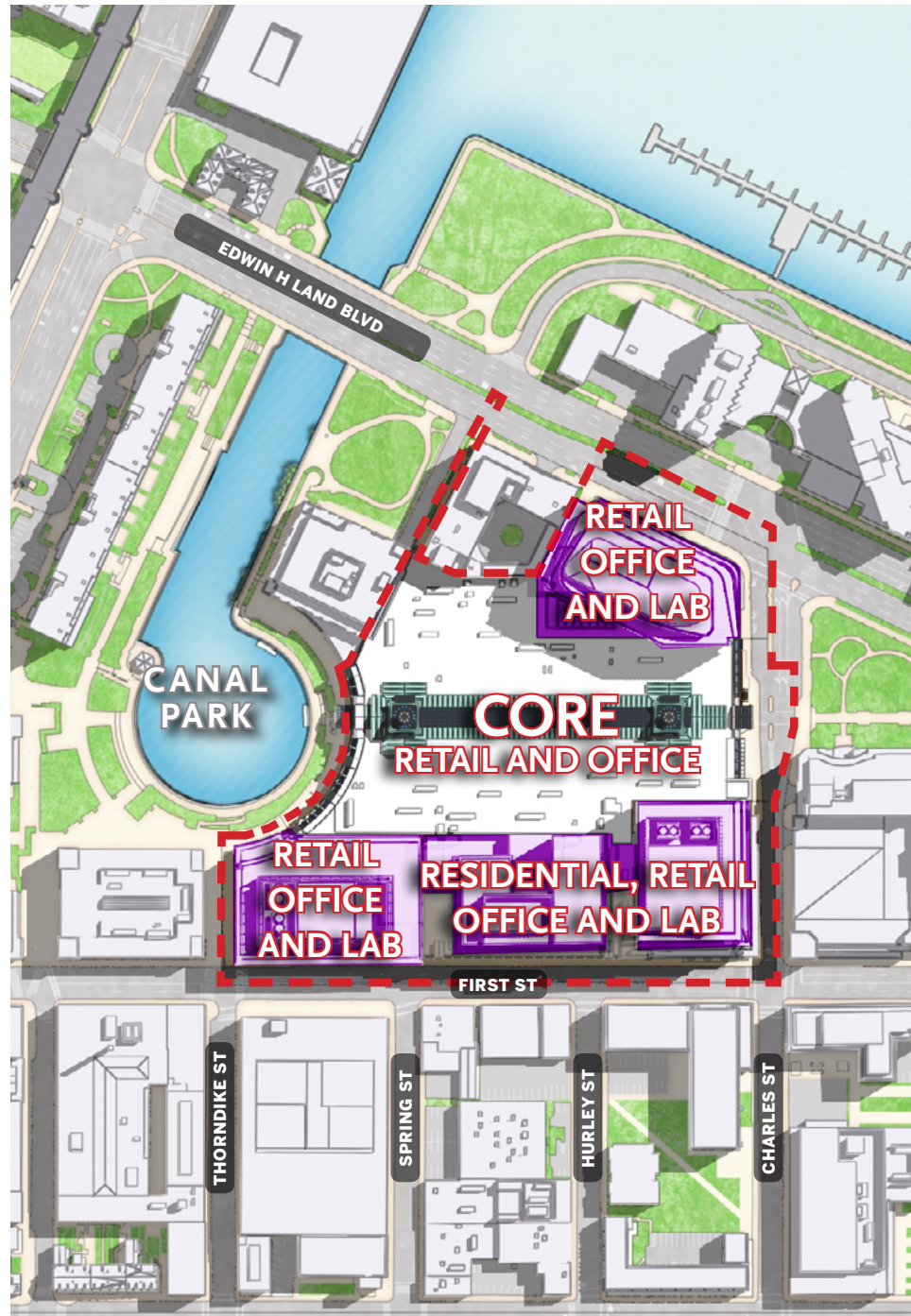


NEW ENGLAND  
DEVELOPMENT

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ARCHITECTS

# THE PROPOSED PLAN = THE APPROVED ZONING PLAN

## PROPOSED PLAN



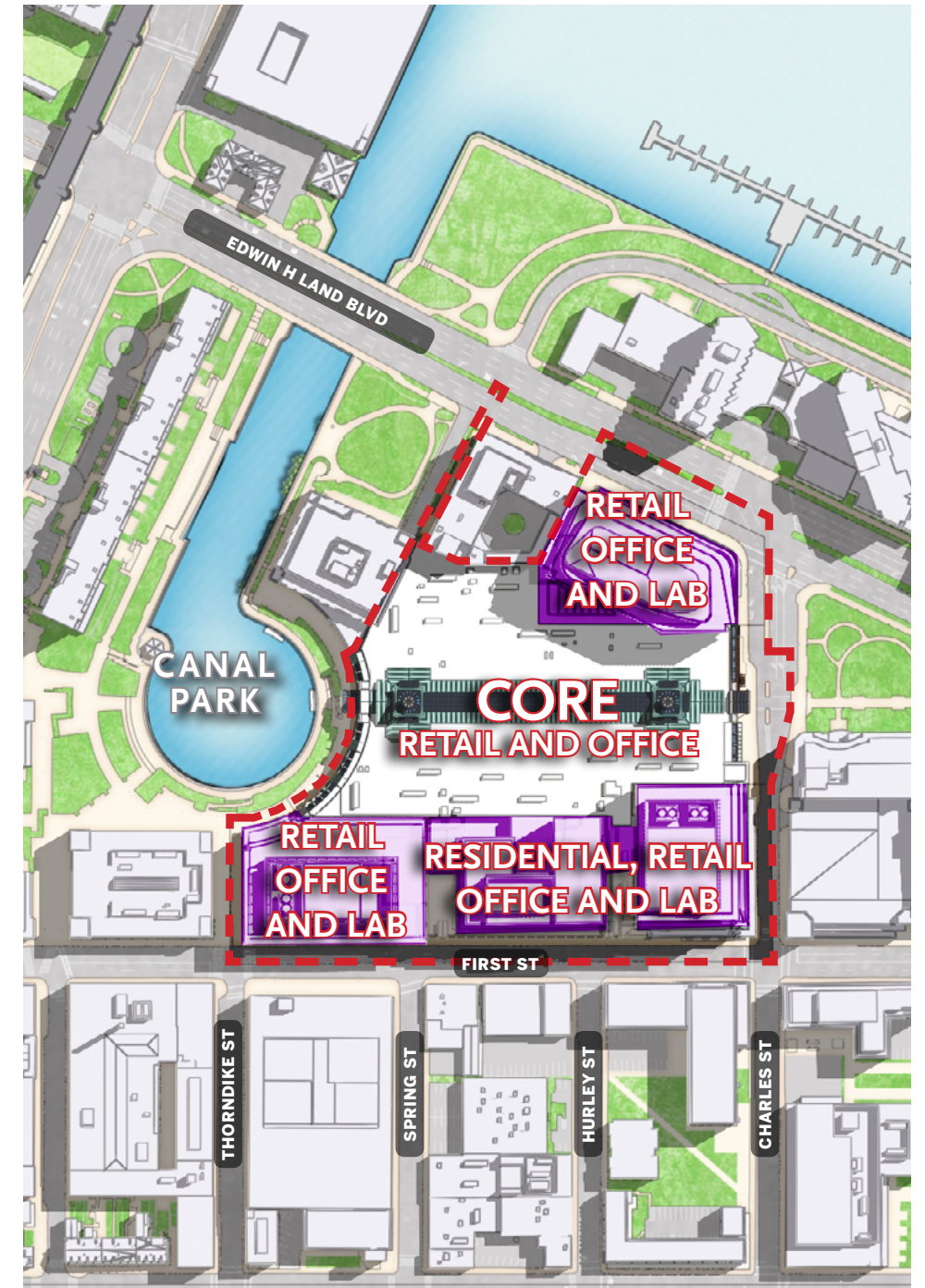
NET NEW AREA  
575,000 GFA

HEIGHT  
85'-155'

SETBACKS  
AND STEPBACKS  
10' AT CRITICAL  
ELEVATIONS

RESIDENTIAL  
175,000 SF  
200 +/- UNITS  
65% AFFORDABLE  
NO FOSSIL FUEL

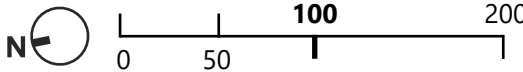
## APPROVED ZONING





# Development PROPOSED USES

PUD-8 Special Permit  
CambridgeSide  
Cambridge, MA



### Legend

	PUD BOUNDARY	
	CORE MALL	455,000
	MACY'S	355,000
	BEST BUY	335,000
	SEARS	210,000
	UPPER RETAIL+OFFICE	135,000
	GARAGE RESIDENTIAL	175,000

	TOTAL	1,665,000
	EXISTING TOTAL	1,090,000
	NET NEW	575,000

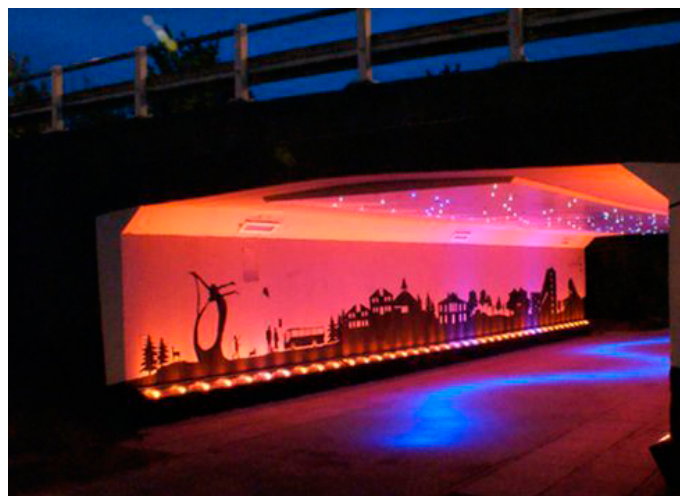




# Commitment Letter Highlights

**OVER \$90 MILLION  
IN COMMUNITY BENEFITS AND  
MITIGATION INCLUDING:**

- \$9,000,000 FOR THE REVITALIZATION OF THE EAST END HOUSE
- \$15,000,000+ INVESTMENT IN:
  - THE ARTS,
  - TREES AND PARKS,
  - INFRASTRUCTURE,
  - TRANSPORTATION, AND
  - THE ENVIRONMENT
- \$2,000,000+ IN SCHOLARSHIPS, ACTIVITIES AND EDUCATIONAL OPPORTUNITIES
- SUBSIDIZED CHILDCARE, OFFICE AND RETAIL SPACE
- 130 +/- AFFORDABLE HOUSING UNITS







# Sustainability & Resiliency

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Cambridge, MA

## LEED GOLD CORE AND SHELL

- Emphasis on energy and water reduction

## REDUCE CARBON EMISSIONS

- High-efficiency systems
- Local and regional renewables
- No fossil fuels in residential

## INFRASTRUCTURE IMPROVEMENTS

- Divert nearly 400,000 GPD from the MWRA combined sewer

## TRANSPORTATION ALTERNATIVES

- Provide housing near jobs
- Enhanced TDM measures

## FLOOD MITIGATION

- Raise grade and/or provide deployable barriers at vehicular entries
- Protect critical electrical and life safety systems

## LANDSCAPING IMPROVEMENTS AND COOLING OASIS

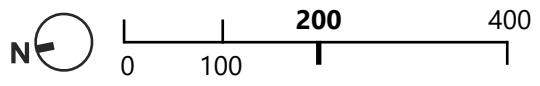
- Enhance landscaping along the Canal and sidewalks
- Provide summer shade
- Lower temperatures 10 to 20 degrees



# Transportation

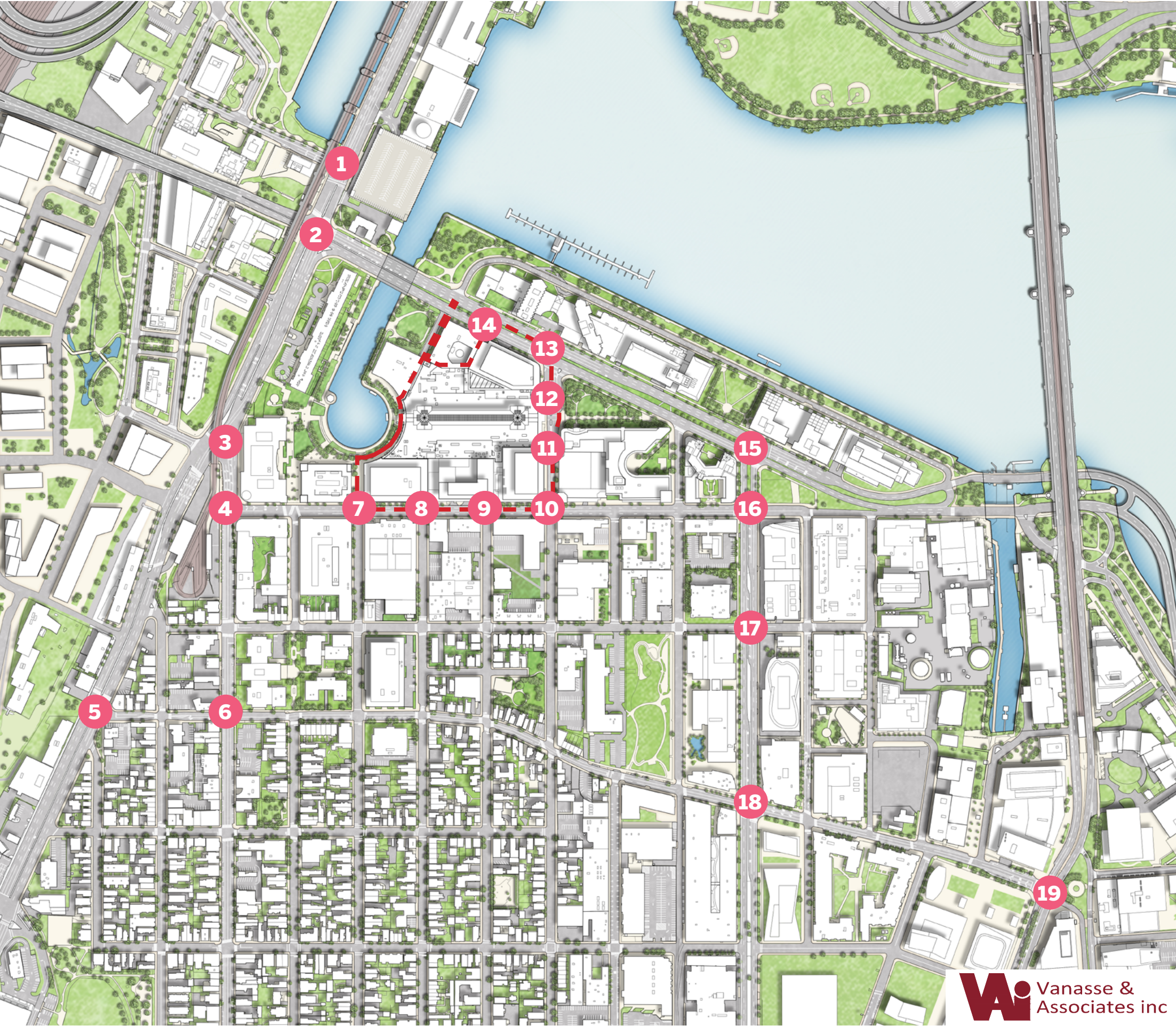
## TRAFFIC SCOPING LETTER

PUD-8 Special Permit  
CambridgeSide  
Cambridge, MA



### Legend

- PUD BOUNDARY
- INTERSECTION

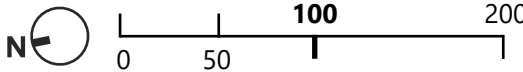


- 19 intersections studied
- Ongoing discussion with Traffic, Parking & Transportation (TPT) Department
  - Confirmation of traffic scope
  - First Street activation
- \$7,000,000+ in transportation commitments



# Phasing

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### Legend

- PUD BOUNDARY
- IMPROVEMENTS BOUNDARY
- 2020-2023
- 2023-2027



CAMBRIDGESIDE

**MACY'S  
BUILDING  
PROPOSAL**

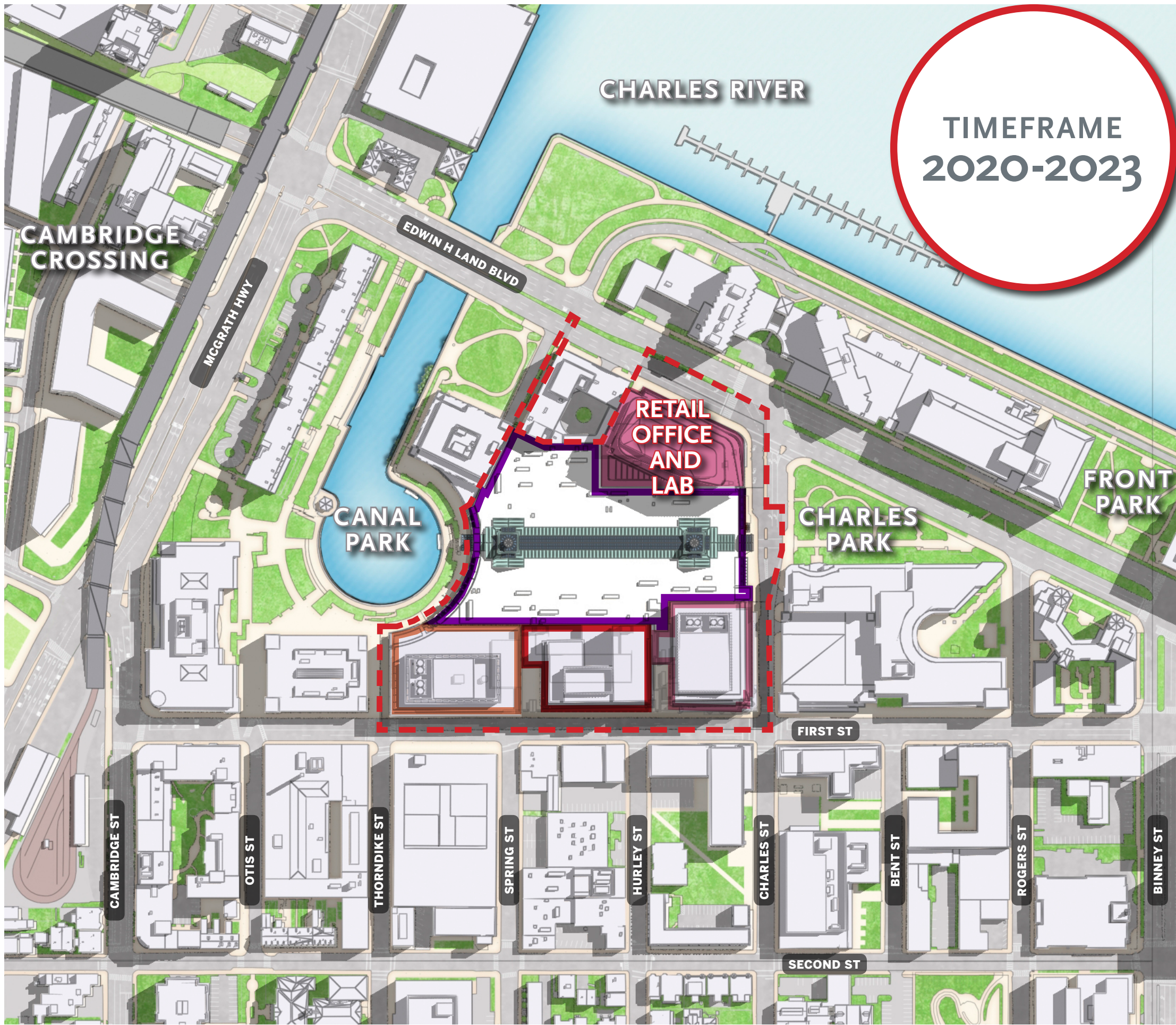
CAMBRIDGE, MASSACHUSETTS

MARCH 24, 2020

NEW ENGLAND  
DEVELOPMENT

ELKUS | MANFREDI  
ARCHITECTS



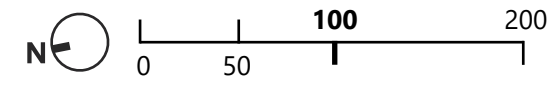


**TIMEFRAME**  
**2020-2023**

# Macy's

## RETAIL, OFFICE AND LAB

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CambridgeSide  
Cambridge, MA



### Legend

PUD BOUNDARY

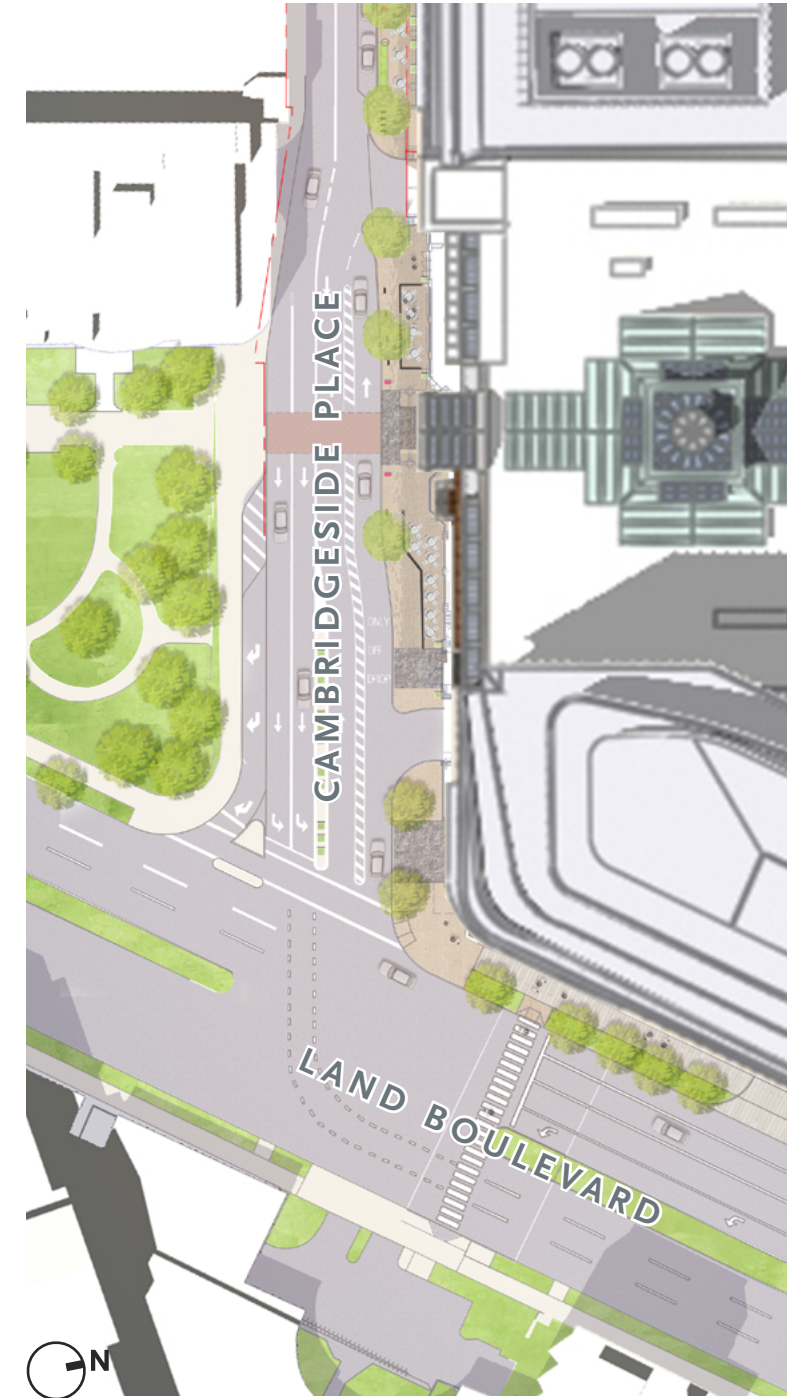




**A NEW GATEWAY TO CAMBRIDGE**

# Macy's STREETSCAPE

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CambridgeSide  
Cambridge, MA



**EXISTING CAMBRIDGESIDE PLACE**



NEW ENGLAND  
DEVELOPMENT

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ARCHITECTS



# PUD-8 Design GUIDELINES AND PRINCIPLES

PUD-8 Special Permit  
CambridgeSide  
Cambridge, MA

PLANNING BOARD  
MAINTAINS  
REVIEW OF  
ARCHITECTURAL  
CHARACTER

## SETBACK

NEW BUILDINGS TO PROVIDE  
MORE SIDEWALK ACTIVITY

ACKNOWLEDGE THE PREVAILING HEIGHTS  
OF NEIGHBORING BUILDINGS THROUGH

## MATERIAL CHANGE AND STEPBACKS

ON FIRST STREET,  
CAMBRIDGESIDE PLACE,  
AND LAND BOULEVARD

USE MATERIALS THAT COMPLEMENT  
**THE HISTORIC INDUSTRIAL FABRIC**  
OF THE NEIGHBORHOOD





# Macy's

## ARCHITECTURAL CHARACTER

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CambridgeSide  
Cambridge, MA

CHANNEL  
GLASS



VERTICAL  
METAL PANEL  
AND METAL  
TRANSOM



VERTICAL  
BRICK PIERS  
WITH METAL  
TRANSOM  
PANELS



METAL  
CORNICE



EXTENDED  
WINDOW  
FRAMES SET  
IN BRICK



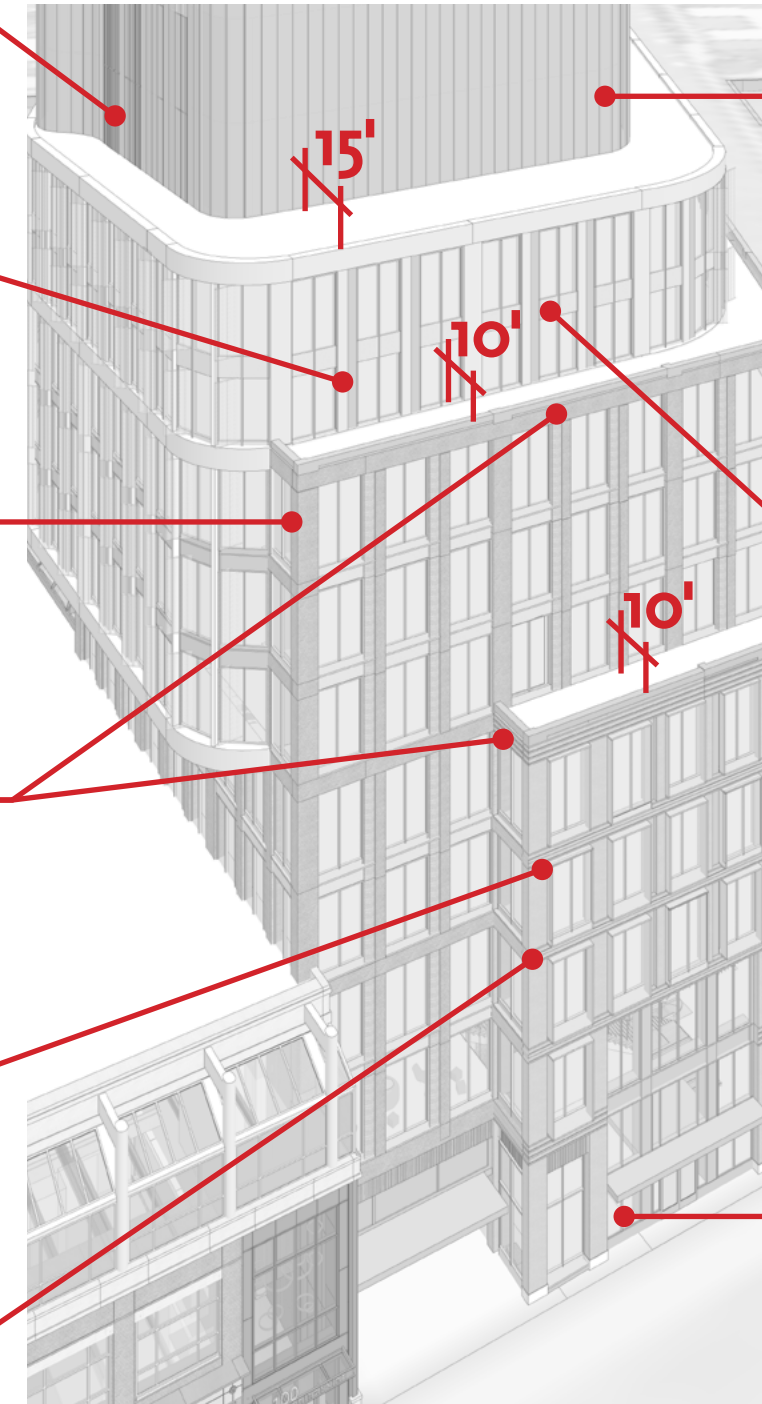
HORIZONTAL  
BRICK  
BELTS WITH  
ARTICULATED  
BRICK  
DETAILING



ARTICULATED  
PENTHOUSE,  
MATERIALLY  
INTEGRATED WITH  
THE BUILDING  
FACADE

INCORPORATE  
OPAQUE  
ELEMENTS AND  
SHADES TO  
CONTROL  
SOLAR GAIN ON  
EAST/SOUTH/  
WEST FACADES

TRANSPARENCY  
AT GROUND  
FLOOR



NEW ENGLAND  
DEVELOPMENT

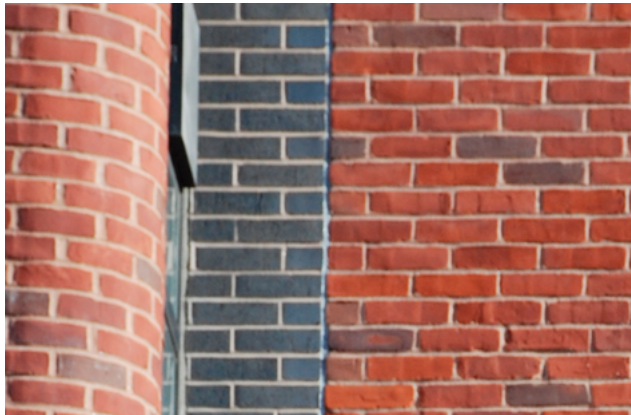
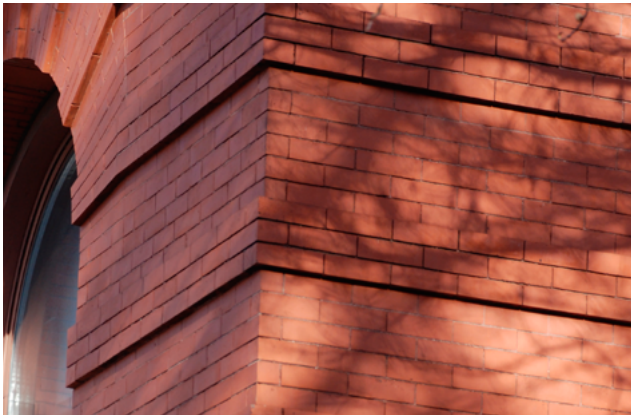
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ARCHITECTS



# Macy's

## ARCHITECTURAL CHARACTER

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CambridgeSide  
Cambridge, MA



## EAST CAMBRIDGE BRICK PRECEDENTS

NEW ENGLAND  
DEVELOPMENT

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ARCHITECTS





# Macy's

## PROPOSED VIEW

PUD-8 Special Permit  
CambridgeSide  
Cambridge, MA

HEIGHT	155 FEET
FLOORS	10
AVG. FLOOR	35,500
SETBACK	N/A
STEPBACK @	85/125/155

NEW ENGLAND  
DEVELOPMENT

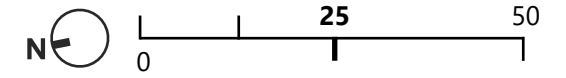
ELKUS | MANFREDI  
ARCHITECTS



# Macy's

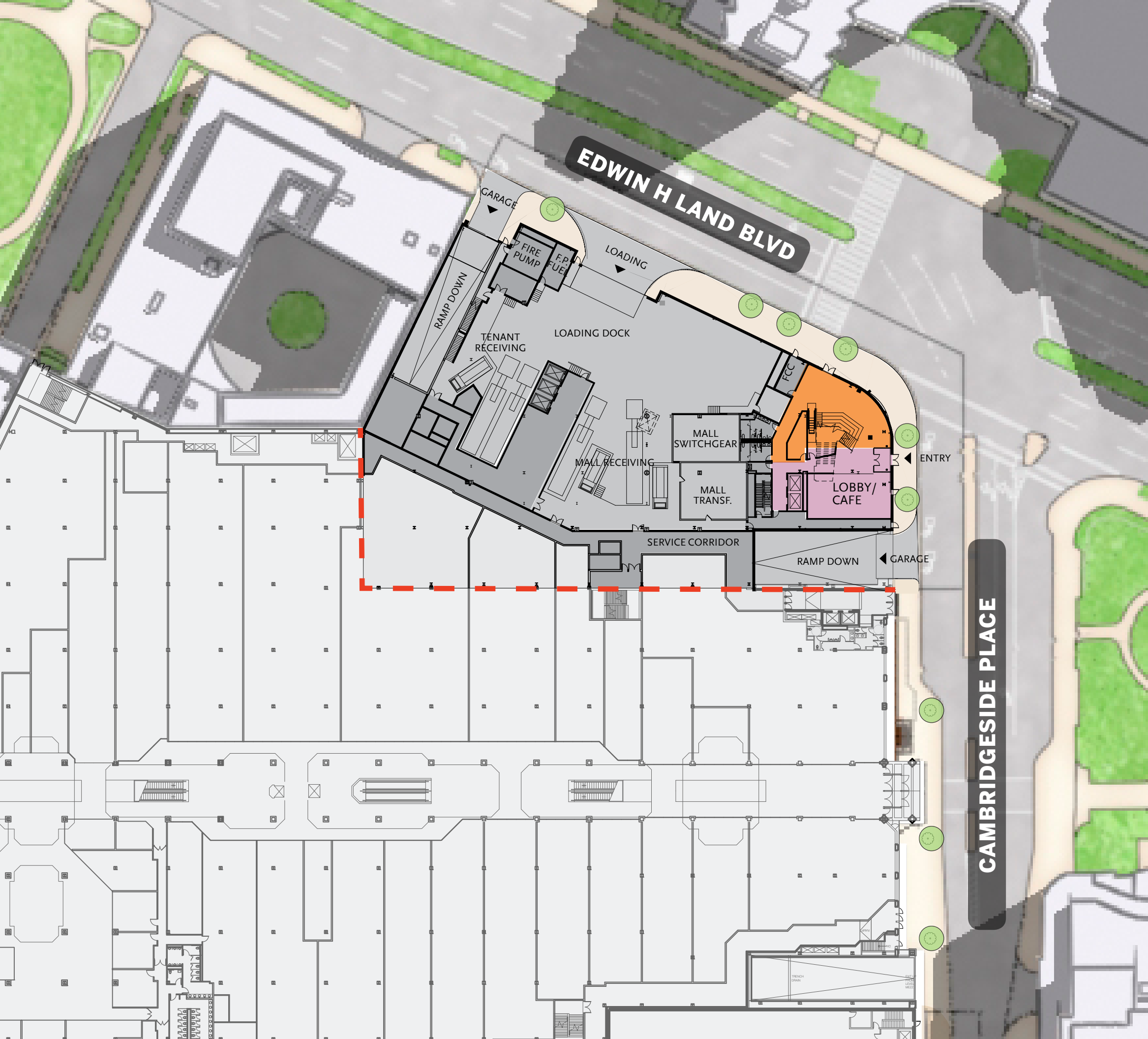
## GROUND FLOOR PLAN

PUD-8 Special Permit  
CambridgeSide  
Cambridge, MA



### Legend

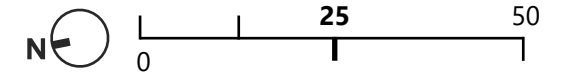
- BUILDING LINE
- RETAIL
- OFFICE/LAB
- BOH
- PARKING/LOADING
- MALL



# Macy's

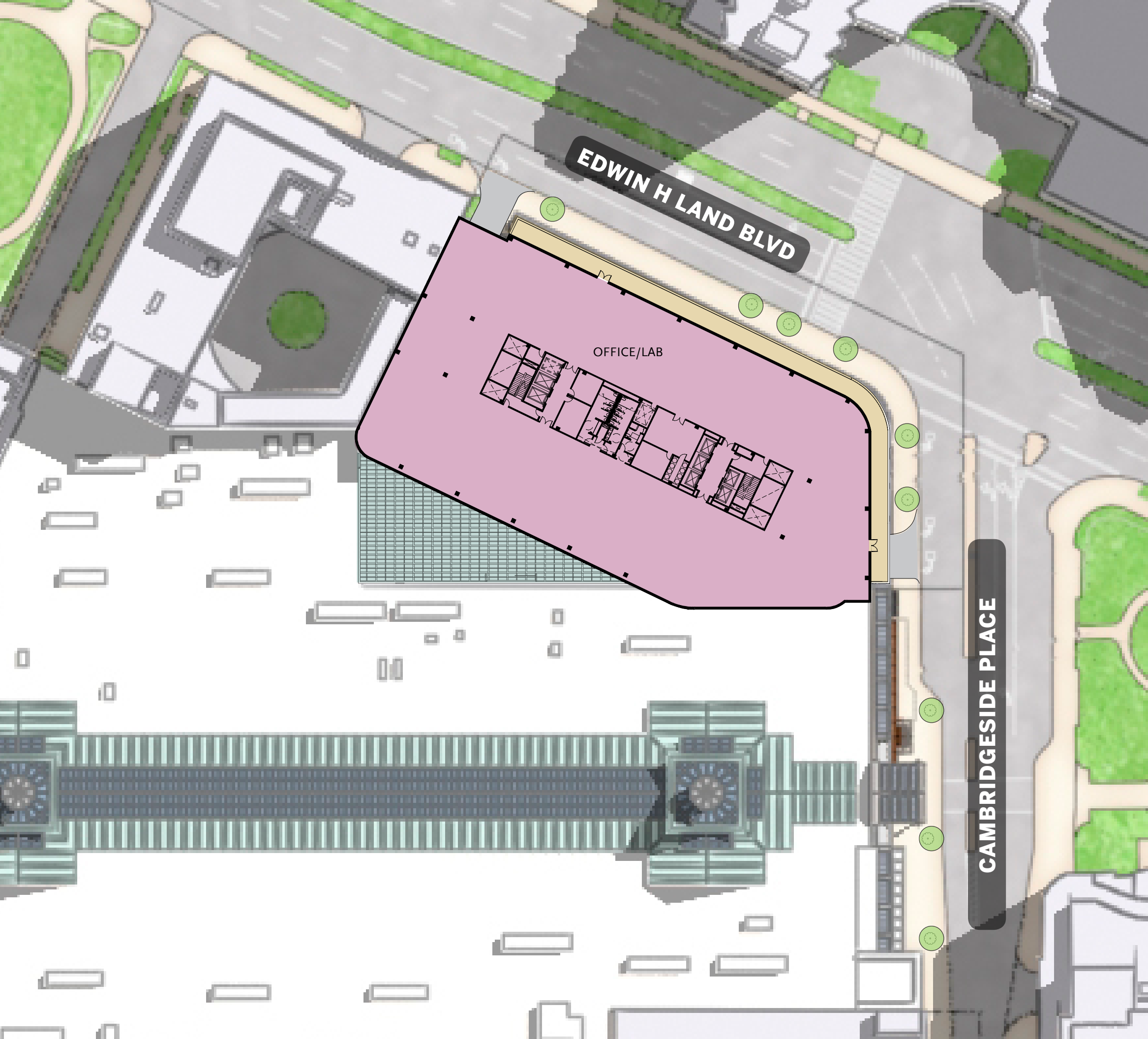
## UPPER FLOOR PLAN

PUD-8 Special Permit  
CambridgeSide  
Cambridge, MA



### Legend

 OFFICE/LAB



NEW ENGLAND  
DEVELOPMENT

ELKUS | MANFREDI  
ARCHITECTS



C A M B R I D G E S I D E

**SEARS  
BUILDING  
PROPOSAL**

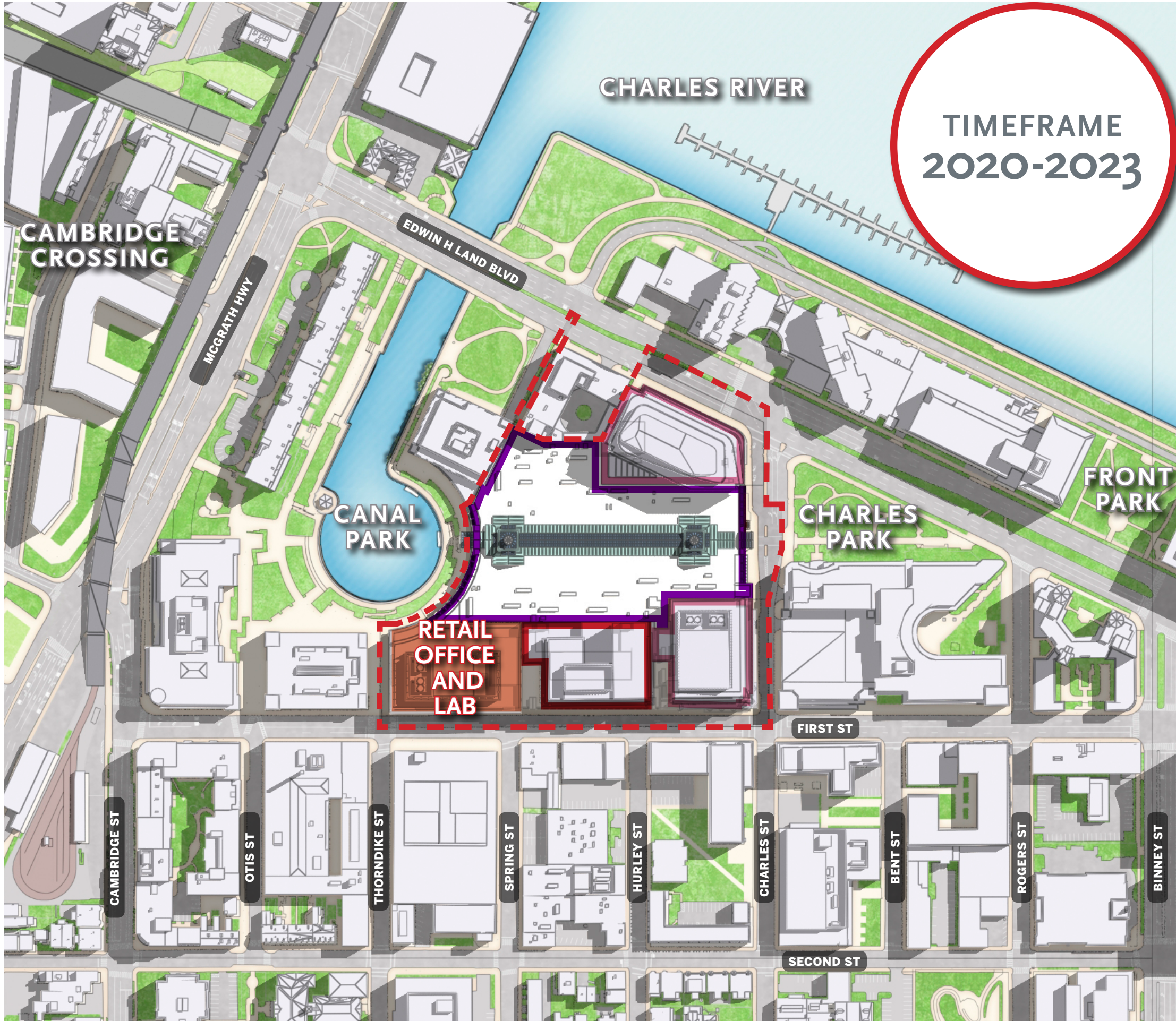
CAMBRIDGE, MASSACHUSETTS

MARCH 24, 2020

NEW ENGLAND  
DEVELOPMENT

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ARCHITECTS



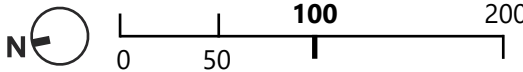


# Sears

## RETAIL, OFFICE AND LAB

TIMEFRAME  
2020-2023

PUD-8 Special Permit  
CambridgeSide  
Cambridge, MA



### Legend

PUD BOUNDARY





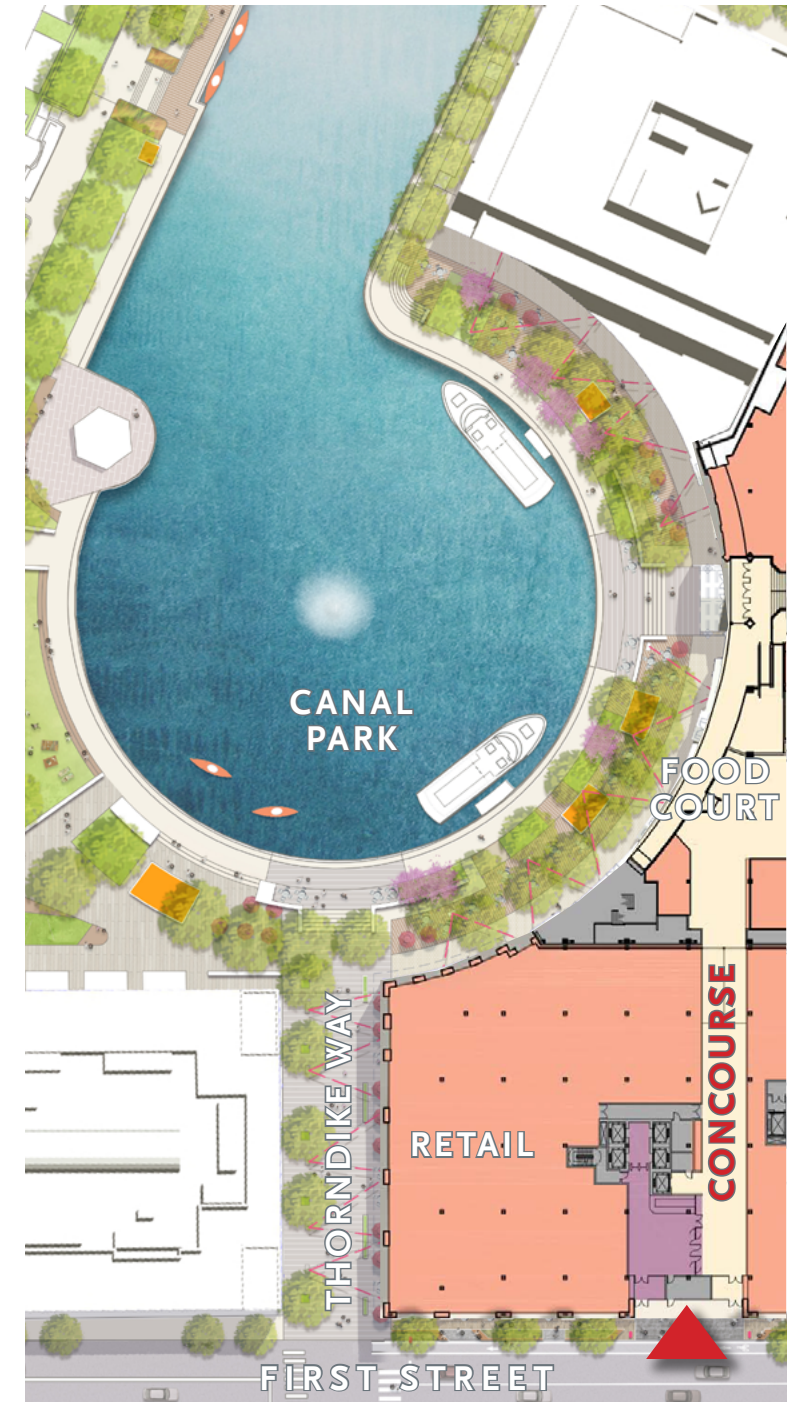
**A NEW ENTRY ON FIRST STREET**



**EXISTING FIRST STREET**

# Sears STREETSCAPE

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CambridgeSide  
Cambridge, MA



NEW ENGLAND  
DEVELOPMENT

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ARCHITECTS



# PUD-8 Design GUIDELINES AND PRINCIPLES

PUD-8 Special Permit  
CambridgeSide  
Cambridge, MA

PLANNING BOARD  
MAINTAINS  
REVIEW OF  
ARCHITECTURAL  
CHARACTER

ACKNOWLEDGE THE  
PREVAILING HEIGHTS OF  
NEIGHBORING BUILDINGS THROUGH  
**MATERIAL CHANGE  
AND DETAILS**  
ON FIRST STREET.

USE MATERIALS THAT COMPLEMENT  
**THE HISTORIC INDUSTRIAL FABRIC**  
OF THE NEIGHBORHOOD





# Sears

## ARCHITECTURAL CHARACTER

PUD-8 Special Permit  
CambridgeSide  
Cambridge, MA

RED BRICK



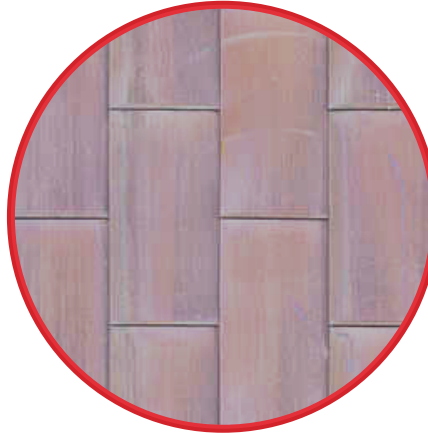
DARK METAL



INDUSTRIAL  
WINDOWS



ZINC



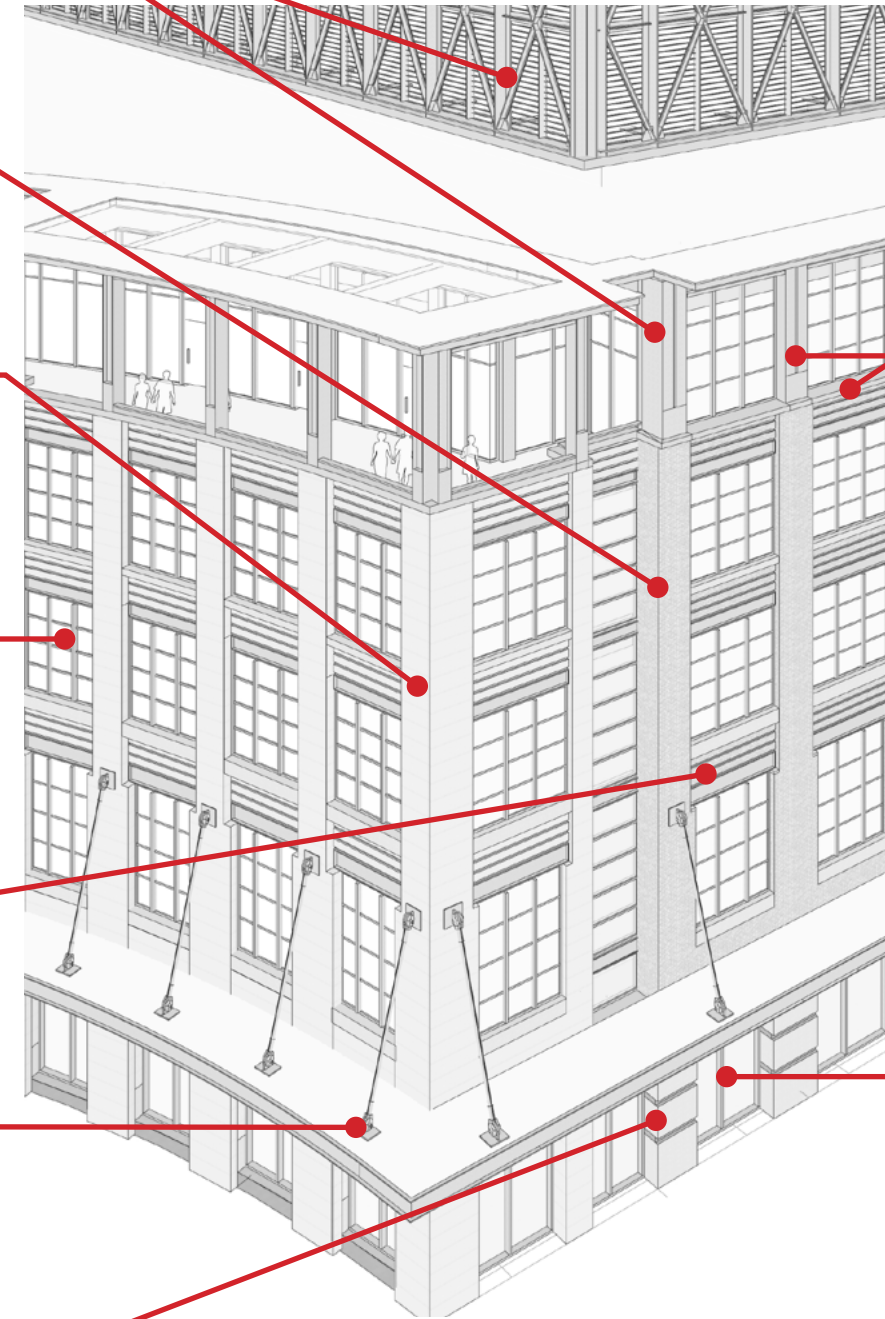
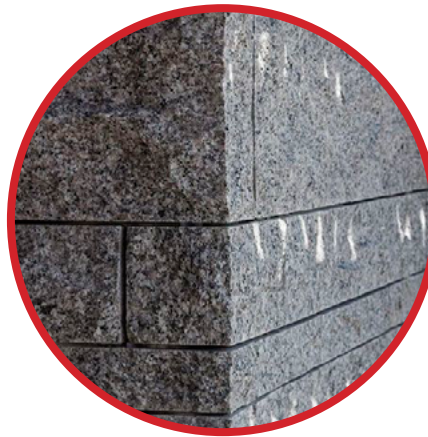
CANOPY



RUSTICATED  
BRICK



GRANITE



MATERIAL  
CHANGE AND  
CORNICE DETAIL

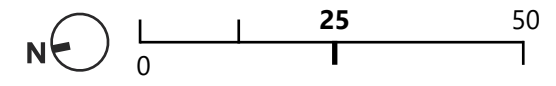
TRANSPARENCY  
AT GROUND  
FLOOR

CANAL PARK

# Sears

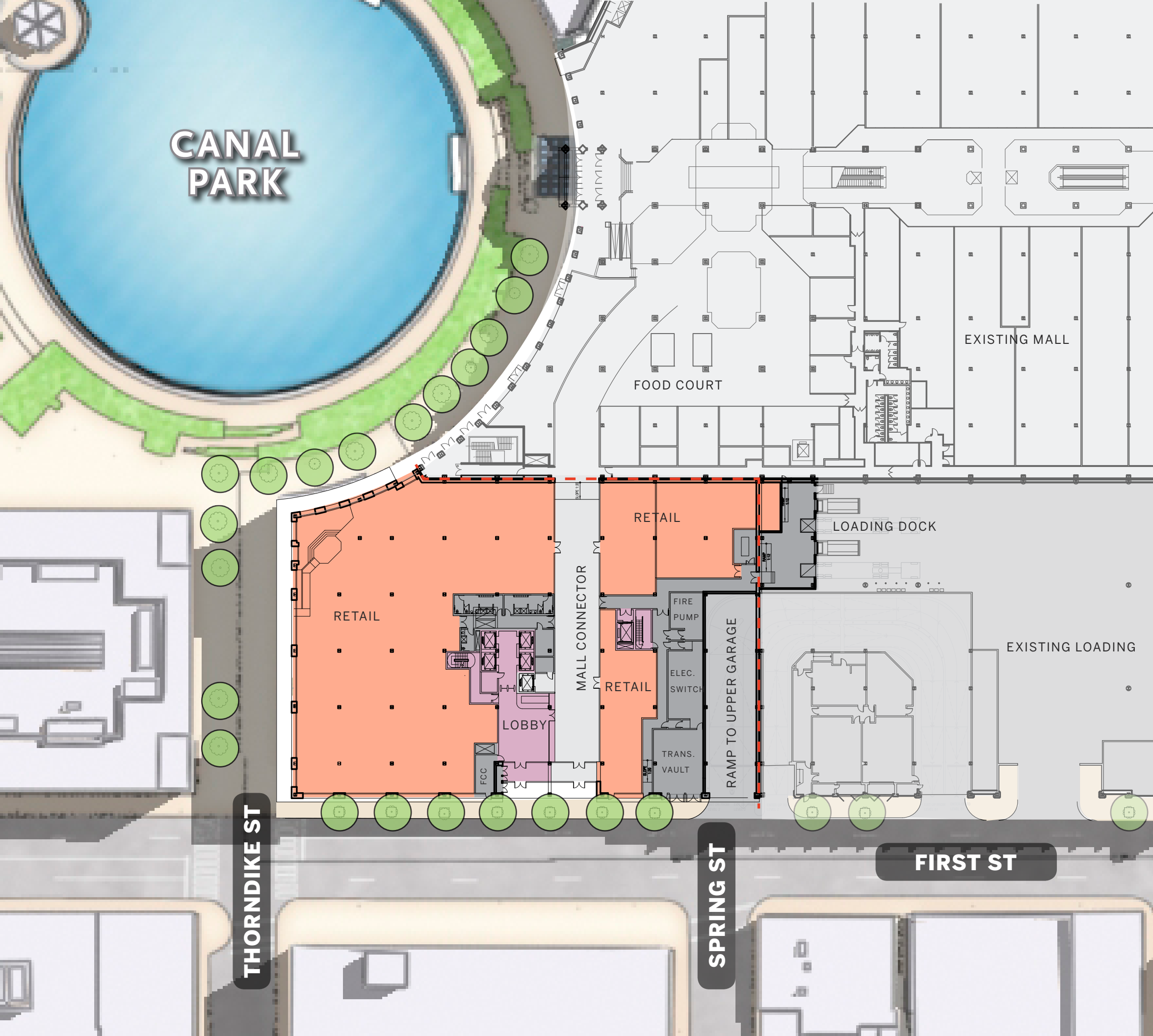
## GROUND FLOOR PLAN

PUD-8 Special Permit  
CambridgeSide  
Cambridge, MA



### Legend

- PROPERTY LINE
- LEASE SPACE
- OFFICE/LAB
- BOH
- PARKING/LOADING
- MALL



THORNDIKE ST

SPRING ST

FIRST ST

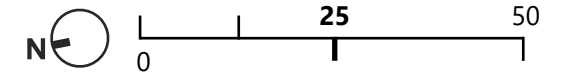
NEW ENGLAND  
DEVELOPMENT

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# Sears

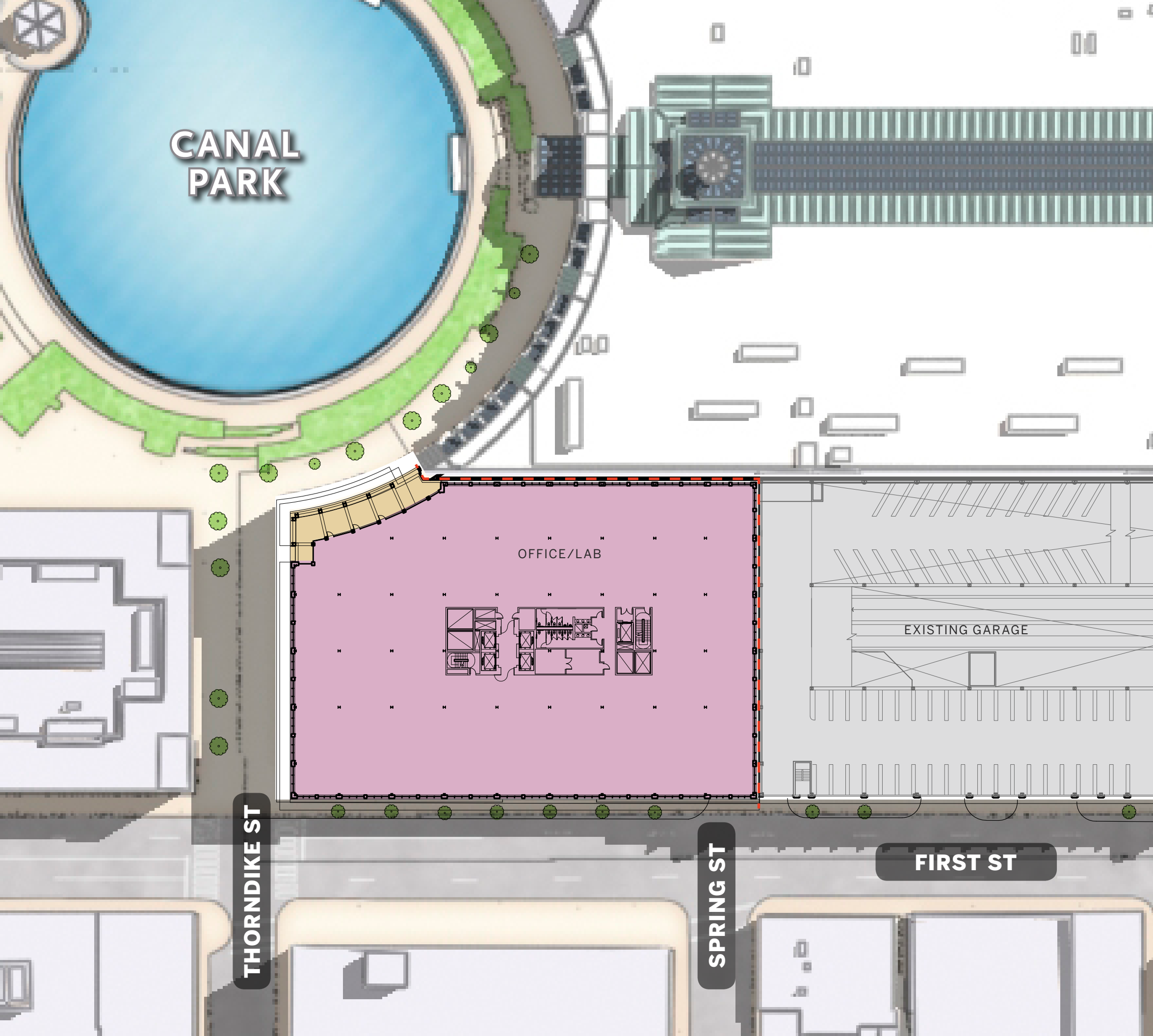
## UPPER FLOOR PLAN

PUD-8 Special Permit  
CambridgeSide  
Cambridge, MA



### Legend

- PROPERTY LINE
- LEASE SPACE
- OFFICE/LAB
- PARKING/LOADING
- BOH
- MALL



CAMBRIDGESIDE

**CANAL AND  
STREETSCAPE  
IMPROVEMENTS**

CAMBRIDGE, MASSACHUSETTS

MARCH 24, 2020

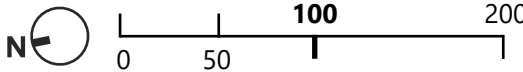
NEW ENGLAND  
DEVELOPMENT

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ARCHITECTS



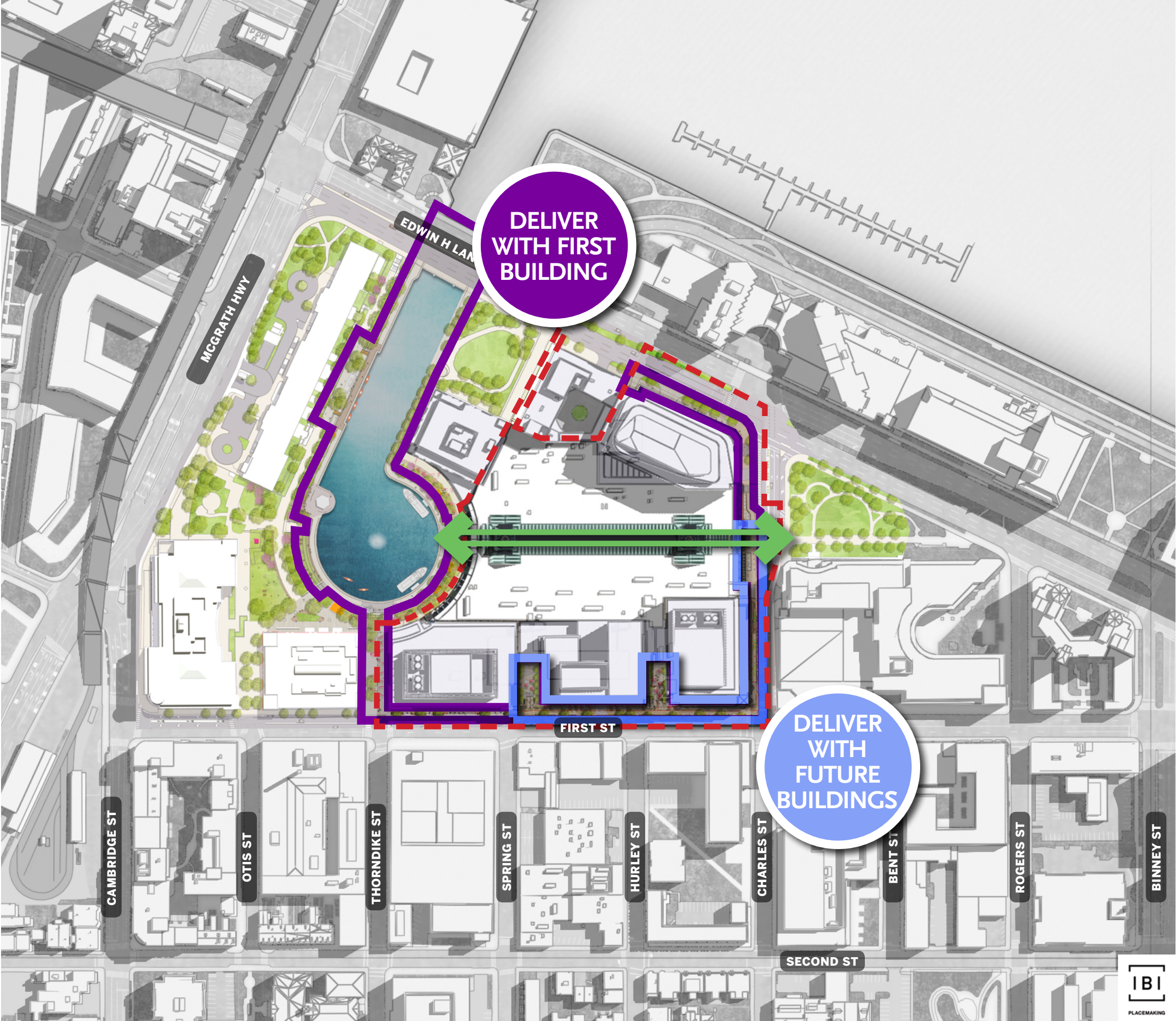
# Open Space Improvements

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CambridgeSide  
Cambridge, MA



### Legend

- PUD BOUNDARY
- 2020-2023
- 2023-2027





# Canal Improvements

PUD-8 Special Permit  
CambridgeSide  
Cambridge, MA



1

NEW PLANTING, LIGHTING, FURNISHINGS AND IMPROVED CANAL WALK



2

LIGHTING, ART AND ACTIVITY UNDER LAND BOULEVARD



EXISTING CANAL WALK



LIGHTING (EXAMPLE)



BRIDGE ART (EXAMPLE)



EXISTING BRIDGE



3

ARTS



4

ACTIVITIES



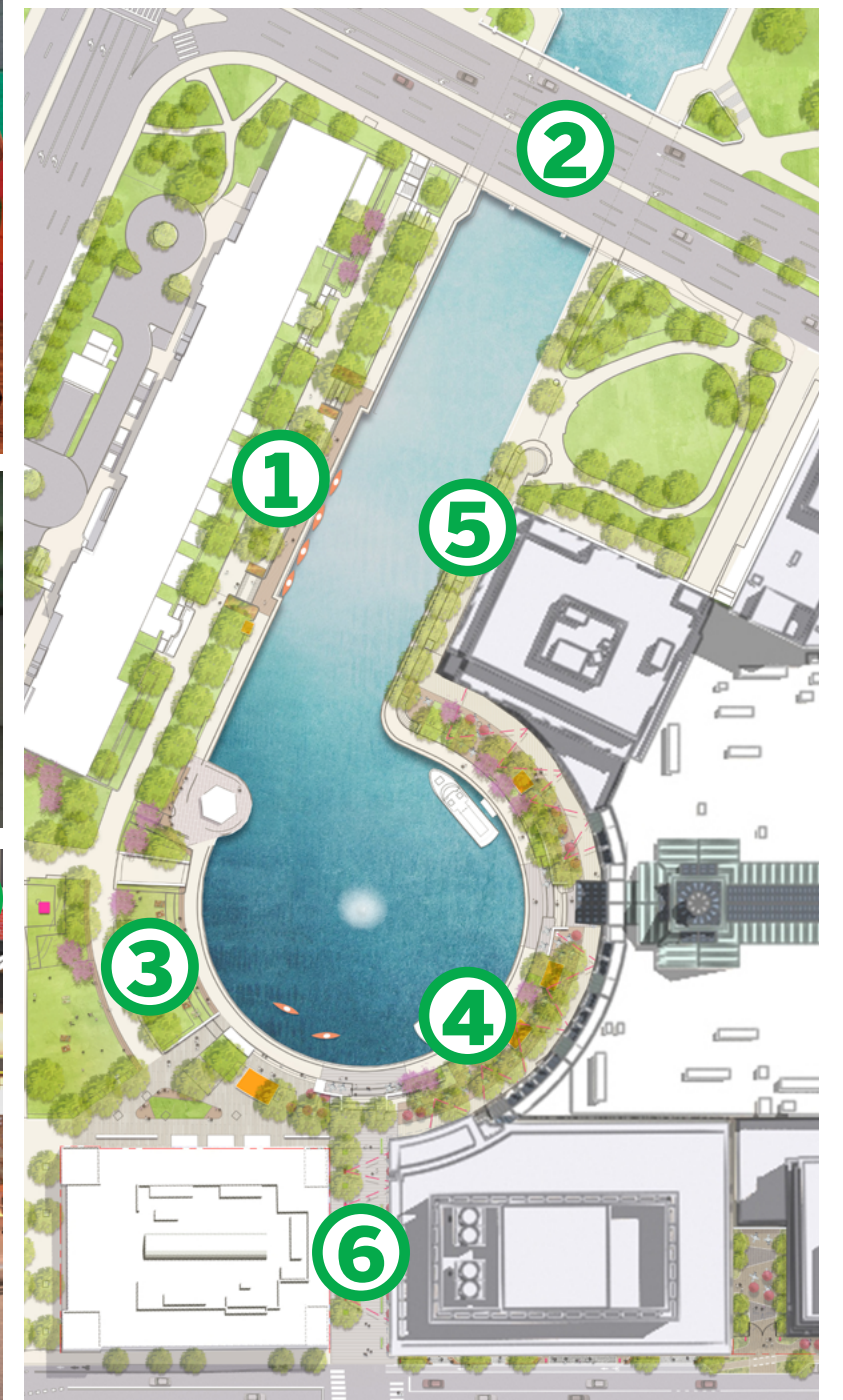
5

ENGAGING THE WATER



6

THORN DIKE WAY



NEW ENGLAND  
DEVELOPMENT

ELKUS | MANFREDI  
ARCHITECTS





1

COURTS



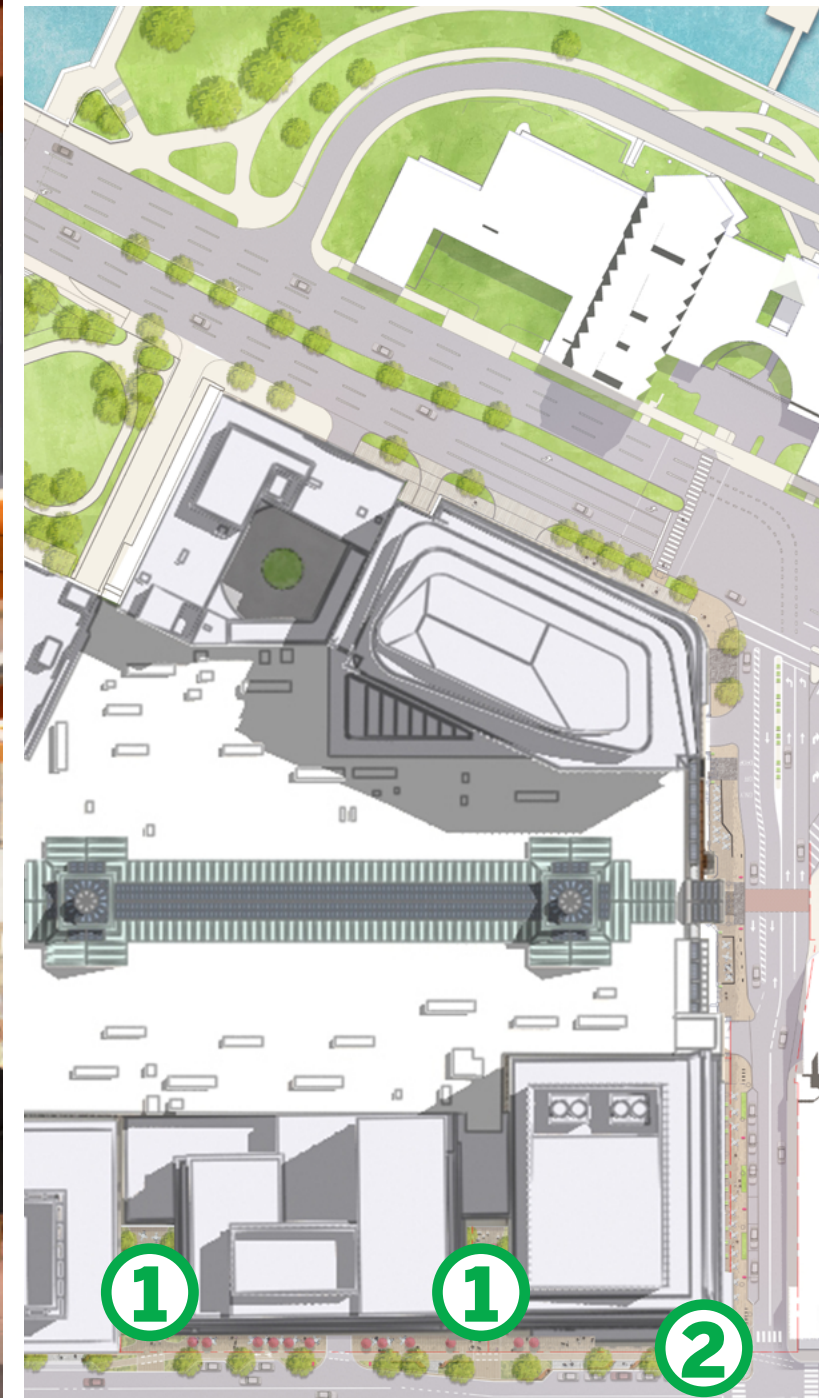
2

STREETSCAPE

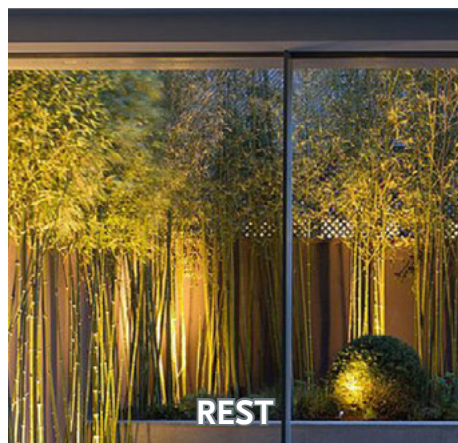


# Streetscape Improvements

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 CambridgeSide  
 Cambridge, MA



WORK

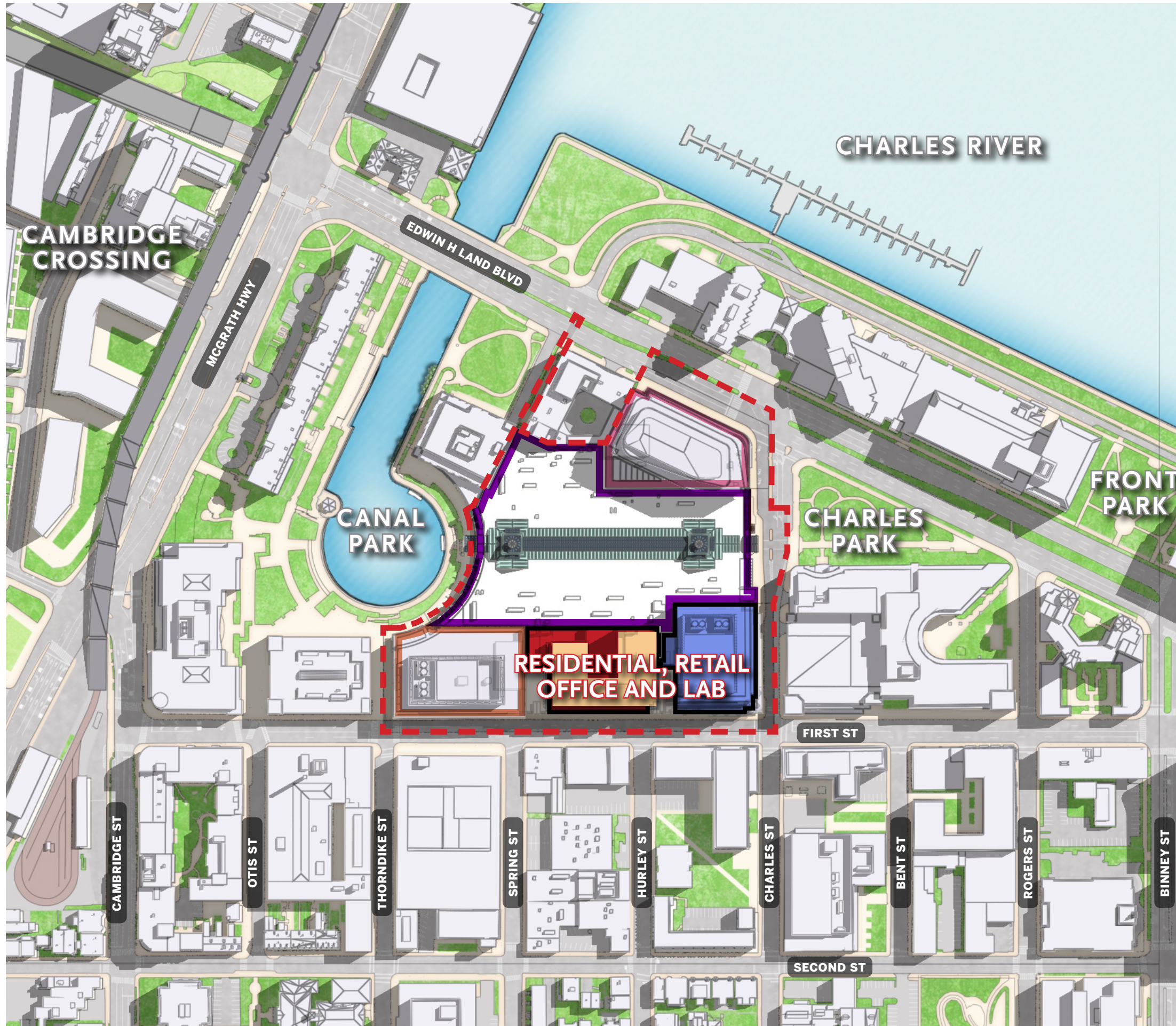


REST



GATHER

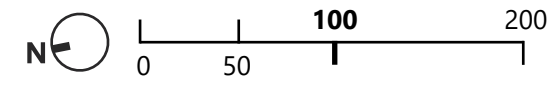




# Garage/Best Buy

**RETAIL, OFFICE, LAB  
AND RESIDENTIAL**

PUD-8 Special Permit  
CambridgeSide  
Cambridge, MA



## Legend

 PUD BOUNDARY

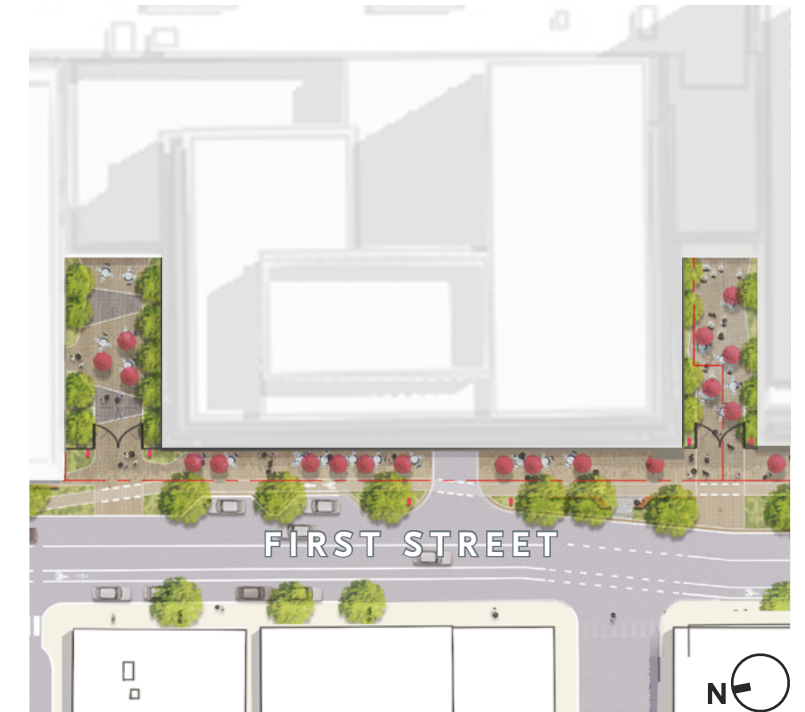




**AN ACTIVE FIRST STREET**

# Upper Garage STREETScape

PUD-8 Special Permit  
CambridgeSide  
Cambridge, MA



**EXISTING FIRST STREET**

HEIGHT	145/155 FEET
FLOORS	13
AVG. FLOOR	35,000/20,000
SETBACK	YES
STEPBACK @	60



NEW ENGLAND  
DEVELOPMENT

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**AN ATTRACTIVE FIRST STREET**

# Best Buy STREETSCAPE

PUD-8 Special Permit  
CambridgeSide  
Cambridge, MA



**EXISTING FIRST STREET**

HEIGHT	155 FEET
FLOORS	11
AVG. FLOOR	30,455
SETBACK	YES
STEPBACK @	60/130



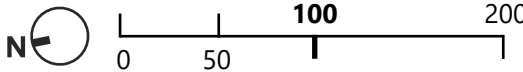
NEW ENGLAND  
DEVELOPMENT

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ARCHITECTS



# Proposed Development

PUD-8 Special Permit  
 CambridgeSide  
 Cambridge, MA



### Legend

	PUD BOUNDARY	
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	MACY'S	355,000
	BEST BUY	335,000
	SEARS	210,000
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	GARAGE RESIDENTIAL	175,000

	TOTAL	1,665,000
	EXISTING TOTAL	1,090,000
	NET NEW	575,000



CAMBRIDGE SIDE

THANK YOU

CAMBRIDGE, MASSACHUSETTS

MARCH 24, 2020