



Our
CAMBRIDGE ST.

a community plan

February 2023

OUR TEAM

> CITY OF CAMBRIDGE

COMMUNITY DEVELOPMENT DEPARTMENT

Community Planning, Economic Opportunity
and Development, Zoning and Development,
Environment and Transportation, Housing

with support from

Department of Public Works
Traffic Parking and Transportation
Council on Aging
Commission for Persons with Disabilities

> CONSULTANT TEAM

INTERFACE STUDIO

Lead, planning and urban design

NINIGRET PARTNERS

Economic strategy

CONSULTECON

Real estate and housing

BURO HAPPOLD

Mobility and climate

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01

OUR PROCESS

Love

CAMBRIDGE
STREET?

Think

IT COULD BE BETTER?

GET
INVOLVED!

Our Cambridge Street is a community planning process led by the Community Development Department, in partnership with Cambridge neighbors, businesses, and local community organizations. It develops shared priorities for the future and explores improvements to meet the needs of ALL the diverse people that call Cambridge Street home. The study area, from the heart of Inman Square to Lechmere, captures a dynamic and culturally rich part of our city that embraces small businesses and has a strong sense of neighborhood pride.

REALIZING ENVISION CAMBRIDGE GOALS

Cambridge Street was identified as one of the city's key commercial corridors that has the potential to help the city achieve goals related to:



BUSINESS

Support small
business community



MOBILITY

Improve infrastructure
for sustainable choices



HOUSING

Address affordability
and supply



PUBLIC SPACE

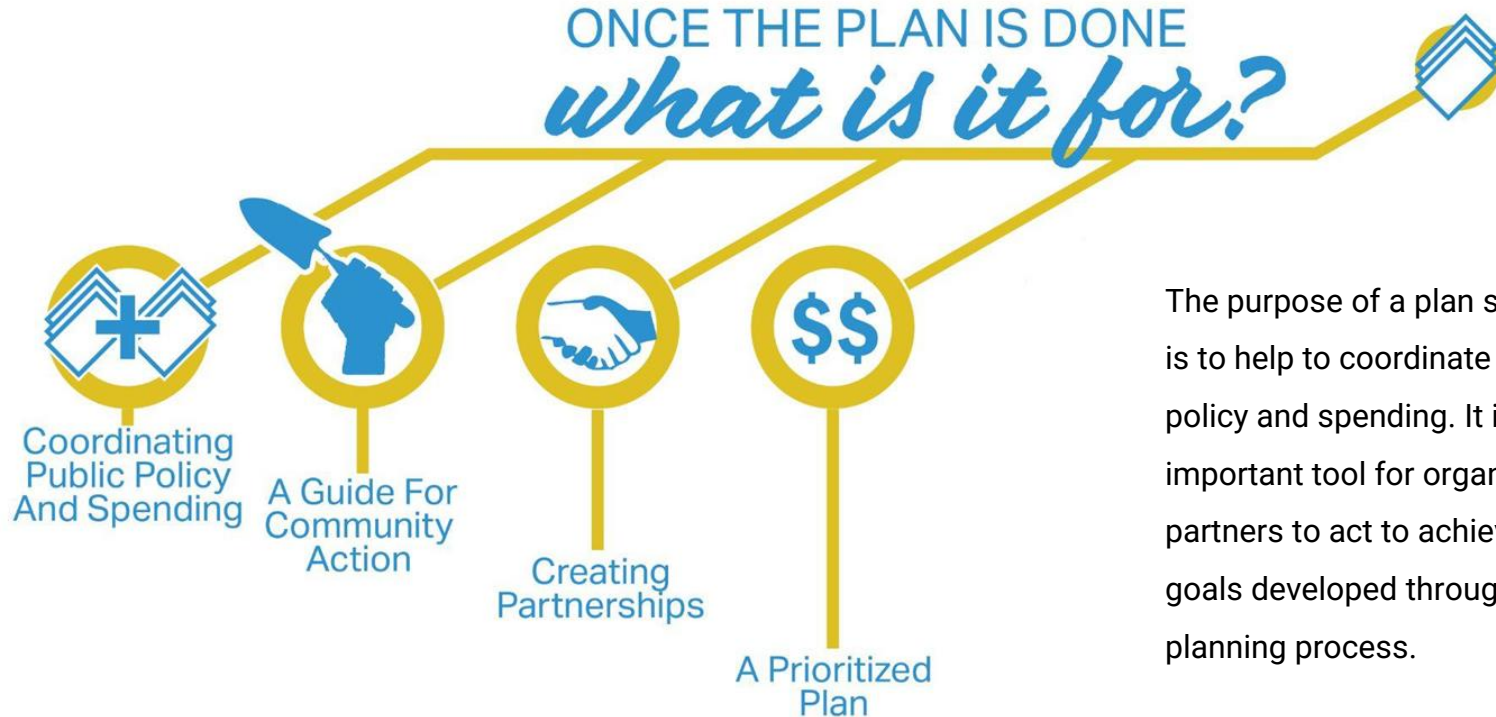
Increase open
space resources



CLIMATE

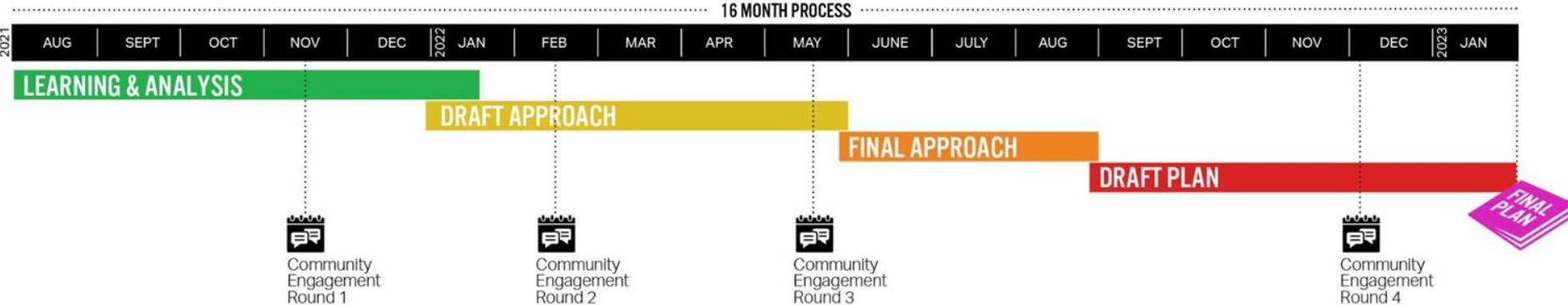
Plan for climate
mitigation and
resilience

PURPOSE OF THE PLAN



The purpose of a plan such as this is to help to coordinate public policy and spending. It is also an important tool for organizing other partners to act to achieve common goals developed through the planning process.

PROJECT SCHEDULE



ENGAGEMENT BY THE NUMBERS

3

COMMUNITY
EVENTS

5

VIRTUAL PUBLIC
MEETINGS

6

IN-PERSON
POP UPS

6

FOCUS
GROUPS

20

CONVERSATIONS
WITH BUSINESSES

1,000+

SURVEY RESPONSES

1,400+

TOTAL PARTICIPATION



ENGAGEMENT EVENTS

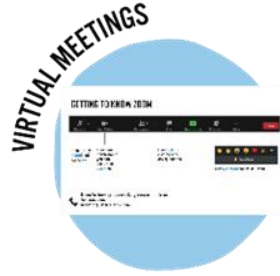
Meaningful community input is key to this plan's success and there were various types of opportunities to get involved over four rounds of engagement.



VOLPE POP UP



CURIO POP UP



VIRTUAL MEETINGS



KSA TOOMEY PARK TBLING



SENIOR FOCUS GROUPS



OUTDOOR COMMUNITY EVENT #2



OUTDOOR COMMUNITY EVENT #1



COMMUNITY SURVEY



SECOND THURSDAY TBLING



VISION & PRIORITY WORKSHOPS



YOUTH FOCUS GROUPS



ROUND 1: Outreach, Engagement and Analysis

WHAT WE DID

The planning team held a series of in-person community events in the fall of 2021, including an outdoor community event in Inman Square, several pop-up events at Millers River Housing, Curio Coffee, and Volpe Block Party, and a virtual Community Meeting via Zoom. We solicited feedback from community members about places they frequently visit, their preferred mode of transportation, and their vision for Cambridge Street. These questions were included in a longer online survey that was available from November 2021 to February 2022. A separate survey was also available for business owners to comment on their experiences and challenges with Cambridge Street.



WHO WE SPOKE TO

In total, over 850 people participated in the in-person events, the virtual meeting, and the online surveys.




QUICK MENTIMETER WARM UP

www.menti.com | 7 6 4 5 5 9 5 2

1 Grab Your Phone

2 Go to www.menti.com

3 Enter the code 7645 5952 and hit **Submit after each response**

 Or, click the link in the chat

6

ROUND 2: Vision, Goals and Priorities

WHAT WE DID

In February 2022, the planning team held two virtual public workshops on Zoom: *Crafting a Vision* (2/3) and *Priorities & Possibilities* (2/17). The first workshop was dedicated to creating a unified vision for Cambridge Street, while the second workshop focused on the discussion of small businesses, housing, and access and safety for all street users. In addition, focus groups were held with seniors, youth and BIPOC businesses.

WHO WE SPOKE TO

In total, over 120 participants attended the virtual public workshops. Using the interactive platform Mentimeter, participants were able to write in answers to a series of questions and see all answers in real time as they were being submitted.

Close your eyes and imagine your ideal Cambridge Street. How do you feel?





ROUND 3: Ideas for Cambridge Street

WHAT WE DID

Based on planning priorities and public feedback, initial ideas were presented at two open house events on May 6th and 7th, 2022 at the Valente Branch Library on Cambridge Street.

- The themes of Inviting, Local, Affordable, and Accessible & Resilient were used to frame draft ideas for community feedback.
- Initial ideas addressed small business development strategies, urban form (density, building heights, setbacks, public spaces), preservation and creation of housing inventory, and resiliency for a climate ready street.
- An engagement summary report of the meeting and associated online survey was created and posted online.



WHO WE SPOKE TO

In all, about 350 participants shared their thoughts on the draft ideas for the plan either in person or online. 85% of participants identified as being near neighbors to the street, from East Cambridge, Inman Square or Wellington-Harrington.

PUBLIC MEETING!

DECEMBER 15, 2022



ROUND 4: Recommendations

WHAT WE DID

The planning team held a virtual meeting on December 15, 2022 to share an overview of the draft recommendations and to answer questions from the community via a large group setting followed by breakout rooms for Q&A.

WHO WE SPOKE TO

Participants shared their thoughts on the draft ideas for the plan either at the online public meeting and through an online recommendations prioritization survey which received 98 responses.

02

WHAT WE LEARNED

WHO DOES CAMBRIDGE STREET SERVE?

Residents, business owners, workers, visitors, and commuters use Cambridge Street, making it a dense and lively place in the city.



STUDY AREA AND CONTEXT

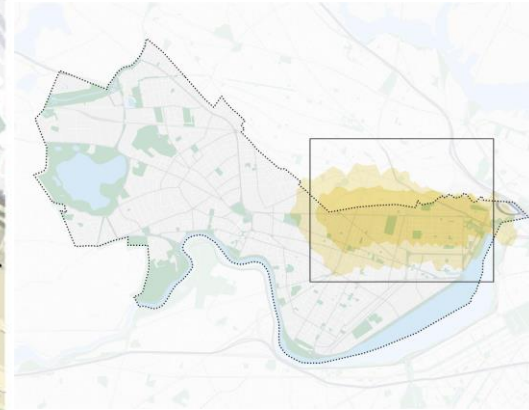
For the purposes of defining Cambridge Street residents, we used a 0.25-mile walkshed (5 minute). We also looked at a 0.5-mile walkshed (10-minute) as indicative of where people could conceivably walk to as part of their neighborhood experience.

Within a 0.25-mile walk of Cambridge St:

Total population: 21,799

Total number of households: 10,519

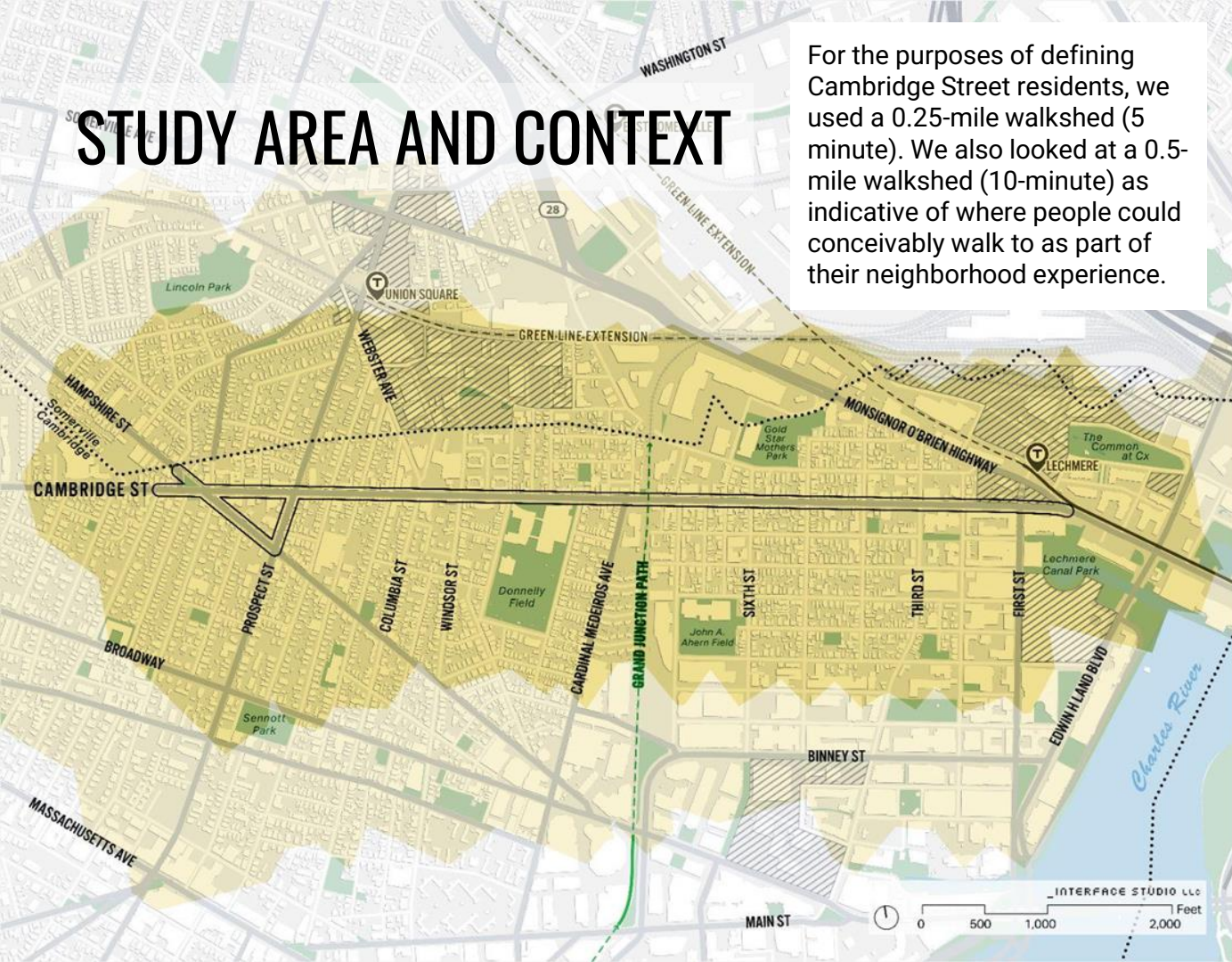
Average Household Size: 2



0.25-MILE AND 0.5-MILE CAMBRIDGE STREET WALKSHED

Interface Studio, October 2021

- 0.25-Mile Walkshed
- 0.5-Mile Walkshed
- Parks/Open Space
- Water
- Green Line
- Green Line Extension
- Multi-Use Path
- Multi-Use Path Extension
- High Impact Development
- City Boundary



RESIDENTS (21,799)

HOUSEHOLDS (10,519)

Cambridge Street tracks closely with the city in age and income



2,735 [13%]
SENIORS OVER 65



2,532 [12%]
YOUTH UNDER 19



34
MEDIAN AGE

Between 2010-2019, incomes increased by about **37%** in both Cambridge St and the city, compared to lower rates of growth (8-9%) in the two previous 10-year periods.

15% [1,494 households]
HOUSEHOLDS EXPERIENCING POVERTY

4% HIGHER THAN

CITY OF CAMBRIDGE
11%

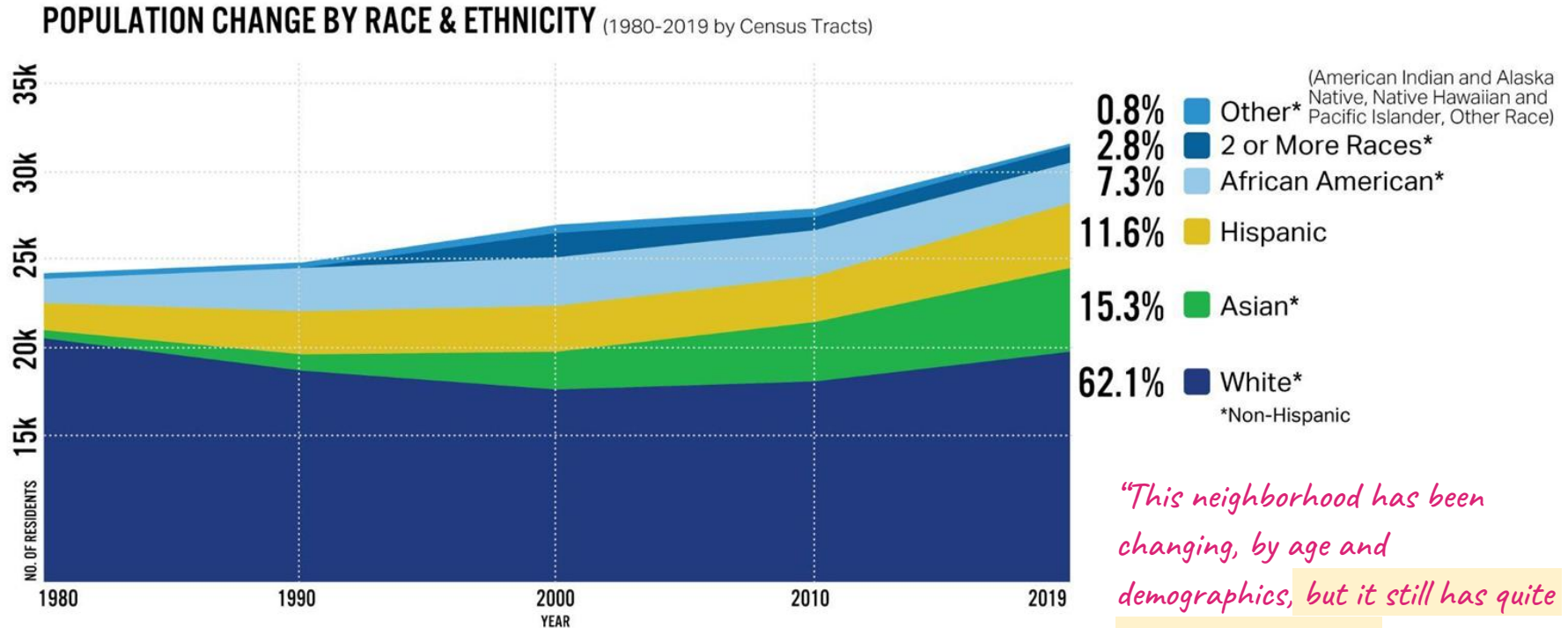
\$100,537
2021 MEDIAN HOUSEHOLD INCOME

7% LESS THAN

CITY OF CAMBRIDGE
\$107,374

CHANGE OVER TIME

Like the City, the population of Cambridge Street has grown over the last few decades.



"This neighborhood has been changing, by age and demographics, but it still has quite a diverse population" -resident

CHANGE OVER TIME

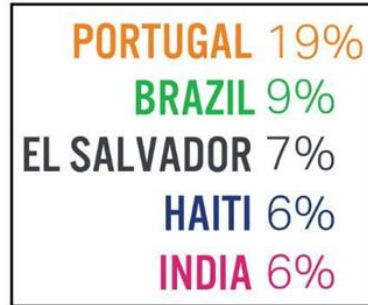
The country of origin of new immigrants has shifted but Cambridge Street has always been a diverse community and a place that provides opportunity for immigrant business owners.

PLACES OF BIRTH FOR FOREIGN-BORN POPULATION (% of Foreign-Born Population by Census Tracts)

28-30% OF THE POPULATION HAS
CONSISTENTLY BEEN FOREIGN-BORN

Among this group, the top 5 countries have changed over time.

2000



2010



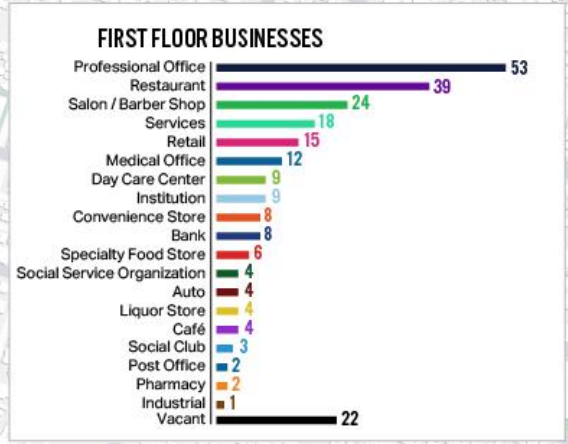
2019



BUSINESSES

Total number of first floor businesses: 225

The planning team conducted an inventory of all ground floor businesses in October 2021 and found that professional offices were the most common business on the street, followed by restaurants, salons, and neighborhood services such as health/wellness businesses, cleaning, repair, pets, and laundry.



BUSINESS MIX

Interface Studio, October 2021

- Restaurant
- Café
- Retail
- Specialty Food Store
- Convenience Store
- Pharmacy
- Liquor Store
- Day Care Center
- Salon/Barber Shop
- Services
- Social Club
- Post Office
- Bank
- Social Service Organization
- Medical Office
- Professional Office
- Institution
- Auto/Industrial
- ▨ High Impact Development
- ⋯ City Boundary

BUSINESSES

1. Cambridge Street offers a mix of services and retail/restaurant destinations, making it a more resilient neighborhood-serving commercial street. Several factors will influence the future of neighborhood retail and service providers along Cambridge Street

- Evolving/changing retail trends including online shopping
- Large amount of new retail space coming in nearby will add commercial inventory and expand the customer base.
- Food/beverage businesses have intense delivery needs, which impacts how Cambridge Street operates.
- Small ground floor spaces constrain the type of tenants.
- Ownership evolves over time which leads to business turnover.



2. We need to make a distinction between active uses and street-level presence.

Uses like professional offices and daycare centers might not be seen as active uses by some but they can have an **high street-level presence** through their signage, facades and windows. They can also generate high **spillover activity** where customers visit other businesses.

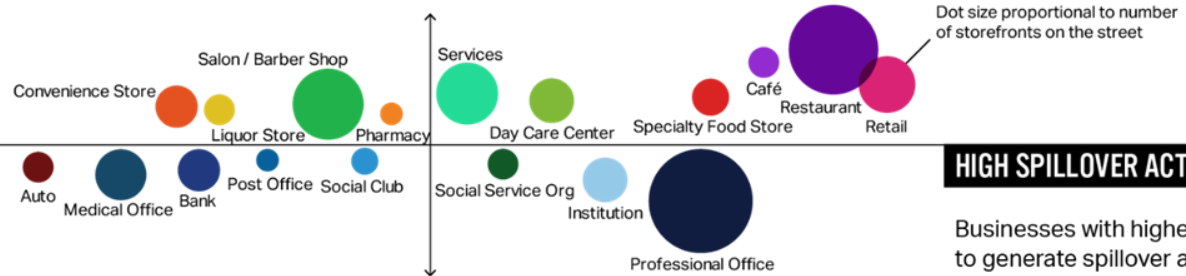


HIGH STREET-LEVEL PRESENCE

Businesses with high visibility from the street have visually permeable facades with entrances and windows, and attractive window displays, signs, and facade design. These features create interest and contribute to the activity of the street.

LOW SPILLOVER ACTIVITY

Businesses attract customers for a specific purpose and duration, with little or no spillover activity.



HIGH SPILLOVER ACTIVITY

Businesses with higher potential to generate spillover activity in the area.

LOW STREET-LEVEL PRESENCE

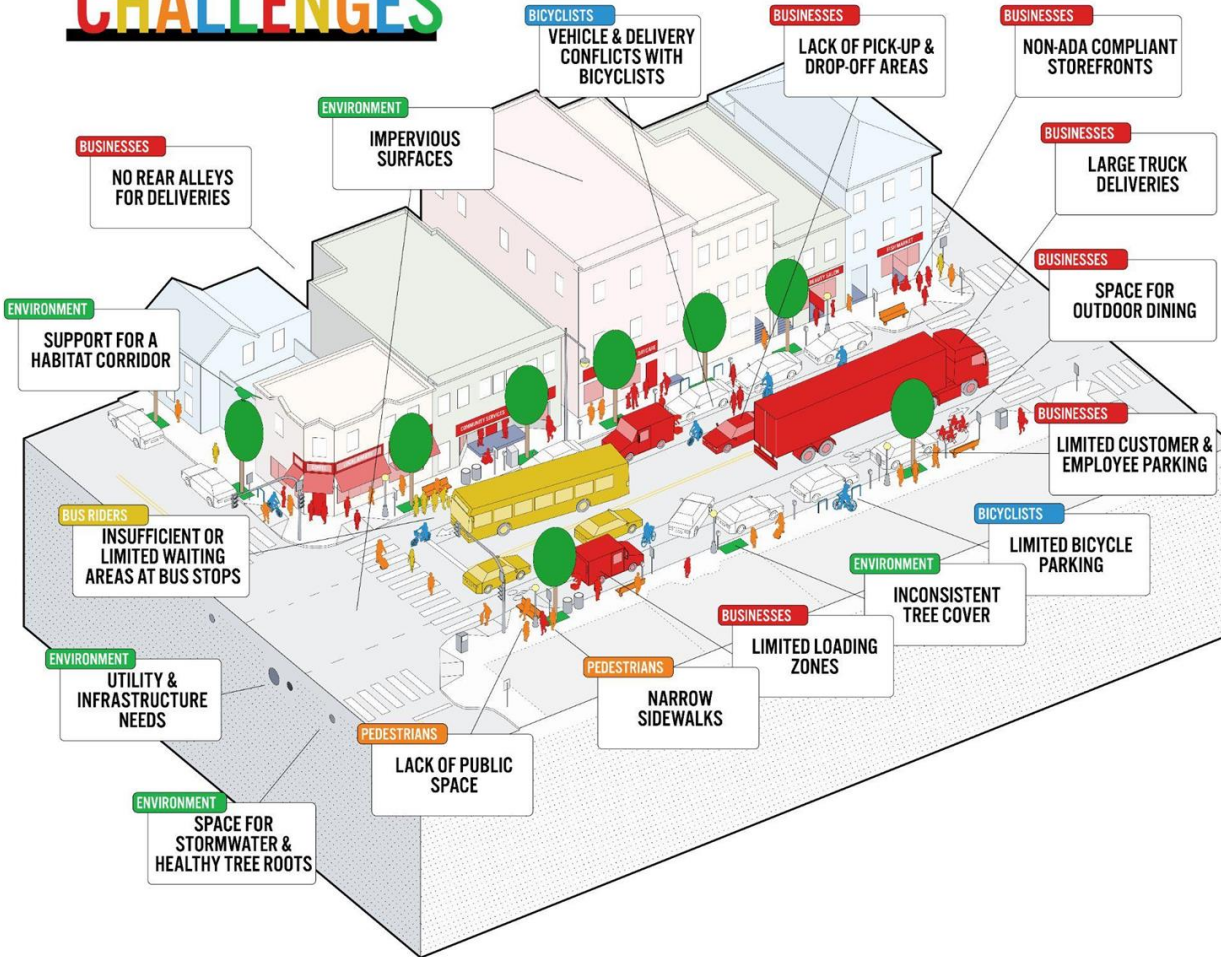
Businesses with low visibility from the street do not allow people to see inside; entrances and windows are not visually permeable or windows may be lacking altogether. Less attention is paid to window displays, signs, or facade design.

HOW CAN ALL STREET USERS BE ACCOMMODATED?

How does the current design of Cambridge Street support (or not support) its users as well as help the City meet its goals for climate, mobility, economic development and urban design?



CAMBRIDGE STREET CHALLENGES



A lot is expected on this street:

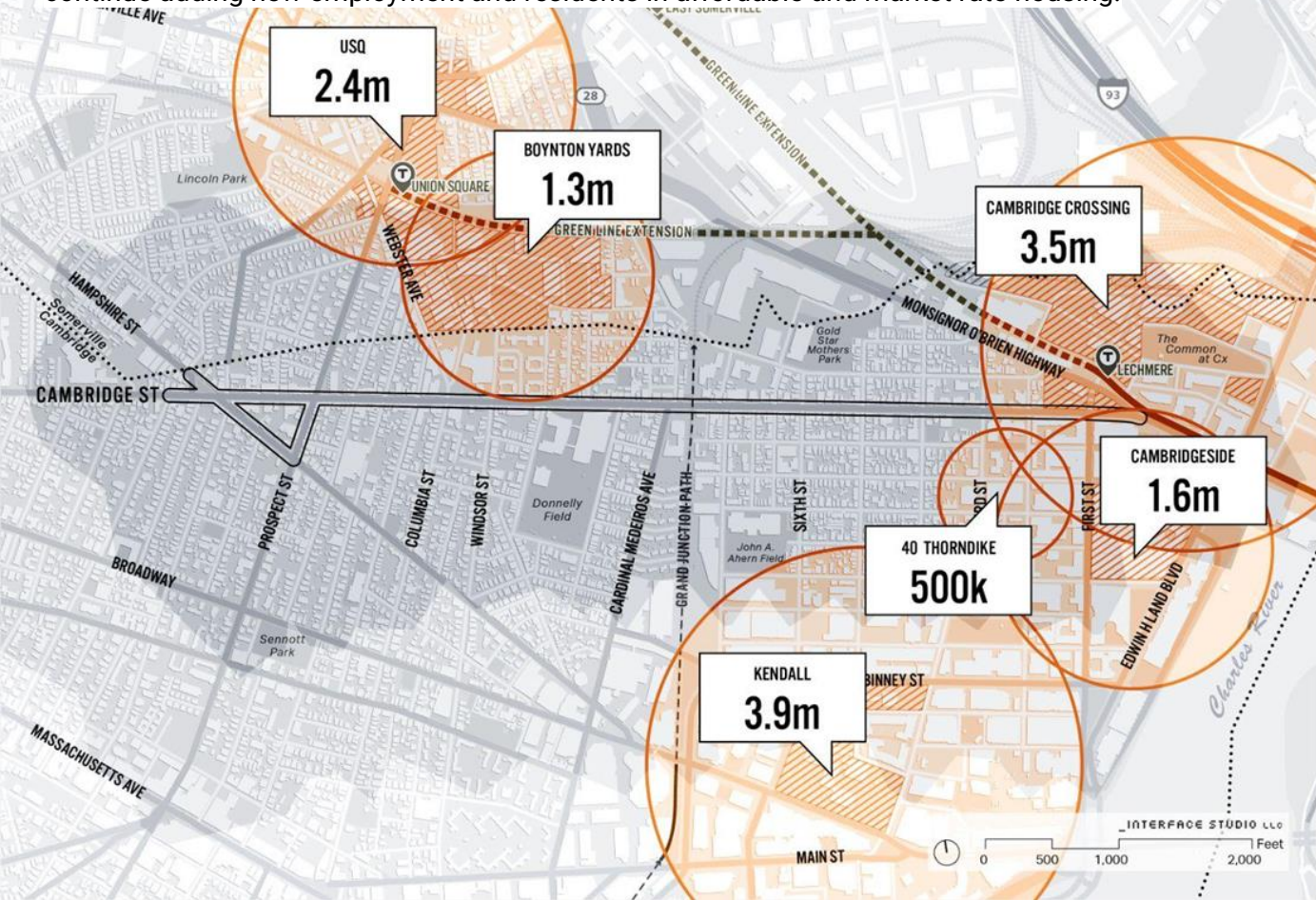
- support small businesses
- create new affordable housing
- manage loading
- encourage walking
- improve ADA accessibility
- integrate separated bike lanes
- plant more trees
- manage stormwater...

WHERE ARE THE DEVELOPMENT PRESSURES?

Cambridge Street is surrounded by major development projects that will influence how it changes.



A substantial amount of new development is underway near Cambridge Street that includes a mix of retail, residential and office/R&D space. Proposed large developments are projected to continue adding new employment and residents in affordable and market rate housing.



13m+

square feet of development including

3,313

new residential units are recently constructed, under construction or planned within a 10-minute walk of Cambridge Street in Cambridge. Additional units are planned in Somerville.

PLANNED DEVELOPMENT SITES

City of Cambridge Development Log, October 2021

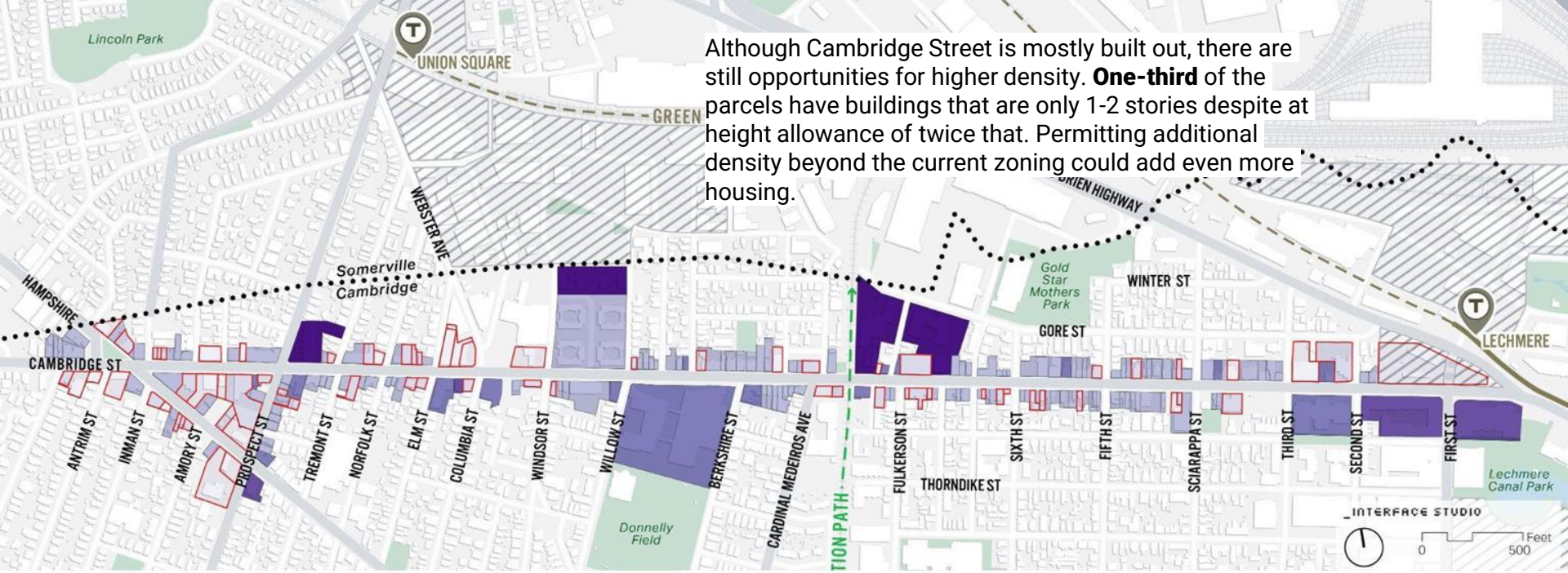
- 5-Minute Walkshed
- 10-Minute Walkshed
- Green Line
- Green Line Extension
- Multi-Use Path
- Multi-Use Path Extension
- High Impact Development
- Total Development in Square Feet (SF)

HOUSING

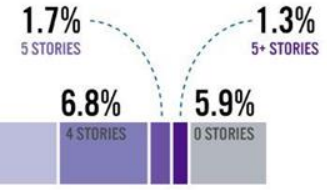
There is an acute need for affordable housing but residential development faces several impediments, such as:

- High cost of land and construction drives up housing prices
- Suitable sites are limited and the small size of properties results in lower density construction and a higher construction price per unit
- Competition from commercial development which can pay higher prices for land
- Current zoning limits the amount of units able to be added to offset costs, and requires formula setbacks which limits development potential





% OF PARCELS



NUMBER OF STORIES

Cambridge Open Data

- 1 story
- 2 stories
- 3 stories
- 4 stories
- 5 stories
- Over 5 stories

03

VISION & GOALS

Our CAMBRIDGE STREET VISION

Our Cambridge Street is a model for a 21st century Main Street.
It's inviting, local, affordable, accessible and resilient.

Inviting

Continue to welcome diversity and celebrate our history as a destination for culture while embracing change.

Local

Support a mix of vibrant, local, and small businesses that serve the everyday needs of nearby residents, workers, students, and visitors alike.

Affordable


Support families, seniors, children, immigrants, people of color, those with disabilities, and from all economic and educational backgrounds in continuing to call this street home.

*Accessible
&
Resilient*

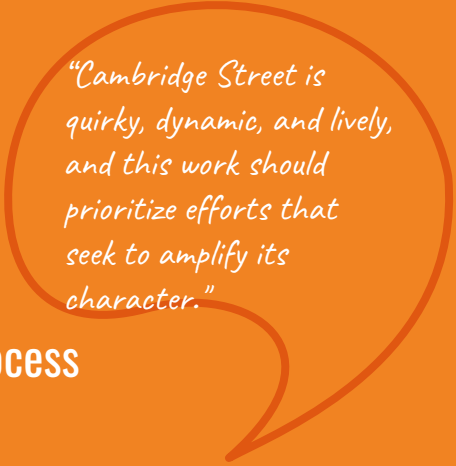
Create a truly safe and sustainable public realm, and a healthy, walkable environment that serves as the heart of our community.



Inviting



"More murals to create a sense of place. Murals can reflect the industrial roots of the area."



"Cambridge Street is quirky, dynamic, and lively, and this work should prioritize efforts that seek to amplify its character."

KEY TAKEAWAYS from the engagement process


- Maintaining and celebrating the **history and diversity** of Cambridge Street should be prioritized.
- Many participants enjoy the community events and would like more opportunities to bring the **community together** with food, local music, and art.
- Participants generally desired **more options for outdoor activities** while maintaining open spaces that are quieter/passive in nature.
- Interventions that **create welcoming spaces**, such as signage, public art, and parklets, received positive responses from participants.



Local



"Make the city grant programs for small businesses easier to find info about and apply to."



"Having wide enough sidewalks and protected bike lanes will encourage locals to patronize the businesses on the street."

KEY TAKEAWAYS from the engagement process

- Key to the character of the corridor is supporting a **mix of vibrant, local, and small businesses**.
- Community support for **assisting existing small businesses**, managing uses that tend to price out other small businesses and keeping commercial spaces affordable.
- **Improving outdoor and pedestrian space** adjacent to businesses is important for potential customers and increased commercial activity.
- In addition to the existing businesses that are celebrated by the community, some participants would also like to see **more "daily needs" stores** along Cambridge Street.

Affordable

KEY TAKEAWAYS from the engagement process

“Low income housing is important, but people that are middle income or in their mid-20’s [in age] also need to be able to afford Cambridge.”

“More density with reasonable limits (5 floors) and mixed use zoning to reduce need for cars.”

- **Affordability** in Cambridge is a concern for most community members.
- While the majority of participants generally support **higher density mixed use development** and more housing units along Cambridge Street, there are concerns about traffic and congestion that could result from increased density.

Some participants that supported higher densities added there should also be limits to height and that **buildings that are sensitive to the context of the street** are important if more density is going to be added.
- Supporters and opponents of higher density both support **additional open spaces and greening**

*"More green spaces
devoted to nature
and biodiversity."*

*"Whatever it takes to
make the street safe
for pedestrians,
cyclists, and transit."*

KEY TAKEAWAYS from the engagement process

- There is support for making Cambridge Street **safer for everyone**, especially people walking, biking, and taking the bus and Green Line.
- The ability to park on Cambridge Street continues to be a common concern among some residents and businesses.
- Ideas for **activating underutilized spaces** on Cambridge Street to bring the community together.
- Climate resilience and more green space is still a priority, with 97% of participants supporting ideas to make Cambridge Street greener and more sustainable. **Adding more trees** to the street is one of the most common requests from participants.

04

HOW CAN WE ACHIEVE THE
VISION?



Inviting

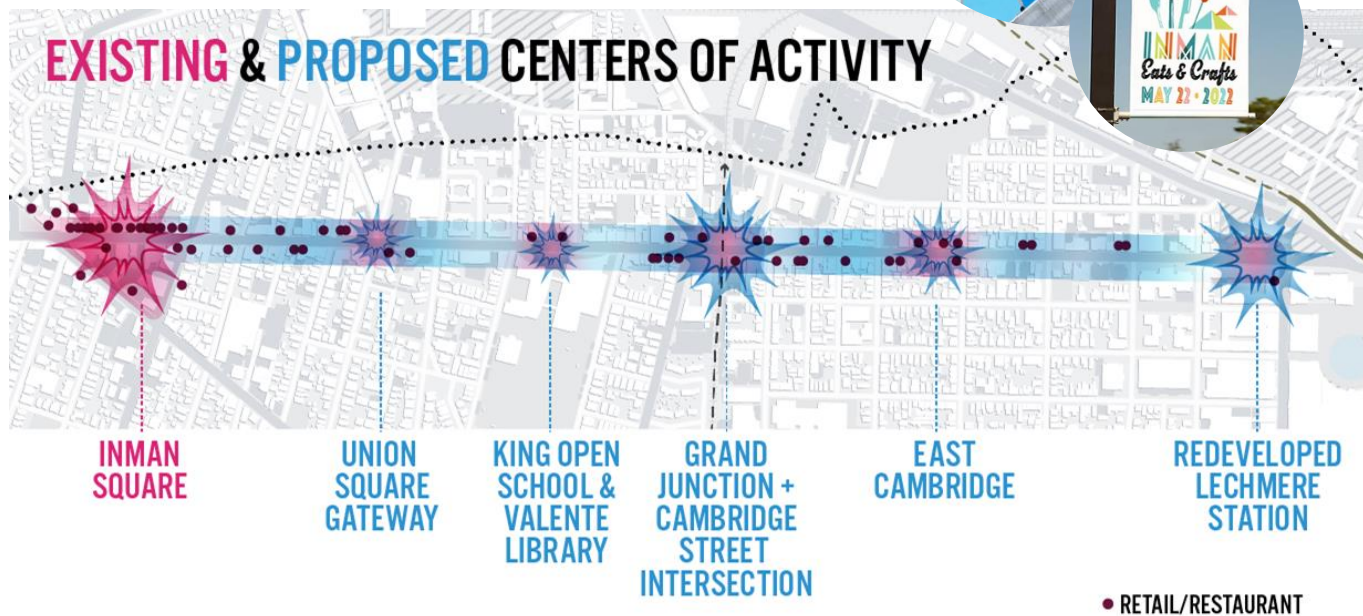
How can we continue to welcome diversity, and celebrate our history as a destination for culture while embracing change?

1. Celebrate the unique identities along Cambridge St. from one block to the next
2. Bring the community together and celebrate diversity

1. Celebrate the unique identities along Cambridge St. from one block to the next by:

- A. Defining different centers of activity with interventions such as signage, banners, public art and parklets to create welcoming spaces that are representative of the hyper-local character of that area

Cambridge Street is not just one corridor but a place that spans different neighborhoods and differs from block to block, neighborhood to neighborhood. Those differences can be celebrated in the public realm at key gateways or natural civic spaces along the length of the street.



2. Bring the community together and celebrate diversity by:

A. Providing additional cultural programming, festivals, and events (and complementing existing ones)

Participants often expressed gratitude for events that bring the community together on Cambridge St. Explore opportunities for more programming on Cambridge St. that celebrates diversity and cultural heritage. In addition, advocate for more funding for community organizations to program public spaces.

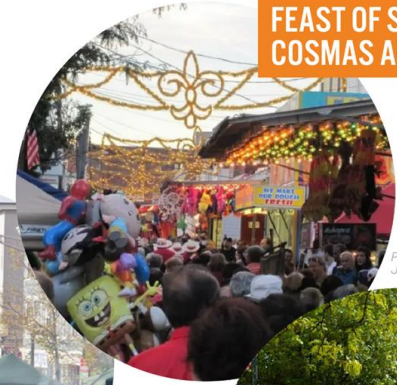
IDEAS FOR ADDITIONAL PROGRAMMING FROM THE COMMUNITY ENGAGEMENT PROCESS:

- Close Cambridge Street to car traffic at some times (e.g. Saturday morning in Inman Sq.) or for more events
- Farmers markets
- Music festivals, evening performances, and general outdoor music
- Multi-cultural food events, food crawls, food truck events
- STEM/Arts events for families and children



INMAN EATS & CRAFTS

Photo Credit:
ECBA



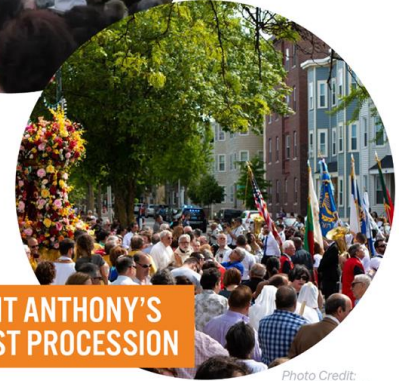
FEAST OF SAINTS
COSMAS AND DAMIAN

Photo Credit:
Jenna Fisher, Patch Staff



RIBFEST

Photo Credit:
John A. Hawkinson—the Tech



SAINT ANTHONY'S
FEAST PROCESSION

Photo Credit:
City of Cambridge

As Cambridge Street evolves in the future, it should retain its character, diversity, small businesses and historic nature.



How can we support a mix of vibrant, local, and small businesses that serve the everyday needs of nearby residents, workers, and visitors alike?

3. Help businesses create active ground floor frontages
4. Continue to celebrate diverse businesses
5. Work to maintain a supply of affordable commercial spaces for local small businesses

3. Help businesses create active ground floor frontages by:

A. Marketing and executing City programs that provide street activation, such as outdoor dining, public patios and parklets

Throughout the COVID-19 pandemic, the City of Cambridge expanded its outdoor dining policy, including use of up to two parking spaces for outdoor patio use. Eighty-five percent of participants in this study's survey indicated they favored this type of activity on Cambridge St. The City should continue to encourage businesses to activate the public realm by taking advantage of these new opportunities.

B. Targeting marketing of the City's storefront improvement programs and accessibility upgrades

The Community Development Department's Economic Opportunity and Development Division offers a [storefront improvement program](#), with a 50% matching grant for facade, window, signage, lighting and awning improvements and a 90% matching grant for ADA improvements. Actively marketing these resources to businesses on Cambridge St., particularly in zones at Cambridge Street gateways and where street activation is currently rated "unfavorable" would enliven streetlife and bring additional customers. In addition, the City could explore the creation of low/no interest loans to cover the cost ADA improvements as matching grants are still prohibitive for some businesses.



Street Activation Assessment

Interface Studio conducted an assessment of ground floor street frontages to better understand where there are opportunities to help businesses activate the street.



EXCELLENT

Includes:

- Active storefront
- Transparent windows & doors
- Landscaping



EXCELLENT POTENTIAL

Includes:

- Unoccupied storefront
- Transparent windows & doors
- High-quality building / streetscape potential



IN-BETWEEN

Includes:

- Raised or sunken frontage
- Buffer between use and street
- Good quality occupied uses that generate little to no foot traffic



UNFAVORABLE

Includes:

- Parking garages & lots
- Blank, windowless walls
- Long expanses of reflective glass without entrances



NOT ASSESSED

Includes:

- Parks & open spaces

There are opportunities to help businesses create active street frontages, particularly at gateways.



% OF LINEAR FEET

Analysis of Street Activation by Interface Studio

STREET ACTIVATION

Interface Studio

- City Boundary
- Gateway to Cambridge St.
- Excellent
- Excellent Potential
- In-Between
- Unfavorable
- Not Assessed

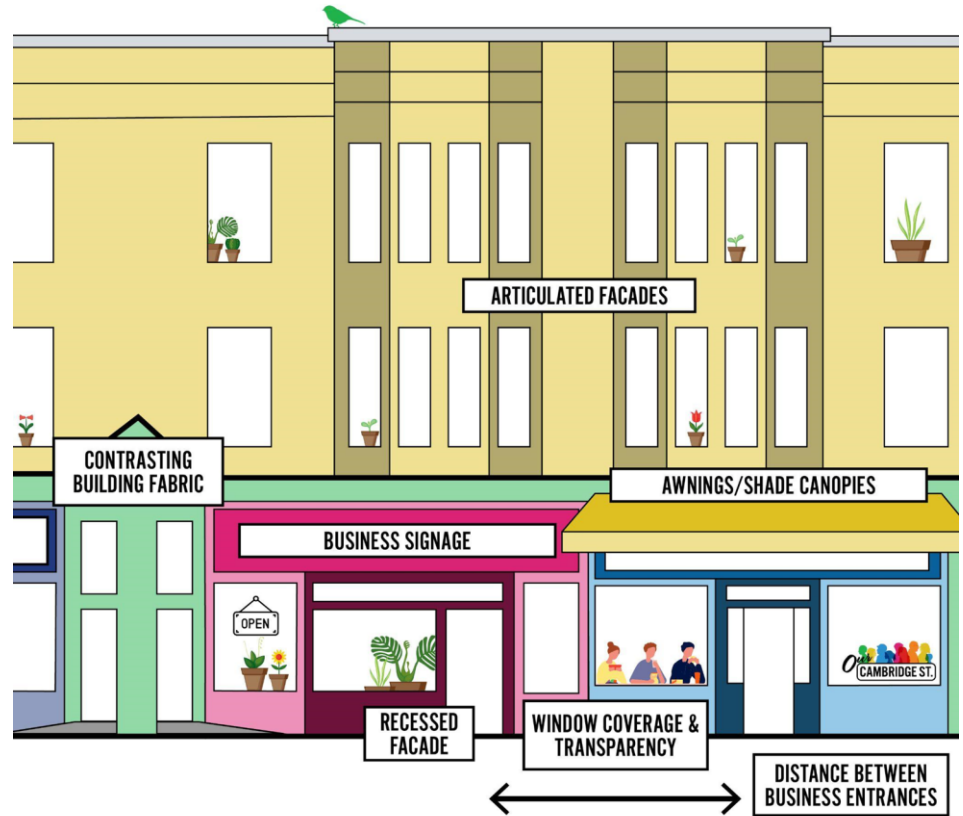
3. Help businesses create active ground floor frontages by:

C. Developing design standards and guidelines for ground floor treatments and new development, and aligning with the Citywide Urban Design Guidelines

Cambridge St. would benefit from a set of standards and guidelines to ensure that new developments or rehabs along the corridor contribute to the vibrancy and beloved historic qualities of the street, regardless of the ground floor use. Design standards and guidelines should be aligned with the Citywide Urban Design Guidelines. Specific guidelines for Cambridge St. should cover treatments such as window coverage and setbacks. They should also ensure commercial spaces are adaptable over time by requiring frequent entrances along the length of the facade, and designing the space so that it's subdividable. The guidelines should also take into account the City's climate resilience measures for flood mitigation.

Summary of the Cambridge Street guidelines:

- building setbacks to achieve a 12-foot wide sidewalk for additional pedestrian space
- limiting curb cuts to create a more continuous streetwall
- window coverage/transparency to provide active storefronts
- upper-story setbacks to reduce the scale of buildings on the street
- spacing of building entrances to provide a frequent rhythm of entrances and tenant spaces.
- rear transition to neighborhoods to reduce impact of new development on residential neighborhoods
- subdividable ground floor spaces for a variety of tenants
- screening of rooftop mechanicals to mitigate visual clutter
- incorporating climate resilient measures where applicable for a futureproof Cambridge Street



4. Continue to celebrate diverse businesses by:

A. Targeting recruitment efforts to further uplift women- and minority-owned businesses.

- **Continuing to recruit diverse businesses to join ECBA**

The East Cambridge Business Association (ECBA) formed in 2008 and covers the length of Cambridge St. from East Cambridge to Inman Square, with membership of over 150 businesses. Target recruitment efforts to further uplift women- and minority-owned businesses.

- **Actively targeting diverse businesses for City small business programs**

Along with the storefront improvement program mentioned above, the City of Cambridge Economic Opportunity and Development Division has additional small businesses programs to support existing small businesses and incubate new ones. Actively target these resources to women and minorities looking to do business on Cambridge St.

- **Implementing recommendations of the BIPOC Business Advisory Committee**

The City of Cambridge Economic Opportunity and Development Division began a BIPOC Advisory Committee in 2021 to develop recommendations on how the City can better assist BIPOC-owned businesses. This plan supports these efforts and should work to implement their recommendations to further support the diversity of businesses on Cambridge St.

A. Adding grants and technical assistance to existing legacy business program

The purpose of the Legacy Business Program is to recognize that longstanding, community-serving businesses are valuable cultural assets to Cambridge. It provides educational and promotional assistance to these businesses to encourage their continued viability and success.



5. Work to maintain a supply of affordable commercial spaces for local diverse businesses by:

A. Leveraging new development to subsidize more affordable storefronts for local businesses

- **Study the feasibility of creating inclusionary commercial spaces.**

Inclusionary commercial zoning has the potential to incorporate affordable commercial storefronts in new large-scale developments. However, a feasibility study is needed to understand how this could be implemented in Cambridge.

- **Consider incentives in exchange for creating desired ground floor uses.**

Recommended zoning changes to the BA zone along Cambridge St. should explore incentivizing active ground floor uses, such as retail, community gathering spaces, daycare centers, and arts and cultural spaces.

- **Explore shared control of a small network of storefront rentals through a master lease model**

A master lease model is one where an entity, such as a land trust or other partner organizations, leases a small network of storefronts, and then subleases the spaces to businesses at a predetermined price.





Affordable

How can families, seniors, children, foreign born residents, people of color, those with disabilities, and from all economic and educational backgrounds continue to call this street home?

6. Preserve existing housing stock
7. Encourage higher density mixed use residential development along Cambridge Street by considering zoning changes
8. Limit certain types of lab use on Cambridge Street

6. Preserve existing housing stock by:

A. Studying options to discourage the replacement of housing with only commercial use

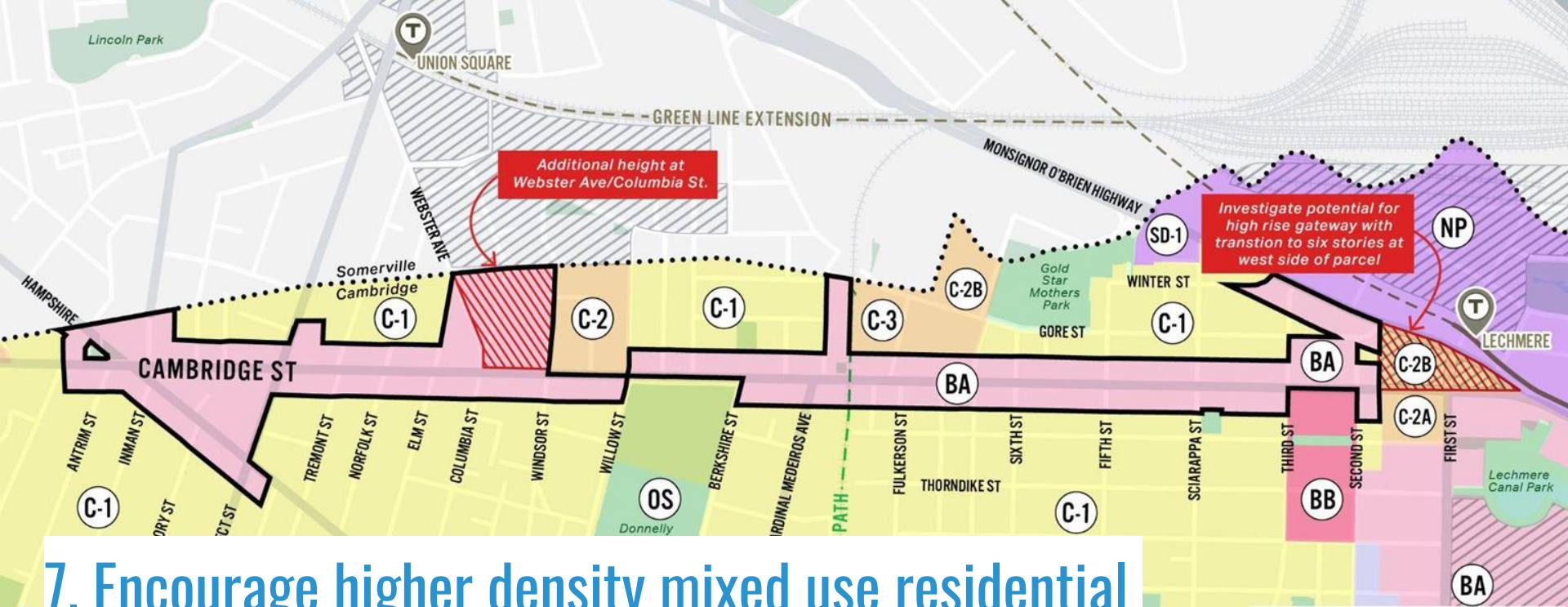
There are approximately 1,555 residential units along the length of Cambridge St. Limit conversion of pre-existing residential use to commercial-only use to help maintain the housing supply.

A. Building awareness of the City's Home Improvement Program (HIP) loans for building retrofits and rehabs

Publicize available programs that can help owners keep rent and maintenance costs down, such as the City's Home Improvement Program (HIP). The HIP program helps income eligible landlords and owners to correct code violations, mitigate lead, install energy conservation measures (passing on the utility savings to tenants), replace roofs and other repairs. This program also will assist eligible owners with hiring and working with contractors in the process. For more information, visit the [HIP website](#).





Existing housing structures on Cambridge Street.



7. Encourage higher density mixed use residential development along Cambridge Street by considering zoning changes

PROPOSED ZONING DISTRICT FOR CAMBRIDGE STREET

Interface Studio, Dec 2022

-  Up to 12 stories for areas with opportunity for additional density
-  Up to 6 stories for existing BA zone along Cambridge St. (existing 4 stories)



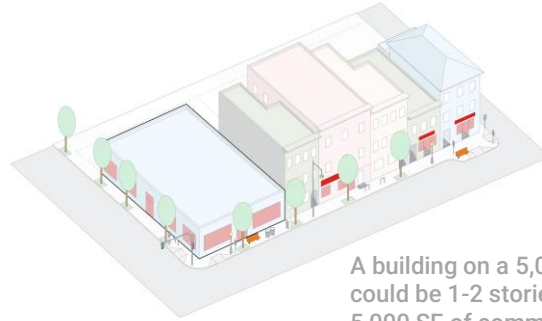
7. Encourage higher density mixed use residential development along Cambridge Street by considering zoning changes by:

A. Maintain density limits on commercial only buildings to mitigate potential introduction of large lab and commercial office buildings.

- For commercial only developments height/density will remain the same (FAR will stay at 1.0)
- The design guidelines for Cambridge Street would apply.

Example of what can be built with proposed zoning changes for commercial uses only

Current Zoning:



A building on a 5,000 SF parcel could be 1-2 stories and have 5,000 SF of commercial use space.

Proposed Zoning:



FAR would remain the same. However, proposed design guidelines and public realm improvements will apply.

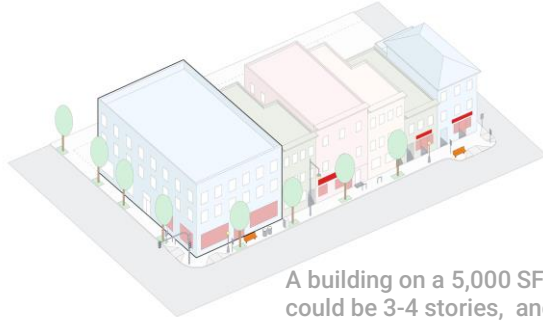
B. Allow and encourage more housing in new development

- Increase the allowable heights for mixed use/residential buildings from 4 stories to 6 stories
- Increase the residential density from 1.75 to 3.5 to allow for more units.
- Provide design guidelines to ensure an active and vibrant first floor.

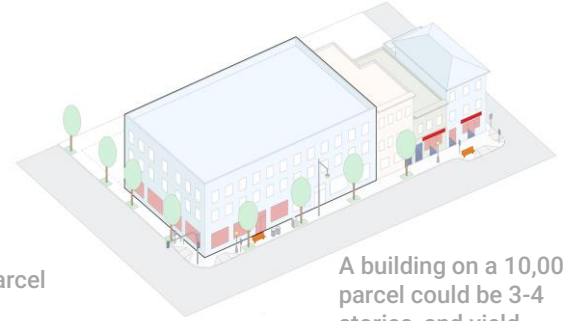
Allowing for more residential density on Cambridge Street will help to increase housing supply, trigger more inclusionary units, and bring more customers to support businesses. During the public engagement process, many participants favored increasing density to support affordability, but wanted to ensure new development was designed well. Creating design guidelines (See Recommendation 3C) will ensure that new development complements and adds to the architectural character and vibrancy of the street.

Example of what can be built with proposed zoning changes for mixed use properties

Current Zoning:

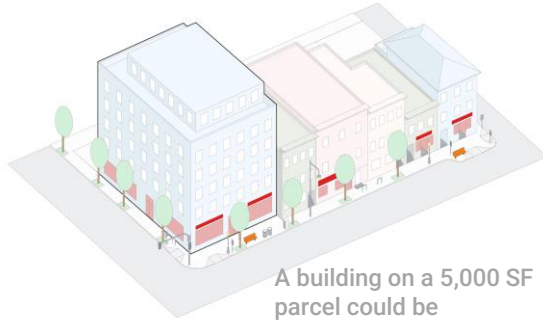


A building on a 5,000 SF parcel could be 3-4 stories, and yield approximately 7 units*

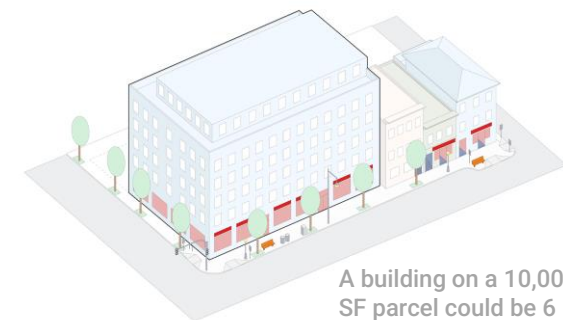


A building on a 10,000 SF parcel could be 3-4 stories, and yield approximately 10 units*

Proposed Zoning:



A building on a 5,000 SF parcel could be 6 stories, and yield approximately 16 units*



A building on a 10,000 SF parcel could be 6 stories, and yield approximately 24 units*

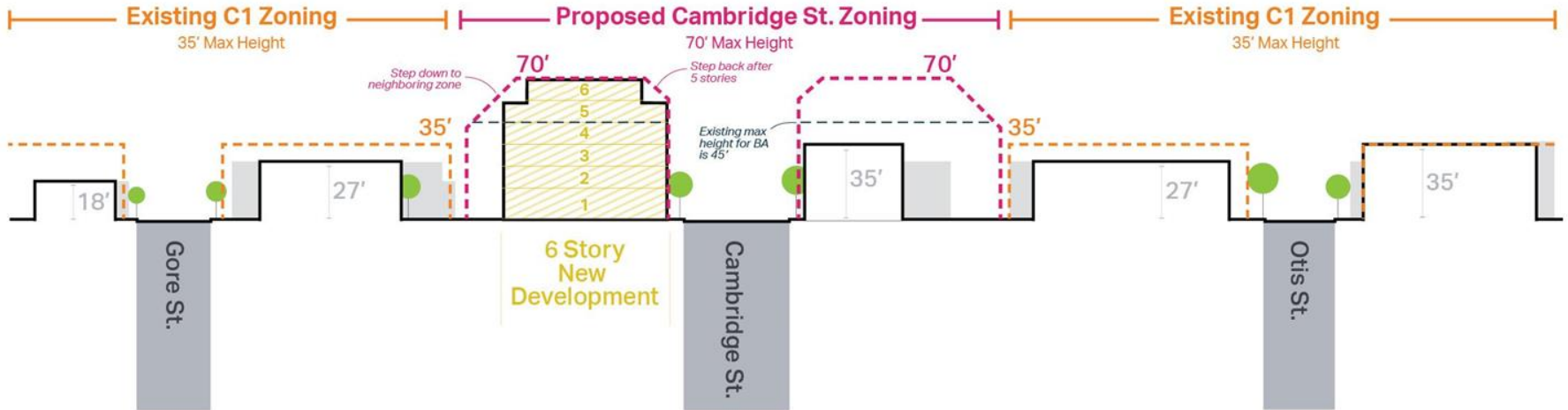
*1 unit = approximately 1,000 SF

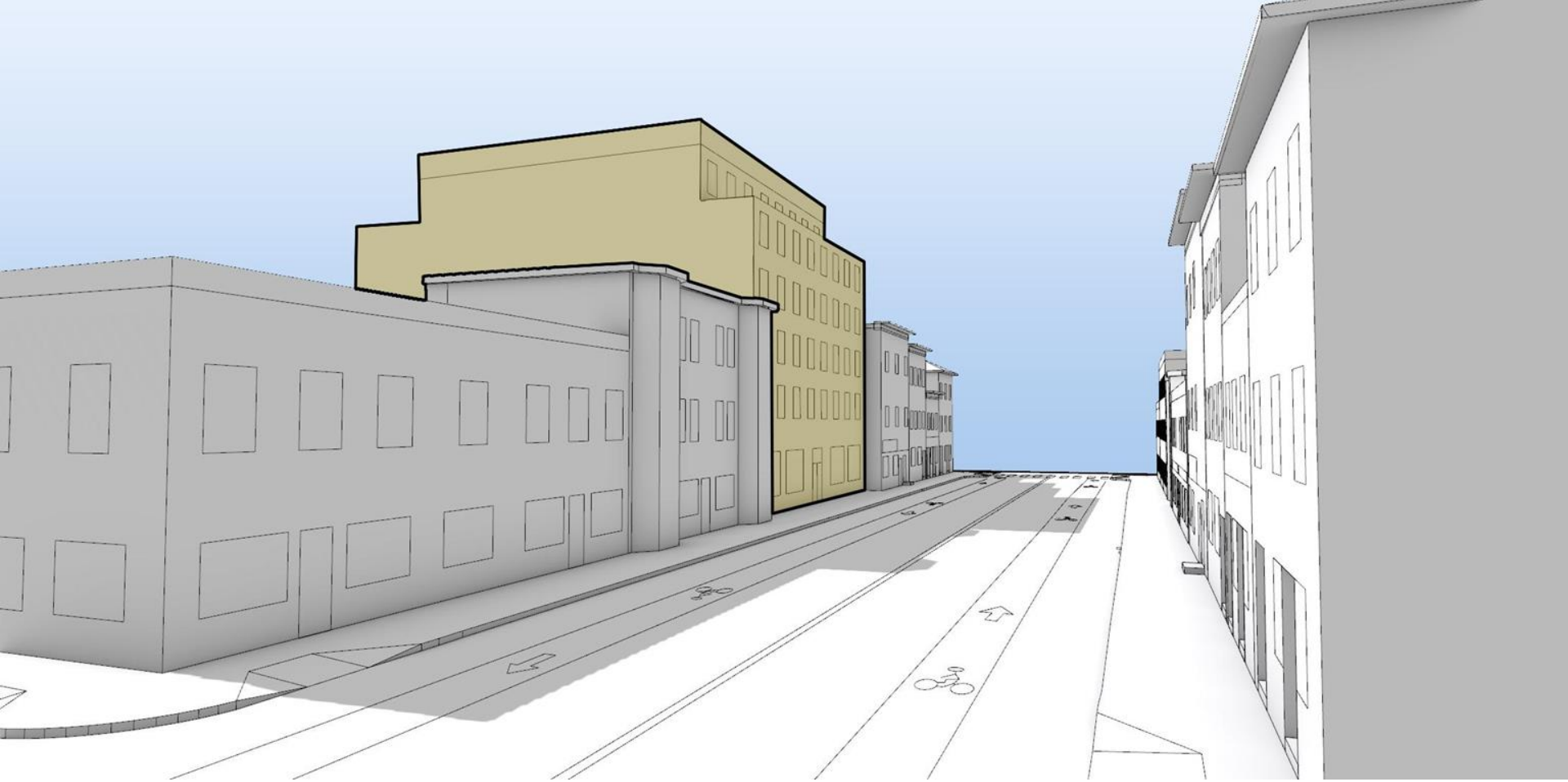
C. Providing guidance to step down to neighboring zones

As illustrated below, new six story development should step back after the fifth floor of buildings facing Cambridge Street and its side streets by 10-feet. This will reduce the scale of the building when viewed from grade.



CAMBRIDGE STREET





A six story building provides additional housing while being contextually sensitive on Cambridge Street



View of Millers River Apartments set back from Cambridge Street.

Example of a similar maximum building height setback on a commercial corridor street in Brooklyn, NY.

D. Allowing and concentrating taller buildings in areas with opportunity for additional density

The planning study identified two areas that could support additional density along the corridor (See page 47). The illustration above is at the intersection of Webster/Columbia/Cambridge Street, where building height could increase up to 12 stories on the interior of the site should new development occur.

8. Limit certain types of lab use on Cambridge Street

A. Distinguish types of lab uses to mitigate impacts on Cambridge Street

There were different opinions on the presence of labs on Cambridge Street from participants in the planning process. Some people want them excluded, while others feel some uses may be acceptable, if they are not a nuisance to the neighborhood.

Maintaining current height and density for commercial use on Cambridge Street will limit the size and scale of future lab development (Page 50). Design guidelines for ground floor transparency and activity will address the street level presence.

In light of a Citywide assessment of different lab uses, Cambridge Street should be examined as an area that could be affected by the outcomes of this evaluation.



Proposed laboratory development on the former commercial/residential mixed use property for 621-629 Cambridge Street. Image Source: Peter Quinn Architects Cambridge Historical Committee Application



Accessible & Resilient

How can we create a truly safe and sustainable public realm, and a healthy, walkable environment that serves as the heart of our community?

9. Look for opportunities to enhance the street for people **WALKING**
10. Look for opportunities to streamline **DELIVERIES** to support local businesses
11. Look for opportunities to address **PARKING** concerns
12. Look for opportunities to enhance the street for people **BICYCLING**
13. Look for opportunities to enhance the street for people **RIDING THE BUS AND THE RIDE**
14. Maximize all open spaces as community assets to cultivate community interaction
15. Integrate measures to future proof Cambridge Street for climate resiliency

9. Look for opportunities to enhance the street for people WALKING by:

A. Improving crossings for safe intersections

At key intersections and destinations, consider enhanced treatments similar to the raised intersection in front of the King Open School. An analysis of traffic incidents pointed to a need for potential enhancements at Prospect St., Cardinal Medeiros Ave., and Third St. (See Existing Conditions Assessment).

B. Repairing uneven sidewalks and keeping them clear of obstructions

The condition of the sidewalks on Cambridge St. are sometimes in poor condition and narrow. Repairing sidewalks to ensure accessibility, and keeping sidewalks clear of obstructions (including snow) at all times would address a critical concern for seniors and persons with disabilities.

C. Improving walkability to better access the new Union Square Green Line Station

Encourage access to the new Green Line Station from Cambridge. While Webster Ave. has had recent enhancements, consider enhancing additional routes to the station through measures such as crosswalk striping, street trees and wayfinding signage.

D. Enhancing comfort through more seating, trees, shade structures, and community gathering spaces

A frequent request during the public engagement process was more trees, and places to gather and sit on the street. Consider ways to maximize all underutilized spaces on Cambridge St. to provide opportunities to hang out on Cambridge St.



Example of poor sidewalk conditions along Cambridge St.



Example of maximizing space to provide seating and tree protection.

9. Look for opportunities to enhance the street for people WALKING by:

E. Encouraging ground floor opportunities for open space in new development to create wider sidewalks, where appropriate

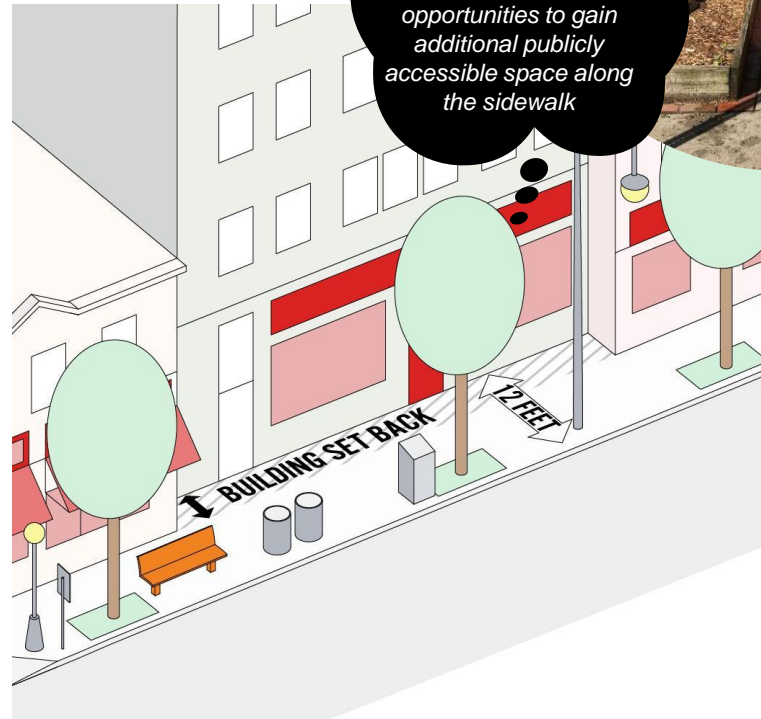
Finding opportunities for additional sidewalk width in new construction provide additional pedestrian amenities and lessen competition for space in the furnishing zone. This planning study recommends a small building setback to create a sidewalk that is at least 12-feet wide.

This additional sidewalk width could also be used to address resiliency requirements (See Recommendation 15) or to provide ramps for enhanced ADA accessibility.

Image of existing narrow sidewalks on Cambridge St.



If new development occurs, look for opportunities to gain additional publicly accessible space along the sidewalk



10. Look for opportunities to streamline DELIVERIES to support local businesses by:

A. Providing clearer designation and better enforcement of existing loading zones

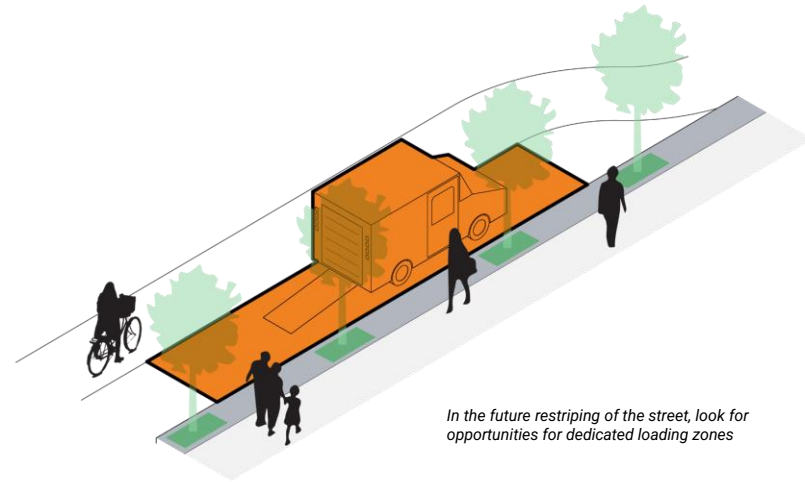
Most Cambridge St. businesses receive deliveries on Cambridge Street. Some businesses receive multiple deliveries a day, and are competing with residential package deliveries, as well as rideshare and food delivery drivers. Ensure that existing loading zones are marked appropriately, have clear signage, and are being used for their intended purpose to prevent blocking bicycle lanes, crosswalks, or general traffic.

B. Exploring conducting a logistics and delivery study to examine new trends and better delivery management

A future study could research ideas to improve deliveries and logistics on the street, such as sustainable delivery methods like e-cargo bikes, and include limiting 18-wheeler through traffic, loading/unloading time enforcement (e.g. limiting on-street parking from 6-8am to allow for deliveries), and the feasibility of freight consolidation centers (See: Envision Cambridge).

C. Providing sufficient loading areas based on the needs of the businesses on each block

As part of future changes to the street, ensuring the needs of the businesses can be met, such as for loading and delivery on each section of the street and, potentially, side streets.



In the future restriping of the street, look for opportunities for dedicated loading zones

PRECEDENT: Santa Monica Zero Emissions Delivery Zone

Santa Monica is piloting a program that incentivizes electric delivery vehicles through priority curb space in a one mile test zone, utilizing various types of zero emission transportation technologies (i.e. e-bikes and electric trucks). The spaces are marked by signage and are monitored by video surveillance.

11. Look for opportunities to address PARKING concerns by:

A. Aligning with the Citywide Parking Study

The [Citywide Parking Study](#) is currently being conducted to understand community mobility needs and how future changes might affect people, analyze current regulations, and propose a set of changes to parking regulations. Align the findings of the citywide study to address parking concerns of Cambridge Street residents and business owners.

B. Considering conducting a detailed parking and utilization study to develop a shared parking model and identify opportunities to use existing spaces as efficiently as possible

More data is needed to understand the parking inventory and utilization on Cambridge St. A study such as this can shed light on how much parking is provided, how it's being utilized, and if parking demand exceeds the amount of parking that is available. It can also identify opportunities of spaces that could be put to shared use (e.g. the King Open School Garage, First St. Municipal Garage or the proposed Boynton Yards garages).

C. Exploring technology and dynamic pricing of meter rates in peak hours to maximize efficiency of existing parking

Technology, such as a parking availability app, has been created in other cities to manage the availability of parking spaces in real time. Those who use the app would be able to locate a spot quickly without having to drive around looking for parking, helping to limit congestion. This can be paired with dynamic pricing to incentivize visitors to park in other areas when demand is high, as they do with *SFpark* (See precedent).



PRECEDENT: *SFpark*

SFpark in San Francisco is a parking management system that utilizes technology to improve parking by quickly identifying available parking. Drivers can quickly find open parking spaces reducing congestion by limiting circling. Real time data is also used for demand responsive pricing to encourage drivers to park in underutilized areas and garages to reduce demand for parking at areas that are at capacity.

12. Look for opportunities to enhance the street for people BICYCLING by:

A. Continuing to add more bikeshare stations along Cambridge Street

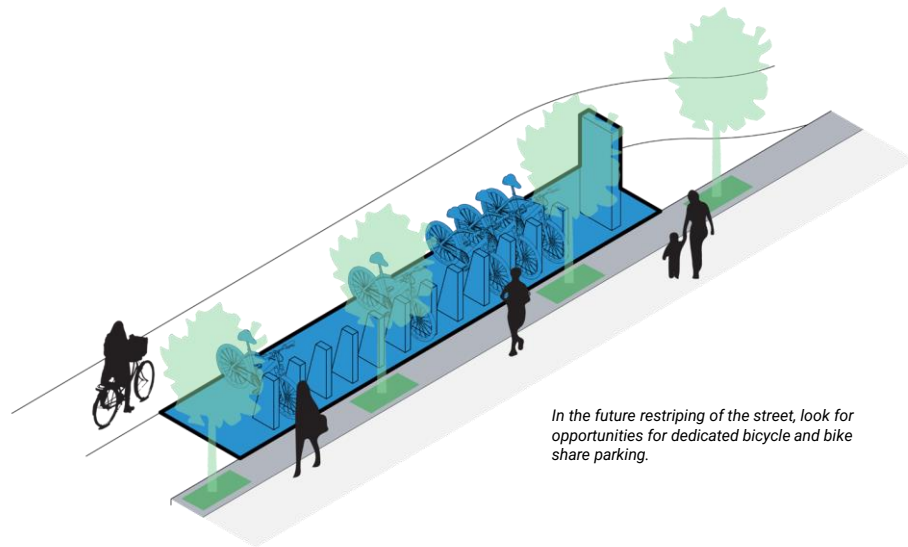
There are currently a few Bluebike stations that service Cambridge St, one in Inman Square, one at Webster Ave., one at Berkshire St., and one at the old Lechmere Station site (temporarily removed for construction). More stations should be added along the length of the street, particularly in underserved areas in East Cambridge, to make it easier to get to Cambridge St. via bicycle.

B. Incorporating bicycle amenities (such as parking) along the length of the street and at key destinations

In addition to providing more Bluebike stations, incorporating bicycle amenities for those that own their bikes, such as secure bike parking, bike corrals, repair stations, etc. can help to increase the number of cyclists choosing to bike to and along the corridor. Because of the narrow width of the street, consider opportunities for space efficiency and around the corners of perpendicular streets as well.

C. Incorporate separated bicycle facilities along the length of Cambridge Street*

Bicycle facilities will connect Inman Square to Monsignor O'Brien Highway. The process for this work will follow the protocols laid out by the Cycling Safety Ordinance.



In the future restriping of the street, look for opportunities for dedicated bicycle and bike share parking.

*The 2020 **Cycling Safety Ordinance** requires separated bike lanes to be installed on Cambridge Street from Oak Street to Second Street by May 2026. The City of Cambridge will host a separate community engagement process to discuss the redesign of the street. For more information, [click here](#).

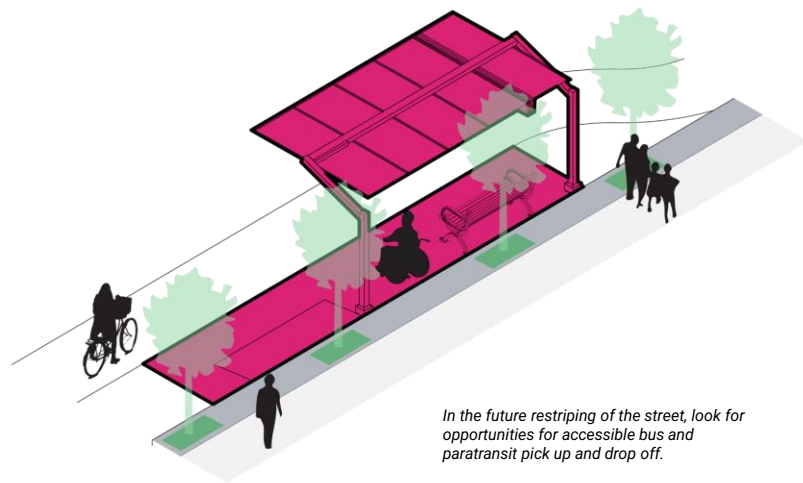
13. Look for opportunities to enhance the street for people RIDING THE BUS & THE RIDE by:

A. Enhancing bus stops to provide comfortable seating and shade, especially for people with decreased mobility and limited stamina

The MBTA bus route 69 travels the length of Cambridge St. connecting Harvard Sq. to Lechmere Station. At designated bus stops along the route, explore enhancing bus stops to be comfortable for transit users, including covered/shaded seating.

B. Considering curb access for paratransit

Accessibility was of top concern to many seniors who participated in the engagement process, particularly when it came to curb access for the RIDE. As part of future changes to the street, consider how the RIDE vehicles access the curb to safely pick-up or drop-off passengers.



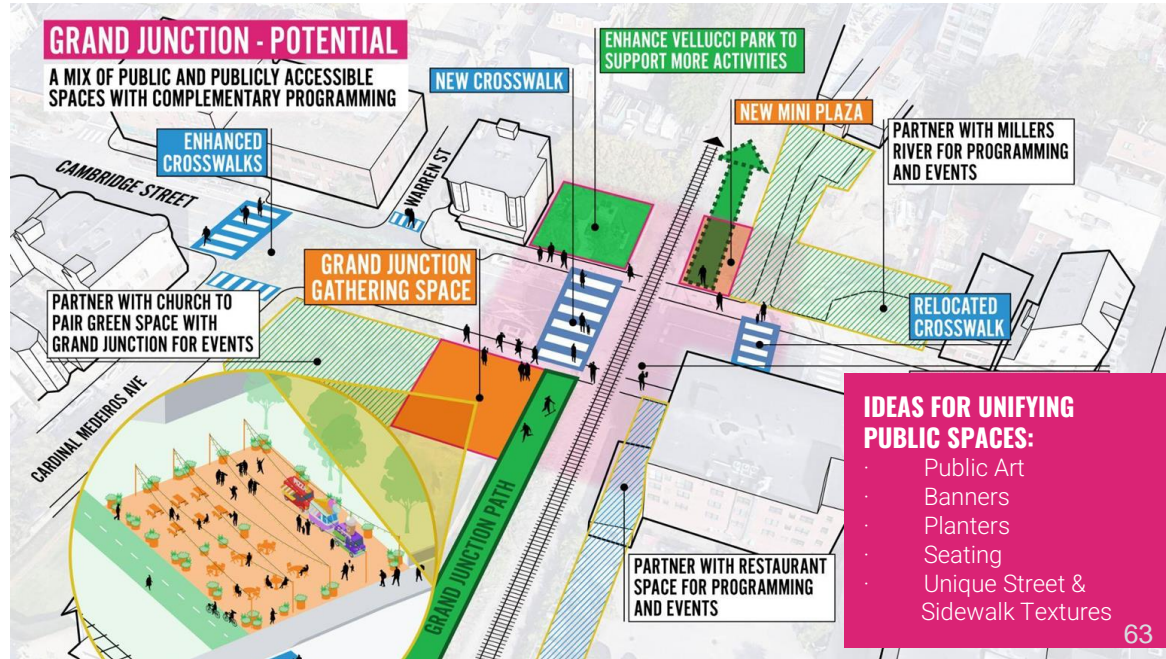
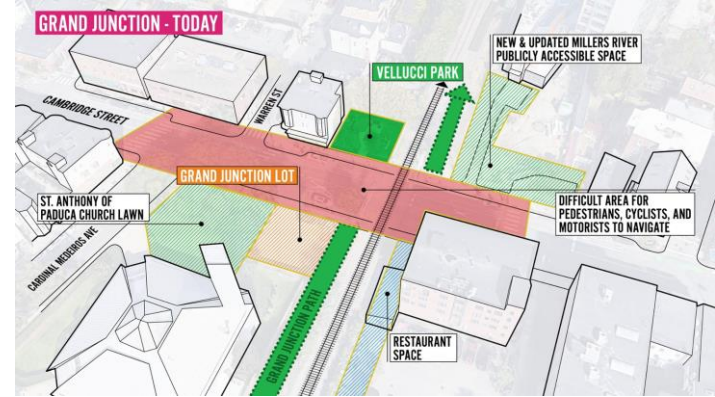
In the future restriping of the street, look for opportunities for accessible bus and paratransit pick up and drop off.

14. Maximize all open spaces as assets to cultivate community interaction by:

A. Transforming existing public spaces to be more comfortable and welcoming for people of all ages

Often in the public engagement process, participants expressed a desire for more opportunities to socialize and interact on Cambridge St. Considering that the street is fairly narrow, maximize all adjacent open spaces along the length of the street to provide welcoming places to gather and be outside. As shown to the right, the area where the proposed Grand Junction Trail intersects with Cambridge St. has the potential to act as a center of activity, with opportunities for activation on all four corners of the intersection. The gathering space shown in orange to the right will be developed in the future as part of the Grand Junction Trail implementation. Consider temporarily activating the space in the interim with movable seating and string lighting.

Additional opportunities to cultivate community in the public realm include the new Vellucci Plaza, outside of the Valente Library, and the former Lechmere Station Site. Continue to find opportunities along the street by partnering with the [Public Space Lab](#), a testing ground for inclusive and participatory public spaces, to create public patios for seasonal outdoor public seating.



- IDEAS FOR UNIFYING PUBLIC SPACES:**
- Public Art
 - Banners
 - Planters
 - Seating
 - Unique Street & Sidewalk Textures

14. Maximize all open spaces as community assets to cultivate community interaction by:

B. Partnering with private property owners to create new temporary public spaces on underutilized spaces or parking lots

In addition to the public spaces mentioned above, seek opportunities to partner with private property owners to activate underutilized spaces or parking lots along the length of the street.

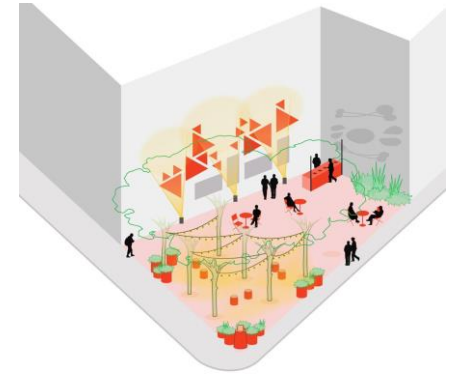
MINI PLAZA



PARKING LOT



BUILDING SETBACK



15. Integrate measures to future proof Cambridge Street for climate resiliency by:

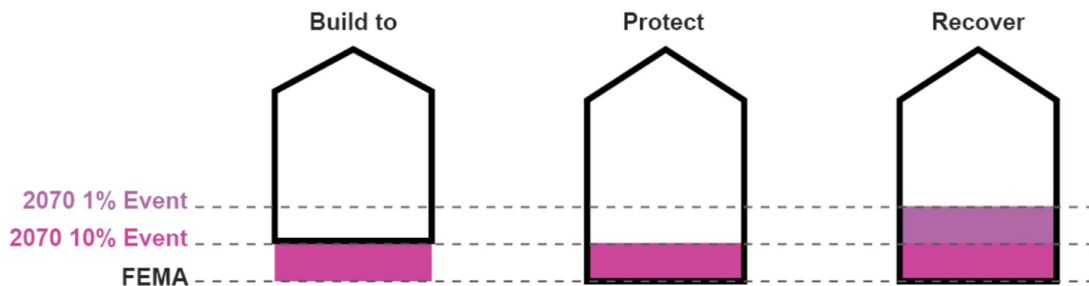
A. Integrating climate adaptation measures into existing buildings, as appropriate, and new development to reduce flood risk, heat impacts and energy use

Heat impact mitigation measures include cool roofs, cool pavements, and solar canopies over surface parking lots. Incorporate shade structures where feasible, above bus stops or seating areas, and as awnings above storefronts.

In areas at risk of flooding, flood resilience tools or action items for "build to" and "protect" include:

- Dry flood-proofing
- Wet flood-proofing
- Elevation of critical systems
- Elevation of structure
- Resilient elevators
- Water alarms
- Backwater valves

For more information on terms, definitions and flood and heat mitigation tactics, view the [Resilient Cambridge Handbook](#).



What it means:

Design habitable spaces and critical systems above the 2070 10% flood elevation

Protect habitable uses and critical systems with dry flood-proofing up to the 2070 10% flood elevation

Allow flooding of non-habitable areas and install materials that can be easily cleaned or repaired after a 2070 1% event

The Resilient Cambridge Plan applies 2070 flood projections when considering recommendations for flood mitigation. The plan uses the best science available, understanding that flood risks may change in the future.

15. Integrate measures to future proof Cambridge Street for climate resiliency by:

B. Increasing surface permeability in the public realm through porous pavements, additional tree cover, and landscaping to support urban biodiversity and reduce heat impacts

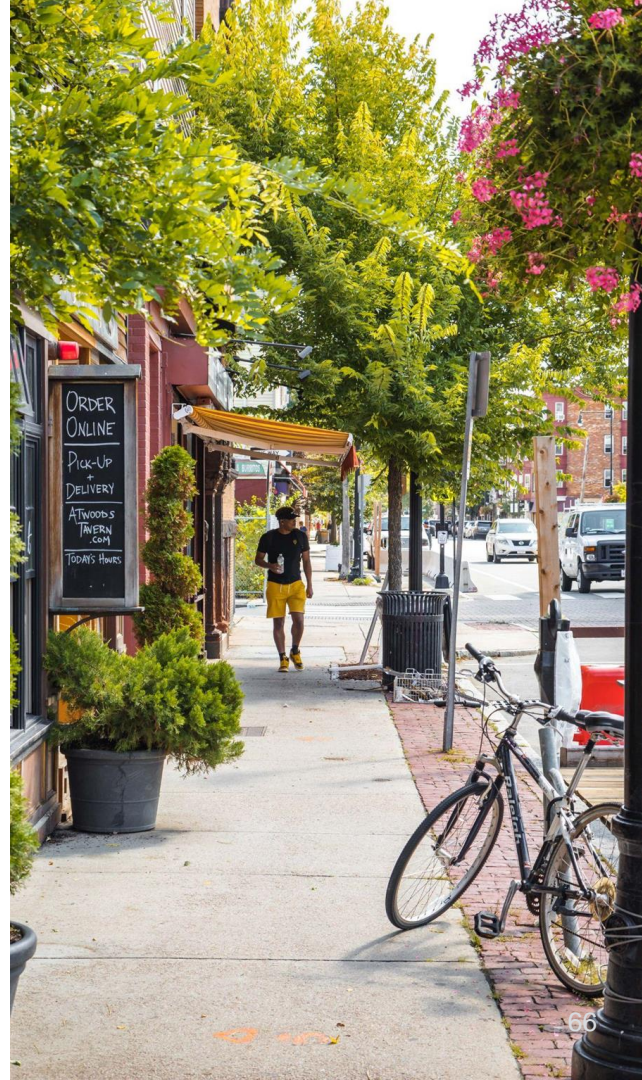
Cambridge St. and the neighborhoods adjoining it are vulnerable to heat and rising temperatures. Lack of shade and non-reflective surfaces increased the ambient temperature, making it uncomfortable for people to spend time on Cambridge St. which impacts street life and businesses. Find opportunities to increase tree canopy coverage in the right-of-way (bump outs, etc) in the long term street redesign, and implement the [DPW 5-year plan](#) and [Urban Forest Master Plan](#) recommendations for tree planting and plant selection. In addition, consider establishing an adopt a planter program with local businesses to further beautify the street.

C. Exploring the feasibility of shared green energy and efficient systems for private property owners, such as a shared GeoGrid system

In the long term street redesign, explore the creation of shared infrastructure below the pavement that would allow private property owners to tap into a [geogrid system](#) that would reduce energy consumption.

D. Mitigating street flooding by incorporating green infrastructure

In the long term street redesign, incorporate green infrastructure that works to manage and absorb water through engineered plantings.



Zoning Recommendations

This section consolidates, and provides additional detail, on zoning recommendations from the Our Cambridge Street Plan.

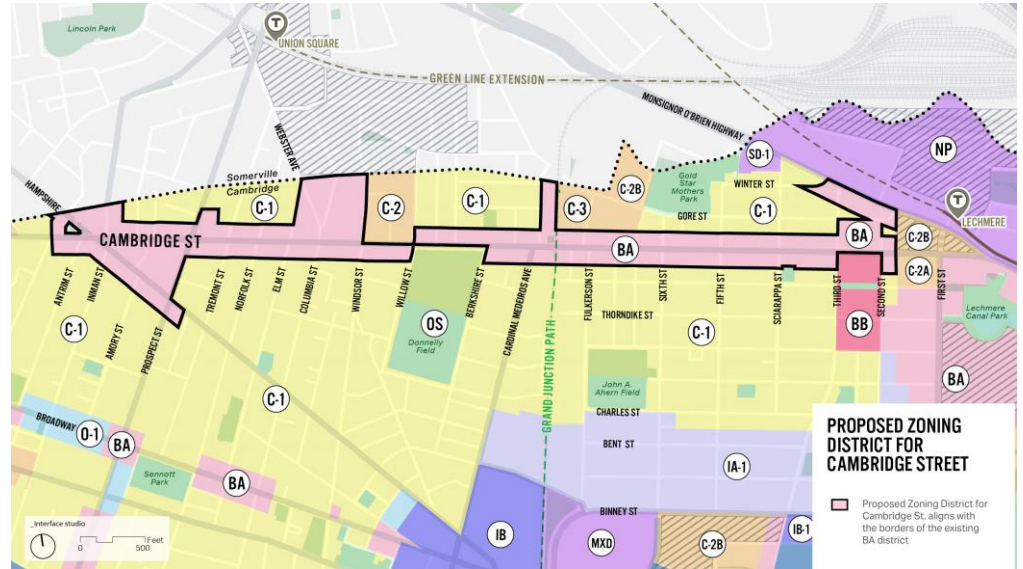
ZONING RECOMMENDATIONS

Creating a new zoning district for Cambridge Street and providing design standards and guidelines would advance several goals and priorities from Our Cambridge Street.

Zoning changes for Cambridge St. will regulate:

- Type of use (e.g. residential, commercial)
- Size and scale of buildings
- Intensity of use (e.g. how many housing units)
- Site or building characteristics (e.g. parking, open space)

The Community Development Department (CDD) will prioritize implementing new zoning for Cambridge Street to help keep Cambridge Street local, affordable, accessible, and resilient.



ZONING RECOMMENDATIONS

I. CREATE A NEW ZONING DISTRICT FOR CAMBRIDGE STREET

Strategy 7: Encourage high density mixed use residential development along Cambridge Street by considering zoning changes

- Action 7A: Encourage high density residential development along Cambridge Street by considering zoning changes.
- Action 7B: Encourage more housing in new development.
- Action 7C: Provide guidance to step down to neighboring zones.
- Action 7D: Allow and concentrate taller buildings at areas with opportunity for additional density.

II. PROVIDE DESIGN STANDARDS AND GUIDELINES

Strategy 3: Help businesses create active ground floor frontages.

- Action 3C: Develop design standards and guidelines for ground floor treatments and new development, and align with the Citywide Urban Design Guidelines.

Strategy 9: Look for opportunities to enhance the street for people walking.

- Action 9E: Encourage ground floor opportunities for open space in new development to create wider sidewalks, where appropriate.

III. INCENTIVIZE DESIRED GROUND FLOOR USES

IV. SUMMARY OF PROPOSED ZONING CHANGES

ZONING RECOMMENDATIONS: CREATE A NEW ZONING DISTRICT FOR CAMBRIDGE STREET

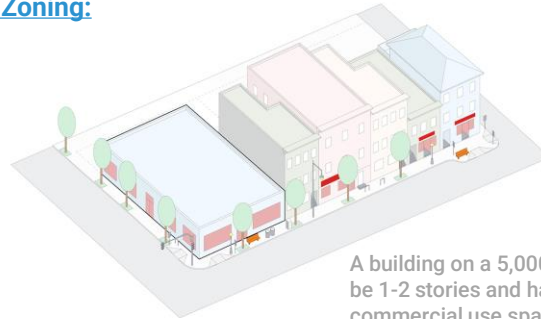
Strategy 7*: Encourage high density mixed use residential development along Cambridge Street by considering zoning changes

Action 7A: Maintain density limits on commercial only buildings to mitigate potential introduction of large lab and commercial office buildings.

- For commercial only developments height/density will remain the same (FAR will stay at 1.0),
- The design guidelines for Cambridge Street would still apply.

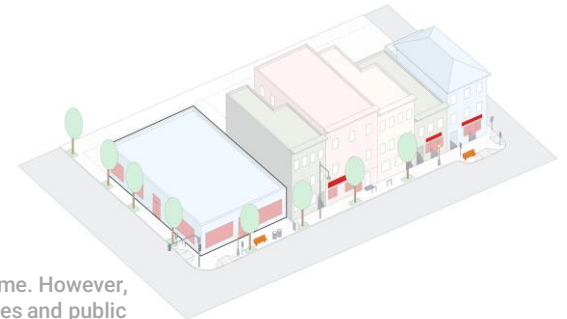
Example of what can be built with proposed zoning changes for commercial uses only

Current Zoning:



A building on a 5,000 SF parcel could be 1-2 stories and have 5,000 SF of commercial use space

Proposed Zoning:



FAR would remain the same. However, proposed design guidelines and public realm improvements will still apply

*See "Affordable" Strategy 7 on page 50.

ZONING RECOMMENDATIONS: CREATE A NEW ZONING DISTRICT FOR CAMBRIDGE STREET

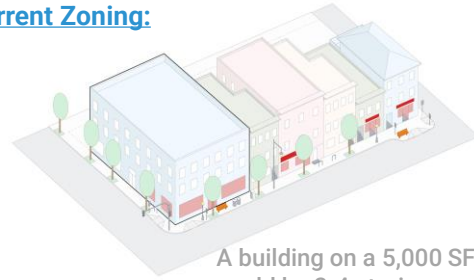
Strategy 7: Encourage high density mixed use residential development along Cambridge Street by considering zoning changes.

Action 7B: Encourage more housing in new development

- Increase the allowable heights for mixed use/residential buildings from 4 stories to 6 stories,
- Increase the residential density to allow more units,
- Provide design guidelines to ensure an active and vibrant first floor.

Example of what can be built with proposed zoning changes for commercial uses only

Current Zoning:

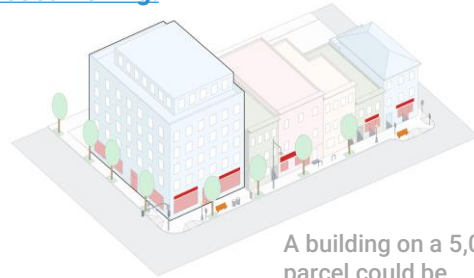


A building on a 5,000 SF parcel could be 3-4 stories, and yield approximately 7 units*



A building on a 10,000 SF parcel could be 3-4 stories, and yield approximately 10 units*

Proposed Zoning:



A building on a 5,000 SF parcel could be 6 stories, and yield approximately 16 units*



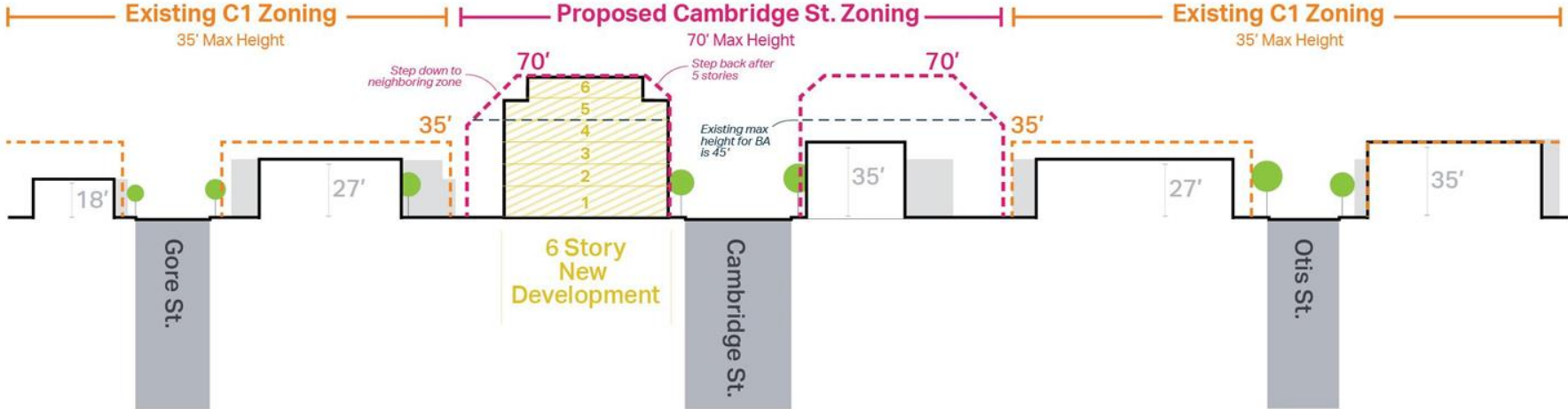
A building on a 10,000 SF parcel could be 6 stories, and yield approximately 24 units*

*1 unit = approximately 1,000 SF

ZONING RECOMMENDATIONS: CREATE A NEW ZONING DISTRICT FOR CAMBRIDGE STREET

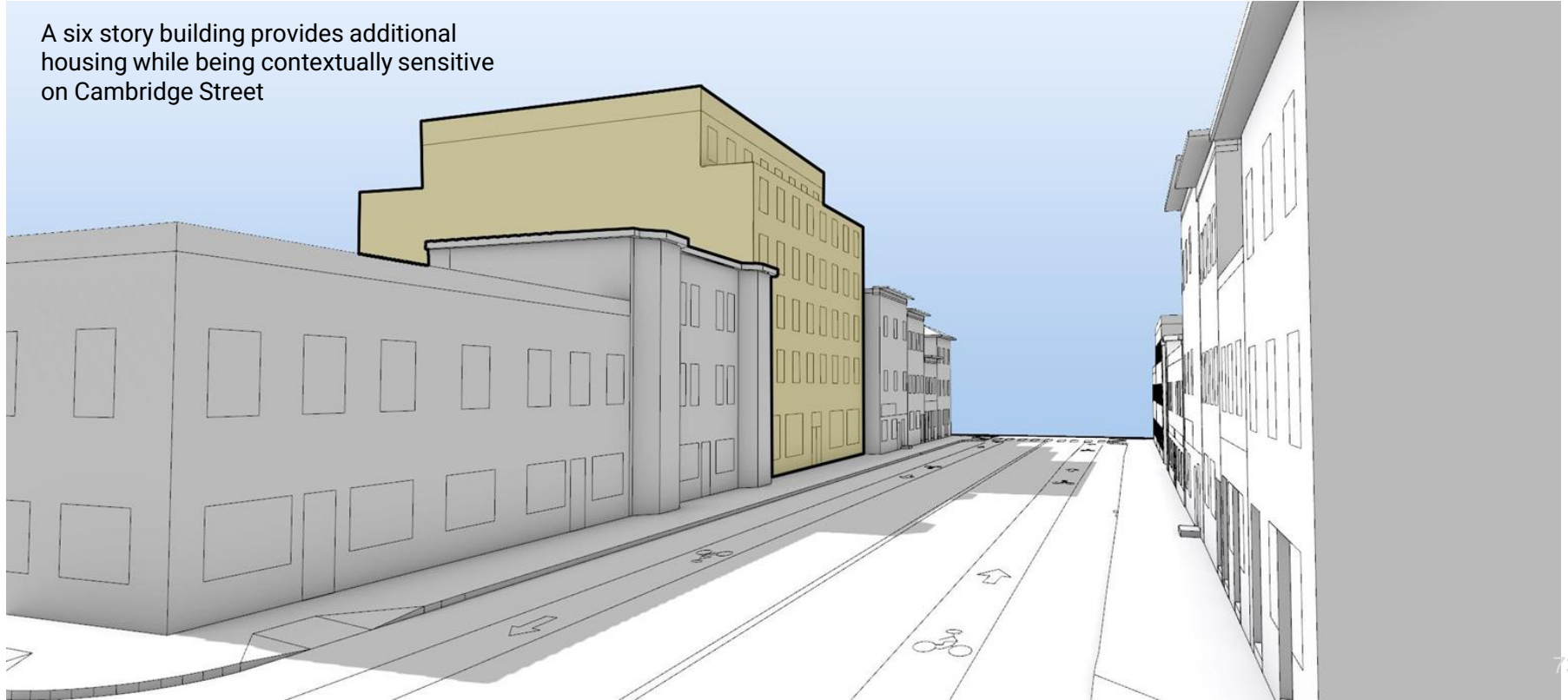
Action 7C: Providing guidance to step down to neighboring zones

As illustrated below, new six story development should step back after the fifth floor of buildings facing Cambridge Street and its side streets by 10-feet. This will reduce the scale of the building when viewed from grade.



ZONING RECOMMENDATIONS: CREATE A NEW ZONING DISTRICT FOR CAMBRIDGE STREET

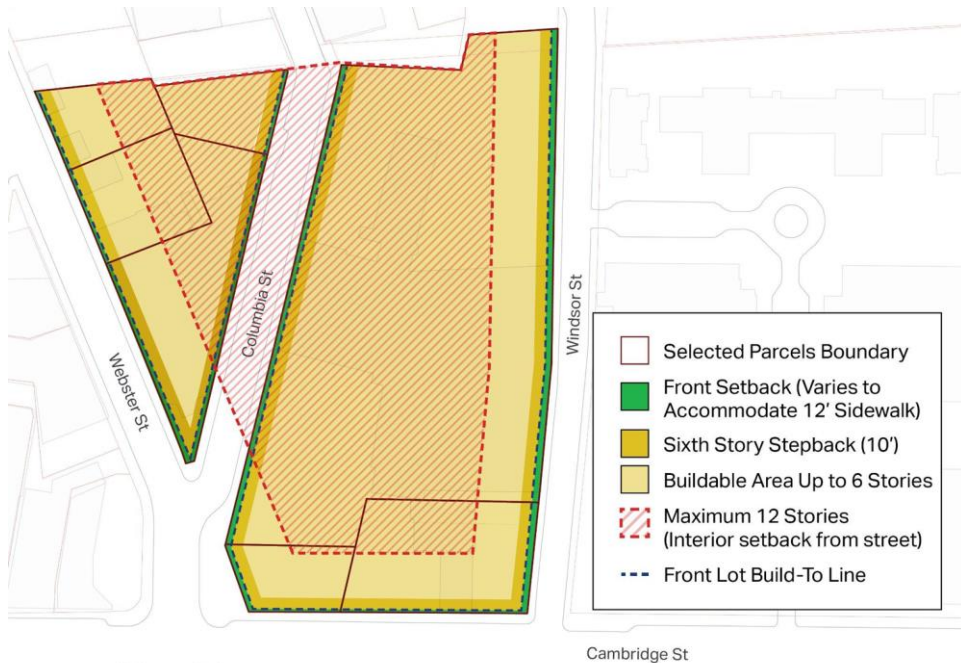
A six story building provides additional housing while being contextually sensitive on Cambridge Street



ZONING RECOMMENDATIONS: CREATE A NEW ZONING DISTRICT FOR CAMBRIDGE STREET

Action 7D: Allow and concentrate taller buildings at areas with opportunity for additional density

The planning study identified two areas that could support additional density along the corridor (See page 48). The illustration above is at the intersection of Webster/Columbia/Cambridge Street, where buildings could go to 11-12 stories on the interior of the site should new development occur.



View of Millers River Apartments set back from Cambridge Street.

Example of a similar maximum building height setback on a commercial corridor street in Brooklyn, NY.

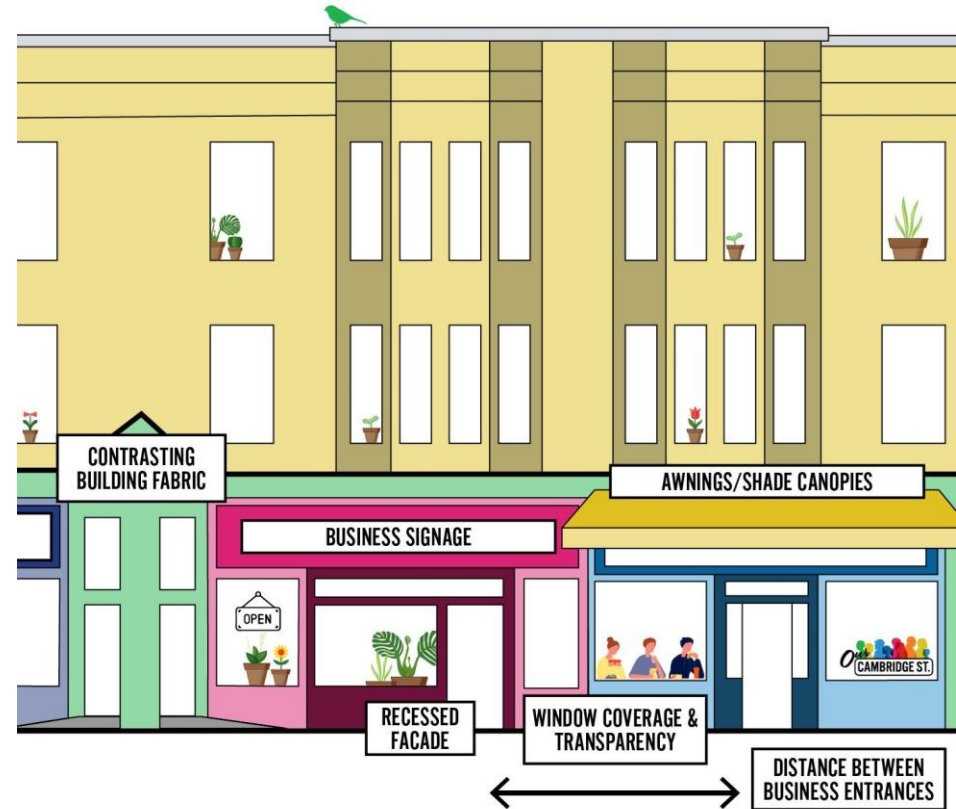
ZONING RECOMMENDATIONS: PROVIDE DESIGN STANDARDS AND GUIDELINES

Strategy 3: Help businesses create active ground floor frontages.

Action 3C: Develop design standards and guidelines for ground floor treatments and new development, and align with the Citywide Urban Design Guidelines

Standards may be incorporated into the zoning or may exist as guidelines used in the review of new development. Along with heights and upper-story stepbacks, the Cambridge Street design standards and guidelines should address:

- Site design and sidewalk frontage
- Ground floor design, entrances and accessibility
- Window coverage/transparency
- Treatment of blank walls
- Activation strategies for dormant ground floor spaces, i.e. banks or vacant storefronts
- Climate Resilience standards

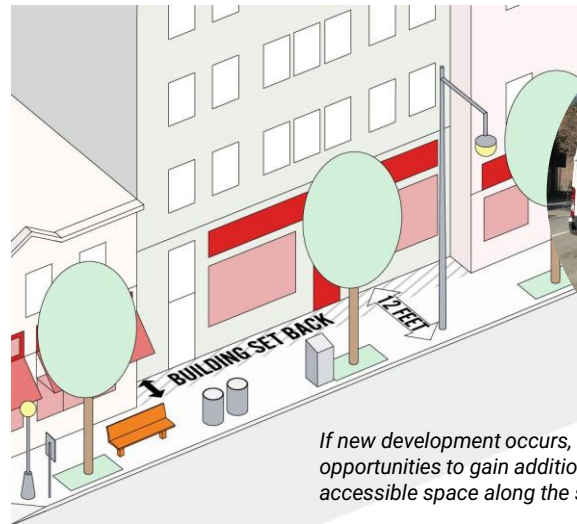
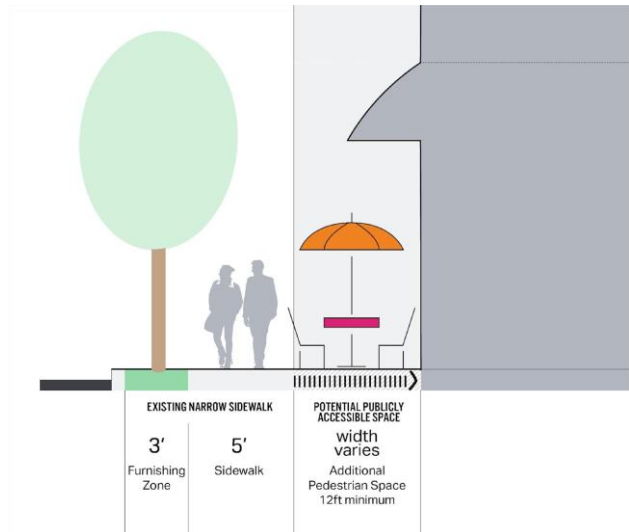


ZONING RECOMMENDATIONS: PROVIDE DESIGN STANDARDS AND GUIDELINES

Strategy 9: Look for opportunities to enhance the street for people WALKING.

Action 9E: Encourage ground floor opportunities for open space in new development to create wider sidewalks, where appropriate:

- Require small setbacks for new construction to allow for additional pedestrian amenities and lessen competition for sidewalk space.
- Additional sidewalk could also be used to address resiliency requirements or to provide enhanced ADA accessibility.



If new development occurs, look for opportunities to gain additional publicly accessible space along the sidewalk.



Image of existing narrow sidewalks on Cambridge Street.

ZONING RECOMMENDATIONS: INCENTIVIZE DESIRED GROUND FLOOR USES

To boost street-level activity, ground floor uses that encourage foot traffic and spillover activity should be encouraged and incentivized.



Retail



Restaurants & bars



Convenience & grocery stores



Bakeries



Arts & cultural spaces



Community gathering spaces



Libraries

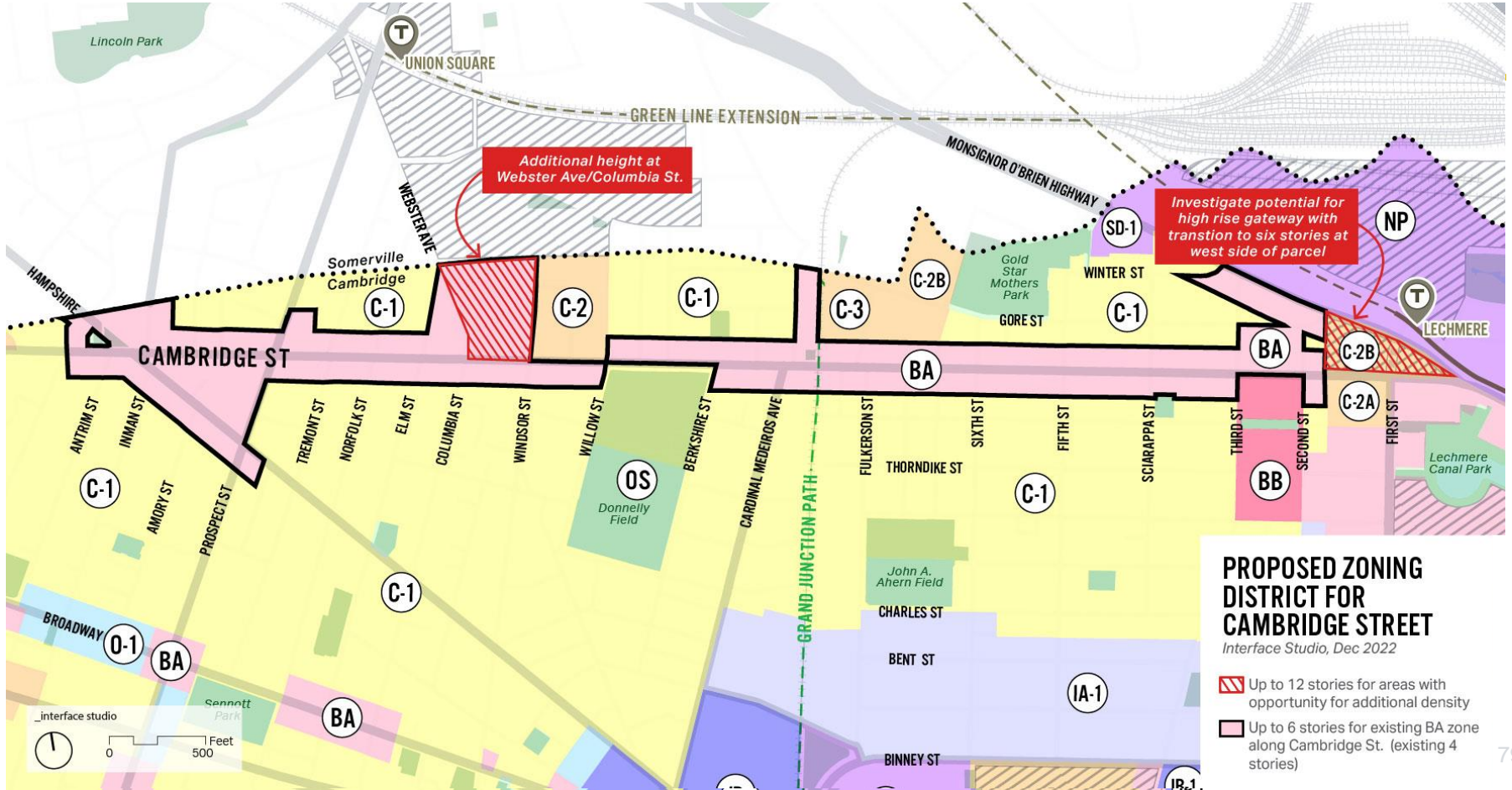


Daycare centers

SUMMARY OF PROPOSED ZONING CHANGES: BUILDING HEIGHT

| | Current Zoning | Proposed Zoning |
|---------------------------------------|----------------------------------|---|
| Non-Residential | 35' max. height (2-3 stories) | 35' max. height (2-3 stories) |
| | 1.00 max. FAR | 1.00 max. FAR (active uses required and exempt at ground story) |
| Residential (w/Inclusionary Bonus) | 45' max. height (4 stories) | 6 stories / 70' max. height (step-back above 5 stories) <i>Up to 12 stories in specific locations</i> |
| | 2.275 max. FAR | 3.5 max. FAR (desired uses exempt at ground story) |

SUMMARY OF PROPOSED ZONING CHANGES: BUILDING HEIGHT



SUMMARY OF PROPOSED ZONING CHANGES: SETBACKS

| | Current Zoning | Proposed Zoning |
|---|--|---|
| Non-Residential | <ul style="list-style-type: none"> No required front/side setbacks Required rear setback No required open space | <p>Consistent for all buildings:</p> <ul style="list-style-type: none"> Small front setback for increased sidewalk width No required side setback Required rear setback Required open space Required ground-story entrances, transparent windows, other design standards Required flood and heat resilience standards |
| Residential (w/Inclusionary Bonus) | <ul style="list-style-type: none"> Formula-based setbacks (10-20+ feet) Required open space | |

SUMMARY OF PROPOSED ZONING CHANGES: PARKING

| | Current Zoning | Proposed Zoning |
|-----------------------------|---|--|
| Parking Requirements | <ul style="list-style-type: none">• Accessory Parking not required• Principal Use Parking needs special permit | <ul style="list-style-type: none">• Accessory Parking not required• Principal Use Parking as-of right (other regulations might apply) |

Implementation

Following the publishing of the final plan in early 2023, CDD will focus on advancing the priority actions supported by the community including future zoning for Cambridge Street.

The following implementation matrices lay out the starting timeframes and partners for each of the recommendations.

| Priority | Recommendations | Starting Timeframe Short: 1-2 years Medium: 3-5 years Long: 5+ years | Partners |
|-----------------|---|---|--|
| Inviting | | | |
| | 1 Celebrate the unique identities along Cambridge St. from one block to the next by: | | |
| | A) Defining different centers of activity with interventions such as signage, banners, public art and parklets | Short | CDD, TP+T, ECBA, community organizations |
| | 2 Bring the community together and celebrate diversity by: | | |
| | A) Providing additional cultural programming, festivals, and events (and complementing existing ones) | Short | CDD, ECBA, community organizations |
| Local | | | |
| * | 3 Help businesses create active ground floor frontages by: | | |
| | A) Marketing and executing City programs that provide street activation, such as outdoor dining, public patios and parklets | Ongoing | CDD-CP, ECBA |
| | B) Targeting marketing of the City's storefront improvement programs and accessibility upgrades | Ongoing | CDD-EOD |
| | <i>- explore the creation of low/no interest loans to cover the cost ADA improvements</i> | Medium | CDD-EOD |
| | C) Developing design standards and guidelines for ground floor treatments and new development, and aligning with the Citywide Urban Design Guidelines | Short | CDD-CP/ZD |
| | 4 Continue to celebrate diverse businesses by: | | |
| | A) Targeting recruitment efforts to further uplift women- and minority-owned businesses | Ongoing | CDD-EOD, ECBA |
| | <i>- Continuing to support diverse businesses to join ECBA</i> | Ongoing | ECBA |
| | <i>- Actively targeting diverse businesses for City small business programs</i> | Ongoing | CDD-EOD |
| | <i>- Implementing recommendations of the BIPOC Business Advisory Committee</i> | | CDD-EOD |
| | B) Adding grants and technical assistance to existing legacy business program | Medium | CDD-EOD |
| * | 5 Work to maintain a supply of affordable commercial spaces for local diverse businesses by: | | |
| | A) Leveraging new development to subsidize more affordable storefronts for local businesses | Short | CDD-EOD/ZD |
| | <i>- Study the feasibility of creating inclusionary commercial spaces.</i> | Short | CDD-EOD/ZD |
| | <i>- Consider incentives in exchange for creating desired ground floor uses</i> | Short | CDD-EOD/ZD |
| | <i>- Explore shared control of a small network of storefront rentals through a master lease model</i> | Short | CDD-EOD |

Abbreviations:

CDD - Community Development Department: Planning and Urban Design (PUD), Economic Opportunity and Development (EOD), Environmental and Transportation Planning (ETP), Housing (H), and Zoning and Development (ZD)

DPW - Department of Public Works

ECBA - East Cambridge Business Association

TP+T: Traffic, Parking and Transportation

| Priority | Recommendations | Starting Timeframe Short: 1-2 years Medium: 3-5 years Long: 5+ years | Partners |
|---------------------------------|--|---|--------------------|
| Affordable | | | |
| * | 6 Preserve existing housing stock by: | | |
| | A) Studying options to discourage the replacement of housing with only commercial use | Medium | CDD-H, ZD |
| | B) Building awareness of the City's Home Improvement Program (HIP) loans for building retrofits and rehabs | Short | CDD-H |
| * | 7 Encourage higher density mixed use residential development along Cambridge Street by considering zoning changes | | |
| | A) Discourage commercial only buildings to encourage including residential units in new development | Short | CDD-ZD |
| | B) Encourage more housing in new development | Short | CDD-ZD |
| | C) Provide guidance to step down to neighboring zones | Short | CDD-ZD |
| | D) Allow and concentrate taller buildings at areas with opportunity for additional density | Short | CDD-ZD |
| * | 8 Limit certain types of lab use on Cambridge Street | | |
| | A) Distinguish types of lab uses to mitigate impacts on Cambridge Street | Short | CDD-ZD, EOD |
| Accessible and Resilient | | | |
| * | 9 Look for opportunities to enhance the street for people WALKING by | | |
| | A) Improving crossings for safe intersections with enhanced treatments | Medium | CDD-ETP, TP+T, DPW |
| | B) Repairing uneven sidewalks and keeping them clear of obstructions | Ongoing | DPW |
| | C) Improving walkability to better access the new Union Square Green Line Station | Medium | CDD-ETP, TP+T, DPW |
| | D) Enhancing comfort through more seating, trees/shade, and community gathering spaces | Short | CDD-CP, TP+T, DPW |
| | E) Encouraging ground floor opportunities for open space in new development to create wider sidewalks, where appropriate | Short | CDD-CP/ZD |
| | 10 Look for opportunities to streamline DELIVERIES to support local businesses by: | | |
| | A) Clearer designation and better enforcement of existing loading zones | Medium | CDD-ETP, TP+T |
| | B) Exploring conducting a logistics and delivery study to examine new trends and better delivery management | Pending further review | TP+T |
| | C) Providing sufficient loading areas based on the needs of the businesses on each block | Medium | CDD-ETP, TP+T |

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*Indicates priority item for Cambridge Street

| Priority | Recommendations | Starting Timeframe Short: 1-2 years Medium: 3-5 years Long: 5+ years | Partners |
|----------|--|---|-------------------------|
| | 11 Look for opportunities to address PARKING concerns by: | | |
| | A) Aligning with the Citywide Parking Study | Short | CDD-ETP, TP+T |
| | B) Considering conducting a detailed parking and utilization study to develop a shared parking model and identify opportunities to use existing spaces as efficiently as possible | Medium | TP+T, CDD, Law Dept. |
| | C) Exploring technology and dynamic pricing of meter rates in peak hours to maximize efficiency of existing parking | Long | TP+T |
| * | 12 Look for opportunities to enhance the street for people BICYCLING by: | | |
| | A) Continue to add more bikeshare stations along Cambridge Street | Ongoing | CDD-ETP |
| | B) Incorporating bicycle amenities (such as parking) along the length of the street and at key destinations | Short | CDD-ETP, TP+T |
| | C) Incorporate separated bicycle facilities along the length of Cambridge Street | Medium-Long | CDD-ETP, TP+T, DPW |
| | 13 Look for opportunities to enhance the street for people RIDING THE BUS & THE RIDE by: | | |
| | A) Enhancing bus stops to provide comfortable seating and shade, especially for people with decreased mobility and limited stamina | Medium | CDD-ETP, MBTA |
| | B) Considering curb access for paratransit | Medium | CDD-ETP, TP+T |
| * | 14 Maximize all open spaces as community assets to cultivate community interaction by: | | |
| | A) Transforming existing public spaces to be more comfortable and welcoming for people of all ages and abilities | Short-Medium | CDD-CP |
| | B) Partnering with private property owners to create new temporary public spaces on underutilized spaces or parking lots | Short | CDD-CP, property owners |
| * | 15 Integrate measures to future proof Cambridge Street for climate resiliency by: | | |
| | A) Advocating for climate adaptation measures on existing buildings, as appropriate, and new development to reduce flood risk, heat impacts and energy use | Short | CDD-ETP |
| | B) Increasing permeability of hard surfaces in the public right of way through tree cover, permeable paving, and landscaping to support urban biodiversity and reduce heat impacts | Long | DPW |
| | <i>- Consider establishing an adopt a planter program with local businesses</i> | Short | CDD-EOD, ECBA |
| | C) Exploring the feasibility of shared green energy and efficient systems for private property owners, such as a shared GeoGrid system | Medium | CDD-ETP |
| | D) Mitigating street flooding by incorporating green infrastructure | Long | CDD-ETP, TP+T, DPW |

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