



HERE TONIGHT

RICHARD MCKINNON
THE MCKINNON COMPANY

STEVE KARP, JOHN TWOHIG AND SARAH LEMKE
NEW ENGLAND DEVELOPMENT

TIM SULLIVAN AND JESSICA CAAMANO
GOULSTON & STORRS

DAVID MANFREDI AND BRIAN ROESSLER
ELKUS MANFREDI ARCHITECTS

AGENDA

INTRODUCTION

CAMBRIDGE PLANNING AND DESIGN
1978 --- 2002 & 2011 --- 2019

CAMBRIDGESIDE REDEVELOPED

REVISED PETITION

PROJECT CONTRIBUTIONS AND ECONOMIC BENEFITS

THANK YOU

PLANNING AND DESIGN

1978
EAST CAMBRIDGE
RIVERFRONT PLAN
2002
DCR MASTER PLAN
2011
CAMBRIDGE
RIVERFRONT PLAN
2019
ENVISION
CAMBRIDGE

**GAVE LAND
TO THE CITY TO
CONSTRUCT CHARLES PARK
AND
COMPLETE CANAL PARK**

**PROVIDED FOR
A NEW PUBLIC STREET
AND
A PERMANENT PUBLIC
CONNECTION
BETWEEN CANAL PARK
AND CHARLES PARK**

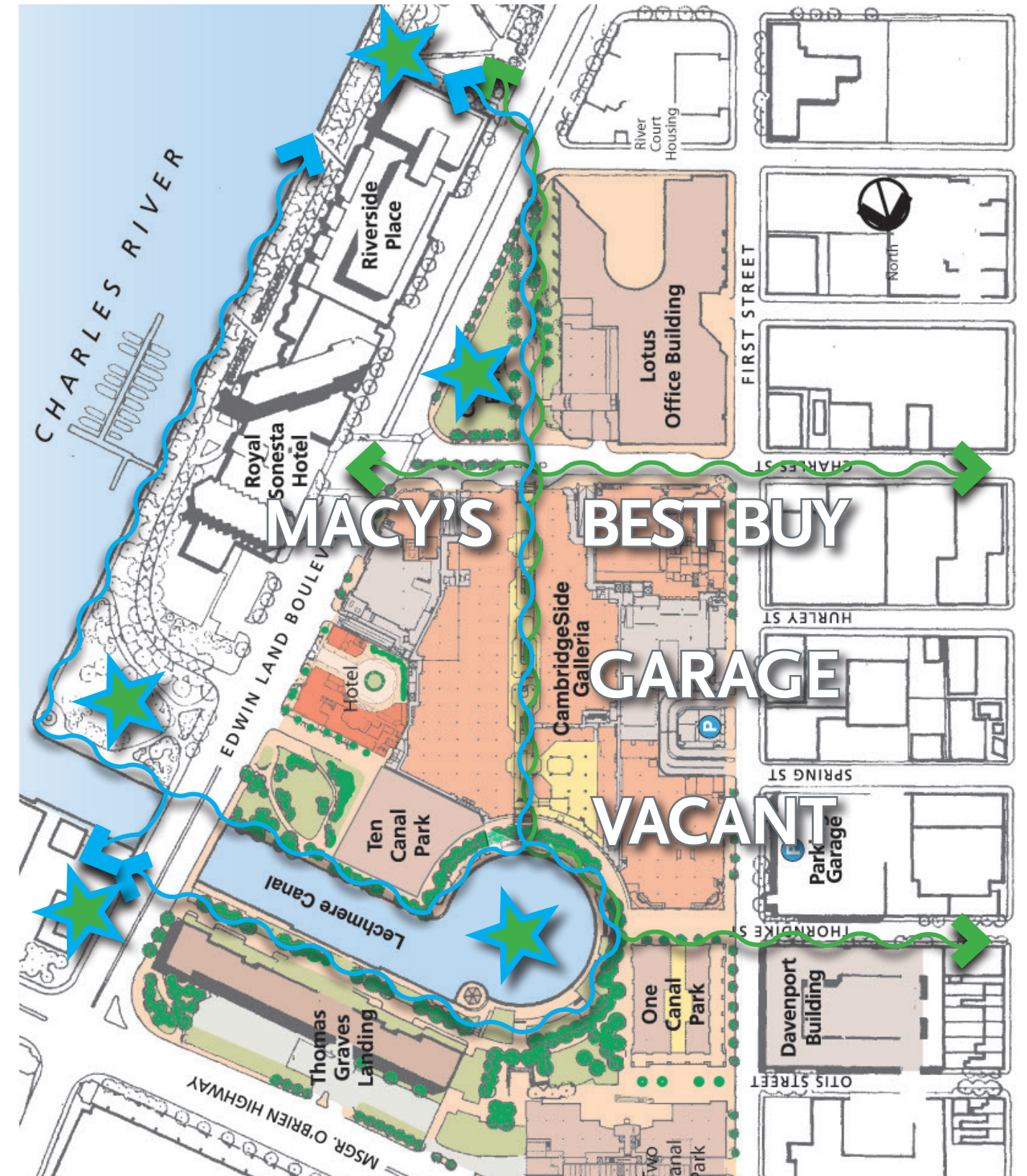


URBAN PLANNING

1978

EAST CAMBRIDGE RIVERFRONT PLAN

- REQUIRE DEVELOPMENT IN THE AREA THAT PROVIDES EXPANDED **SHOPPING FACILITIES**, GENERAL **OFFICE SPACE** AND NEW **HOUSING**. STRESS **COMMERCIAL USES**.
- CREATE A STRONG AND INVITING **PEDESTRIAN ENVIRONMENT** AROUND THE CANAL.
- CREATE A FUNCTIONALLY **DIVERSE AND ACTIVE URBAN FOCUS** WITH THE CANAL RECLAMATION AND SURROUNDING DEVELOPMENT.
- ENCOURAGE DEVELOPMENT AROUND THE CANAL THAT IS **COLORFUL IN DETAILS** AND RICH IN **OPEN SPACE AMENITIES**.
- PRESERVE THE OLD MDC ... **BOATHOUSE**
ALSO REFERENCED IN 2002 AND 2011 RIVERFRONT ACTIVATION PLANS



A MIX OF USES

1978 EAST CAMBRIDGE RIVERFRONT PLAN

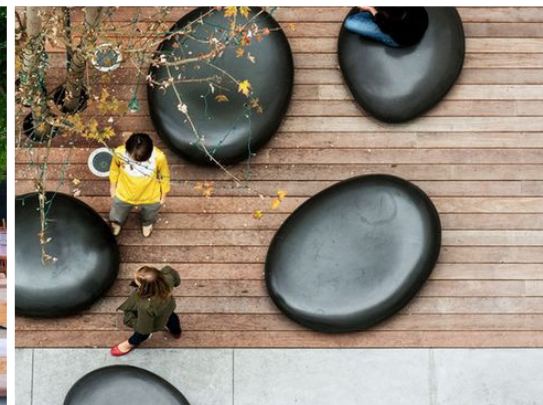
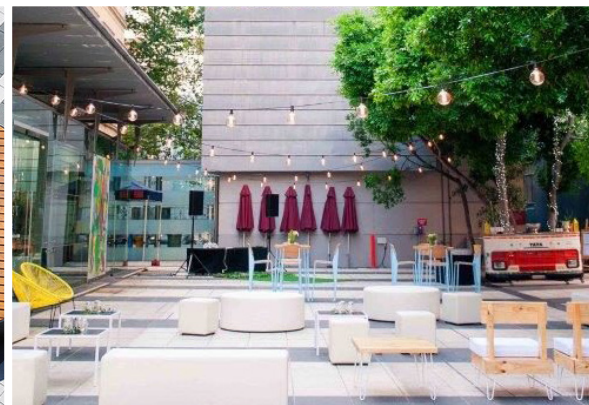
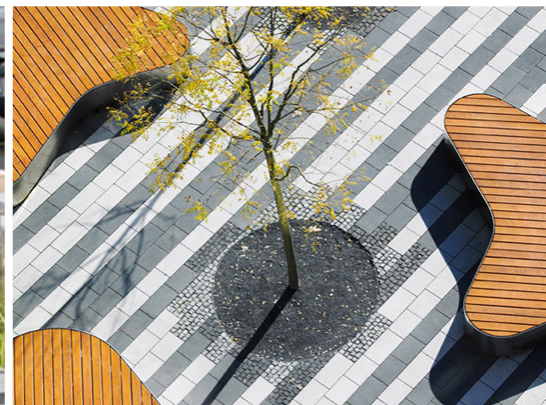
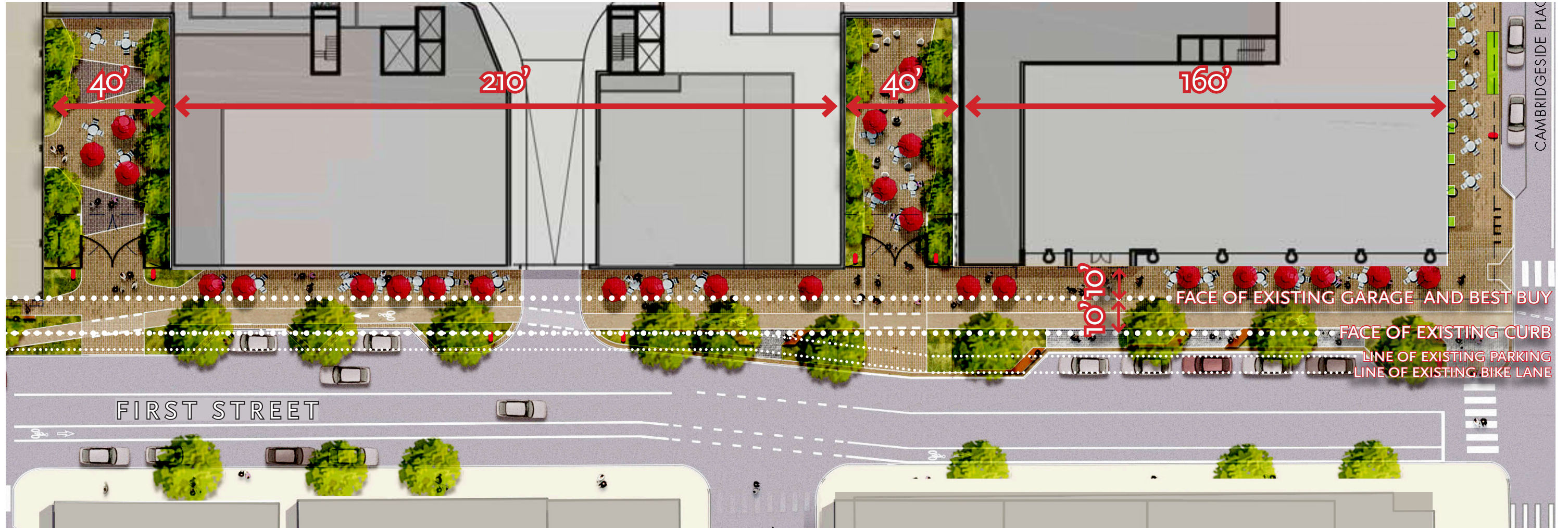
*“Require development in the area that provides expanded **shopping** facilities, general **office** space and new **housing**. Stress **commercial** uses.”*



AN INVITING PEDESTRIAN ENVIRONMENT

1978 EAST CAMBRIDGE RIVERFRONT PLAN

“Create a strong and inviting pedestrian environment ...”



A DIVERSE AND ACTIVE URBAN FOCUS

1978 EAST CAMBRIDGE RIVERFRONT PLAN

“Create a functionally diverse and active urban focus with the Canal reclamation and surrounding development.”

MAINTAIN THE RETAIL CORE,
AND INTRODUCE
OFFICE AND RESIDENTIAL USES
INTO THE EXISTING RETAIL COMPLEX

BRING LOBBIES
TO THE STREET TO CREATE
CONTINUOUS PEDESTRIAN ACTIVITY
TO SERVE THE COMMERCIAL USES

MAXIMIZE ACTIVITY BY
**REPLACING BLANK WALLS
AND PARKING**
ALONG FIRST STREET WITH
SMALL SHOPS AND RESTAURANTS



EXISTING FIRST STREET AS SEEN FROM SEARS GARAGE RAMPS



CONTINUOUS PEDESTRIAN ACTIVITY

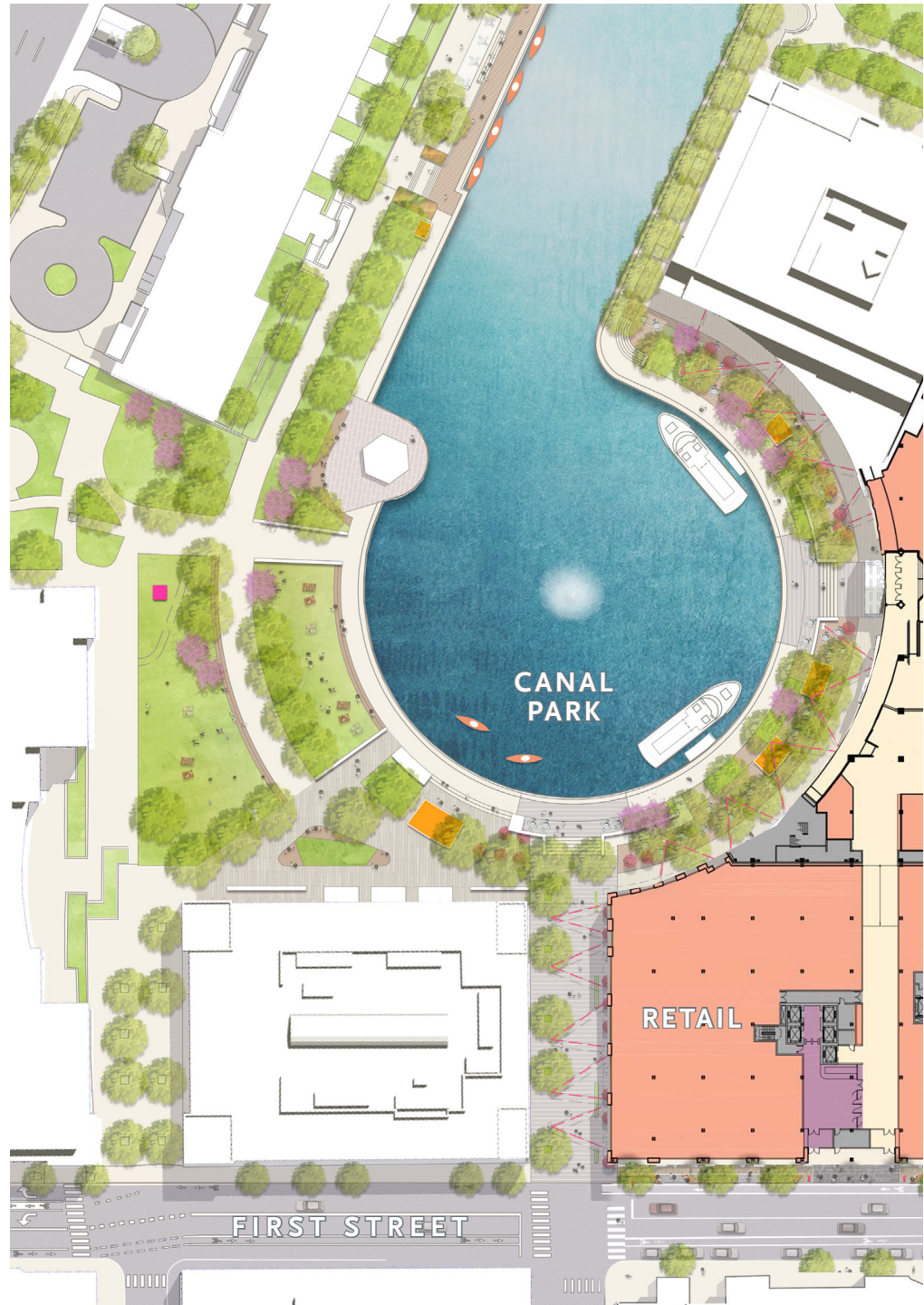
MAKING ROOM TO WORK WITH CITY AGENCIES AND NEIGHBORS TO MAKE A BETTER STREET



AN IMPROVED PUBLIC REALM

1978 EAST CAMBRIDGE RIVERFRONT PLAN

“Encourage development around the Canal that is colorful in details and rich in open space amenities.”



**MAXIMIZE
ACTIVITY BY
REPLACING
BLANK WALLS
ON
FIRST STREET
AND
THORNDIKE WAY
WITH SHOPS,
RESTAURANTS,
OFFICE AND
LIVING SPACES
IN BUILDINGS
DESIGNED
FOR PEOPLE,
NOT PRODUCTS**

RIVERFRONT ACTIVATION PLANS

2002

DCR MASTER PLAN FOR THE CHARLES RIVER

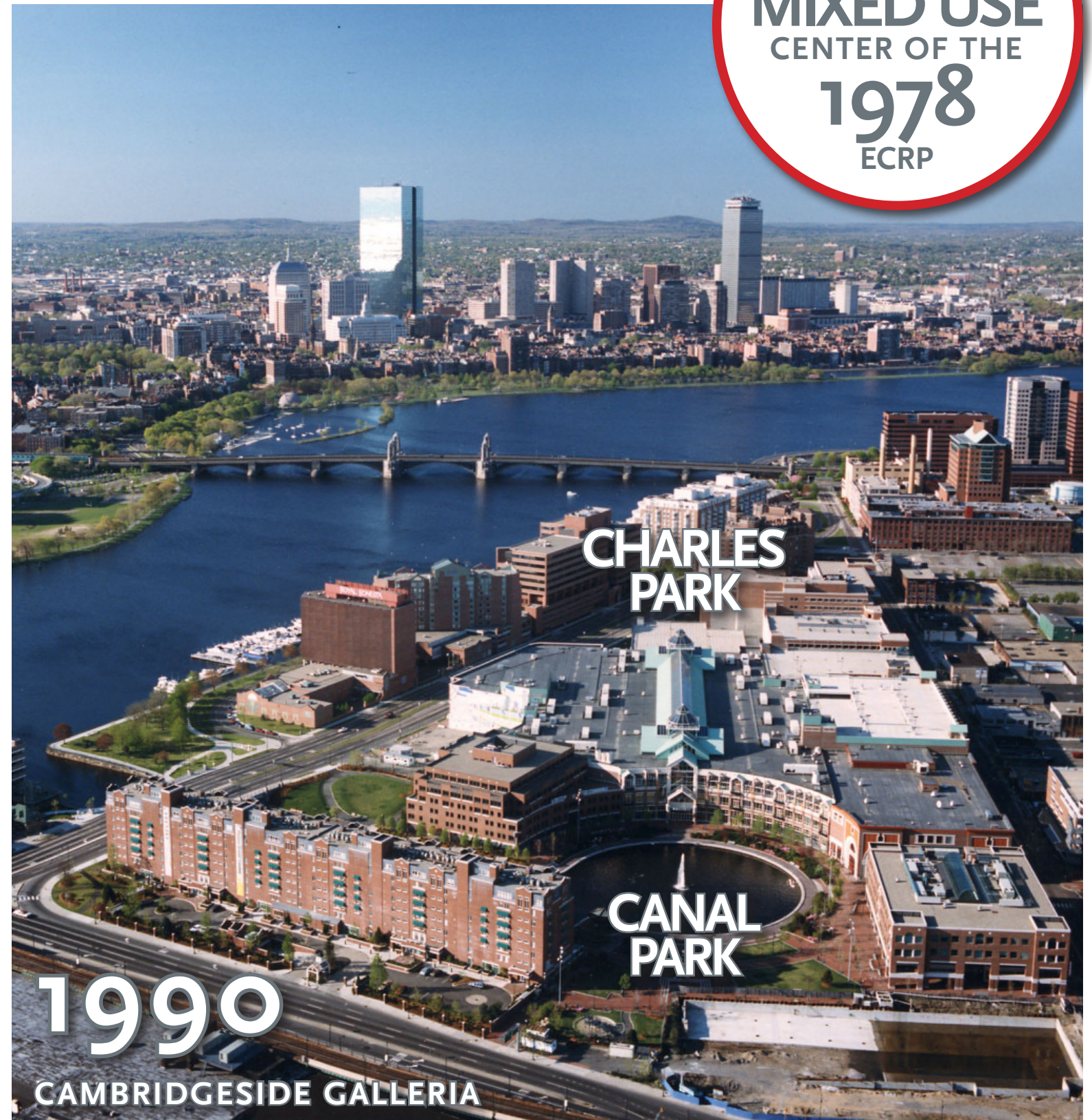
- CREATE MORE OPPORTUNITIES FOR BASIN USERS TO GET DOWN TO THE SHORE AND HAVE CLOSE CONTACT WITH THE WATER
- EXPAND PUBLIC ACCESS TO THE WATER AND PUBLICIZE PUBLIC-ACCESS PROGRAMS

2011

CAMBRIDGE RIVERFRONT PLAN

- IMPROVE THE FLOW OF PEDESTRIANS TO AND ALONG THE RIVER, ESPECIALLY WITH MORE TREES, IMPROVED SIDEWALKS, LIGHTING AND FURNISHINGS
- SUPPORT ACTIVITIES, BOTH REGULAR AND SPECIAL ONES... THAT BRING PEOPLE TO THE RIVER

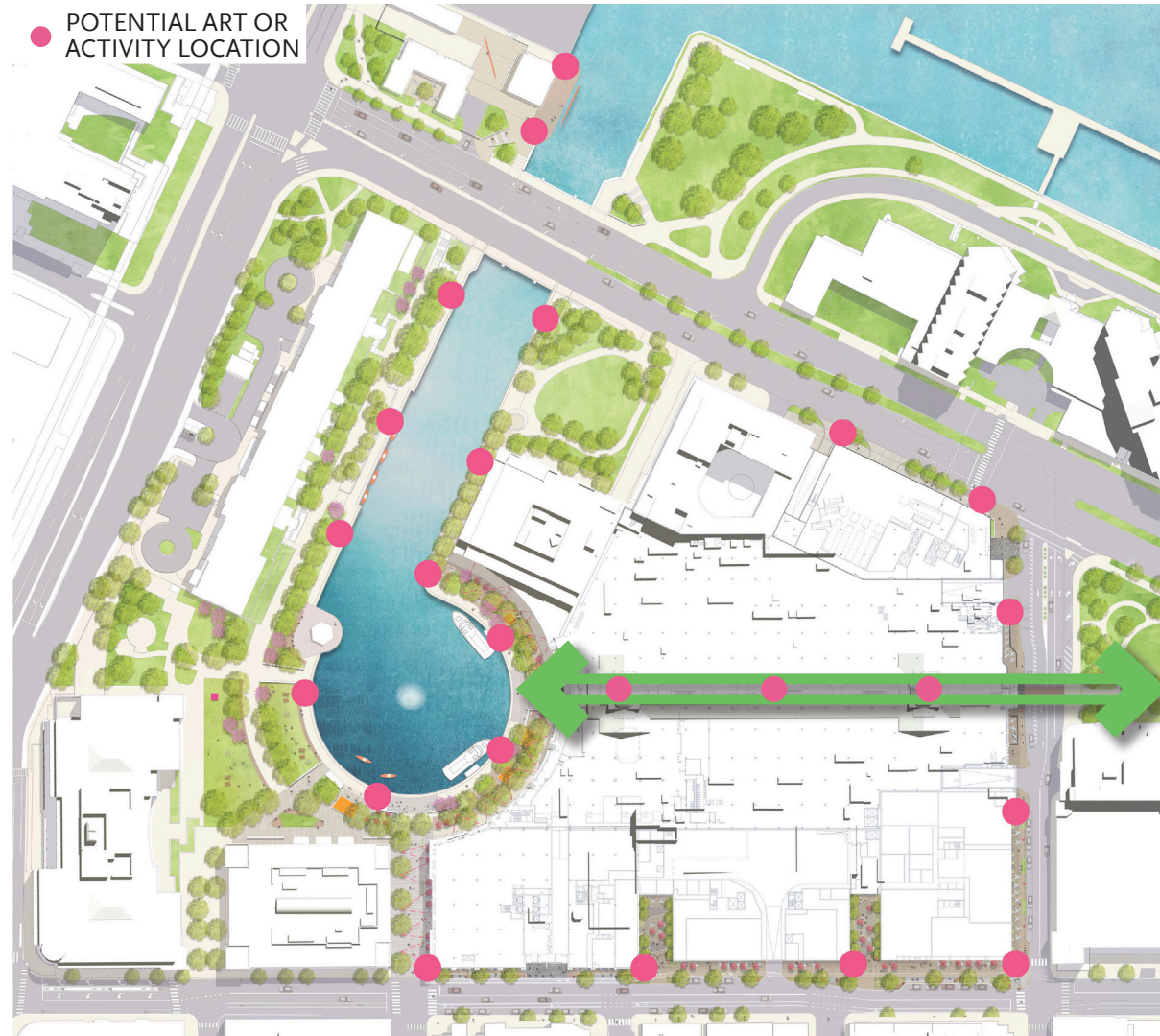
THE
1990
MIXED USE
CENTER OF THE
1978
ECRP



SUPPORT LOCAL ARTS AND ACTIVITIES

THE NEXT
GENERATION
OF PUBLIC
SPACE

ENGAGE
THE PUBLIC WITH
IMPROVED OPEN SPACE
HARDSCAPE
PROGRAMMING



BRING PEOPLE TO THE RIVER

TREES
SIDEWALKS
LIGHTING
FURNISHINGS



NEW PLANTING, LIGHTING, FURNISHINGS AND A BETTER BOARDWALK



LIGHTING, ART AND ACTIVITY UNDER LAND BOULEVARD



EXISTING BOARDWALK



LIGHTING (EXAMPLE)



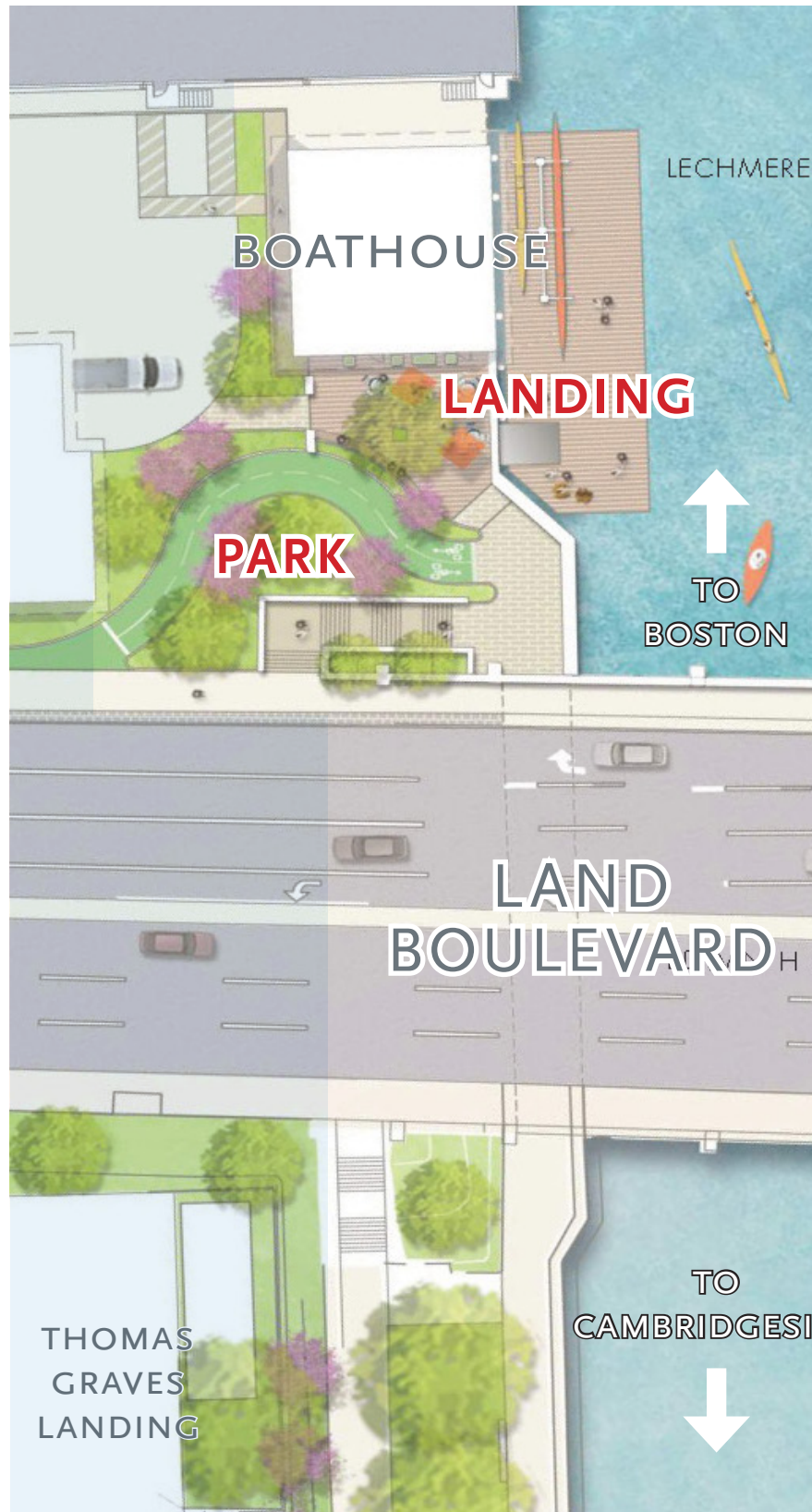
BRIDGE ART (EXAMPLE)



EXISTING BRIDGE

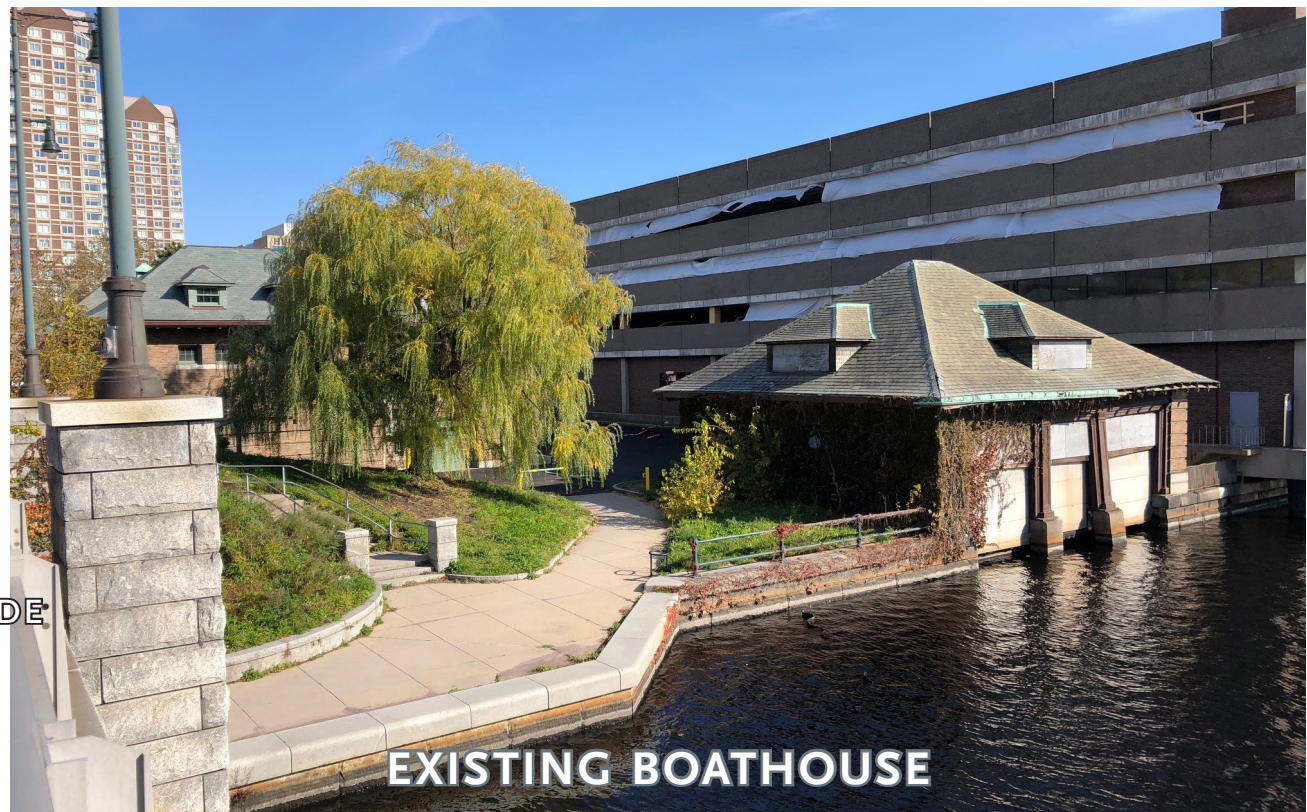
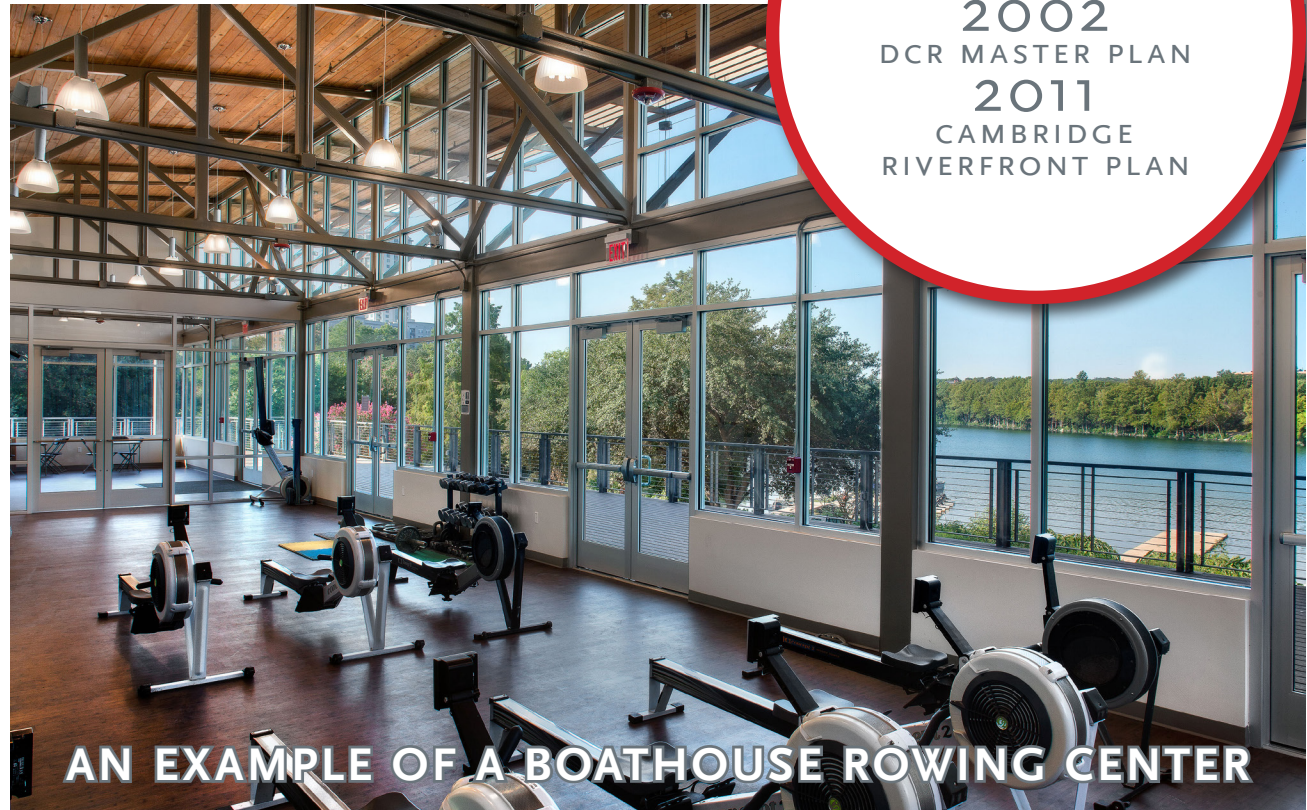
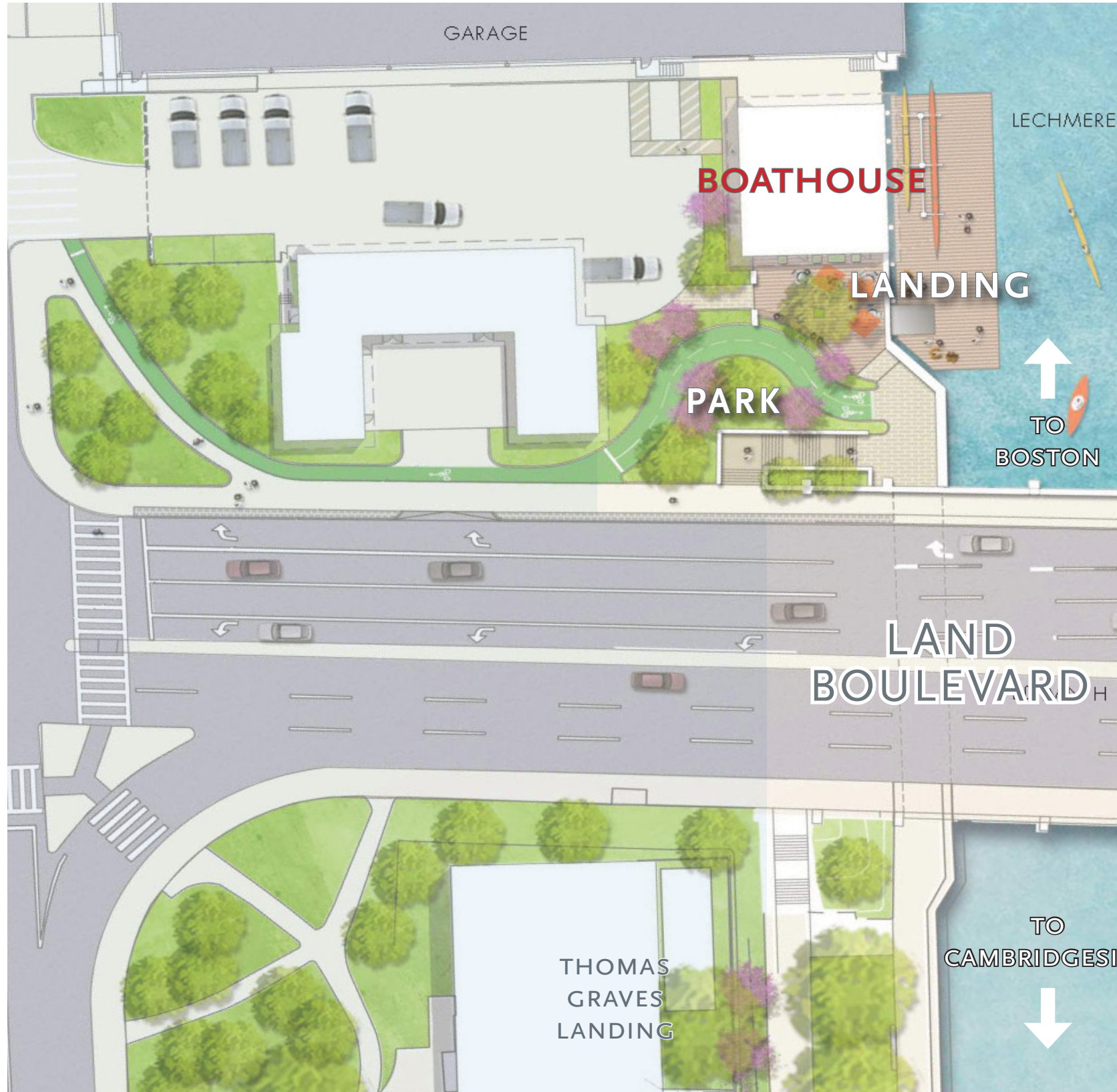
ACTIVITY ON THE WATER

EXPAND
PUBLIC
ACCESS TO
THE WATER



REHABILITATE THE BOATHOUSE

1978
EAST CAMBRIDGE
RIVERFRONT PLAN
2002
DCR MASTER PLAN
2011
CAMBRIDGE
RIVERFRONT PLAN



ENVISION CAMBRIDGE | PLANNING

- MAINTAIN THE **CHARACTER OF THE URBAN FABRIC OF HISTORIC NEIGHBORHOODS, BY ENCOURAGING GROWTH NEAR**
 - PUBLIC TRANSIT
 - KENDALL RED LINE
 - LECHMERE GREEN LINE
 - EMPLOYMENT CORRIDORS
 - KENDALL SQUARE
 - SHOPPING DISTRICTS
 - CAMBRIDGESIDE
 - OTHER COMMUNITY AMENITIES
 - CHARLES RIVER WATERFRONT
- ENCOURAGE **SIGNIFICANT COMMERCIAL DEVELOPMENT TO ABSORB CURRENT DEMAND AND SUPPORT THE PROPERTY TAX BASE.**
- INCREASE OVERALL **HOUSING PRODUCTION.**

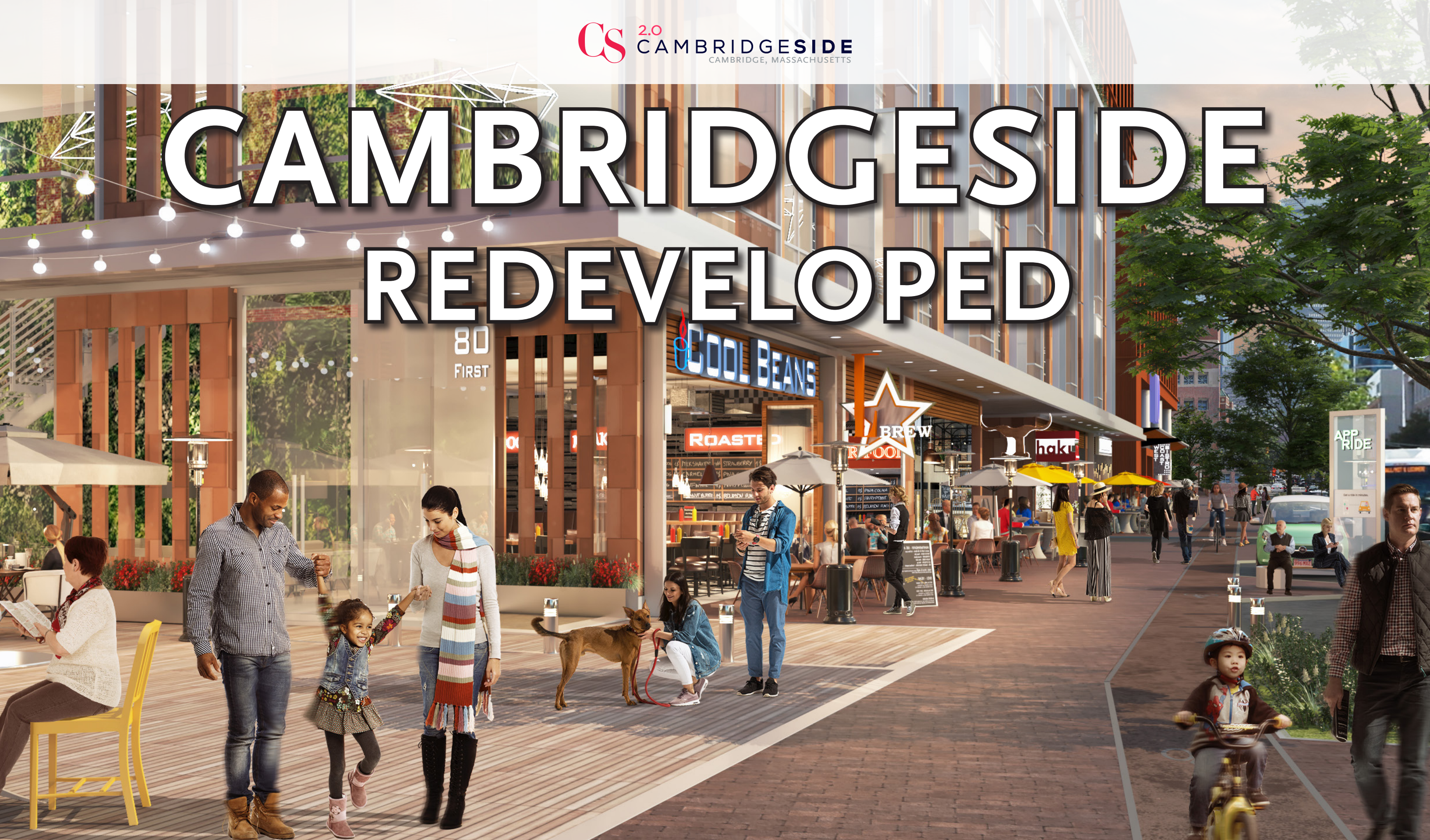


ENVISION CAMBRIDGE | COMMUNITY

- **PROTECT AND ENHANCE OPPORTUNITIES TO PRODUCE ART AND ENJOY THE CITY'S SHARED CULTURE, AND ENSURE THAT ARTISTS HAVE SPACE IN CAMBRIDGE TO WORK, MEET, PRODUCE, PERFORM AND DISPLAY THEIR WORK.**
- **ENCOURAGE FORMAL AND INFORMAL PARTICIPATION IN COMMUNITY LIFE THROUGH DIRECT PROGRAMMING AND SUPPORT FOR COMMUNITY GROUPS.**
- **PROVIDE PROGRAMS AND SERVICES THAT MEET THE NEEDS OF SENIORS AND PEOPLE WITH DISABILITIES.**
- **ENSURE THAT LOCAL BUSINESSES OF DIFFERENT TYPES, SIZES, AND GROWTH STAGES ARE ABLE TO START, GROW, AND REMAIN IN CAMBRIDGE, AND INCENTIVIZE THE CREATION AND PRESERVATION OF AFFORDABLE COMMERCIAL SPACE.**
- **ENCOURAGE ACTIVE STREET LIFE IN CAMBRIDGE'S RETAIL DISTRICTS.**

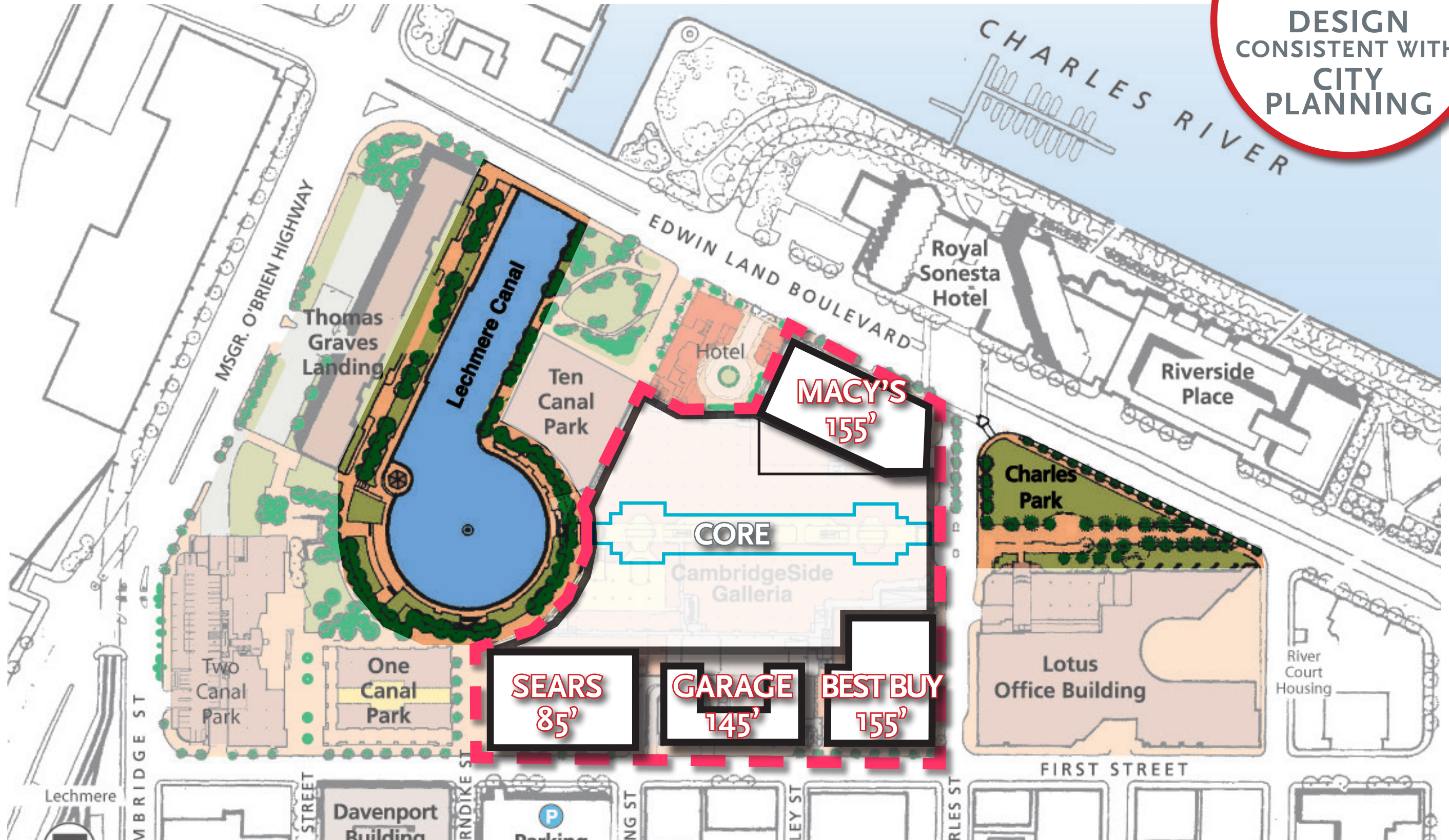


CAMBRIDGESIDE REDEVELOPED



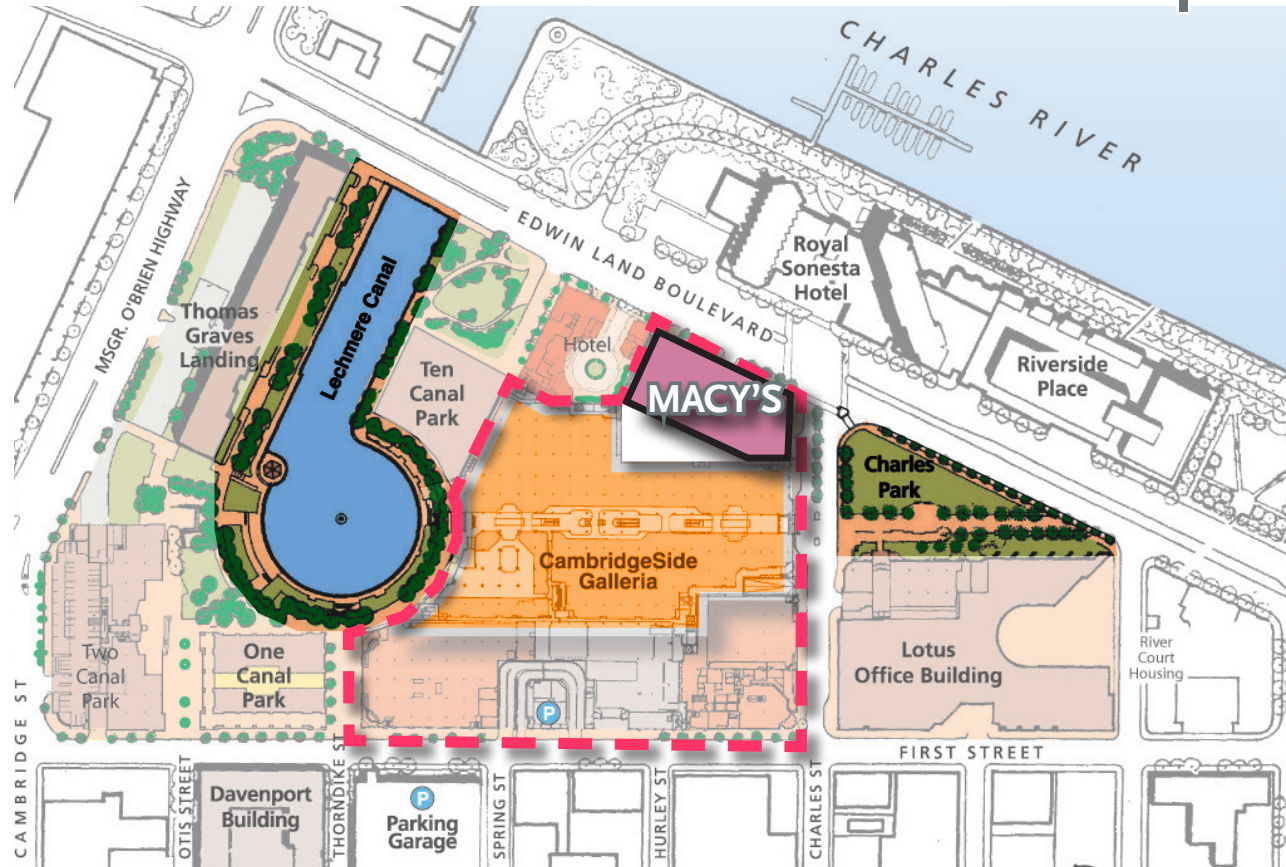
PUD-8 REDEVELOPMENT PLAN

URBAN
PLANNING
AND
DESIGN
CONSISTENT WITH
CITY
PLANNING



REDEVELOPMENT | MACY'S

ENCOURAGE
GROWTH NEAR
TRANSIT
EMPLOYMENT
SHOPPING
AMENITIES



AREA GSF

PARCEL	EXISTING	PROPOSED	NET NEW
■ MACY'S	125,000	355,000	230,000

REDEVELOPMENT | BEST BUY

INVITING
PEDESTRIAN
ENVIRONMENT
WITH A DIVERSE
AND ACTIVE
**URBAN
FOCUS**



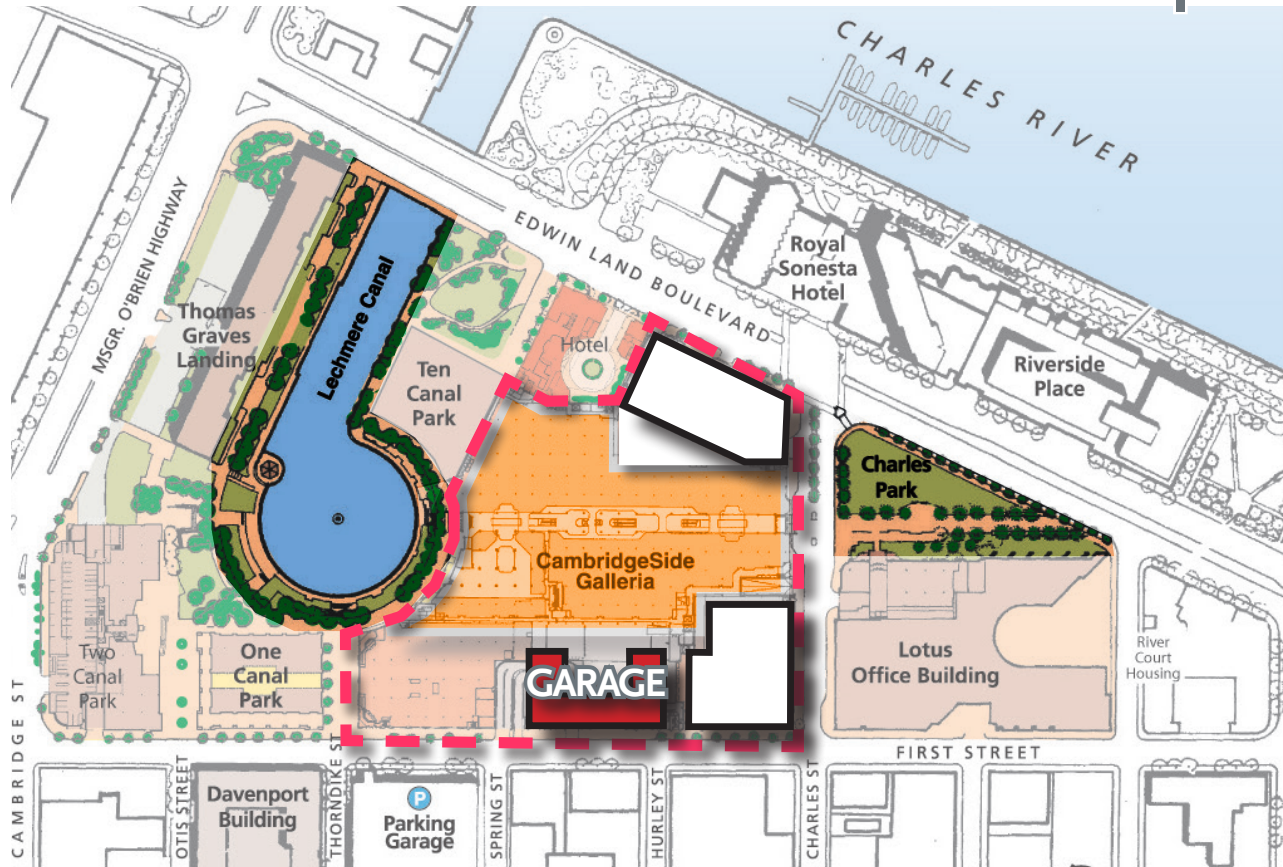
AREA GSF

PARCEL	EXISTING	PROPOSED	NET NEW
MACY'S	125,000	355,000	230,000
BEST BUY	113,000	335,000	222,000



REDEVELOPMENT | UPPER GARAGE

175,000
GSF
NEW
HOUSING

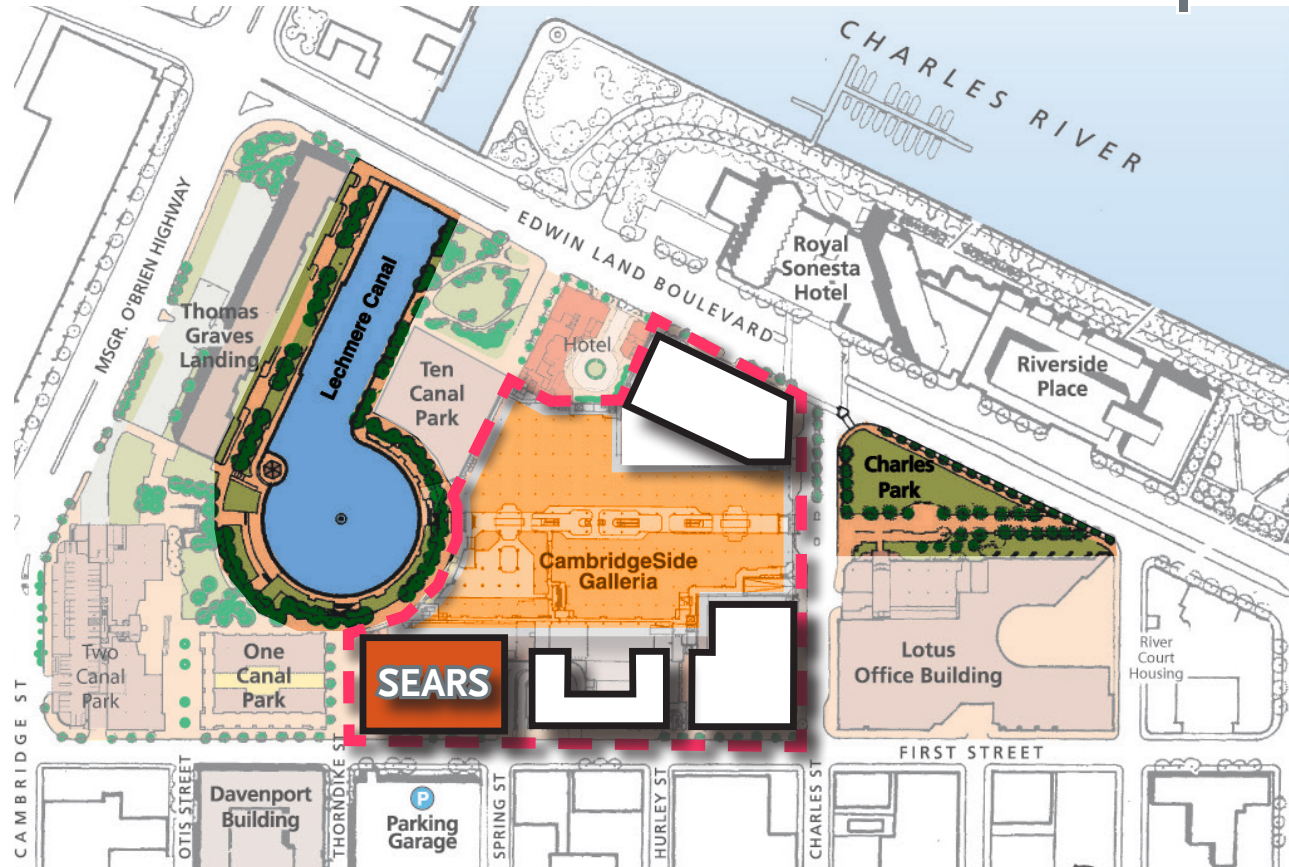


AREA GSF

PARCEL	EXISTING	PROPOSED	NET NEW
MACY'S	125,000	355,000	230,000
BEST BUY	113,000	335,000	222,000
UP GARAGE	273,000	310,000	37,000

REDEVELOPMENT | SEARS

AN
ACTIVE
GROUND FLOOR
AND
IMPROVED
ACCESS
TO THE MALL



AREA GSF

PARCEL	EXISTING	PROPOSED	NET NEW
MACY'S	125,000	355,000	230,000
BEST BUY	113,000	335,000	222,000
UP GARAGE	273,000	310,000	37,000
SEARS	124,000	210,000	86,000

RESIDENTIAL 175,000
COMMERCIAL 400,000

REVISED PETITION AND CHANGES

FILED
JULY
2019



PETITION HIGHLIGHTS AND CHANGES

Zoning Concept	February 2019	July 2019	Section Reference
Maximum Building Height	Base height of 85', with a maximum height up to 185'	Base height of 85', with a maximum height up to 155'	13.104.3 and Building Height Map (Map 13.101)
Permitted Net New Gross Floor Area	625,000 square feet	575,000 square feet	13.104.1(b)
Required Residential Development	20% of Net New Gross Floor Area	30% of Net New Gross Floor Area	13.104.1(d)
Affordable Housing	At least 20% of total Dwelling Unit Net Floor Area devoted to Inclusionary Housing	Fifty percent (50%) of total Dwelling Unit Net Floor Area shall be affordable (i.e., 25% subject to Inclusionary Housing requirements and 25% as Middle Income Units (as defined in Section 13.104.1(d)(3)(ii))	13.104.1(d)(2) and 13.104.1(d)(3)
Family-Sized Dwelling Units	No requirement	The required residential development shall include Family-Sized Dwelling Units, and to the extent legally permissible, all such units shall be affordable (50% as Inclusionary Housing and 50% as Middle Income Units)	13.104.1(d)(4)
Delivery of Residential Component	No trigger included	Development of the residential component shall have commenced prior to or simultaneous with the earlier to occur of issuance of a final certificate of occupancy for more than 325,000 square feet of non-residential Net New Gross Floor Area or (ii) issuance of a building permit for the second new building within the PUD-8 District	13.104.1(d)(1)
Building Line Setback	No requirement	New buildings on First Street shall provide a 10-foot setback	13.107.5(a)(i)(2)
Building Façade Stepback	No requirement	New or renovated buildings that exceed 85' in height shall provide (a) a 10-foot stepback of the building façade at an elevation of approximately 65' in height and (b) a 10-foot stepback of the building façade at an elevation of approximately 135' in height (if applicable) New or renovated buildings that do not exceed 85' in height are encouraged to provide distinct horizontal articulation at a datum of approximately 65' through means other than a stepback	13.107.5(a)(ii)(1) and 13.107.5(a)(ii)(2)
Building Spacing	No requirement	New buildings shall be designed to provide for appropriate spacing to preserve adequate light, air and central view corridors for the benefit of the East Cambridge neighborhood	13.107.5(a)(iii)
Rooftop Mechanical Stepback	No requirement	New or renovated buildings shall provide a 15-foot stepback of the rooftop mechanical penthouses	13.107.5(a)(ii)(3)
Design Review	No requirement	The Planning Board may incorporate additional criteria and guidelines for future design review in its approval of a Final Development Plan	13.102.11
Active Uses	Required on the ground floor of buildings immediately fronting on First Street	Required on the ground floor of buildings fronting on First Street, Cambridgeside Place and Lechmere Canal	13.107.1
Utilities Plan	No requirement	An applicant shall submit a narrative describing how each proposed building site at the time of development will be adequately served by water, sewer, gas, and electric infrastructure capacity or describing appropriate infrastructure capacity improvements that will be implemented to accommodate the building(s)	13.102.3(o)
Letter of Commitment	No requirement	The Letter of Commitment (to be finalized with the City Council) is incorporated into zoning by reference	13.107.6
Noise and Light Mitigation Measures	No requirement	Specific noise and light mitigation strategies shall be implemented in connection with laboratory use to reduce the number and size of rooftop mechanical equipment and any additional light produced by lab use	13.107.2 and 13.107.3
Public Access and Atrium Space	No requirement	Criteria to maintain existing ground level pedestrian connections between Charles Park and Lechmere Canal Park	13.102.4(c)
Greenhouse Gas Emissions Analysis	No requirement	An applicant shall conduct a greenhouse gas emissions analysis for any development and implement energy efficiency mitigation to achieve the percentage of CO2 emissions reduction suggested in such analysis	13.107.4(a)
Net Zero Plan	No requirement	An applicant shall submit a narrative describing how the Project will evaluate the ability to meet the goals included in the City's Net Zero Action Plan, including the potential incorporation of enhanced commissioning for newly constructed or renovated office and lab buildings	13.102.3(j)
Minimum Parking	Minimum parking ratios provided	The Planning Board may specify a minimum parking requirement in its approval of a Final Development Plan	13.106.3
Conflict with Other Zoning Provisions or City Regulations	Section 13.100 governs in the event of such a conflict	Language deleted	13.102.10

LESS COMMERCIAL AND MORE HOUSING

- DECREASE
COMMERCIAL



FROM
500K
TO
400K

- INCREASE
HOUSING



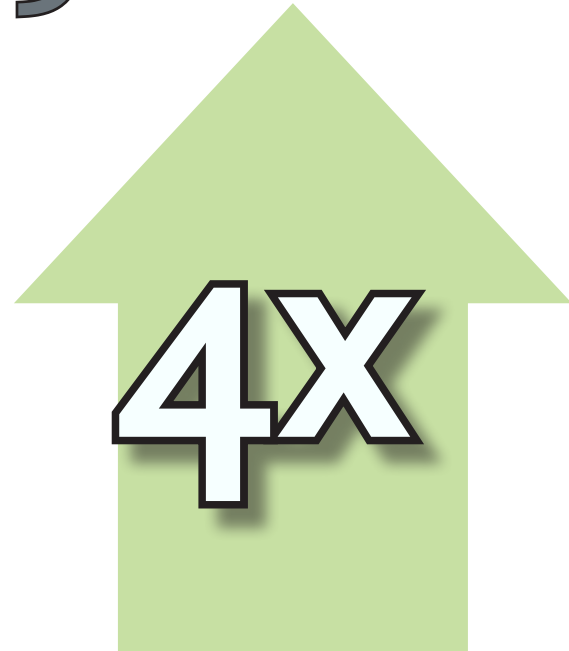
FROM
125K
TO
175K

- MAINTAIN
GROUND LEVEL RETAIL AND
RETAIL IN THE MALL

INCREASING HOUSING LOW & MIDDLE INCOME & FAMILY UNITS



50% LOW / MIDDLE INCOME HOUSING



FROM
20+
UNITS
TO
80+
UNITS

RESIDENTIAL TO COMMENCE PRIOR TO THE EARLIER OF:

CERTIFICATE OF OCCUPANCY FOR MORE THAN 325,000 GSF OF NON-RESIDENTIAL NET NEW GFA

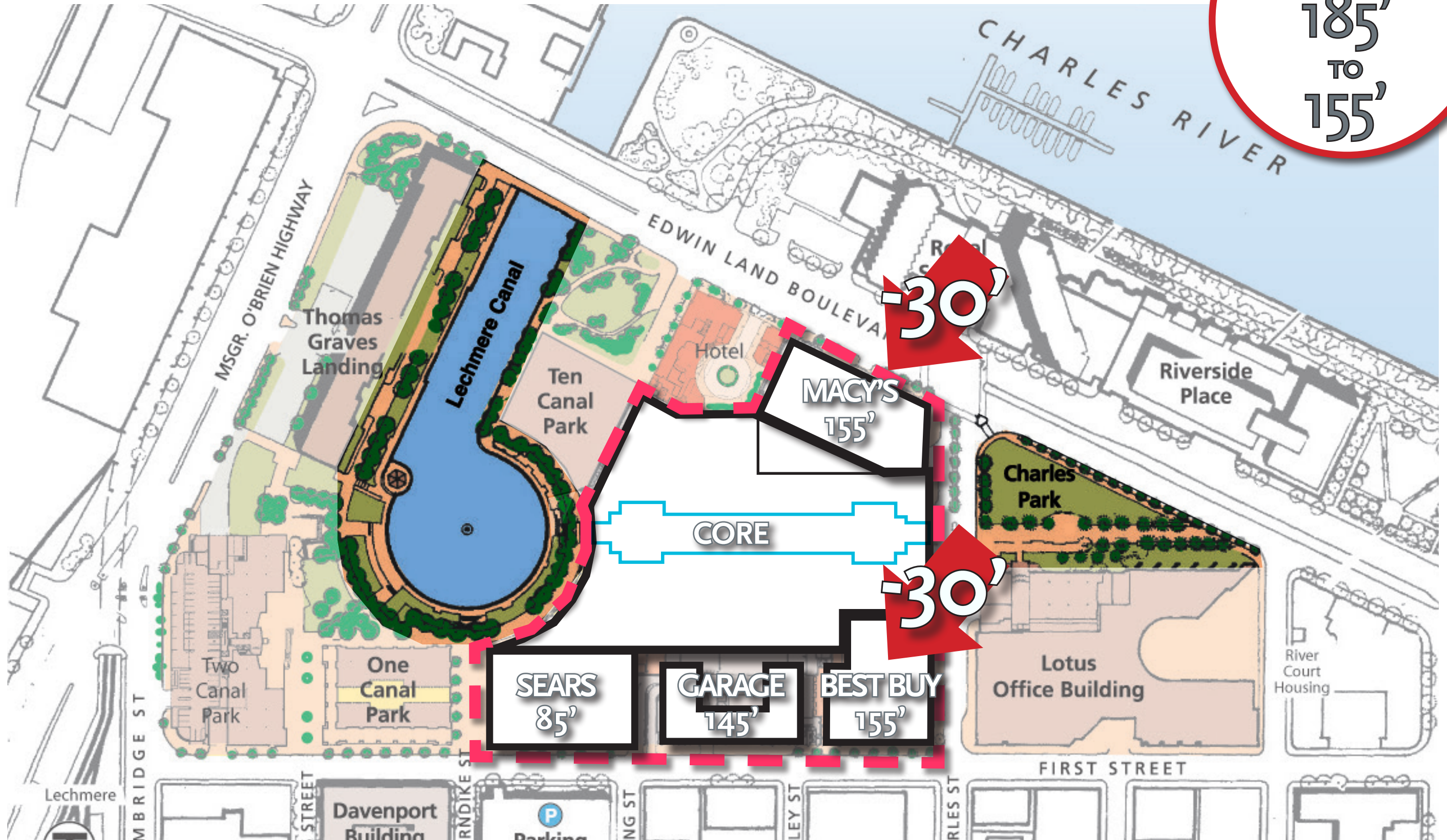
OR

ISSUANCE OF A BUILDING PERMIT FOR THE SECOND NEW BUILDING

- 25% HOUSING UP TO 80% AMI (INCLUSIONARY HOUSING)
- 25% HOUSING AT 80-120% AMI (MIDDLE INCOME HOUSING)
- **ALL FAMILY UNITS (3 BEDROOMS)** WILL BE INCLUSIONARY OR MIDDLE INCOME

LIMIT MAXIMUM BUILDING HEIGHT

REDUCE
MAXIMUM
HEIGHT FROM
185'
TO
155'



DESIGN GUIDELINES AND PRINCIPLES

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

PLANNING
BOARD
MAINTAINS
REVIEW OF
ARCHITECTURAL
CHARACTER



CDD MEMO RESPONSE

QUESTIONS AND COMMENTS

RESPONSE

• CALCULATION OF EXISTING GFA



• ABOVE-GROUND GARAGE IS INCLUDED

• FAMILY-SIZED
AFFORDABLE UNITS



• WE WILL COMPLY WITH ZONING AND WILL
INCLUDE MORE IF THE PLAN PERMITS

• MIX OF LOW/MODERATE
INCOME UNITS AND MIDDLE
INCOME UNITS



• 50/50 SPLIT; OPEN TO DISCUSSION

• STANDARDS OF ELIGIBILITY
OF MIDDLE-INCOME UNITS



• AGREE

• PHASING THRESHOLD



• AGREE

• INCENTIVE ZONING



• AGREE; AS REQUIRED BY UNDERLYING ZONING

• LOCATION OF PARTICULAR USES



• THE FINAL DEVELOPMENT PROGRAM WILL
BE SUBJECT TO SPECIAL PERMIT REVIEW BY
THE PLANNING BOARD

CDD MEMO RESPONSE

QUESTIONS AND COMMENTS

RESPONSE

- DISTINCTION BETWEEN RESIDENTIAL AND NON-RESIDENTIAL HEIGHTS



- HEIGHT HAS BEEN REDUCED WITHOUT CONSIDERATION OF USE

- GUIDELINES FOR EVALUATION OF INCREASED HEIGHT WITHIN THE 85' HEIGHT ZONE



- CLARIFYING LANGUAGE CAN BE INCLUDED TO LIMIT THE CENTRAL MALL ATRIUM TO ITS EXISTING HEIGHT

- PARKING



- AGREE. PARKING PERMIT AND RATIOS CONSISTENT WITH PHASED DEVELOPMENT.

- URBAN DESIGN



- AGREE. WE WILL WORK WITH CDD TO INCORPORATE THE URBAN DESIGN COMMENTS.

- ENVIRONMENTAL IMPACT REVIEW



- AGREE

- COMMITMENT LETTER



- AGREE

CONTRIBUTIONS AND BENEFITS



PUBLIC CONTRIBUTIONS



COMMITMENT LETTER

- **DCR BOATHOUSE**
RESTORE, PROVIDE PUBLIC DOCK AND LANDSCAPE
- **CANAL PARK IMPROVEMENTS**
INCLUDING PATHWAYS ALONG CANAL, UNDER LAND BOULEVARD AND TO THE BOATHOUSE
- **COMMUNITY MEETING SPACE**
UP TO 40 PEOPLE, TO INCLUDE AREA FOR DISPLAYS OF CAMBRIDGE HISTORY
- **COMMUNITY GATHERING SPACE**
EVENTS AND PROGRAMMING, INCLUDING POTENTIAL WINTER GARDENS AND A SEASONAL FARMER'S MARKET
- **ADVISORY COMMITTEE**
PROGRAMMING OF OPEN SPACE AND LOCAL RETAIL SPACES
- \$500,000 TO TREE FUND
- \$1,000,000 TO EAST CAMBRIDGE SCHOLARSHIP FUND
- \$500,000 TO CAMBRIDGE ARTS INITIATIVE

PUBLIC CONTRIBUTIONS

OVER
\$60
MILLION
IN
CONTRIBUTIONS

COMMITMENT LETTER

- 50% LOW/MIDDLE INCOME HOUSING
- LOCAL AND NON-PROFIT OFFICE SPACE
- DAYCARE 2,500 SF AT A REDUCED RATE
- LOCAL RETAIL SPACE AT A REDUCED RATE/TERM
- FIRST STREET PROMENADE
PEDESTRIAN-ONLY BETWEEN CAMBRIDGESIDE PLACE
AND THORNDIKE WAY ON SUNDAY AFTERNOONS
BETWEEN MEMORIAL DAY AND LABOR DAY,
WITH PROGRAMMING AND ACTIVITIES
- ARTS
WORK WITH THE LEMELSON-MIT PROGRAM TO PROMOTE
AND HOST “STEAM” EVENTS AT CAMBRIDGESIDE
- CHARLES RIVER PROGRAM
DEVELOP A CURRICULUM-BASED PROGRAM WITH
CAMBRIDGE PUBLIC SCHOOLS TO PROVIDE THE
OPPORTUNITY FOR EVERY 3RD GRADE STUDENT
TO EXPERIENCE THE CHARLES RIVER
- SNOW EMERGENCY PARKING



ECONOMIC BENEFITS

REAL ESTATE TAXES AND FEES

- OVER **\$4,000,000** A YEAR CURRENTLY
- ESTIMATED AT FULL BUILD-OUT TO BE MORE THAN **\$7,000,000** PER YEAR



75%

FROM
\$4MM
TO
\$7MM

- ALMOST **\$45,000,000** OVER THE LAST TEN YEARS
- RESULTING IN AN ADDITIONAL **\$30,000,000** IN INCREMENTAL TAX REVENUE FOR THE TEN YEARS FOLLOWING COMPLETION OF CONSTRUCTION
- ADDITIONAL MUNICIPAL REVENUE IN BUILDING PERMIT AND OTHER FEES



**\$30
MILLION
OVER 10 YEARS
UPON COMPLETION**

FROM
\$45MM
TO
\$75MM

NON-PROFITS AND CHARITIES

- APPROXIMATELY **\$100,000** PER YEAR, ON AVERAGE, FOR THE LAST TWO YEARS, WHICH WILL CONTINUE UPON COMPLETION OF THE NEW PROJECT

ECONOMIC BENEFITS

JOBS

- OVER 5,000 CONSTRUCTION JOBS OVER THE NEXT 8 TO 10 YEARS
- OVER 3,300 PERMANENT JOBS AT VARYING INCOME AND SKILL LEVELS
- MAINTAIN MORE THAN 1,200 EXISTING JOBS THROUGHOUT THE CONSTRUCTION OF THE REDEVELOPMENT PROJECT



5,000
CONSTRUCTION
JOBS



4,500
EXISTING AND NEW
PERMANENT JOBS



CONCLUSION

- A GATHERING PLACE FOR OVER 6 MILLION GUESTS EVERY YEAR
- A DEVELOPMENT ROOTED IN THE CITY'S DESIGN AND PLANNING GOALS
- A ZONING FRAMEWORK TO CREATE A VIBRANT RETAIL, RESTAURANT, ENTERTAINMENT AND LIVING AREA WITH THE LATEST URBAN DESIGN
- OFFERING OVER \$60 MILLION IN PUBLIC BENEFITS
- ECONOMIC BENEFITS TO THE CITY AND THE COMMUNITY, INCLUDING MILLIONS IN REVENUE AND THOUSANDS OF NEW JOBS
- 30 YEARS AS A NEIGHBOR, CONTRIBUTING MILLIONS OF DOLLARS TO COMMUNITY ORGANIZATIONS AND EVENTS

THANK YOU

