



# CAMBRIDGE

CITY WIDE MASTER PLAN





EAST CAMBRIDGE



WELLINGTON-HARRINGTON



AREA IV



AREA 2 / MIT



CAMBRIDGEPORT



RIVERSIDE



WEST CAMBRIDGE



STRAWBERRY HILL



CAMBRIDGE HIGHLANDS



NORTH CAMBRIDGE



NEIGHBORHOOD 9



AGASSIZ



MID-CAMBRIDGE

13 NEIGHBORHOODS **ONE CITY**

# TEAM

PLANNERS  
URBAN  
DESIGNERS  
LANDSCAPE  
ARCHITECTS

ECOLOGISTS  
ENGAGEMENT  
EXPERTS  
PROGRAMMERS  
CIVIL ENGINEERS

PUBLIC HEALTH  
TRANSPORTATION  
ENGINEERS  
SUSTAINABILITY  
PLANNERS

ECONOMISTS  
DATA ANALYSTS  
GRAPHIC  
DESIGNERS



# TEAM

## SASAKI TEAM



**Brie Hensold**  
PRINCIPAL-  
IN-CHARGE  
URBAN PLANNER



**Gina Ford, ASLA**  
DESIGN PRINCIPAL  
LANDSCAPE  
ARCHITECT



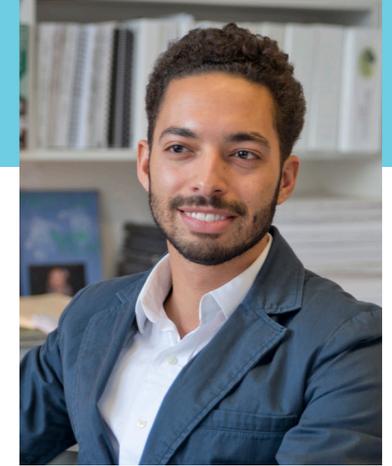
**Caitlyn Clauson**  
PROJECT MANAGER  
URBAN PLANNER



**Romil Sheth**  
URBAN  
DESIGNER



**Nina Chase**  
LANDSCAPE  
ARCHITECT



**Allen Penniman**  
PLANNER / MGMT  
SUPPORT

## CONSULTANT PARTNERS



**Nick Jackson**  
COMPLETE STREETS  
**TOOLE DESIGN**



**Eleanor Pries**  
**Grace Wu**  
URBAN PROTOTYPES  
**SITELAB**



**Christi Apicella**  
**Gary McNaughton**  
TRANSIT/CARS  
**MCMAHON**



**Shuprotim Bhaumik**  
**Kyle Vangel**  
ECONOMICS &  
POLICY  
**HR+A**



**Byron Stigge, P.E.**  
INFRASTRUCTURE +  
ENERGY  
**LEVEL**



**Julia Africa**  
PUBLIC HEALTH  
**HARVARD CENTER**  
**FOR HEALTH AND**  
**THE GLOBAL**  
**ENVIRONMENT**

# CAMBRIDGE APPROACH

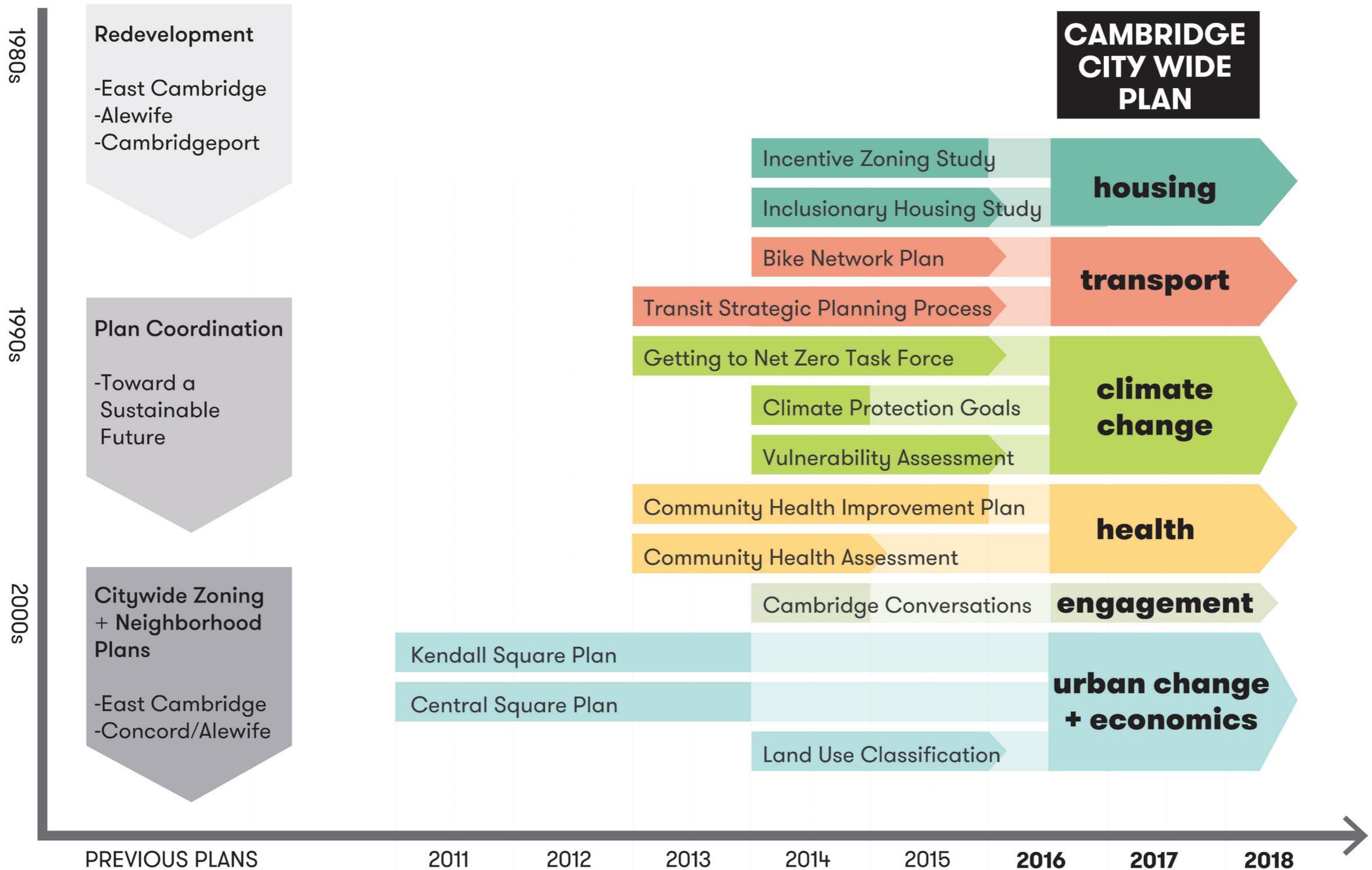
1. SHARED VISION
2. ENGAGEMENT & OUTREACH
3. EXPERIMENTATION
4. ACTION-ORIENTED
5. “SYSTEMS-THINKING”



SHARED VISION  
THROUGH  
COLLABORATION

**“ALL FOR ONE,  
ONE FOR ALL”**

# WE KNOW THERE'S A LOT TO BUILD ON



Design My DSM interactive.thetomorrowplan.com

INTRODUCTION PRIORITIES IMPACTS PLAN A SCENARIO MAP RESULTS COMPARE SCENARIOS Credits Send Feedback

## I want to live in a Greater Des Moines where...

**NEXT**  
Show Instructions Again

- ★★★★★ I can walk, bike, or take transit to important destinations
- ★★★★★ There is a park near my house
- ★★★☆☆ I am safe from flooding
- ★★★☆☆ I can get out in nature
- ★★★☆☆ I live in a great school district
- ★★★☆☆ My taxes are low
- ★★★☆☆ I can easily stay in my neighborhood after I retire
- ★☆☆☆☆ I can buy local food
- ★☆☆☆☆ I can live in a diverse community
- ★☆☆☆☆ My community is exactly the way it is today
- ★★★★★ Our region is cool
- ★☆☆☆☆ I can own an acre of land or more
- ★☆☆☆☆ I can always find a parking spot quickly
- ★☆☆☆☆ My community has a unique identity
- ★☆☆☆☆ I can see a world class performance downtown
- ★☆☆☆☆ I can build a house wherever I want

There is a park near my house

★ You have 7 stars left

THE TOMORROW PLAN .COM SASAKI

**THE TOMORROW PLAN**  
DES MOINES, IA

**WE BELIEVE** THAT THERE ARE COMMON VALUES



**“#1 VALUE -  
ACCESS TO  
CLEAN AIR,  
WATER, & LAND”**

**PARK CITY MASTER PLAN  
BRIDGEPORT, CT**

**WE BELIEVE** THAT THERE ARE COMMON VALUES



THE TOMORROW PLAN  
DES MOINES, IA



**BUT IT'S OKAY** TO DISAGREE



ENGAGEMENT  
AND OUTREACH

**“IN YOUR OWN  
WORDS”**

WE BELIEVE THIS PROCESS CAN BE **TRANSFORMATIVE**



**REBUILD BY DESIGN**  
ASBURY PARK, NJ



**TECHTOWN INNOVATION DISTRICT PLAN**  
DETROIT, MI

**OPEN FORUMS**



PROGRAM CHIPS



REPORTING

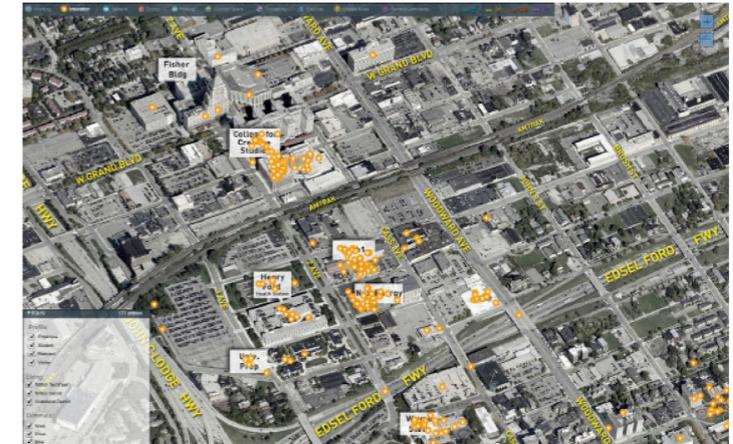


COIN SURVEY

**MYDISTRICT SURVEY**



WHERE IS THE BOUNDARY FOR TECHTOWN?



WHERE DO YOU COLLABORATE?



WHAT AREAS DO YOU CONSIDER UNSAFE?

WITH NEW PLATFORMS FOR **CONVERSATIONS...**

# ...SHARING AND LISTENING



THE TOMORROW PLAN  
DES MOINES, IA



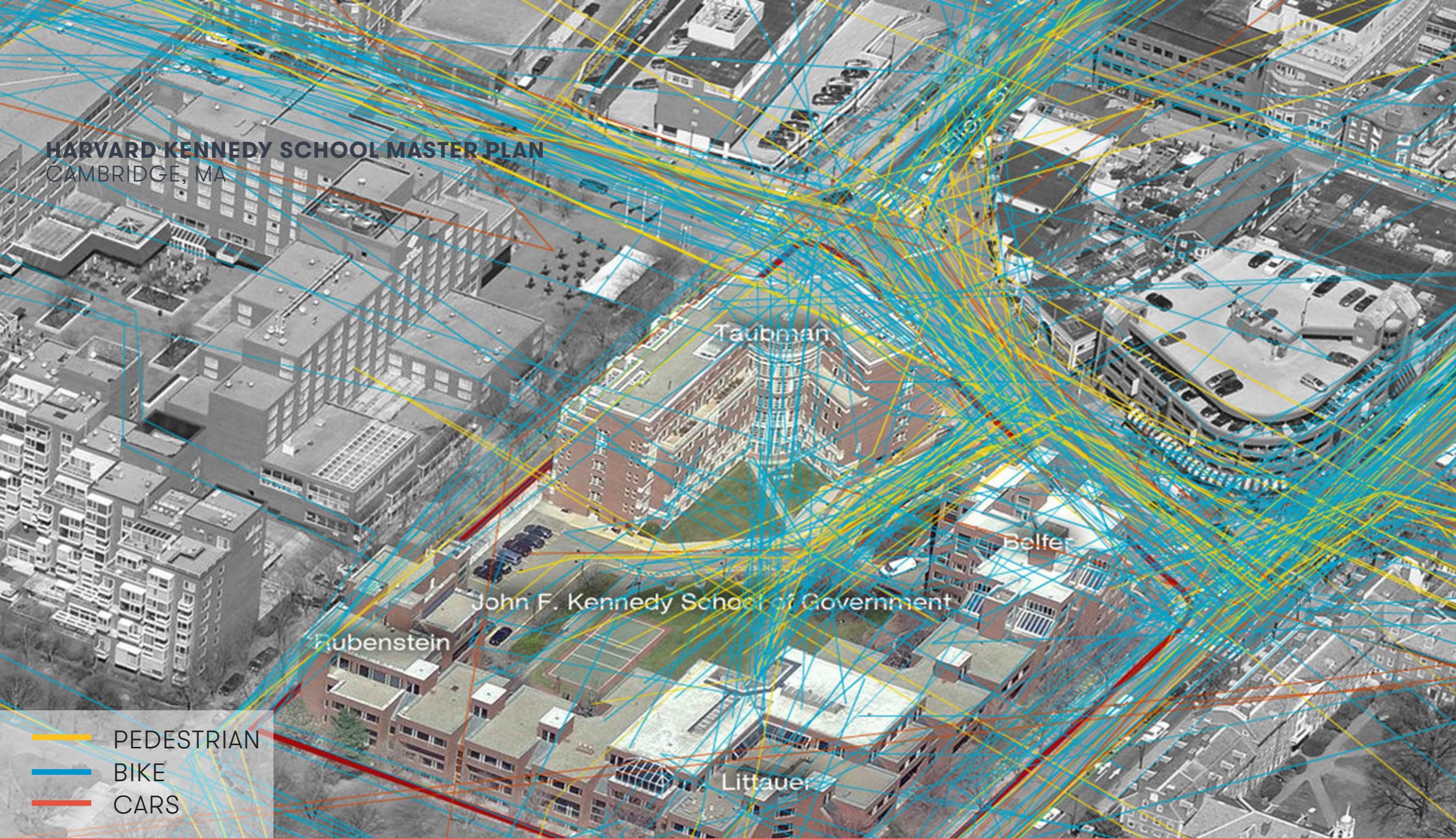
**PIER 70 REDEVELOPMENT**  
SAN FRANCISCO, CA

WE GET INSPIRED BY **YOUR STORIES.**

INQUIRY AND  
EXPERIMENTATION

**“ASSUME NOTHING;  
TEST EVERYTHING”**

HARVARD KENNEDY SCHOOL MASTER PLAN  
CAMBRIDGE, MA



WE BELIEVE IT'S IMPORTANT TO **DEFINE THE PROBLEM**  
BEFORE SEARCHING FOR ANSWERS

# DATA MUST BE RIGOROUS AND ACCESSIBLE

The screenshot displays the Smartplan software interface, which integrates programmatic and spatial data. The central 3D model shows a multi-story building complex with different colored volumes representing various unit types. Surrounding the model are several data panels:

- Options Panel:** Includes a 'Use Rounding' checkbox set to 1.00 and a 'Residential' dropdown menu. Below are sliders for unit counts: 1 Bed (30), 3 Bed (5), 2 Bed (15), Studio (10), Penthouse (5), and Affordable Units (5).
- Dwelling Units Panel:** A table for 'Concept 1' showing unit counts and percentages.
- Gross area Panel:** A table for 'Concept 1' showing gross area in square feet and percentages for various programs.
- Parking Panel:** Shows 'Supply: 2,056 spaces; Demand: 1,272; (786 surplus)'. It includes a bar chart and a 'Parking Assumptions' table.
- Parking Assumptions Table:**

Color	Name	Supply / Demand	Type	Value
Blue	Office	Demand	spaces per 1,000 sf	0.84
Red	Retail	Demand	spaces per 1,000 sf	0
Yellow	Residential	Neutral	spaces per unit	0
Orange	Studio	Demand	spaces per unit	0.42
Light Orange	1 Bed	Demand	spaces per unit	0.82
Light Yellow	2 Bed	Demand	spaces per unit	1.12
Yellow	3 Bed	Demand	spaces per unit	1.32
Light Green	Penthouse	Demand	spaces per unit	1.52
Brown	Affordable Units	Demand	spaces per unit	0.62
Light Blue	Mixed Unit			
Dark Blue	Hotel	Demand	spaces per unit	0.2
Light Blue	Community	Demand	sf per space	0
White	Surface Parking	Supply	sf per space	0
White	Structured Parking	Supply	sf per space	325
White	Structured Parking U...	Supply	sf per space	325

Other panels include a 'Paint Palette' for program selection, a 'Property Grid' for site layout, and an 'Alternatives + Phasing' panel at the bottom right. The status bar at the bottom shows 'Concept 1' and a scale of '84,1012-'.

SMARTPLAN SOFTWARE DEVELOPED BY **SASAKI** LINKS PROGRAMMATIC AND SPATIAL INFORMATION TO QUANTITATIVE DATA

FEB MAR APR MAY JUN JUL AUG SEPT OCT NOV DEC

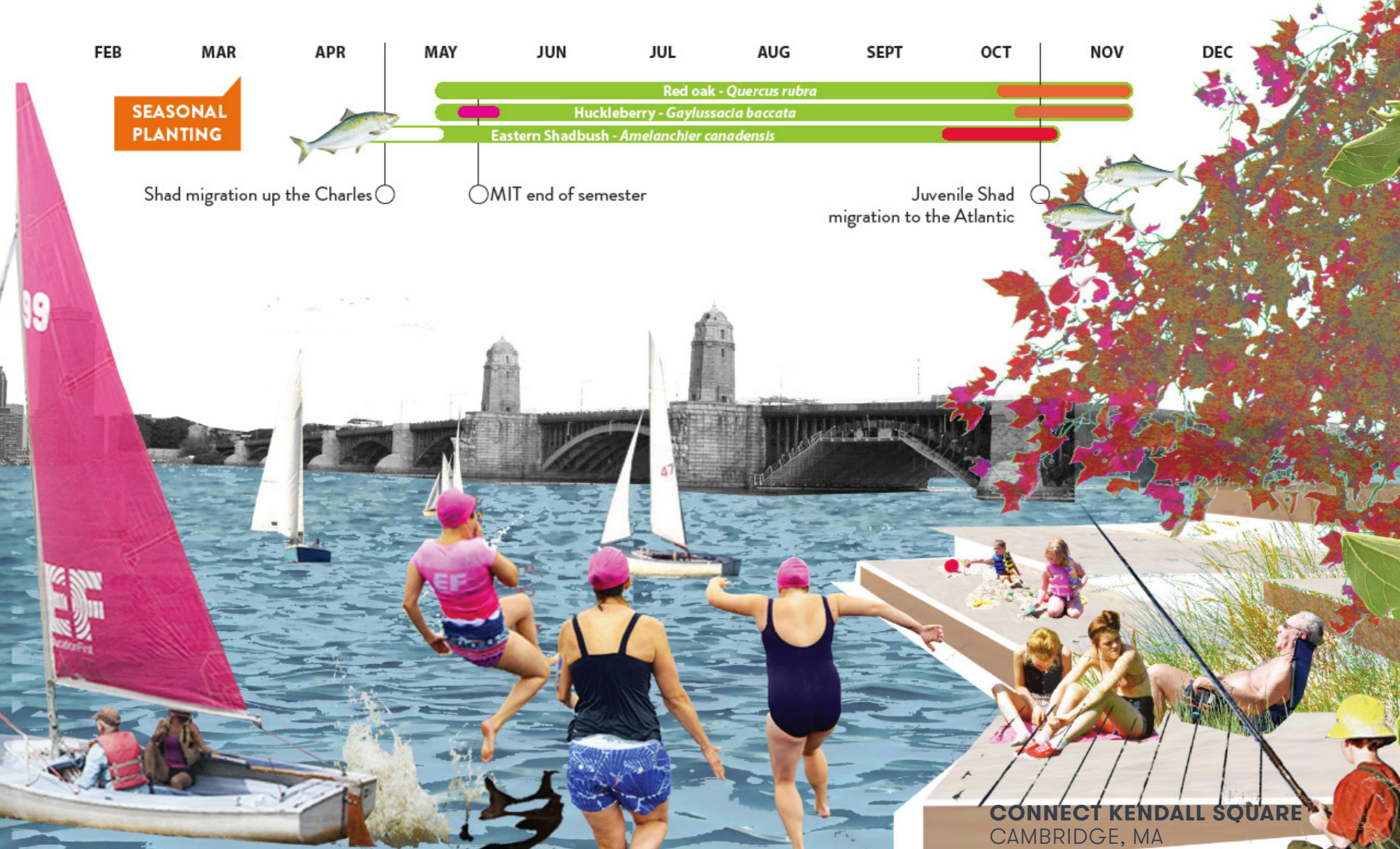
SEASONAL PLANTING



Shad migration up the Charles

MIT end of semester

Juvenile Shad migration to the Atlantic

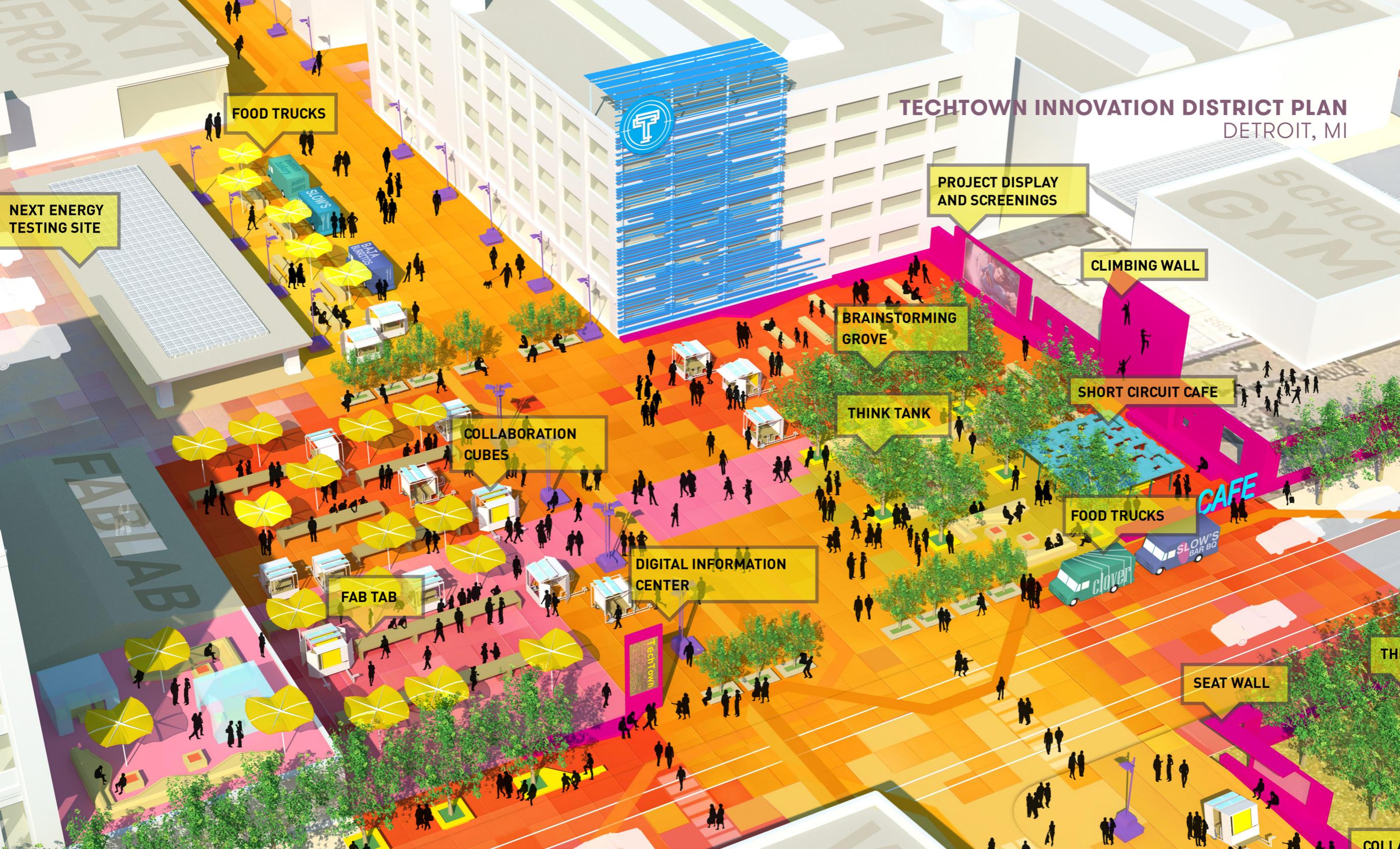


CONNECT KENDALL SQUARE  
CAMBRIDGE, MA

DATA, ENGAGEMENT, AND DESIGN **GO HAND IN HAND**

ACTION-ORIENTED

**"READY, SET,  
GO"**



TECHTOWN INNOVATION DISTRICT PLAN  
DETROIT, MI

OUR PLANS ARE **VISIONARY, YET GROUNDED**

# WE TEST OUR IDEAS



ALLEGHENY RIVERFRONT MASTER PLAN  
PITTSBURGH, PA

SMALL IS **POWERFUL**



**THE LAWN ON D**  
BOSTON, MA

**100 RESILIENT CITIES**  
BOSTON AND GLOBAL



OUR SOLUTIONS ARE **NOT ALWAYS PHYSICAL**

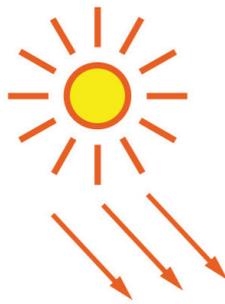
LIVABILITY, COMMUNITY  
HEALTH, AND SUSTAINABILITY

**“SYSTEMS-  
THINKING”**

# WE KNOW CITIES ARE INTERCONNECTED SYSTEMS

## RE-SKINNING

New skin minimizes solar heat gain and reduces energy demand of the CEDES tower



## PROXIMITY TO TRANSIT

Improved and integrated transit hub encourages alternative transportation



## GREEN ROOFS

Greenroofs reduce stormwater runoff while providing pleasant exterior spaces

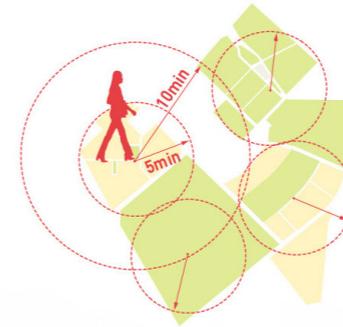


## ORIENTATION

Prioritize building orientation to minimize E-W exposure reducing overall heat gain

## WALKABILITY

Compact urban development facilitates access to district amenities and promotes walkability



24/7

DISTRITO TEC

## MIXED USE DISTRICT

Mix of uses reduce trips outside the district and creates a vibrant community

## PUBLIC OPEN SPACE

Recreational amenities improve health and wellness



## LOCALLY OWNED RESTAURANTS

Locally owned restaurants and cafes support local economy



## PHOTOVOLTAIC CELLS

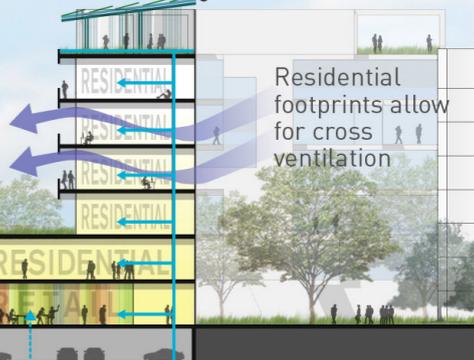
Photovoltaic cells reduce solar heat gain and support energy demand



Improved streetscape promotes biking and walking, reducing motorized trips



Residential footprints allow for cross ventilation



REPURPOSING OF EXISTING BUILDINGS



STORMWATER MANAGEMENT



INFILTRATION SURFACE RUNOFF



GREYWATER RECYCLING



UNDERGROUND PARKING

MONTERREY TEC UNIV MONTERREY, MEXICO

# LANDSCAPE AND ECOLOGY

## The Park City



RENATURALIZE  
LARGE PARKS

LINK TO REGIONAL  
RAIL-TRAIL SYSTEM

PUBLIC ACCESS ALONG  
YELLOW MILL CREEK AND  
PEQUONNOCK RIVER

LONG ISLAND SOUND

ACCESS TO  
PLEASURE  
BEACH

UTILIZE RAILROAD  
AVENUE FOR CROSS-CITY  
TRAIL CONNECTION

PUBLIC ACCESS  
ALONG ALL CITY  
WATERFRONTS

**PARK CITY MASTER PLAN**  
BRIDGEPORT, CT

**KENDALL SQUARE**  
CAMBRIDGE, MA



**INTEGRATED PUBLIC REALM**

# SEA LEVEL RISE + STORM SURGE PROJECTIONS

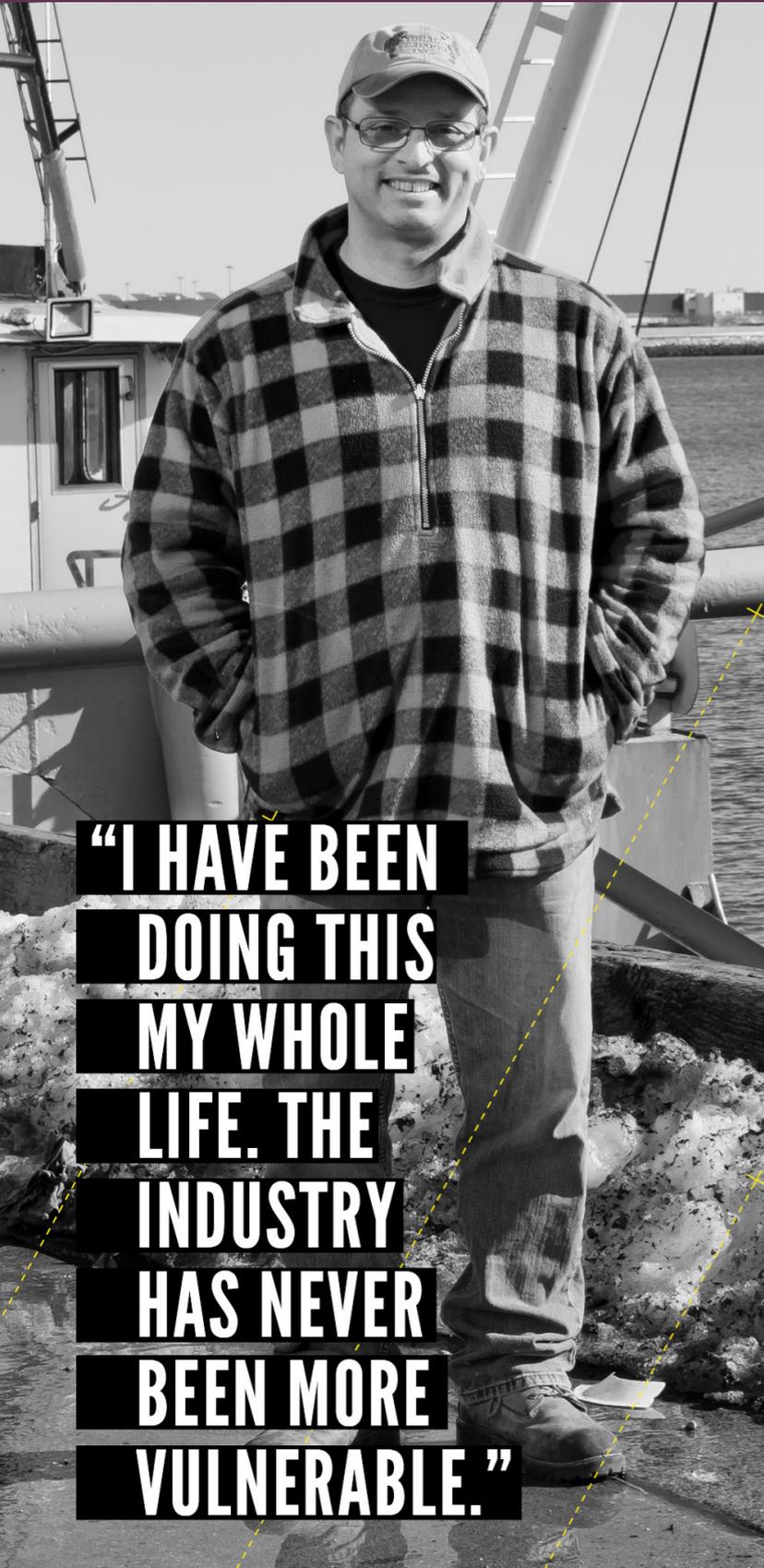
SEA CHANGE RESEARCH  
BOSTON REGION



THIS IS WHERE HIGH TIDE COULD BE DURING A STORM IN 2050

## ENVIRONMENTAL RESILIENCE

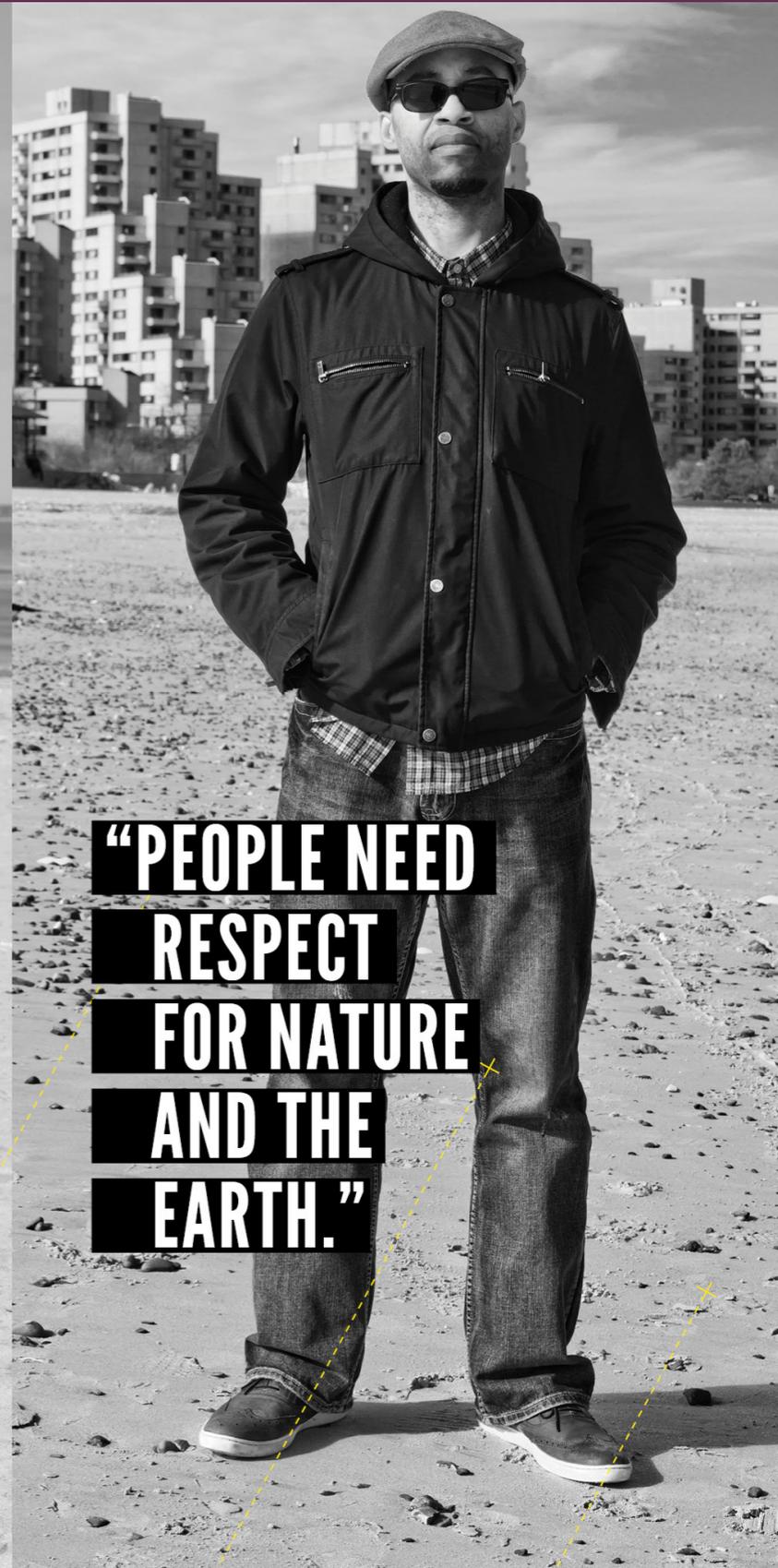
# SOCIAL RESILIENCE



**“I HAVE BEEN  
DOING THIS  
MY WHOLE  
LIFE. THE  
INDUSTRY  
HAS NEVER  
BEEN MORE  
VULNERABLE.”**



**“WE WERE HERE  
DURING THE  
BLIZZARD OF 1978.  
IT WAS A MESS.”**



**“PEOPLE NEED  
RESPECT  
FOR NATURE  
AND THE  
EARTH.”**

# MOBILITY SYSTEMS

GOVERNOR'S ISLAND SHARED STREETS  
MASTER PLAN  
NEW YORK, NY

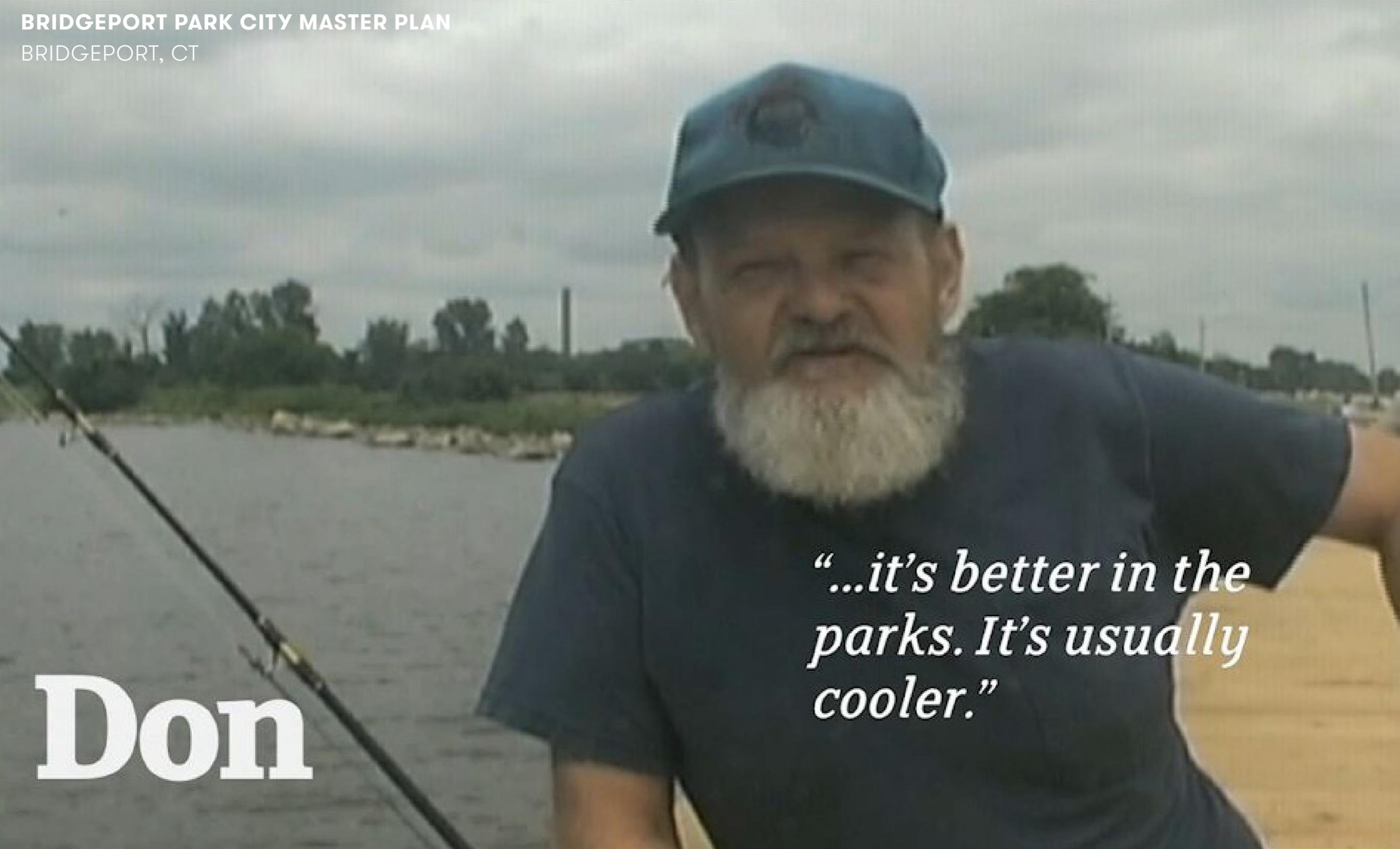




*“More outdoors things to do as a family with kids, rather than staying home in front of the TV.”*

**Anita**

**COMMUNITY HEALTH SOCIAL**



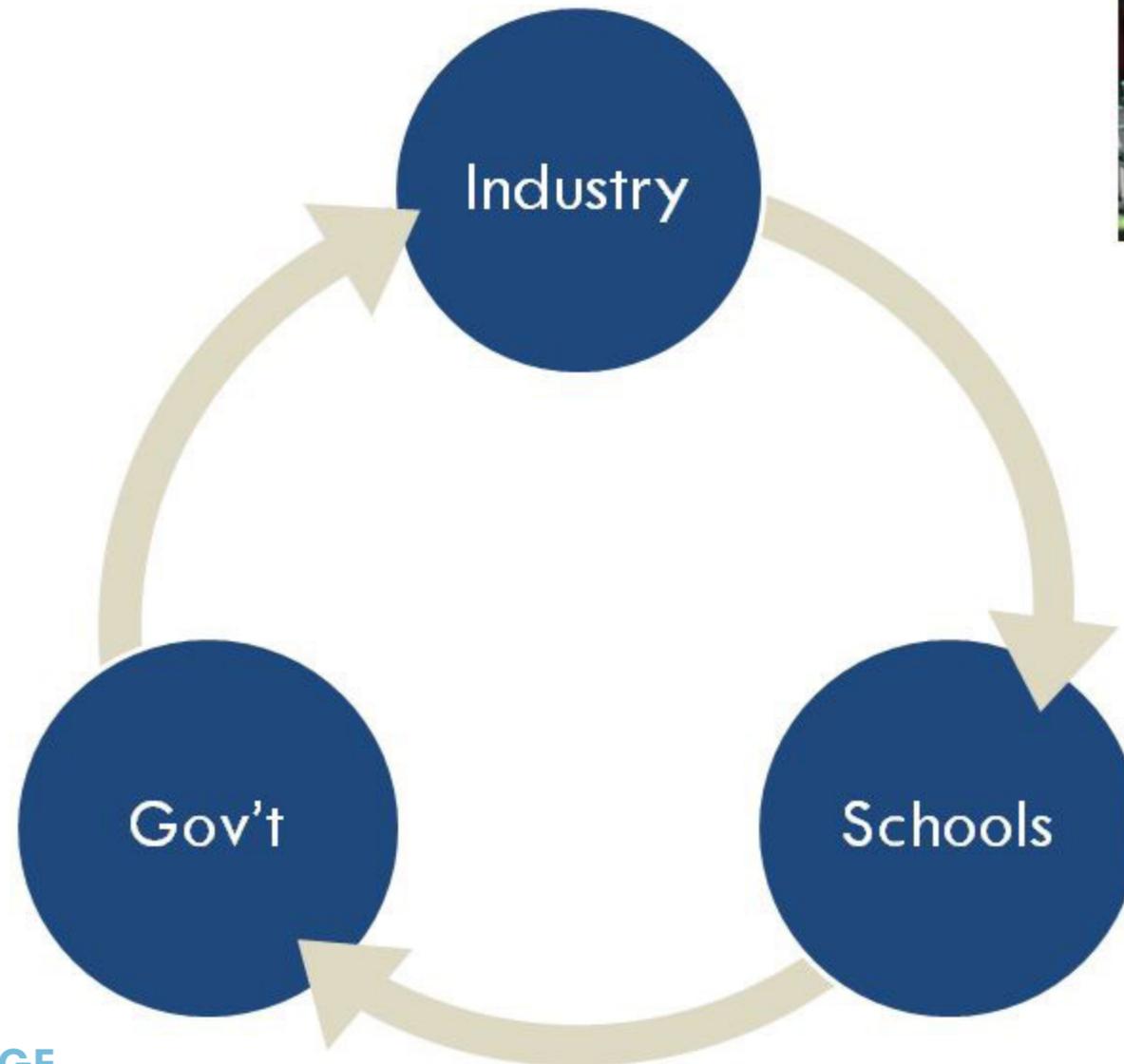
**Don**

*“...it’s better in the parks. It’s usually cooler.”*

# ECONOMIC OPPORTUNITY



Labor  
Supply



Employer  
Needs

# WHAT WE'VE LEARNED

BEST PRACTICES

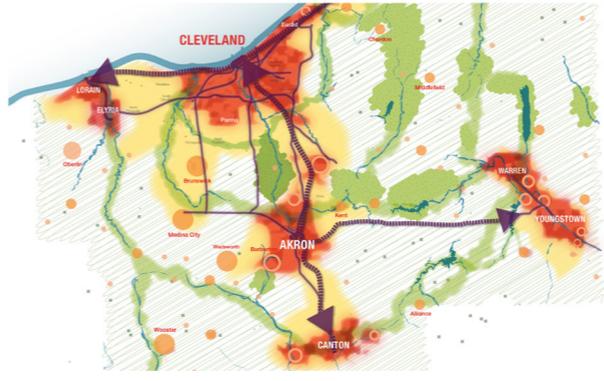




# RECENT WORK



Urban Prototyping



Dynamic Futures

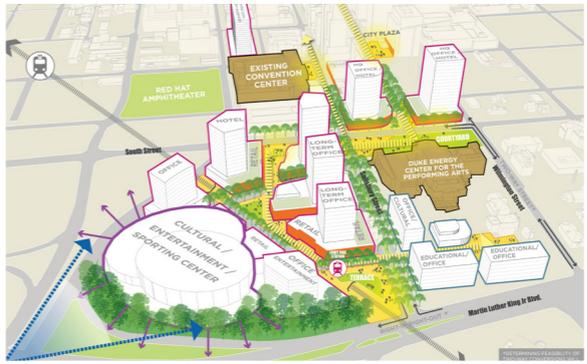


Town-Gown

Transit Catalyst



Balancing Old & New



Resilience

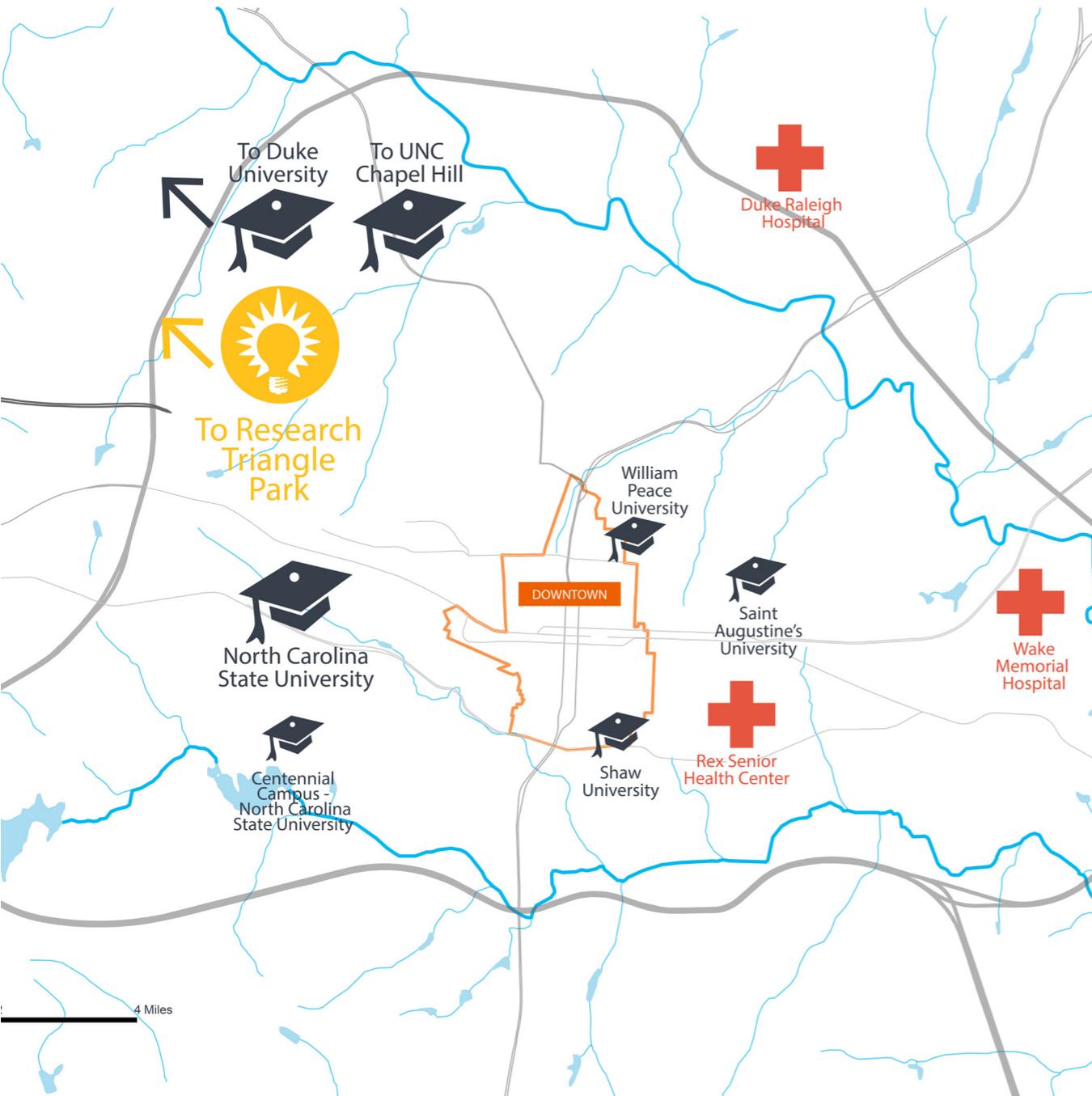


# NATIONAL TRENDS

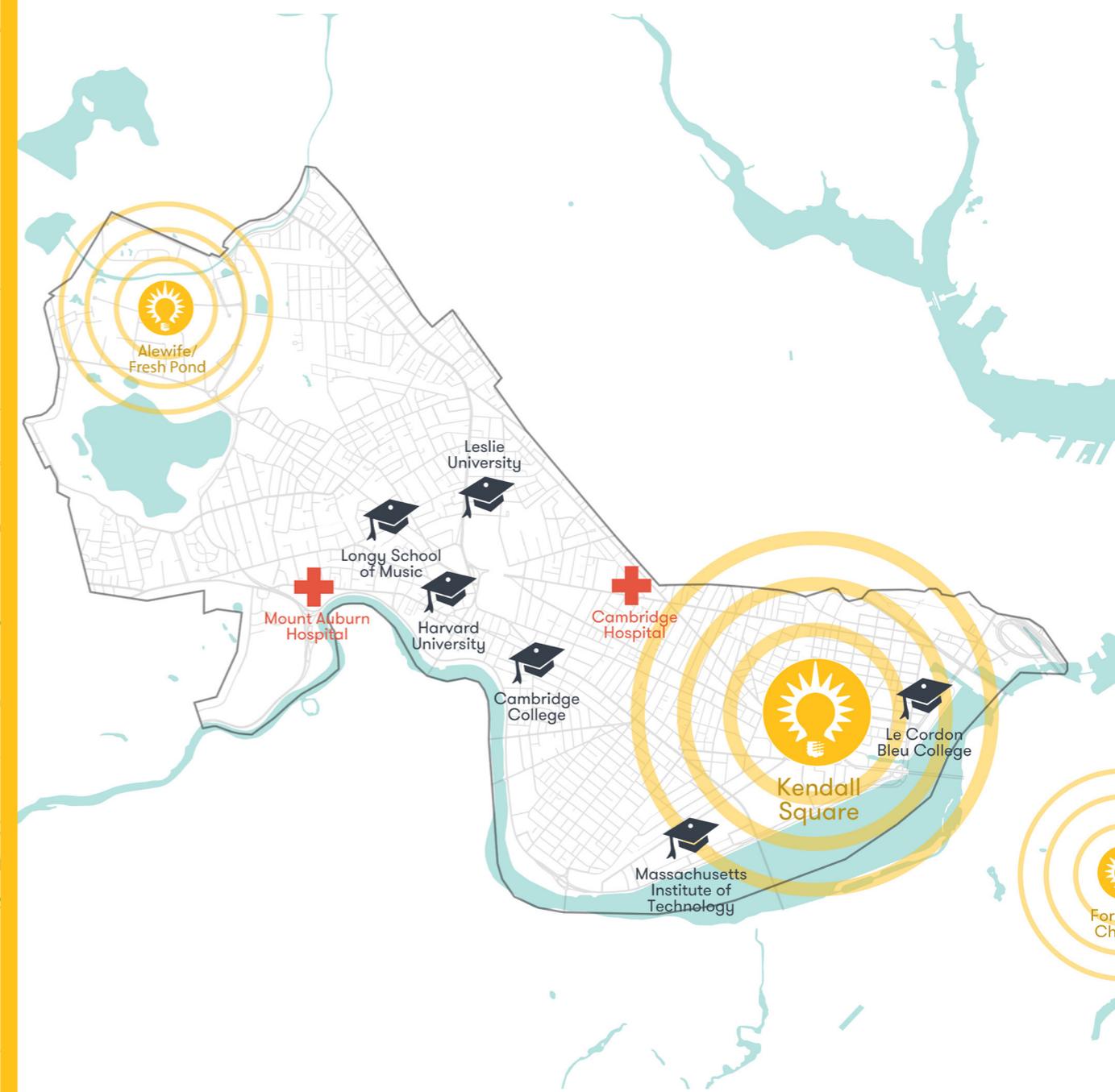


# **RALEIGH, NC** DOWNTOWN EXPERIENCE PLAN

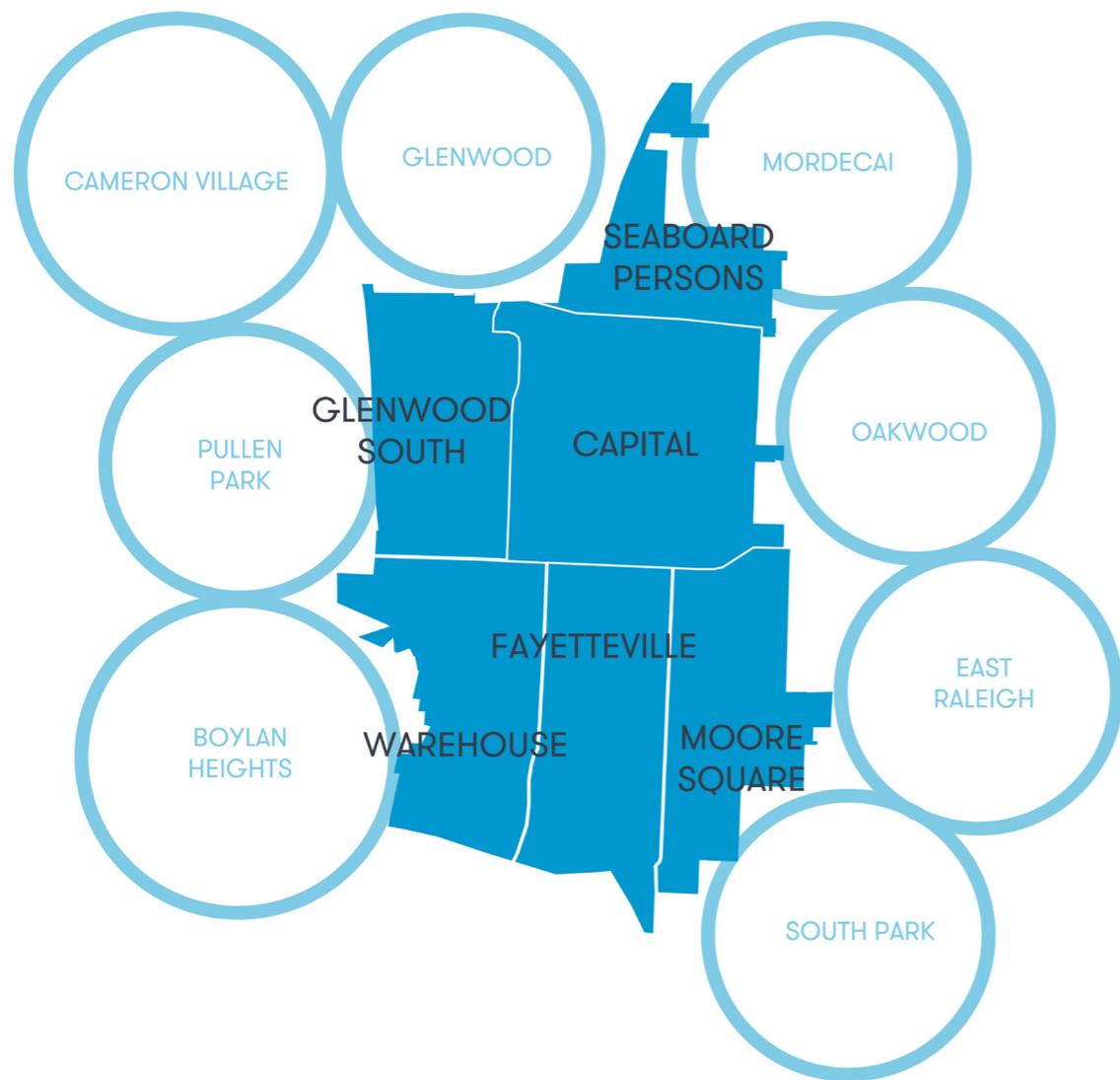
# INNOVATION ECOSYSTEMS



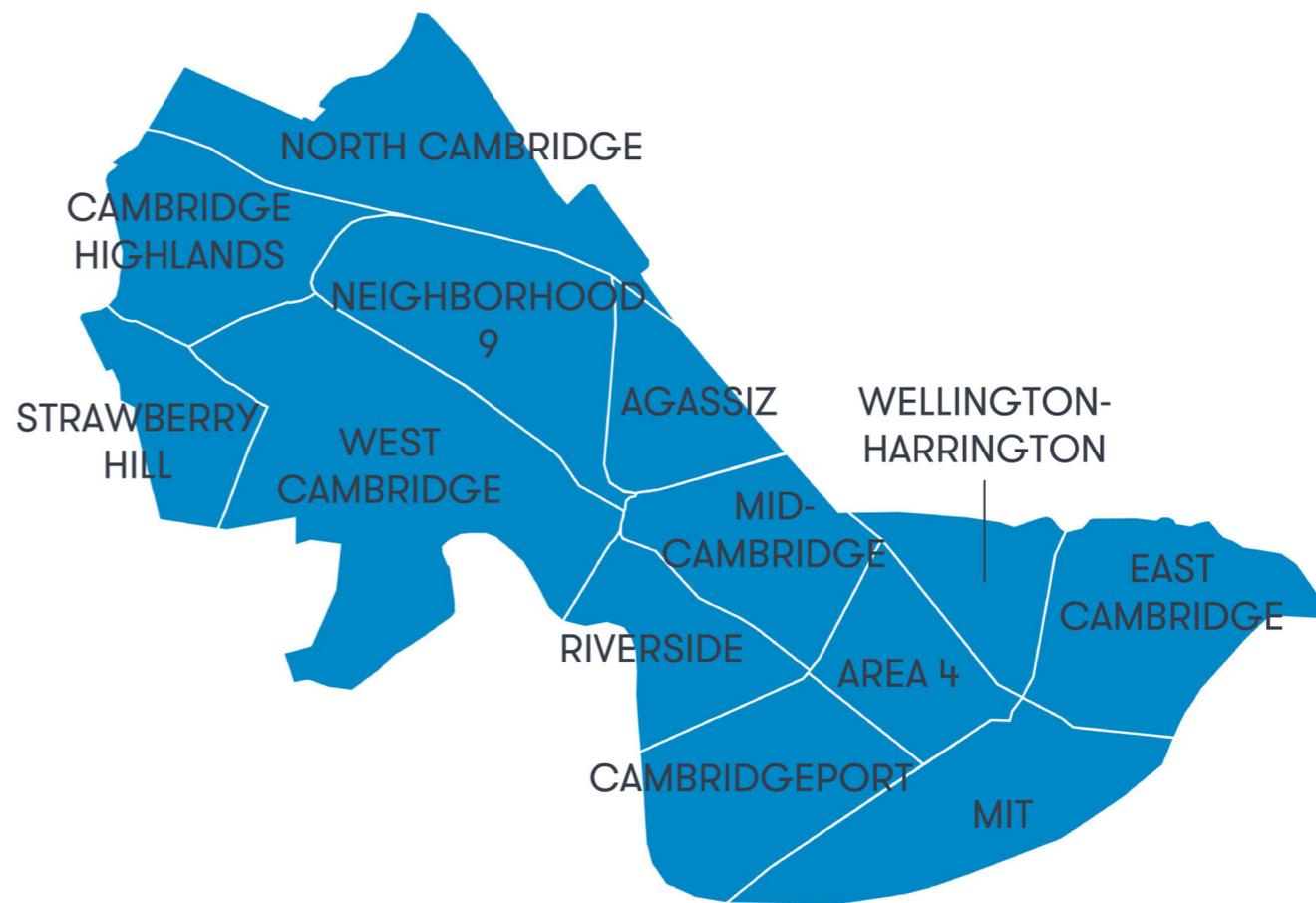
**RALEIGH**



**CAMBRIDGE**



RALEIGH



CAMBRIDGE

# CITIES OF NEIGHBORHOODS

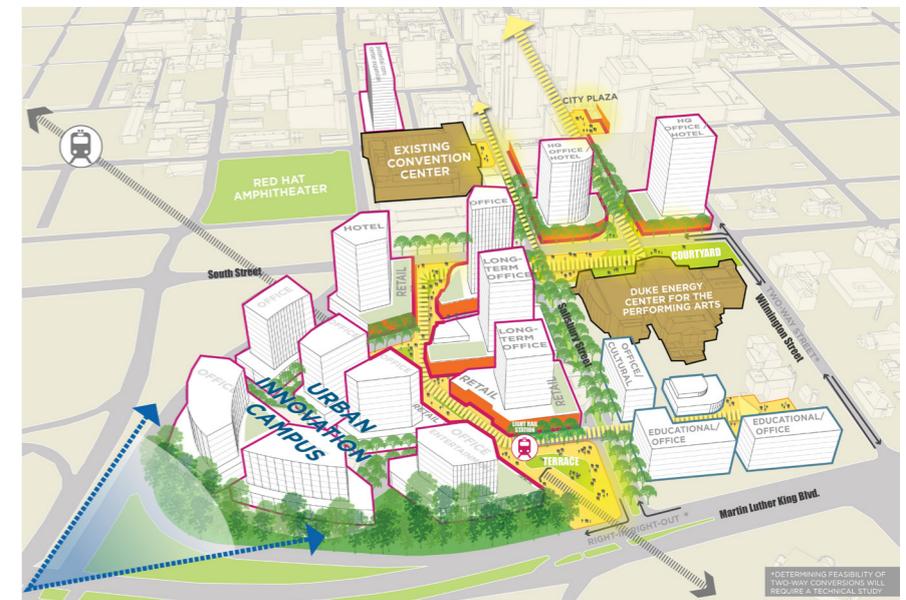
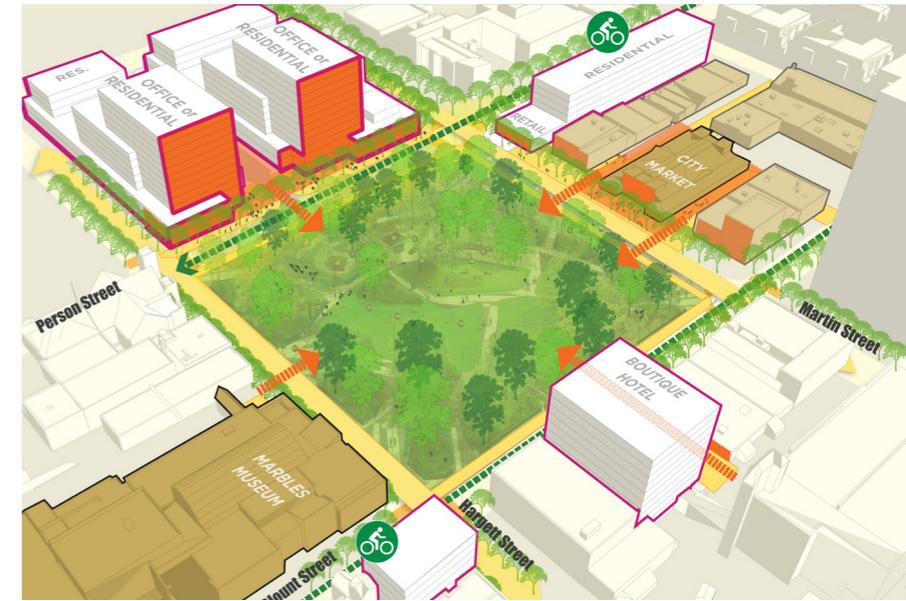
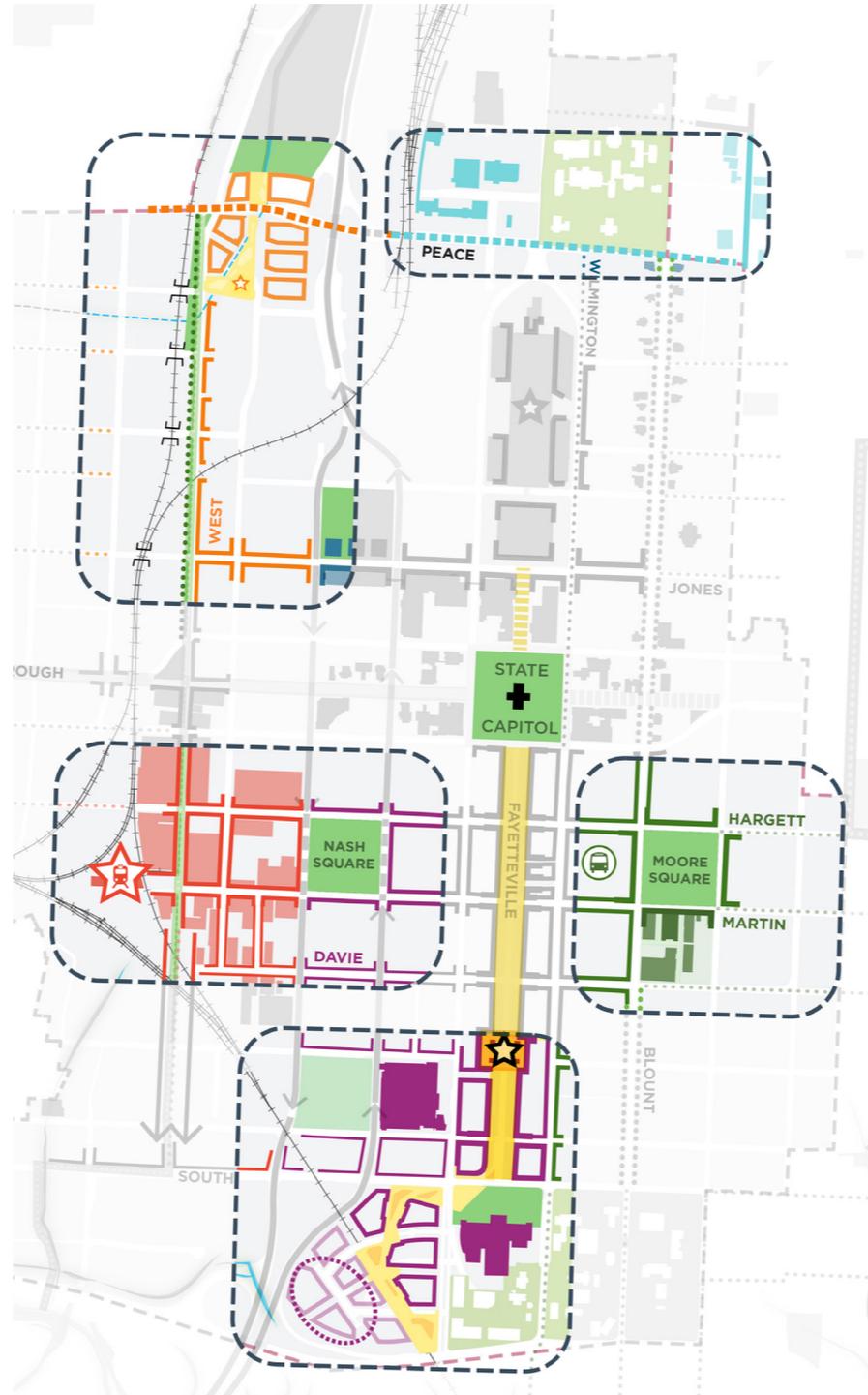
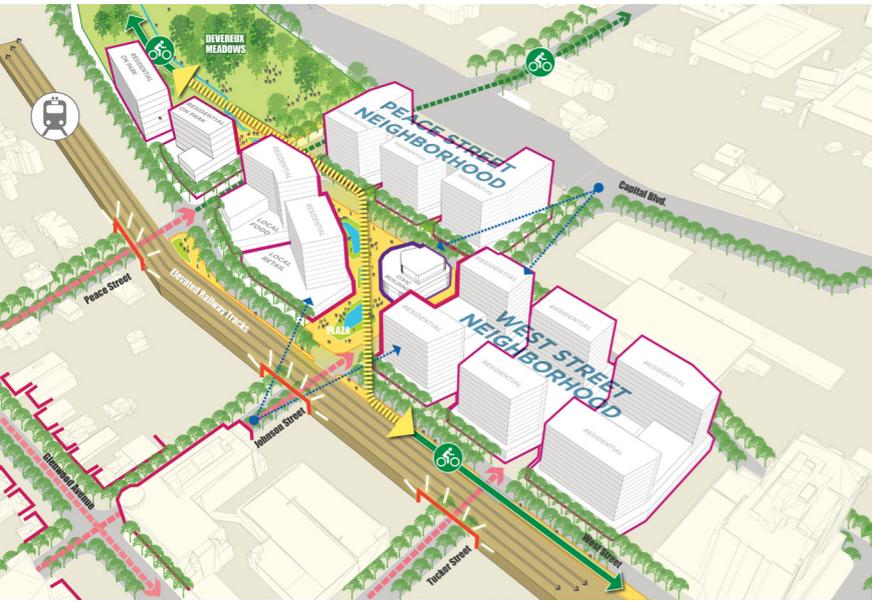
DISTINCT IDENTITIES AND CHARACTERS



**A CITY-WIDE VISION**  
**6 NEIGHBORHOOD VISIONS**

600 PEOPLE  
325 PEOPLE

# DISTINCT NEIGHBORHOOD PROJECTS



## HR&A + SASAKI

Market analysis ensured the master plan was market feasible and prioritized activating catalyst opportunity sites.

\* DETERMINING FEASIBILITY OF TWO-WAY CONVERSIONS WILL REQUIRE A TECHNICAL STUDY

# CITIES OF PUBLIC SQUARES

## STRONG HISTORY AND SENSE OF PLACE



MOORE SQUARE  
RALEIGH, NC

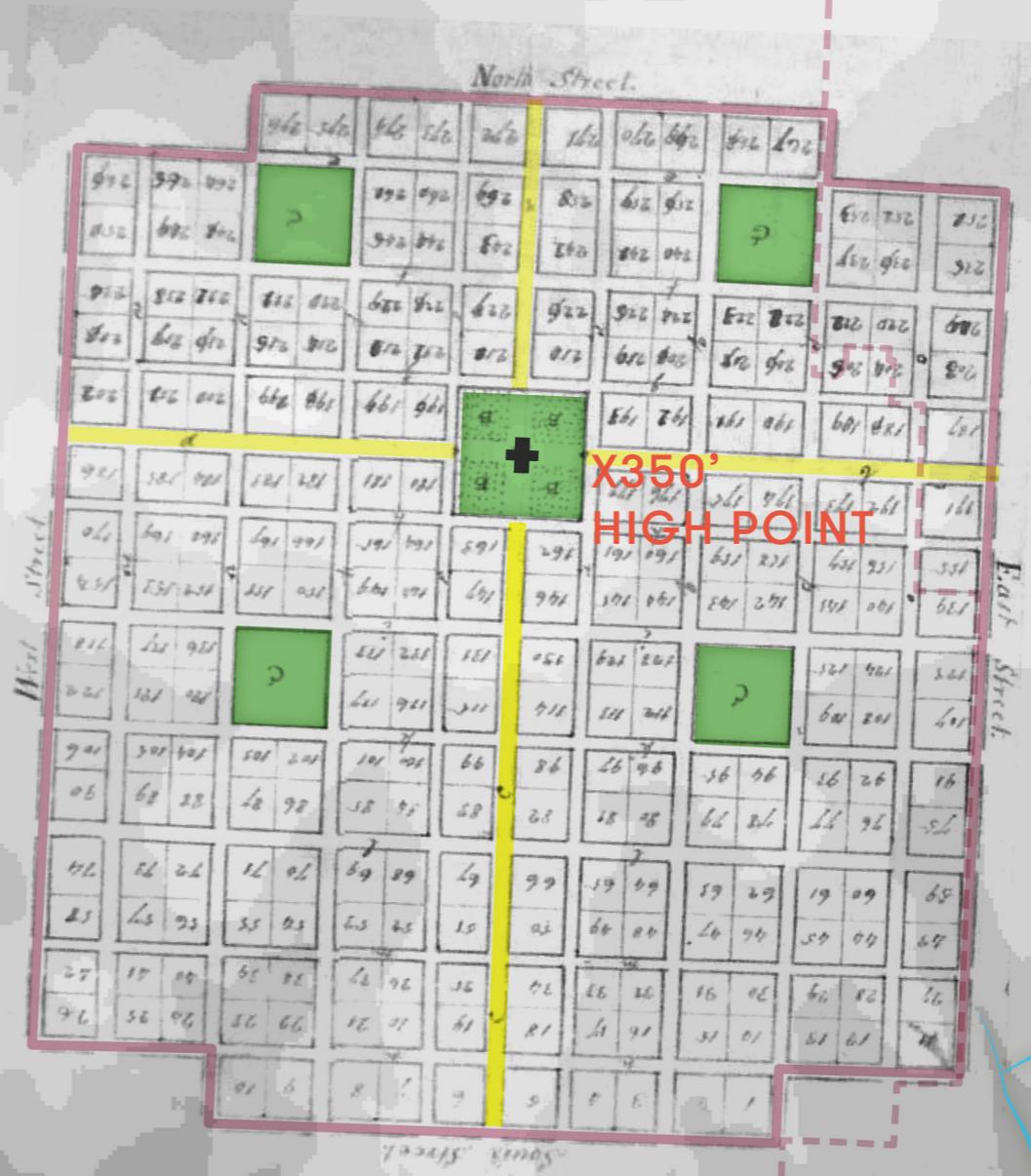


HARVARD SQUARE  
CAMBRIDGE, MA

# HISTORIC FRAMEWORK

X250'  
LOW POINT

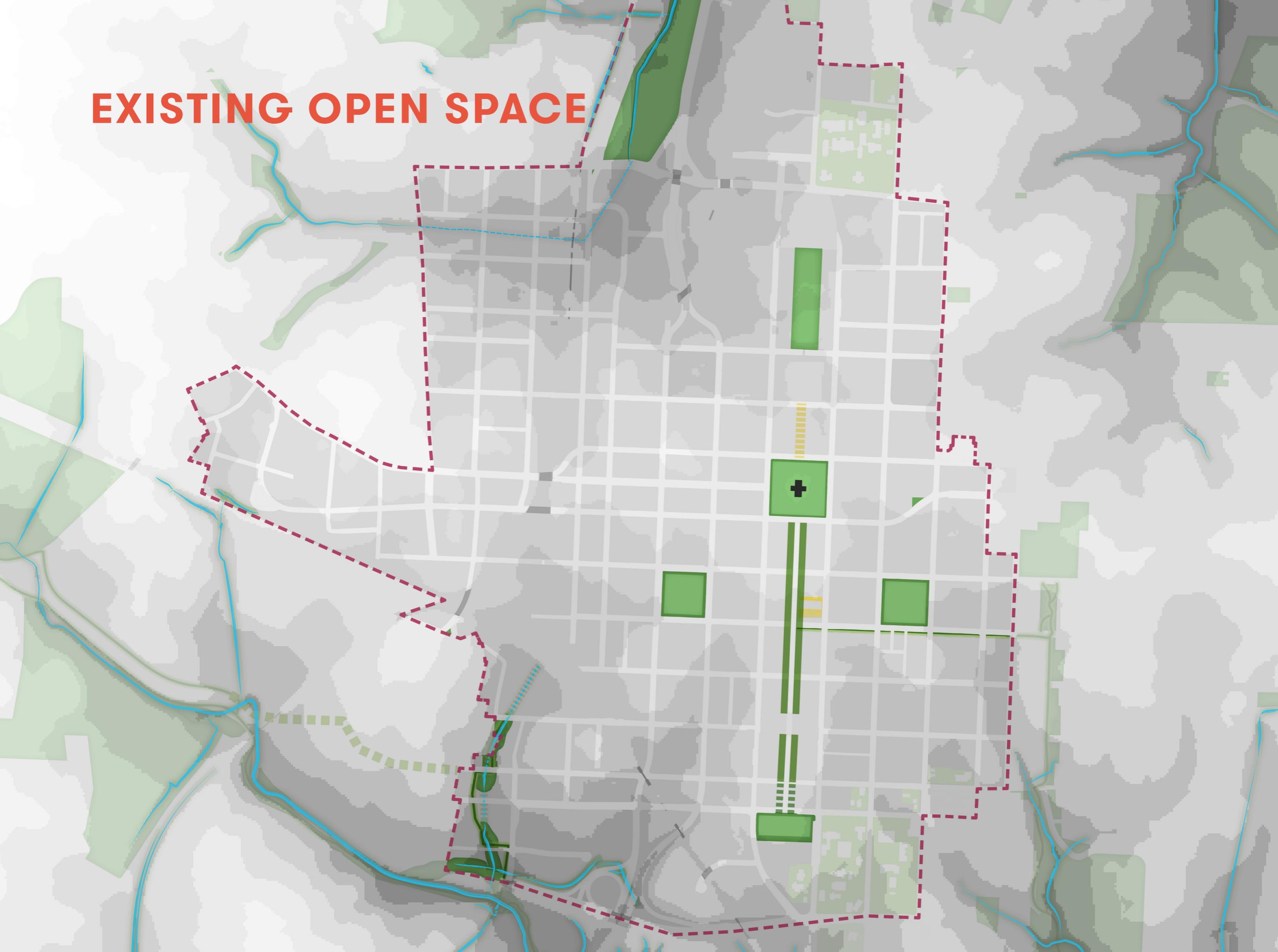
X250'  
LOW POINT



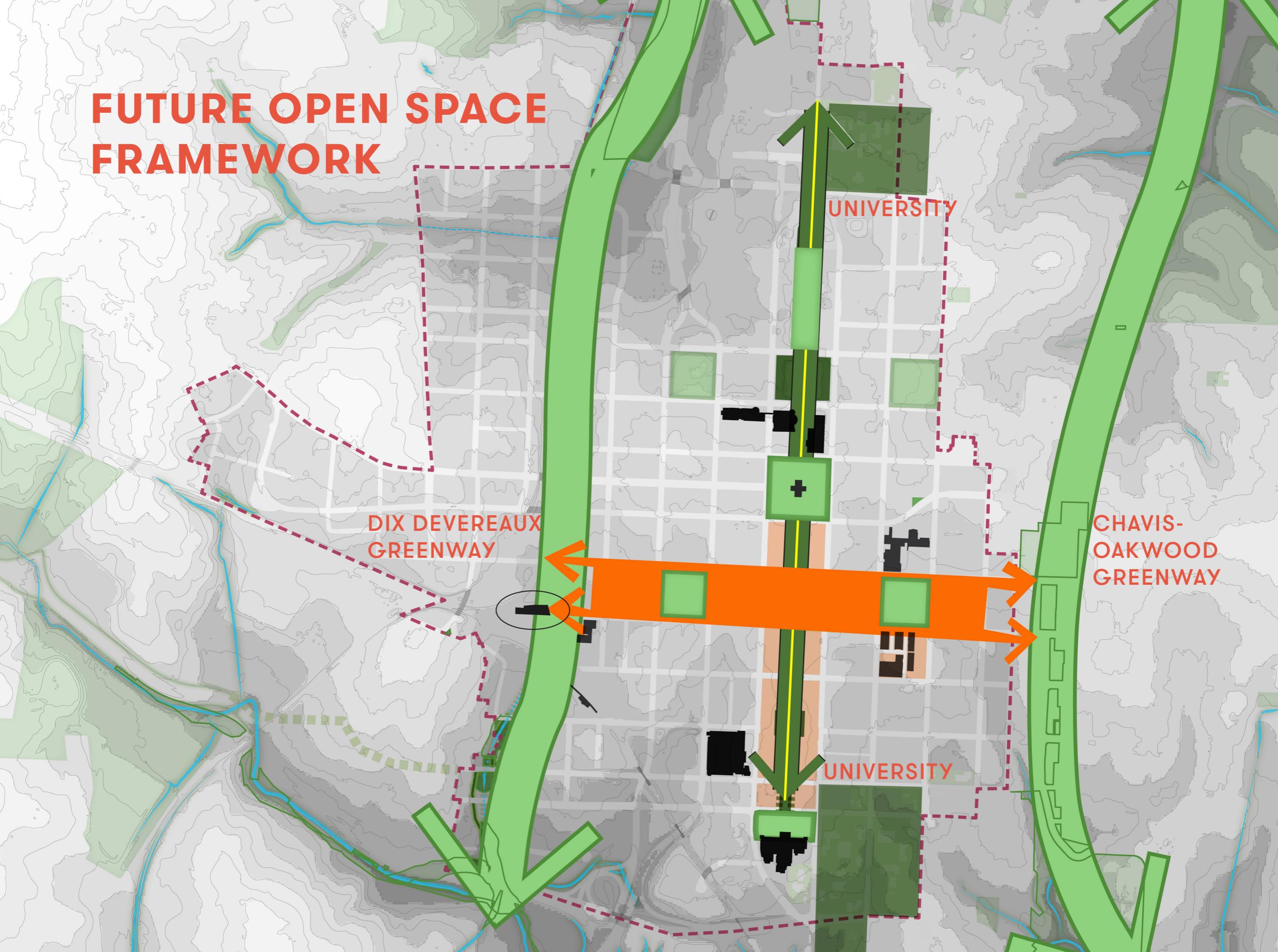
X250'  
LOW POINT

X250'  
LOW POINT

# EXISTING OPEN SPACE



# FUTURE OPEN SPACE FRAMEWORK



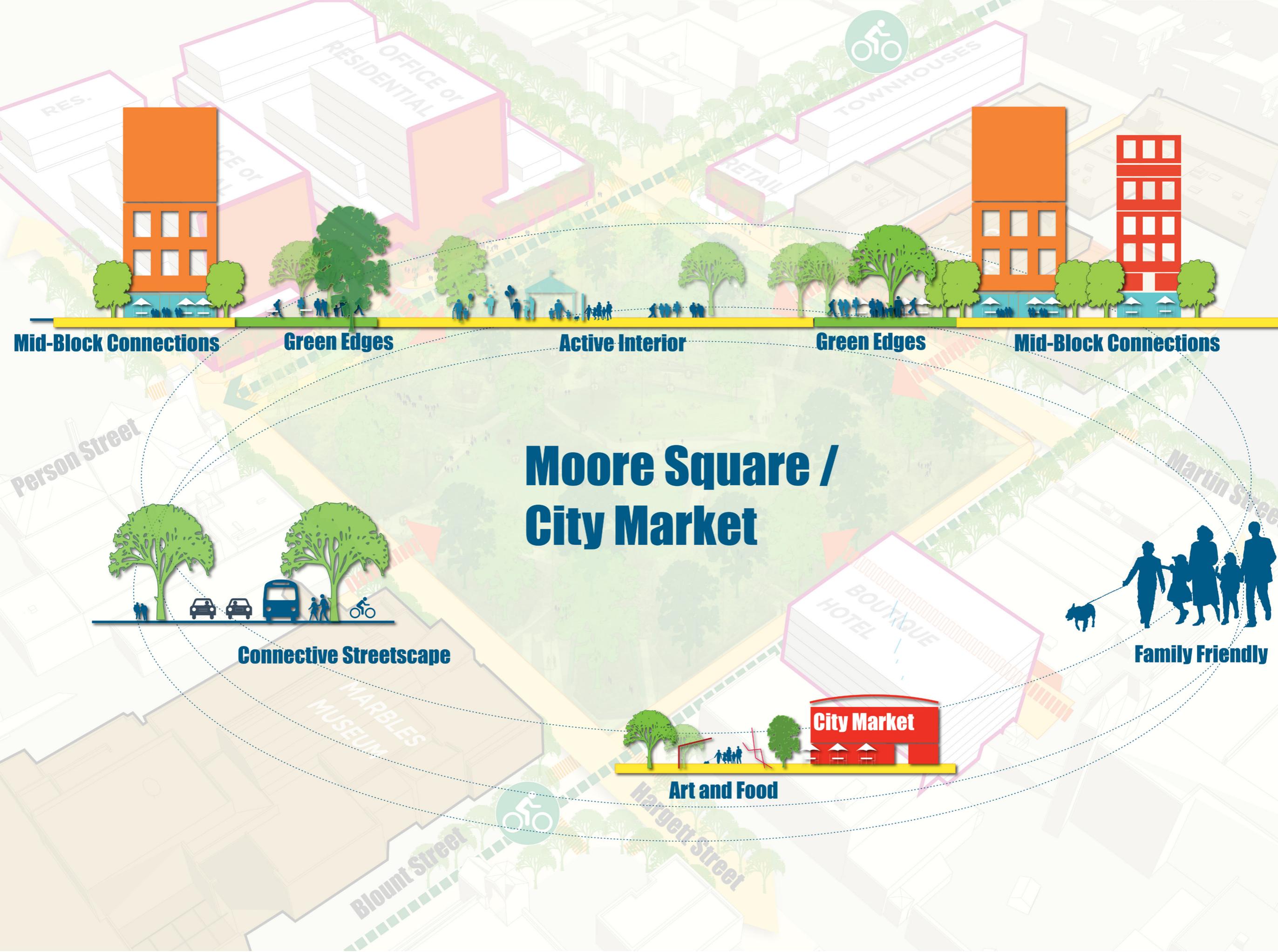
# CHANGING DEMOGRAPHICS



IN EACH CITY, 40% OF THE POPULATION IS AGE 25-34. THE NATIONAL AVERAGE: 23.2%

# MOORE SQUARE DISTRICT CATALYST





**Mid-Block Connections**

**Green Edges**

**Active Interior**

**Green Edges**

**Mid-Block Connections**

# Moore Square / City Market

**Connective Streetscape**

**Family Friendly**

**Art and Food**

**City Market**



RES.

OFFICE of  
RESIDENTIAL

OFFICE of  
RESIDENTIAL



TOWNHOUSES

RETAIL

CITY  
MARKET

Person Street

Martin Street

MARBLES  
MUSEUM

BOUTIQUE  
HOTEL

Blount Street



Hargett Street

# IMPLEMENTATION DESIGN AND POLICIES

**CLARIFIED GOALS**  
for city-owned land

**DISPOSITION  
FRAMEWORK**  
for city land in order to  
meet community goals

**RENEWED FOCUS**  
on creating affordable  
housing in Downtown



**WHAT IF?**



AFFORDABLE HOUSING

EXCEPTIONAL SCHOOLS

MULTI-GENERATIONAL NEIGHBORHOODS

COMMUNITY GARDENS

ACCESSIBLE PLAYGROUNDS

WHAT IF CAMBRIDGE WAS  
**A MORE EQUITABLE CITY?**





REGIONAL COOPERATION

WIND POWER

SOLAR ENERGY GENERATION

WETLAND RESTORATION

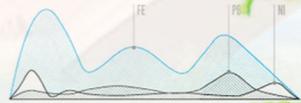
MULTI-SPECIES HABITAT

STORMWATER COLLECTION

#NETZEROCAMBRIDGE



ENERGY USE



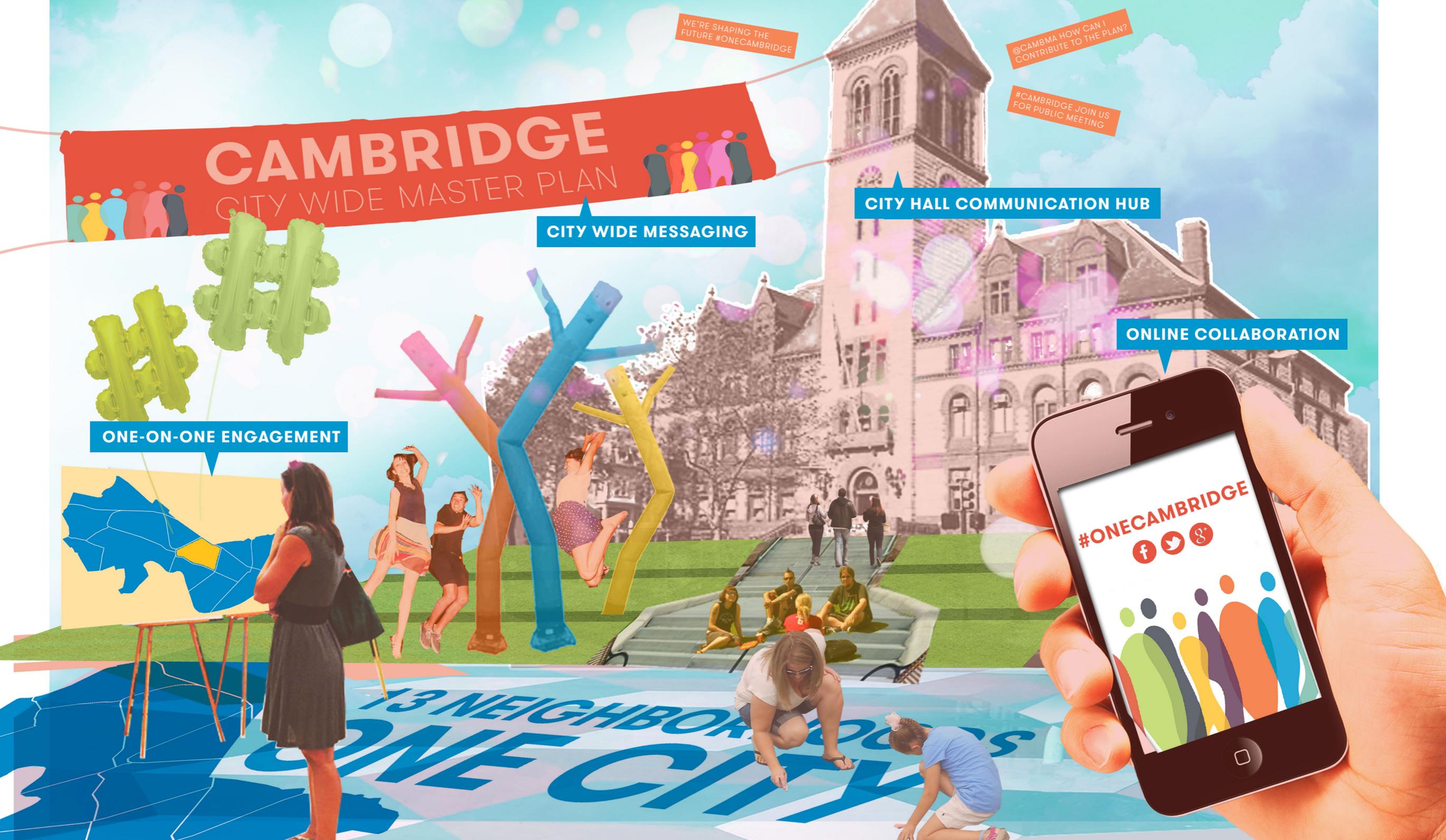
WATER USE



# WHAT IF CAMBRIDGE WAS THE MOST SUSTAINABLE & RESILIENT CITY?



WHAT IF CAMBRIDGE WAS EVEN MORE  
**HEALTHY AND LIVABLE?**



WE'RE SHAPING THE FUTURE #ONECAMBRIDGE

@CAMBMA HOW CAN I CONTRIBUTE TO THE PLAN?

#CAMBRIDGE JOIN US FOR PUBLIC MEETING

**CAMBRIDGE**  
CITY WIDE MASTER PLAN

CITY WIDE MESSAGING

CITY HALL COMMUNICATION HUB

ONLINE COLLABORATION

ONE-ON-ONE ENGAGEMENT



WHAT IF THIS WAS A  
**FUN AND TRANSFORMATIVE PROCESS?**

# THANK YOU!

QUESTIONS?



WHAT IF CAMBRIDGE WAS **A MORE EQUITABLE CITY?**

WHAT IF CAMBRIDGE WAS  
**THE MOST SUSTAINABLE & RESILIENT CITY?**

WHAT IF CAMBRIDGE WAS EVEN MORE  
**HEALTHY AND LIVABLE?**

WHAT IF THIS WAS A  
**FUN AND TRANSFORMATIVE PROCESS?**



EAST CAMBRIDGE



WELLINGTON-HARRINGTON



AREA IV



AREA 2 / MIT



CAMBRIDGEPORT



RIVERSIDE



WEST CAMBRIDGE



STRAWBERRY HILL



CAMBRIDGE HIGHLANDS



NORTH CAMBRIDGE



NEIGHBORHOOD 9



AGASSIZ



MID-CAMBRIDGE

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**Gary McNaughton**  
TRANSIT/CARS  
**MCMAHON**



**Shuprotim Bhaumik**  
**Kyle Vangel**  
ECONOMICS &  
POLICY  
**HR+A**



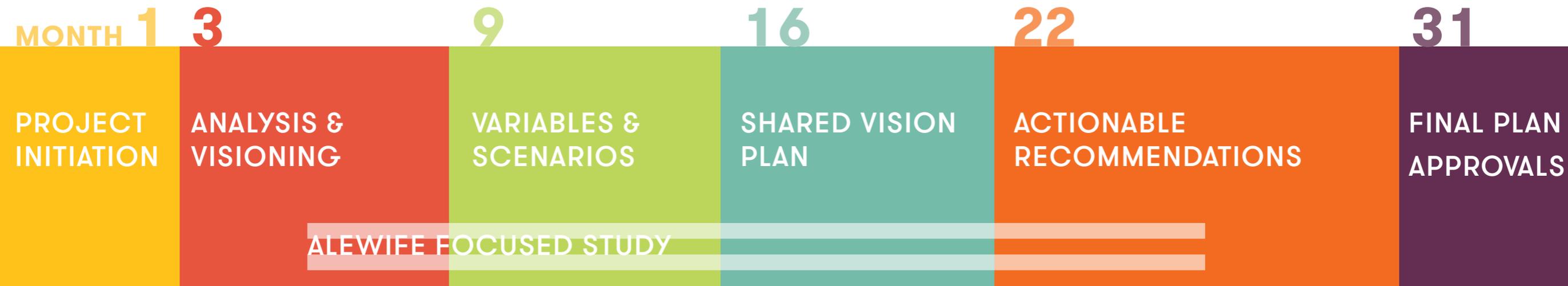
**Byron Stigge, P.E.**  
INFRASTRUCTURE +  
ENERGY  
**LEVEL**



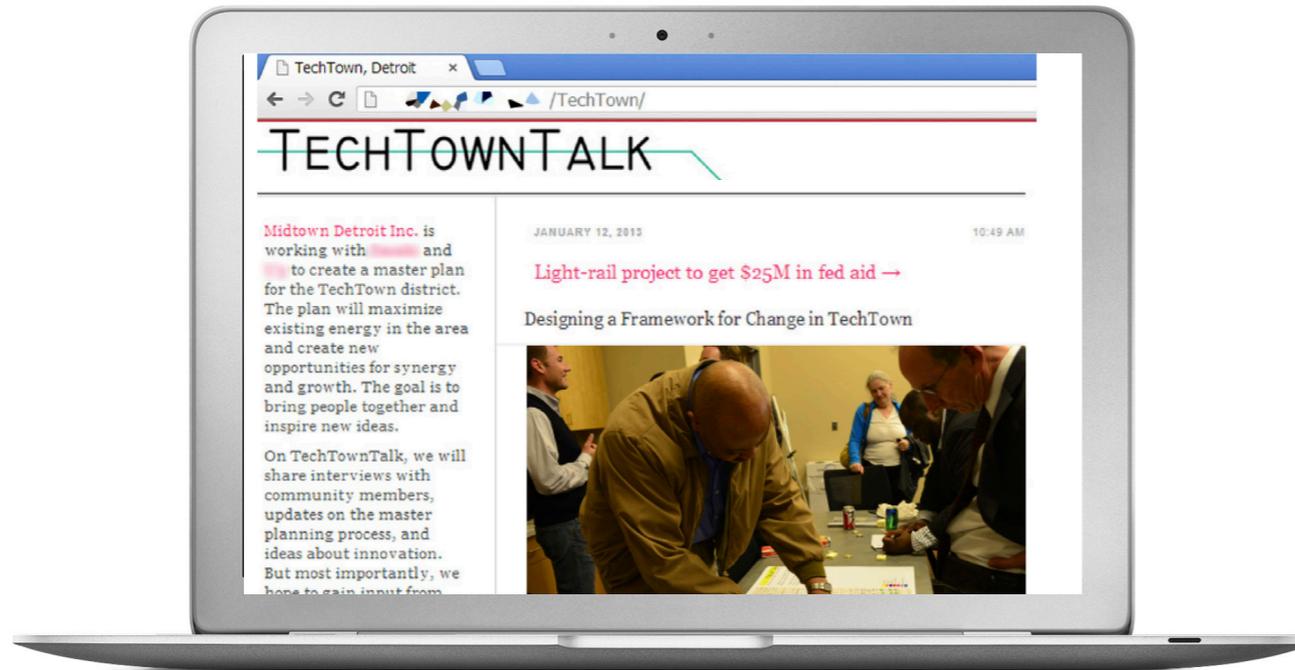
**Julia Africa**  
PUBLIC HEALTH  
**HARVARD CENTER**  
**FOR HEALTH AND**  
**THE GLOBAL**  
**ENVIRONMENT**

COLLABORATIVE **RESPONSIVE TEAM**

# NEXT STEPS



# MULTIPLE ENGAGEMENT OPPORTUNITIES





# CAMBRIDGE

CITY WIDE MASTER PLAN

