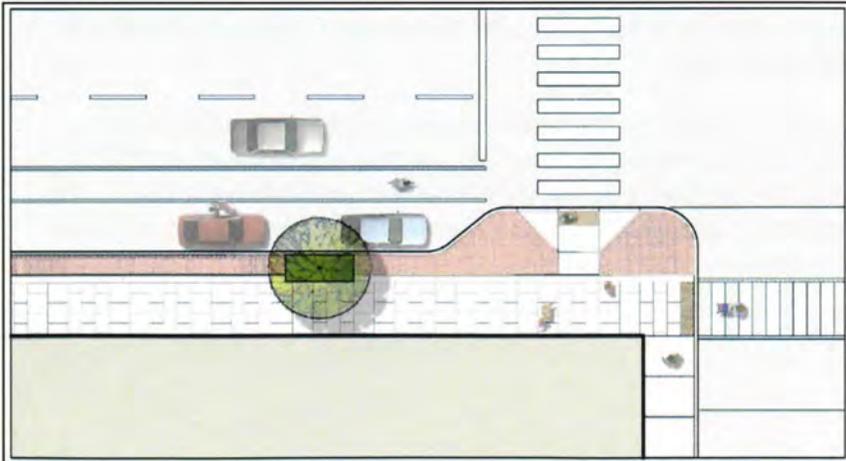
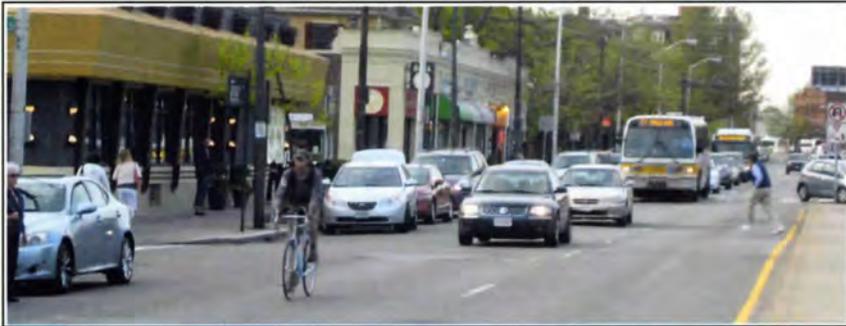




# MASSACHUSETTS AVENUE

Harvard to Porter Square – “THE AVENUE”

*Streetscape Master Plan  
& Public Infrastructure Standards*



**DRAFT**

**City of Cambridge**  
Community Development Department  
Department of Public Works

Fall 2012

## CREDITS AND ACKNOWLEDGMENTS

### Massachusetts Avenue / Harvard to Porter Square – “THE AVENUE”

---

#### *Streetscape Master Plan and Public Development Standards*

#### CITY COUNCIL

---

Henrietta Davis, <b>Mayor</b>	E. Denise Simmons, <b>Vice Mayor</b>	Leland Cheung
Marjorie C. Decker	Craig A. Kelley	David P. Maher
Kenneth E. Reeves	Timothy J. Toomey, Jr.	Minka vanBeuzekokom

#### CITY OF CAMBRIDGE

---

Robert W. Healy, <b>City Manager</b>	Richard C. Rossi, <b>Deputy City Manager</b>
--------------------------------------	--

#### CITY OF CAMBRIDGE STAFF

---

Brian Murphy, **Assistant City Manager for Community Development**  
Susan Glazer, **Deputy Director for Community Development**  
Sue Clippinger, **Director of Traffic, Parking and Transportation**  
Stuart Dash, **Director of Community Planning**  
Bill Deignan, **Transportation Program Manager**  
Susanne Rasmussen, **Director of Environmental and Transportation Planning**  
Robin Shore, **Graphics Director**  
Elaine Thorne, **Project Planner**  
Kathy Watkins, **Supervising Engineer**  
Owen O’Riordan, **Assistant Commissioner / City Engineer**

#### NEIGHBORHOOD ADVISORY BOARD

---

Emily Anderson	Ron Axelrod	Dennis Carlone	Charlie Christopher
Stephen Diamond	Fred Meyer	Ruth Ryals	Carol Weinhaus

#### CONSULTANTS

---

Halvorson Design Partnership,  
**Cynthia Smith**  
**Monique Hall**

#### ACKNOWLEDGEMENTS

---

The Community Development Department, Stuart Dash and Susanne Rasmussen co-managers, and William Deignan developed this streetscape master plan. Richard Rossi, Deputy City Manager formed a team and Steering Committee of Halvorson Design Partnership, Cynthia Smith Principal; Kathy Watkins and Owen O’Riordan, DPW; Sue Clippinger, Traffic and Parking; Fred Meyer, representing the Agassiz neighborhood; and Ron Axelrod, representing Neighborhood 9 to form and guide the streetscape master plan and infrastructure standards. Robin Shore, Graphics Director for the Community Development Department assisted with the layout and design.

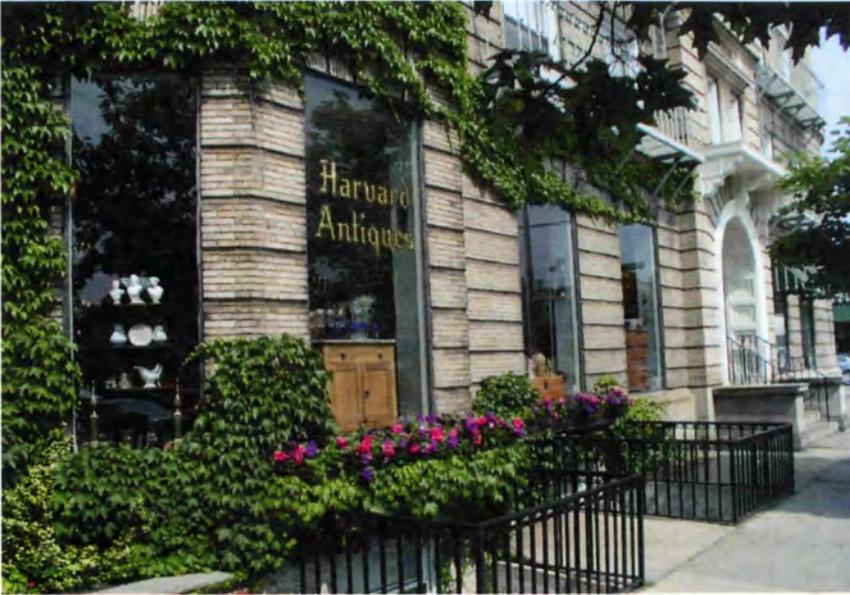
An interested Mass. Ave. Improvements Group representing the two neighborhoods provided support for three Public Meetings and conducted surveys on behalf the Community Development Department and included Ruth Ryals, Dennis Carlone, Carol Weinhaus, Charlie Christopher, Stephen Diamond, and Emily Anderson.

## TABLE OF CONTENTS

### Massachusetts Avenue / Harvard to Porter Square – “THE AVENUE”

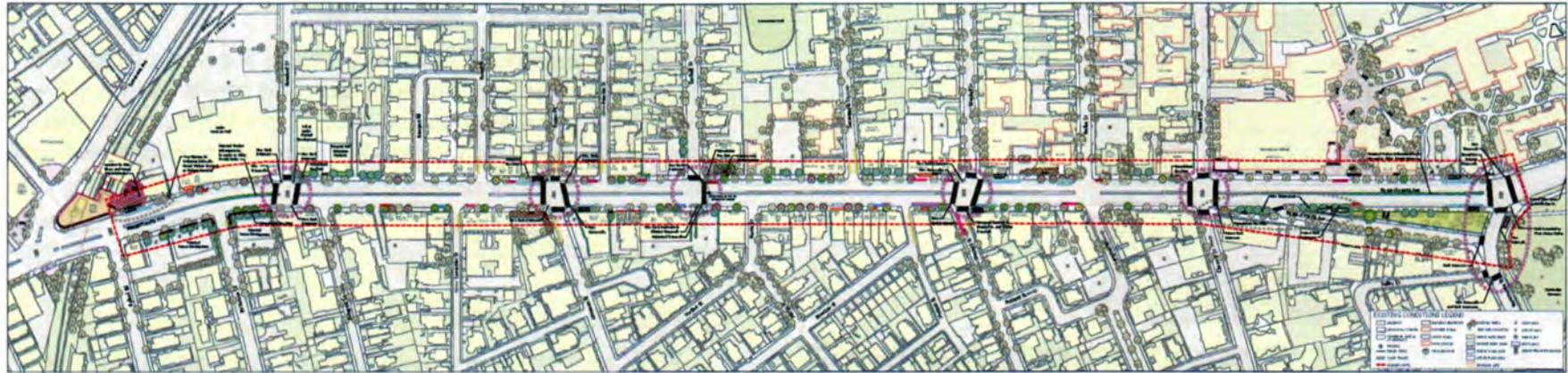
#### Streetscape Master Plan and Public Development Standards

<b>Credits and Acknowledgments</b> . . . . .	<b>2</b>		
<b>I. Introduction</b> . . . . .	<b>5</b>		
A. Issues Covered by the Master Plan . . . . .	6		
1. Pedestrian Safety			
2. Streetscape Improvements			
3. Identity of the Avenue / Neighborhoods			
B. The Master Plan Development Process . . . . .	7		
<b>II. Streetscape Master Plan –</b>			
<b>Waterhouse Street to Upland Road</b> . . . . .	<b>9</b>		
A. Porter Square (Roseland to Upland) . . . . .	12		
B. Linnaean Street to Roseland Avenue . . . . .	13		
C. Shepard/Wendell to Garfield Street . . . . .	14		
(The Demonstration Block) and up to Linnaean Street			
D. Waterhouse Street up to Shepard/Wendell . . . . .	15		
<b>III. Standards for The “Avenue”</b> . . . . .	<b>17</b>		
A. Automobiles, Bicycles, and Parking . . . . .	17		
B. Bus Stops . . . . .	17		
C. Curb Extensions & Use Allocation . . . . .	18		
D. Trees and Plantings . . . . .	18		
1. Tree Planting and Maintenance			
2. Tree Planting and Maintenance Options			
Type 1 - Continuous Tree-way:			
Type 2 - Tree Pit with Root Paths			
Type 3 - Back of Sidewalk on Public or Private			
Type 4 - Single Tree Pit			
Type 5 - Back of Sidewalk on Private Property			
3. Tree Pits - Planting and Grates			
4. Median Strip Plantings and Art			
5. Other Planting Opportunities-Public and Private			
6. Green Areas - Public Space Enhancement			
E. Sidewalk Surface Materials . . . . .	21		
F. Site Furniture . . . . .	22		
G. Lighting . . . . .	22		
H. Art and History . . . . .	22		
<b>IV. Traffic, Parking, and Curb Allocation</b> . . . . .	<b>23</b>		
A. Parking . . . . .	23		
B. Loading / Service Zones . . . . .	23		
C. Bus / Shuttle Stops . . . . .	23		
<b>V. Neighborhood Identity and History</b> . . . . .	<b>25</b>		
A. History . . . . .	25		
B. Art . . . . .	26		
C. Art and History Implementation . . . . .	26		
1. History			
2. Art			
<b>VI. Implementation and Phasing</b> . . . . .	<b>28</b>		
A. Short Term (within a year) . . . . .	28		
B. Medium Term (2-5 years) . . . . .	29		
C. Long Term (5-10 years) . . . . .	30		



*Public sector retail can embellish the public domain with planting in the setback zone.*





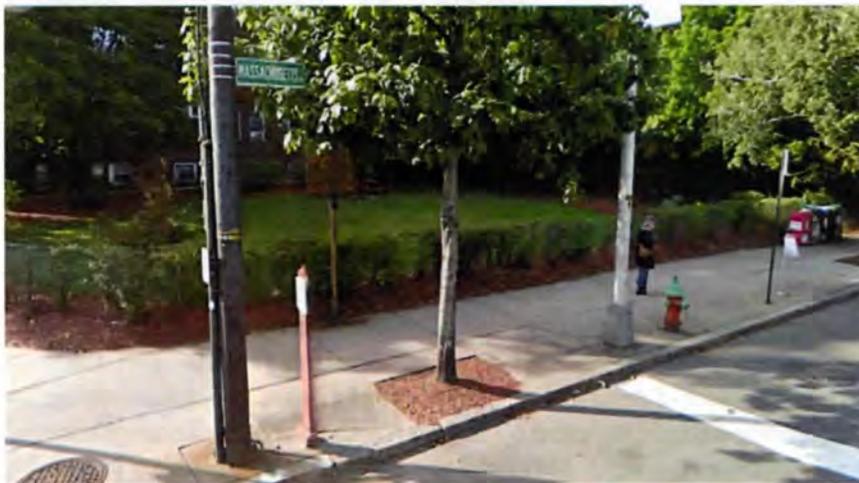
Overview of Master Plan Area: Upland Road to Waterhouse Street



## I. INTRODUCTION

In January 2011, the City of Cambridge Community Development Department started work on a Streetscape Master Plan and Public Development Standards for Massachusetts Avenue from the Waterhouse Street intersection to Upland Road. This document represents the final recommendations for this important section of Mass Ave (The Avenue), the commonground of Agassiz and Neighborhood Nine, which both define The Avenue and are enriched by it. The Avenue's role as the neighborhoods' commercial heart and social and pedestrian spine makes it arguably the area's most used and needed public space.

The master plan is an outgrowth of residents from these two neighborhoods working with Harvard University, and then Lesley University on their construction projects along this stretch of The Avenue. The universities have been supportive of improving this portion of Mass. Ave. thanks to what this area does to support their student's needs and their educational mission.



## A. ISSUES COVERED BY THE MASTER PLAN

Long-term issues along the Avenue include pedestrian safety; the condition of street trees and sidewalks. This part of Mass Ave has not seen full scale improvement since 1956 when the trolley was removed, the paved road widened, great mature trees uprooted, and sidewalks reduced by six feet in width. True to the 1950's, these 'improvements' were all car-oriented and The Avenue's pedestrian grandness was reduced.

### 1. PEDESTRIAN SAFETY

Pedestrian activity and needs have changed dramatically over the past 50 + years and streets don't always reflect this. Side streets that were two-way are now one-way yet still have the same curbs. Additional pedestrian crossings across The Avenue are needed and will serve to help to strengthen both the social and business climate of The Avenue. Successful retail districts have crossings every 200 to 250 feet. The width of pedestrian crossing needs to be reduced.

### 2. STREETScape IMPROVEMENTS

According to the city arborist, the average Mass. Avenue tree lives approximately 8 years. To stimulate economic vitality and growth that is supported by the abutting neighborhoods, improvements need to be made that will maintain a healthy arboreal community. Improvements should be sustainable so that in the next 10 to 20 years, trees are healthy and thriving and sidewalks encourage greater public use and activity. The Avenue is the community's main public space.

### 3. IDENTITY OF THE AVENUE

Once known (between 1838-and 1895) as North Avenue, a beautiful street of mid to late-19<sup>th</sup> century residences, this por-



tion of Mass Ave is not only rich in history and an emerging arts education district but is also home to a unique blend of retail/restaurant businesses, most of which are locally owned and run. The Avenue is only waiting for restoration and polishing.

Implementation of improvements, while ideally done completely in one phase, needs to consider the potential impact on businesses and the neighborhoods, and the availability of funding. Given these considerations, a phased development of The Avenue over the next five to ten year period is not only realistic but doable.

#### **B. THE MASTER PLAN DEVELOPMENT PROCESS**

The City established a Steering Committee consisting of neighborhood representatives from the Agassiz Neighborhood Council and Neighborhood Nine, representatives from the numerous City of Cambridge departments and landscape design consultant Halvorson Design. The City's Community Development Department headed the master plan development with assistance from Traffic & Parking and Transportation and Public Works. This Steering Committee met approximately twice monthly from January through July 2011 with additional meetings in the fall.

As part of the development process, the City held three major community meetings for input and feedback from residents and several smaller meetings with business owners along The Avenue. In addition, two surveys were conducted: one business survey of parking and loading requirements and one on-line community survey. The resulting public input, largely supportive, is included in this report.



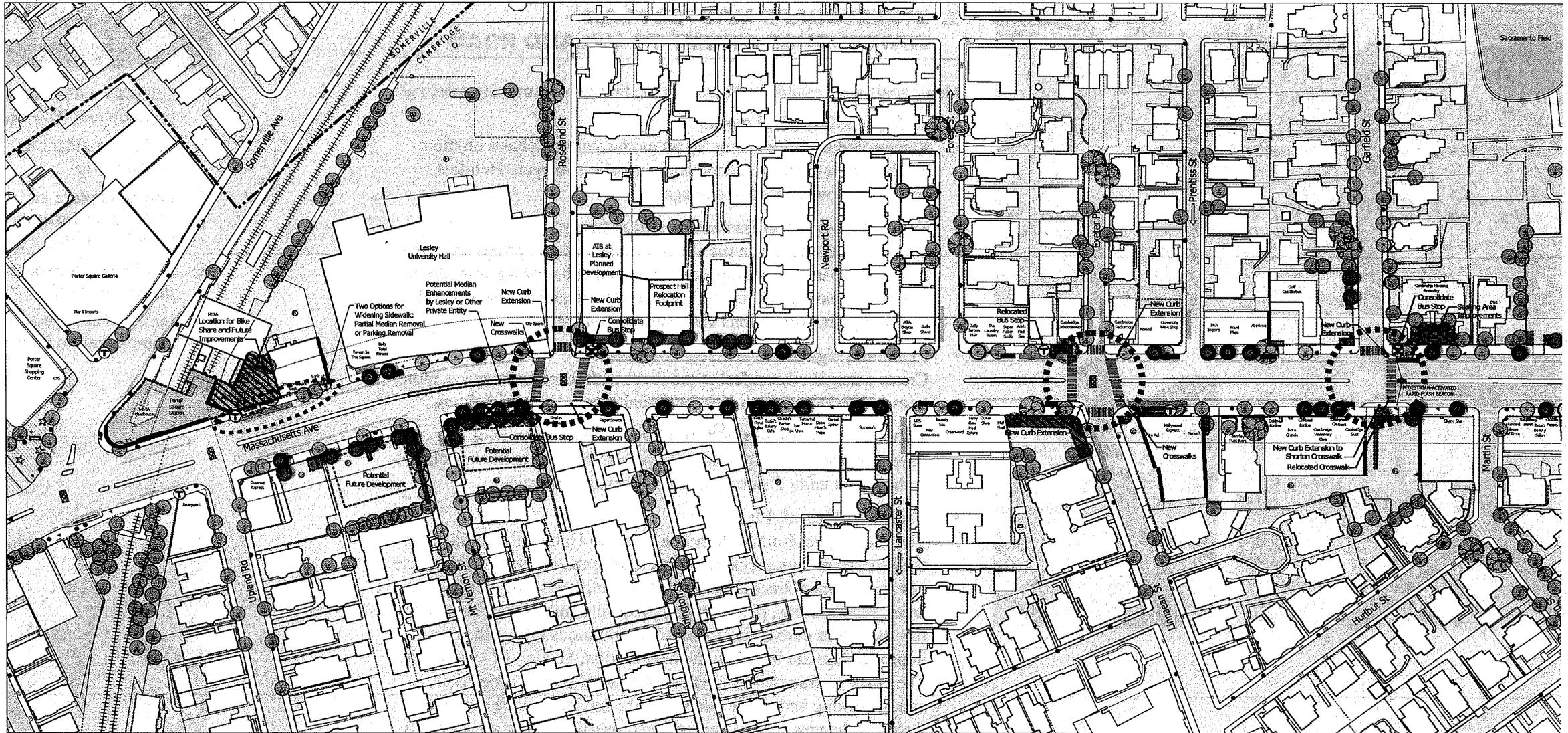




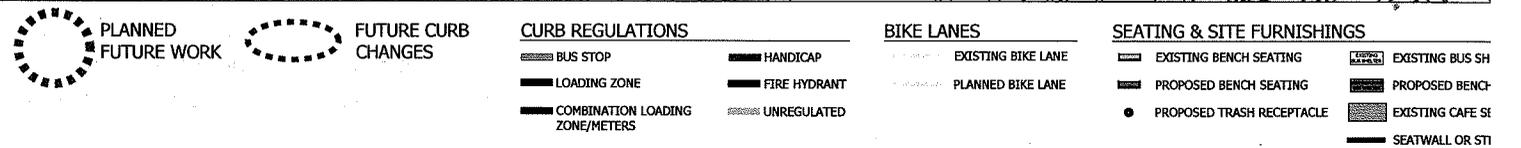
## II. STREETScape MASTER PLAN – WATERHOUSE STREET TO UPLAND ROAD

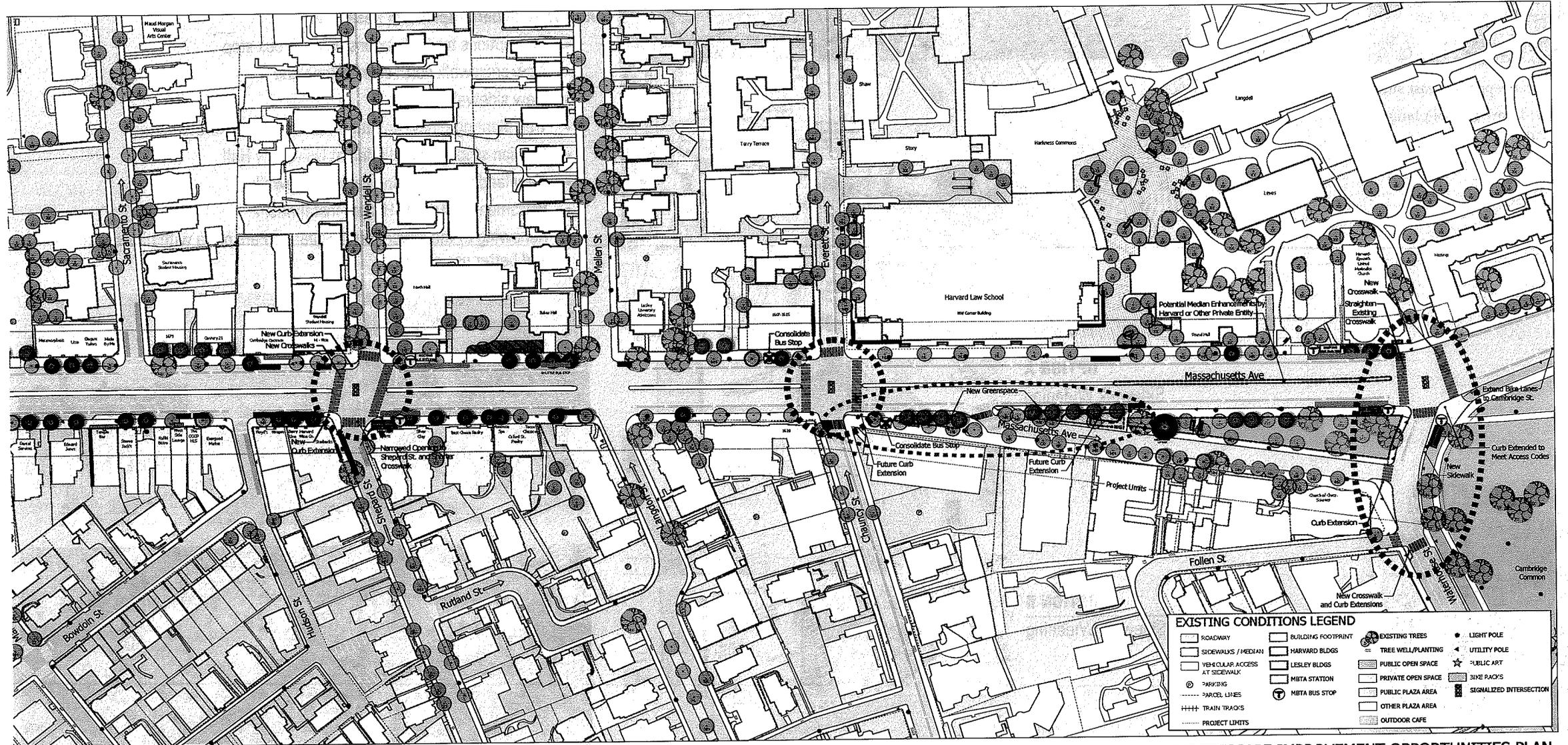
Major goals were established based on the first two community meetings:

- **Improve safety of all modes**  
Review and improve safety for all modes with emphasis on more and better un-signalized pedestrian crossings, bicycle facilities, access improvements and signage.
- **Support diversity of businesses and retailers**  
Create visual interest on the street through design options such as changes to parking, adding street furniture and new lighting, decorative accent paving, increased sidewalk dining and permanent and temporary art installations and historical markers.
- **Promote neighborhood street character**  
Create a neighborhood feel to the street with more green space, more trees, enhanced opportunities for casual encounters, and lighting.
- **Enhance the sense of place and identity of the corridor**  
Layer improvements that build on the varied character of the street/neighborhoods yet unify The Avenue as one singular destination.
- **Create an Overall Plan**  
The overall plan from Waterhouse Street to Upland Road illustrates the pedestrian improvements, streetscape enhancements that include new/replacement trees and sidewalk layout, landscape planting areas, seating areas, placement of street furniture and updated lighting, as well as curb extensions and a continuous bike path. These improvements are based on the next section, Section III- Standards. The cross-section of The Avenue illustrates how the pedestrian zones, parking and traffic lanes, and the median will be modeled. Because changes will be implemented overtime, there are currently no changes projected to the existing concrete median other than at two “entry points” – in front of the Harvard Law School, and in front of Lesley’s University Hall. A continuous bicycle lane will be added.



CITY OF CAMBRIDGE  
 COMMUNITY DEVELOPMENT DEPARTMENT  
 LOWER MASSACHUSETTS AVENUE - CONCEPTUAL STREETScape MASTER PLAN  
 HARVARD TO PORTER SQUARES (WATERHOUSE STREET TO UPLAND ROAD)  
 HALVORSON DESIGN PARTNERSHIP  
 Revised September 13, 2012



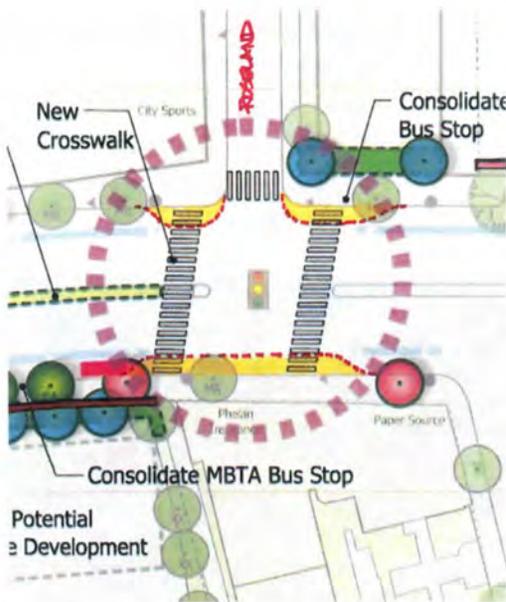
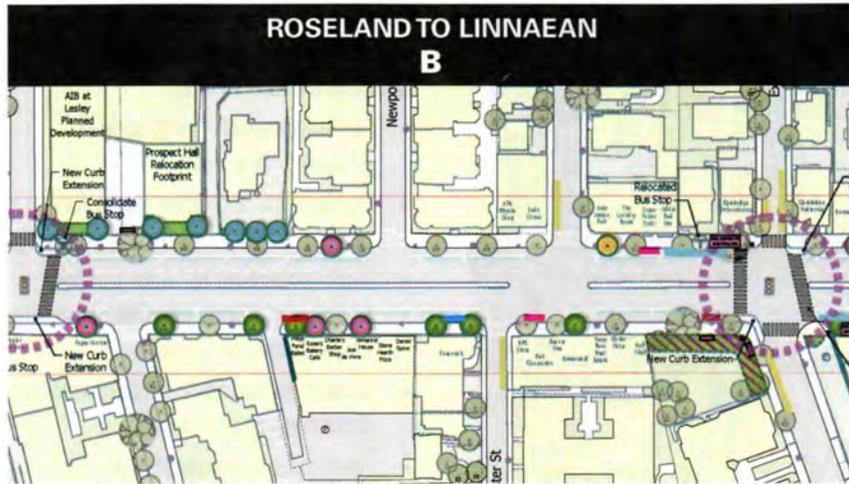


STREETSCAPE IMPROVEMENT OPPORTUNITIES PLAN

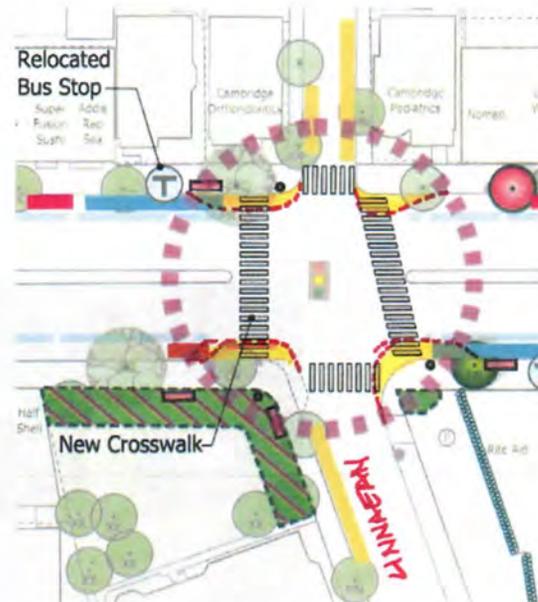
<b>STREET TREES</b>	<b>LANDSCAPE IMPROVEMENTS</b>	<b>LANDSCAPE ENHANCEMENT OPPORTUNITY</b>
[Symbol] FILTER OR BUS SHELTER ATING	[Symbol] LANDSCAPE IMPROVEMENT OPPORTUNITIES ON PUBLIC PROPERTY	[Symbol] LANDSCAPE ENHANCEMENT OPPORTUNITY
[Symbol] [Symbol] EXISTING TREES	[Symbol] LANDSCAPE IMPROVEMENT OPPORTUNITIES ON PRIVATE PROPERTY	[Symbol] GREENWALL OPPORTUNITIES ON PRIVATE PROPERTY
[Symbol] [Symbol] REMOVE & REPLACE EXISTING TREES	[Symbol] PUBLIC PLAZA IMPROVEMENT OPPORTUNITIES	
[Symbol] [Symbol] POTENTIAL NEW TREES		
[Symbol] [Symbol] POTENTIAL NEW TREES IN EXISTING EMPTY TREE WELL		
[Symbol] [Symbol] POTENTIAL NEW TREES (BACK OF SIDEWALK)		







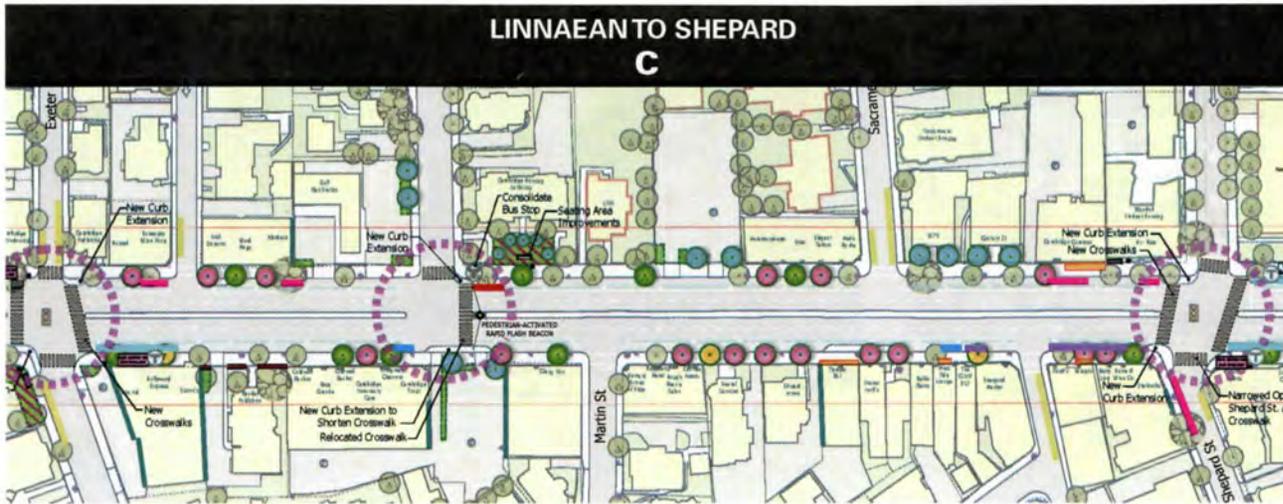
**PROPOSED ROSELAND**  
Intersection Improvements



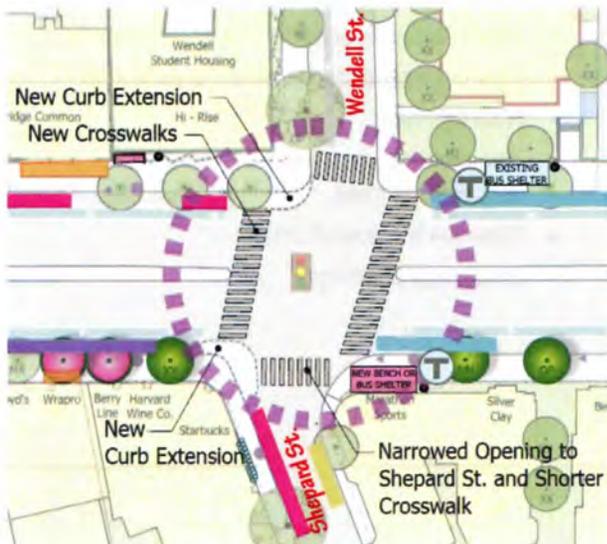
**PROPOSED LINNAEAN / EXETER**  
Intersection Improvements

**B. Roseland Avenue to Linnaean Street**

- Curb extensions at many intersection corners
- New crosswalk at north side of Linnaean St.
- Future possible crosswalk at Forest Street
- New sidewalks
- Tree planting- new and replacement of deteriorated trees
- New seating opportunities
- Landscape plantings



Area of Demonstration Block



**PROPOSED SHEPARD/WENDELL**

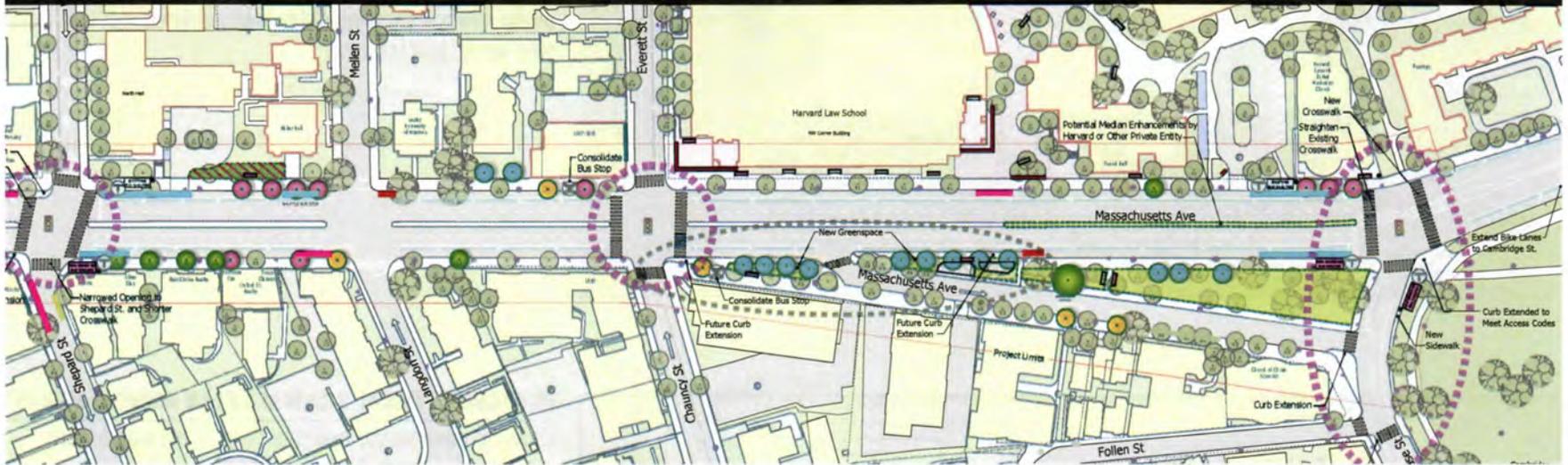
**Intersection Improvements**

**C. Linnaean Street to Shepard/Wendell and to Garfield Street (The Demonstration Block)**

- New crosswalk north side of Shepard/Wendell
- Pedestrian activated rapid-flash beacon at Garfield Street crossing
- Curb extension for cafe outdoor seating or future possible crossing at Sacramento Street
- Curb extensions/shorter crossing distances at crosswalks
- New sidewalks west side in demonstration block
- Tree planting- new and replacement of deteriorated trees
- Small landscape planting areas
- Seating area opportunities
- Placement of Art and History installations



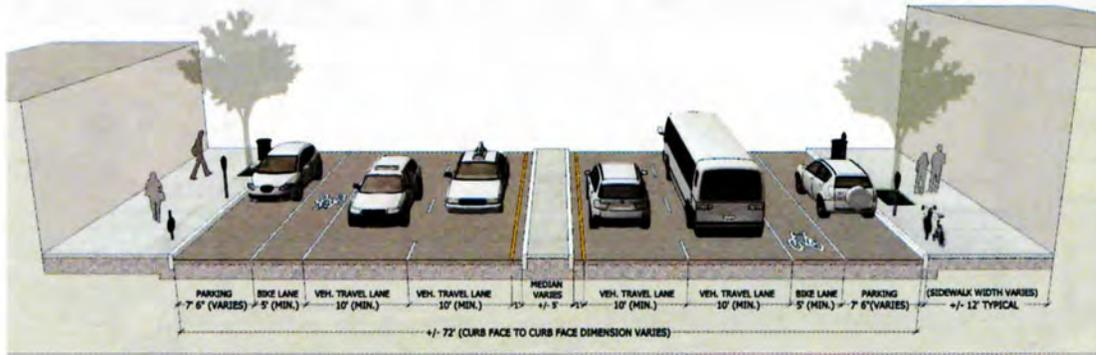
**SHEPARD TO WATERHOUSE**  
**D**



**D. Shepard/Wendell to Waterhouse Street**

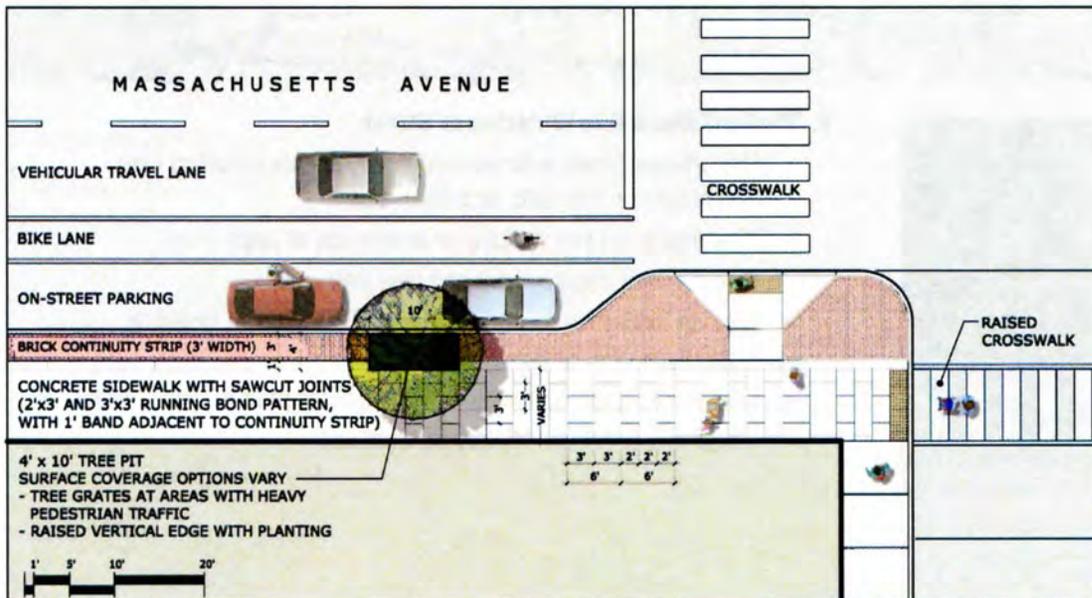
- Waterhouse Street intersection improvements including new crosswalks on the north and south side
- New/realigned sidewalks with extensions at pinch point
- Tree planting- replacement and new tree wells
- Median landscape planting at Harvard Law School including installation of irrigation
- Create new green space by realigning curbs prior to "little" Mass. Ave.
- Placement of Art and History installations

**THE AVENUE - STREETSCAPE**



**PROPOSED TYPICAL CROSS-SECTION**

of the Avenue showing sidewalks, parking, bike lanes, and roadway



**PROPOSED TYPICAL SIDEWALK PLAN IMPROVEMENTS**

showing pavements, tree plantings, crosswalks, curb extensions, and roadway



### III. STANDARDS FOR THE "AVENUE"

The standards for this section of The Avenue were developed based on the following criteria:

- Long-term cost effectiveness, sustainability and urbanity
- Consistency, with City standards yet identifiable to The Avenue
- Ease of maintenance/sub-surface repair and replacement

#### A. AUTOMOBILES, BICYCLES, PEDESTRIAN AND PARKING

- Visible and clear signalization and signage
- Bicycle lane the entire length
- Metered parking to encourage frequent turnover for business customers
- Crosswalks on all sides of intersections where feasible
- Rapid flash beacon or similar treatment at unsignalized crossings of the Avenue

#### B. BUS STOPS

- Identifiable and attractive shelters and benches & trash receptacles at all stops
- If adjacent area permits, locate bus shelter off sidewalk onto public owned space (Little Common) or, with permission, private institutional lawn/landscape (Harvard North Hall similar to JFK Street bus shelter at Kennedy School) or incorporated into proposed/existing buildings (Lesley Art Institute proposed overhang)
- Consolidate bus stops and placement for optimum parking/plantings, other improvements



**C. CURB EXTENSIONS & CURB USE ALLOCATION**

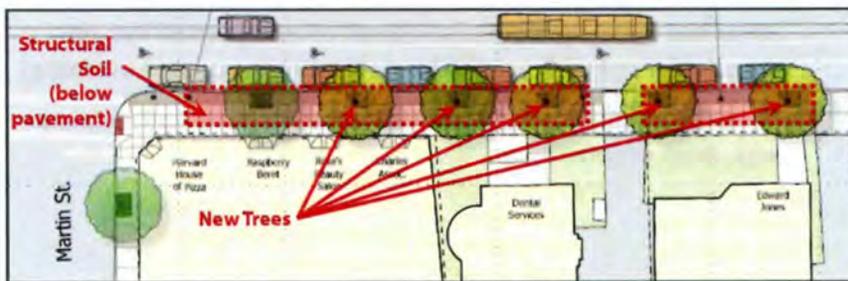
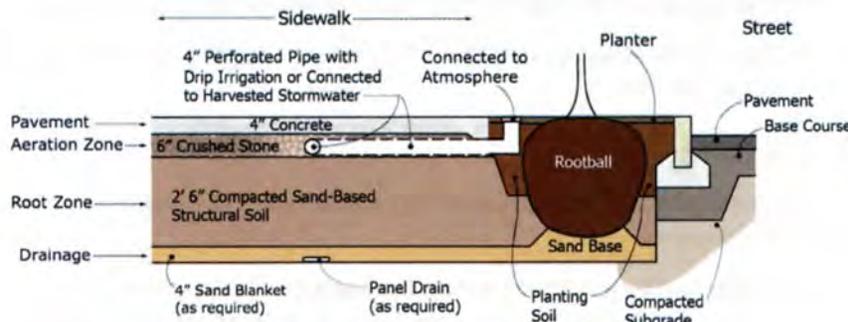
- Curb extensions at crosswalks to shorten crossing distance for young children, elders and accessibly challenged and to provide more visibility to drivers, bicyclists and pedestrians
- Curb extensions at chronic illegal parking too close to a corner blocks sight lines
- Convert parking spaces to group bicycle parking to free up tight sidewalk space and increase number of bicycle parking spaces
- Curb extensions with additional sidewalk space for cafes or additional landscape plantings/natural drainage and pedestrian safety
- Parking spaces could be temporarily converted to support seasonal uses: such as sidewalk cafes, bike parking/bike share.

**D. TREES AND PLANTINGS**

**1. TREE PLANTING AND MAINTENANCE**

Extensive development of this important feature to The Avenue identified the need for large soil volumes, minimizing salt intrusion, watering plan, soil aeration, and a long-term maintenance plan. There are 26 different species currently along the Avenue and tree pits vary in size. Approximately 25 trees need replacement and there are 32 potential new tree locations.

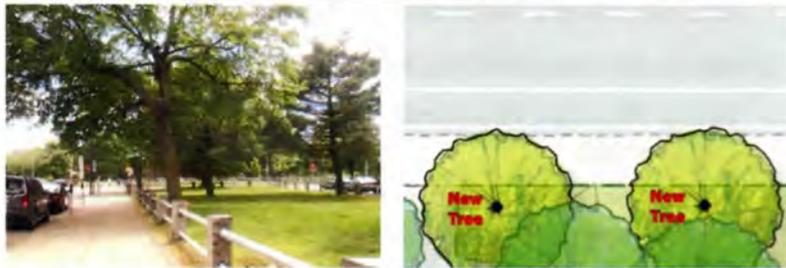
- Tree size minimum 3” caliper and 4’ X 10’ pit size and 600 ft. soil volume
- Tree grates at heavily traveled areas and low fencing and plantings groundcover at pit opening to fit condition



Type 2 - Tree Pit with Root Paths



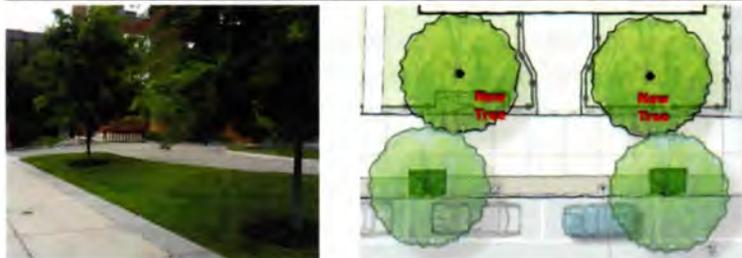
Type 3 - Back of Sidewalk on Public or Private Property



Type 4 - Single Tree Pit



Type 5 - Back of Sidewalk on Private Property



## 2. TREE PLANTING AND MAINTENANCE OPTIONS

Chosen methods for planting new trees are based on conditions and locations. The various options are:

### Type 1 - Continuous Tree-way –

Sand based structural soil (SBSS) under sidewalk

### Type 2 - Tree Pit with Root Paths –

constructed root paths to neighboring soil volumes

### Type 3 - Back of Sidewalk on Public or Private Property –

landscaped areas not adjacent to curb/roadway

### Type 4 – Single Tree Pit –

tree pit with no extended soil volumes and/or consider longer tree pit or clump of trees with irrigate/maintenance agreements of abutter/neighbors

### Type 5 – Back of sidewalk on private property –

an enhancement of, not replacement, for street trees

## 3. TREE PITS - PLANTING AND GRATES

The approach for tree bases/pits for the Avenue plans two options:

- Tree Grates in locations where additional sidewalk with is needed such as outdoor dining or very active businesses with loading
- Planting areas with three sided small fence would enclose planted areas where width was not an issue

Currently there are planted tree pits and grates along the Avenue. Each location would be evaluated for the appropriate treatment working with individual abutters.

Median Strip Planting



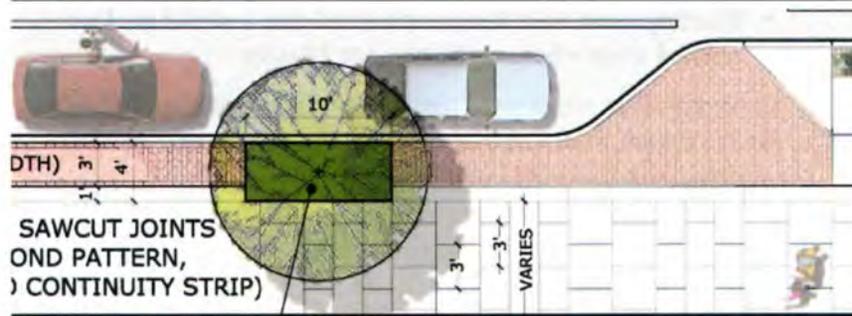
Green Walls - Vertical Planting



Rain Garden at Curb Extension



Rain Garden at Curb Extension



4. MEDIAN STRIP PLANTING AND ART AREAS

Two areas for planting and art are planned on the median strip at both ends, “bookending” the Avenue.

- Opposite the Harvard Law School south of Waterhouse Street is planned as a planted median being the southerly “bookend of the Avenue and helping define the entry to the Law School
- Opposite University Hall south or north of Roseland Avenue is planned as a planted and/or art installation in the median reflecting the new Art Institute of Boston building

5. OTHER PLANTING OPPORTUNITIES-PUBLIC AND PRIVATE

- Accent Plantings: Flowerbeds, flowerpots, special outdoor café plantings
- Raised planting areas: at curb extensions, back of sidewalk especially along apartment building frontage without at-grade retail
- Parking lot edges: cooperation with landowner, 3’ height and depth recommended, e.g. ChangSho lot, and the extensive frontage there
- Green walls: vertical planting “cell” structures, vine plantings/ climbers
- Rain gardens: identify possible areas at possible curb extensions

6. GREEN AREAS

The Avenue benefits from green areas existing in front of buildings and behind the sidewalk. There are other opportunities for green areas to enhance the Avenue



### Public Space Enhancement

- Institutional green spaces along the Avenue for seating areas and landscape plantings, especially where retail frontage is not continuous – Harvard Law’s North Hall, Lesley AIB
- Bus stop seating and landscaped areas at Garfield St, Wendell St, and other areas where feasible
- Porter Square T Station plaza changes for better pedestrian circulation and bus stop users
- Adjacent private green areas
- Potential mini park area at Linnaean St. and at North Hall-Harvard Law School (between Mellen and Wendell) need further study

### E. SIDEWALK SURFACE MATERIALS

Consistent, unique sidewalk material (textures, color, design, and pattern design) is one of the most definable characteristics that can be used to identify/unite a district /area. The sidewalk materials and design layout for The Avenue, which must meet all ADA/AAB regulations, will include:

- 3’ to 4’ wire cut traditional red brick edge at the curb with sand base structural soil sub-permeable base for continuous tree/ planting irrigation, which will align with 4’ wide tree grate locations
- saw-cut/hand-tooled primary poured concrete walking surface with possible markers – (carved stone or cast bronze historical markers)- illustrating “The Avenue”/neighborhoods’ history

Quality control of concrete placement, finish and curing is vital to long lasting pavement life and the quality consistency to keep sidewalk color, finish, and consistency for the Avenue.



## F. SITE FURNITURE

As part of the new sidewalk, site furniture should integrate with new materials and be amenities that serve contiguous uses as gathering or sitting areas

- Strap benches – black powder coated finish
- Trash receptacles – strap receptacles or solar powered compactors
- Recycle receptacles – blue powder coated finish
- Bike rack – post and ring style of color-galvanized steel {or recent CAC bike racks}

## G. LIGHTING

Lighting with an appropriate light level and design consistent with the desired neighborhood feel of "The Avenue"

- 1907 Teardrop Replica fixture w/energy efficient LED lighting roadway
- Acorn fixture w/energy efficient LED lighting - pedestrian scale

## H. ART AND HISTORY

In order to emphasize two unique characteristics of "The Avenue" - a rich history from the 1700's and two art institutions on The Avenue; areas are identified for permanent and temporary art

- Carved stone or cast bronze markers in pavements
- Areas designated for art installation in the public way or on private property
- Brief historical text additions to street names signs
- Signs/markers on buildings with a consistent framework
- Art/history installations at bus stops



## IV. TRAFFIC, PARKING, AND CURB ALLOCATION

The master plan developed a logical and effective placement of parking, loading zones, bus stops, landscaped areas, and curb extensions to slightly increase the number of parking spaces on the Avenue. Each item in this curb use allocation has a context:

### A. PARKING

- Metered parking encouraging frequent turnover for business customers
- Additional side street parking, perhaps depth of business zoning district (generally 100 feet), in designated areas on a street by street basis in coordination with City's Traffic and Parking Department

### B. LOADING / SERVICE ZONES

- Accommodate loading to avoid double parking/blocking of bike lane
- Loading zones large enough for multiple adjacent businesses users
- Timed loading zones near businesses that typically generate frequent double-parking, e.g. coffee shops
- Where feasible locate loading zones at beginning or end of block for ease of access

### C. BUS / SHUTTLE STOPS

- Locate stops near likely high usage destinations and near intersections and crosswalks
- Provide amenities like seating and bus shelters where possible
- Locate at far-side of signalized intersection to avoid bus delayed by signal and easier pull in and out
- Include art and/or history installations when possible





North Avenue Congregational Church, 1803 Massachusetts Avenue, after 1906. Society for the Preservation of New England Antiquities photograph. Looking north toward Porter Square, showing relocated church with acroteria, corner turrets, and dome (added 1906). Also showing mansard house at 1797 Massachusetts Avenue (demolished 1920).

## V. NEIGHBORHOOD IDENTITY AND HISTORY

The Avenue between Waterhouse Street and Upland Road has a rich history and, with the new additions of the Maud Morgan Art Center and Lesley University Art Institute of Boston, promises to be a vibrant arts education center. The Master Plan's captures these two major themes of *Art* and *History*. An enriched Avenue will reflect the character of the contiguous neighborhoods, encourage visitors, and improve the business climate for neighborhood businesses.

### A. HISTORY

This stretch of Massachusetts Avenue was long named North Ave. The Avenue dates back to about 1636, when northwest Cambridge and Arlington formed a precinct called Menotomy. In 1775 George Washington took command of fledging troops on the Cambridge Common to form the U.S. Army.

Many streets that branch off The Avenue are named after people and events that have local and national significance. For example, Waterhouse Street is named after Samuel Benjamin Waterhouse, the doctor who introduced inoculation for disease, and Garfield Street was named for President Garfield after his assassination in 1881. These historical highlights could be incorporated in the Master Plan in the following ways:

- Sidewalk markers that briefly describe historical fact
- Street sub-signs for each historic street, noting the historical significance
- Plaques on buildings to denote the historical significance of the building or location

Historical plaques and sidewalk markers should incorporate a graphic component rather than plain text.



## B. ART

Two significant art institutions- Maud Morgan Visual Arts Center and the Lesley University's Art Institute of Boston reinforce an already active artist community surrounding Porter Square. The inclusion of art into the streetscape enhances these two institutions and celebrates the culture of this area. Art will improve the visual quality of The Avenue and stimulates local businesses. In turn, these businesses that serve the arts market benefit the area institutions. The Master Plan could integrate art in a number of ways, such as:

- Sidewalk markers and defined pavement areas for art representations
- Art installations with or without landscaping in the median strip opposite Lesley's University Hall
- Playful, interactive sculptures, like the famous "make way for ducklings" at the Boston Common
- Temporary art installations supplied by the Maud Morgan and Art Institute of Boston at bus stops and seating areas
- Murals or other paintings displayed on building walls
- Ephemeral art, while not part of the physical master plan would be another component helping to bring life and vitality to the Avenue

## C. ART AND HISTORY IMPLEMENTATION

### 1. HISTORY

Significant research into the History of The Avenue and the abutting streets has been done by Fred Meyer, head of The History Committee of The Avenue. This research along with other details from the Cambridge Historical Society, and Commission (working with the city and the two abutting neighborhoods) would be available for use in the implementation phases. A consistent marker and signage system would be developed to ensure con-

**ARTS ON THE AVENUE / IMPLEMENTATION MATRIX**

<b>Items</b>	<b>Who Proposes</b>	<b>Who oversees &amp; decides</b>	<b>Where funds originate</b>
<b>Street Furniture/ plantings</b>	Store owners/ renters in front of their store	Guidelines established in Master Plan	Store or property owner (or collaborations with art institutions/ arts city, art grants)
<b>Street Furniture as public infrastructure, i.e bike rack, benches, bus shelters, etc.</b>	City and neighborhood groups, store owners/renters	The Arts Committee of The Avenue	City, individuals, groups, businesses, art institutions, grants
<b>Art-Temporary</b>	Institutions, store owners, renters, Individuals	The Arts Committee of The Avenue	City, individuals, institutions, groups, businesses, grants
<b>Art-Permanent, large installations</b>	Institutions, City, group of local store owners, group of citizens, individuals	The Arts Committee of The Avenue	Institutions, City, individuals, businesses, grants
<b>Art-Permanent, small installations, such as sidewalk markers.</b>	Institutions, City, businesses, individual or group of citizens	The Arts Committee of The Avenue	Institutions, City, individuals, groups, businesses
<b>Art-Ephemeral</b>	Arts community, Institutions, businesses, and city wide input	The Arts Committee of The Avenue	Institutions, City, individuals, groups, businesses

tinuity and sustainability. The historic markers should have a graphic “logo” as well that would serve to “identify” the unique character of The Avenue.

A committee, including members of The History Committee of The Avenue, with advice from the Cambridge Historical Society, and the city’s landscape architect, would develop a history master plan of significant places along The Avenue. Following the historic marker master plan, standard markers will be designed and the group will meet periodically with Public Works to discuss implementation. These standards will be made public as well as the process to allow for changes/additions to the historical markers and plaques.

**2. ART**

Art installations should grow out of collaboration with the three art and design institutions along The Avenue working with a small neighborhood group on selection and installation. (This is not to exclude individual artists coming forward with an idea.) The matrix to the left describes items of art envisioned along The Avenue and those likely to propose them. It also identifies the group deciding what is finally selected. Likely funding sources are identified, although this is, by no means, a complete list. The process for small installations should be simpler to encourage ongoing art displays along the entire stretch of The Avenue. For example, art embedded in sidewalks should have an approved set of standards (size, locations, materials, height, etc.), which can change over time.

A committee composed of this neighborhood representatives, two business representatives and two representatives of the Cambridge Arts Council could be the make-up of the “Arts Committee of The Avenue” as identified in the matrix.



## VI. IMPLEMENTATION AND PHASING

Implementation of the Master Plan is projected over a five to seven year period. (various time frames are referenced herein) Some projects, which have been in the “pipeline”, are based on early work of the neighborhood groups initiating this master plan and on agreements with Harvard and Lesley Universities. Other projects are projected based on existing and available future funding. Any major reconstruction of the roadway and the median can only be projected to happen many years from now.

Improvements have been categorized based on known project information or anticipated time frames, which are approximate.

### A. SHORT TERM (WITHIN A YEAR)

- Reconstruction of three intersections with an additional crosswalk and/or curb extensions, and compliant pedestrian ramps across Mass. Ave. (Waterhouse, Shepard, Linnaean)
- Relocation of crosswalk with curb extensions and pedestrian actuated flasher; landscaped curb extension/possible rain garden (Garfield)
- Re-paving of travel lanes and striping of bike lanes between Everett and Arlington streets as mitigation funds permit
- Curb use changes made as needed for bicycle lane and as bus stop changes are implemented

Implemented on an ongoing basis without a particular time frame:

- Installation of additional benches
- Completion of curb use changes to accommodate loading and parking needs
- Installation of Bikeshare station- (one station is planned at Porter Square and additional bike racks will be installed where



needed, including corrals, if demand warrants in particular areas.

- Removal of dead trees and planting of new trees in areas of “planned future work”

#### **B. MEDIUM TERM (2-5 YEARS)**

- Relocation of crosswalks at Roseland intersection; to be completed by Lesley in conjunction with AIB Building
- Landscaping/seating improvements at Little Common and sidewalk added on Little Mass. Ave. up to Waterhouse Street
- Demonstration Block (Shepard to Garfield) built to new standards
- Bus shelters repositioned or installed where possible (narrow or full size)
- New pocket-park/seating at CHA or Harvard property
- Curb extensions with landscaping built in
- Landscaped areas and green walls installed at one or more private locations

Implemented on an ongoing basis with no particular time frame:

- Installation of additional benches
- Completion of parking and curb use changes to accommodate loading and parking needs
- Removal of dead trees and planting of new trees in areas of “planned future work”



**C. LONG TERM (5–10 YEARS)**

- Curb pulled out between Chauncy and Waterhouse for additional landscaping and widened sidewalk at MBTA vent
  - Removal of median between Upland and Mt. Vernon and/or relocation of MBTA lower plaza to widen sidewalk in front of Commonwealth Lock and accommodate bicycle lanes and install landscaped area with art installation appropriate to the Porter Square entry to The Avenue.
  - Additional blocks of sidewalk reconstructed as opportunities arise
  - Conduit and infrastructure for new lighting system. 1907 and Acorn fixtures installed when infrastructure is complete and funding is identified
  - Add landscaping to the median near Waterhouse St. and art installation at the median in front of University Hall north of Roseland
  - Historical markers installed in sidewalk or as sub-street signs
  - One or more additional seating areas/pocket parks installed
- Implemented on an ongoing basis without a particular time frame:
- Installation of additional benches
  - Removal of dead trees and planting of new trees in areas of “planned future work”

