

Area Four Neighborhood Study Update

City of Cambridge

Community Development Department

March 27, 2010

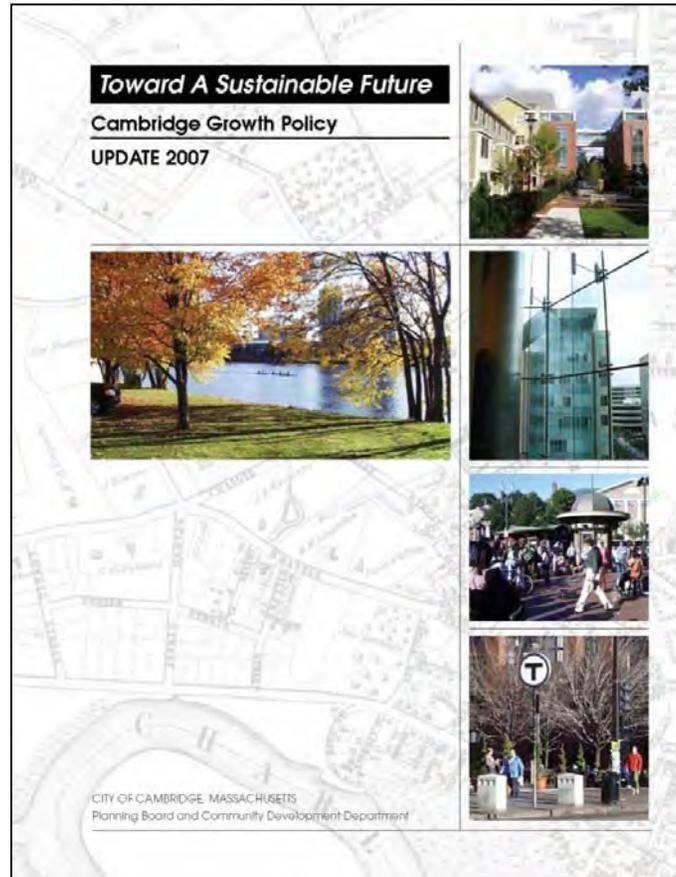
What is City Planning?

- Providing a vision for the city's future
- Managing city growth over time
- Creating a more livable city

How does Planning Work?

- City ordinances, policies (Zoning and others)
- Public investment in transportation, open space
- Programs and services

What Guides Cambridge's Planning Today?



- Growth Policy (1993, 2007)
- “Citywide Rezoning” (2001)
- Topic-Specific Studies:
 - Green Ribbon Open Space (2000)
 - Climate Protection Plan (2002)
- Area-Specific Studies:
 - Eastern Cambridge (2001)
 - Concord-Alewife (2006)
- **Neighborhood Studies and Updates (1989-present)**

Overall City Goals

- Serve a diverse population
- Good housing, neighborhoods
- Sustainable living
- Beautiful parklands and pathways
- Healthy economic base – jobs, retail
- High-quality city services
- Public process to address growth

Area Four: At a Glance



- Of the neighborhood's 7,000+ residents ...
 - ~ 23% are under 18 years old (vs. 13% citywide)
 - ~ 79% have a high school degree (vs. 90% citywide)
 - ~ 46% white, 30% black, 8% Asian, 16% mixed-race or other
 - ~ 32% are foreign-born (vs. 25% citywide)

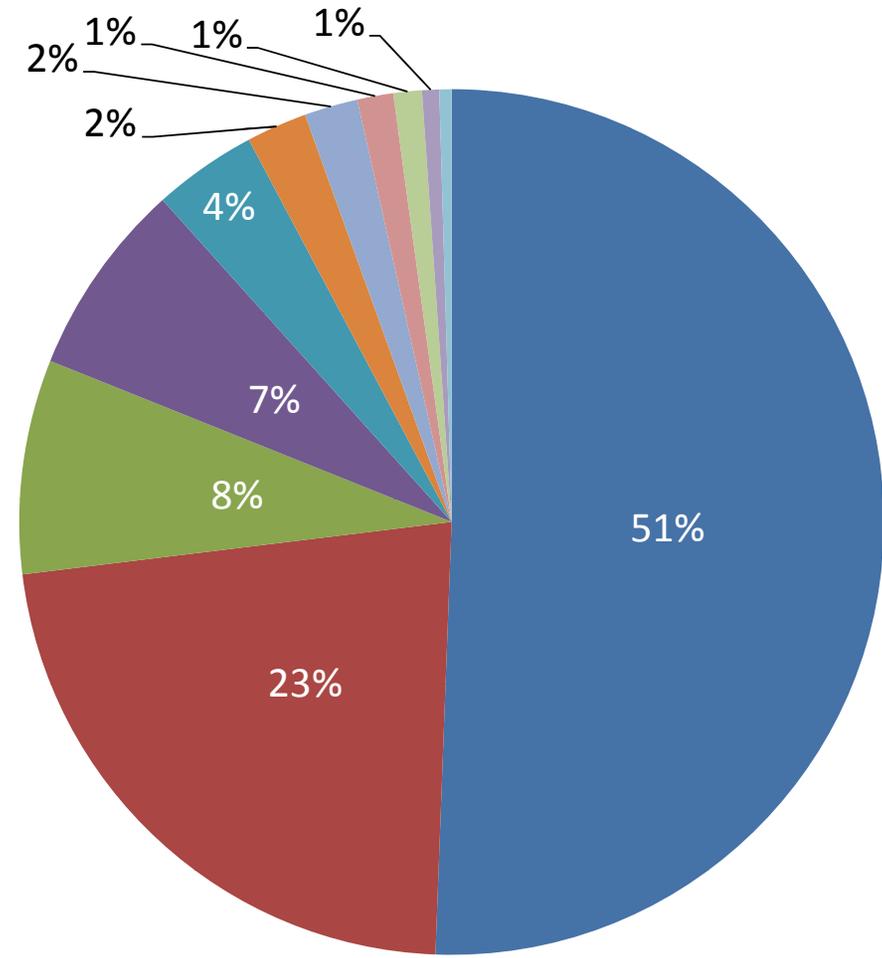
Source: US Census, 2000

Neighborhood Planning Topics

- Land Use (Zoning, Urban Design)
- Transportation
- Housing
- Economic Development
- Open Space

Land Uses in Area Four

Land Uses by Area (excluding roads)

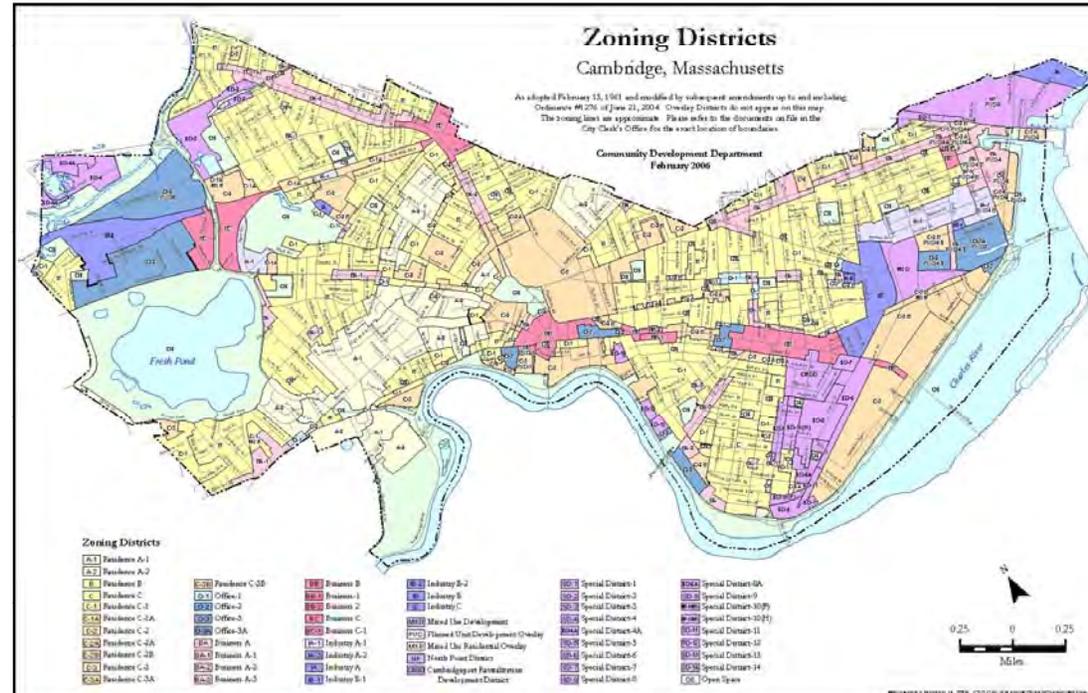


Source: Cambridge Assessing Department



- Residential
- Commercial
- Education
- Parking
- Public Open Space
- Religious/Charitable
- Mixed Use
- Vacant
- Industrial
- Health

Land Use Goals



- Support a healthy mix of uses
- Preserve existing character where appropriate
- Support housing, economic growth
- Address impacts of development

Existing Residential Neighborhoods



- Maintain pattern of development
- Rehabilitate existing housing stock
- New housing at existing height and scale

Retail and Office Districts



- Support new retail where it exists
- Allow new housing
- Stronger urban design and project review standards

Universities

- Contain future growth within existing campus
- Restrict growth into residential neighborhoods
- Economic activity next to campus



“Evolving Industrial” Districts



- Opportunity for larger-scale development
- Mix of uses (office/lab, housing, retail, open space)
- Transition to smaller-scale parts of neighborhoods

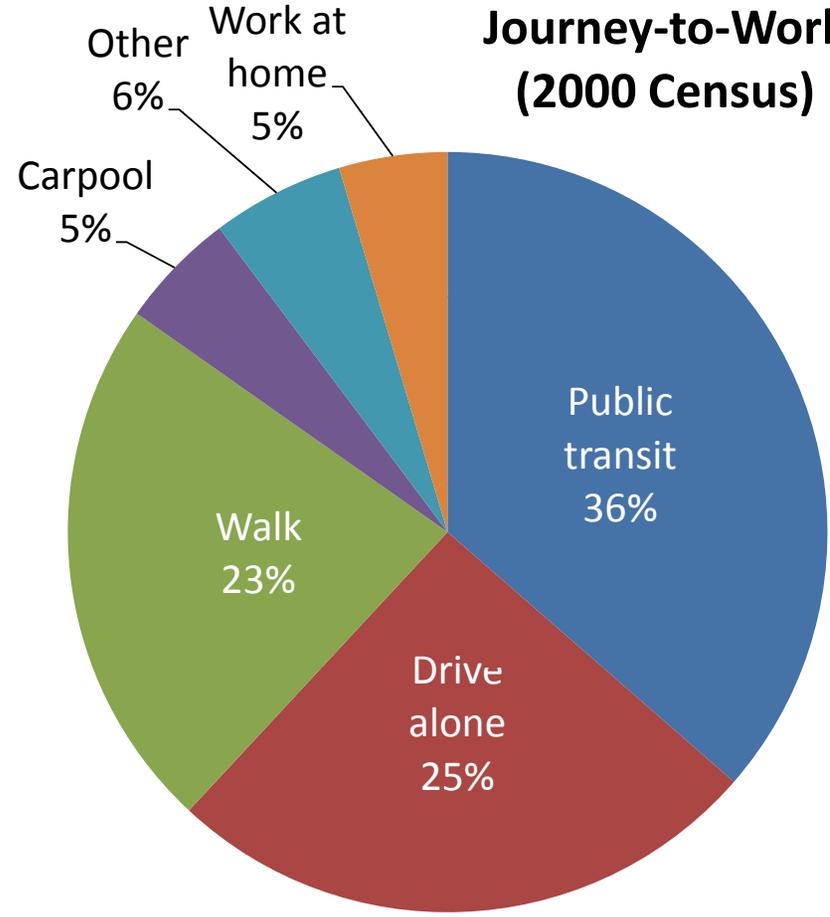
Sustainable Building



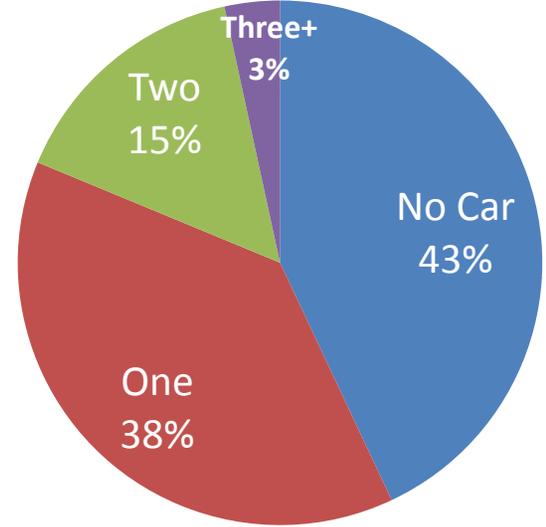
- Green Building/Zoning Task Force
- “Stretch” Energy Code
- Cambridge Energy Alliance

Transportation in Area Four

Area Four Residents Journey-to-Work (2000 Census)



Source: US Census, 2000



Cars Owned by Household

Transportation Goals



- Support walking, bicycling, public transportation
- Direct auto, truck traffic to major roads
- “Calm” traffic on residential streets

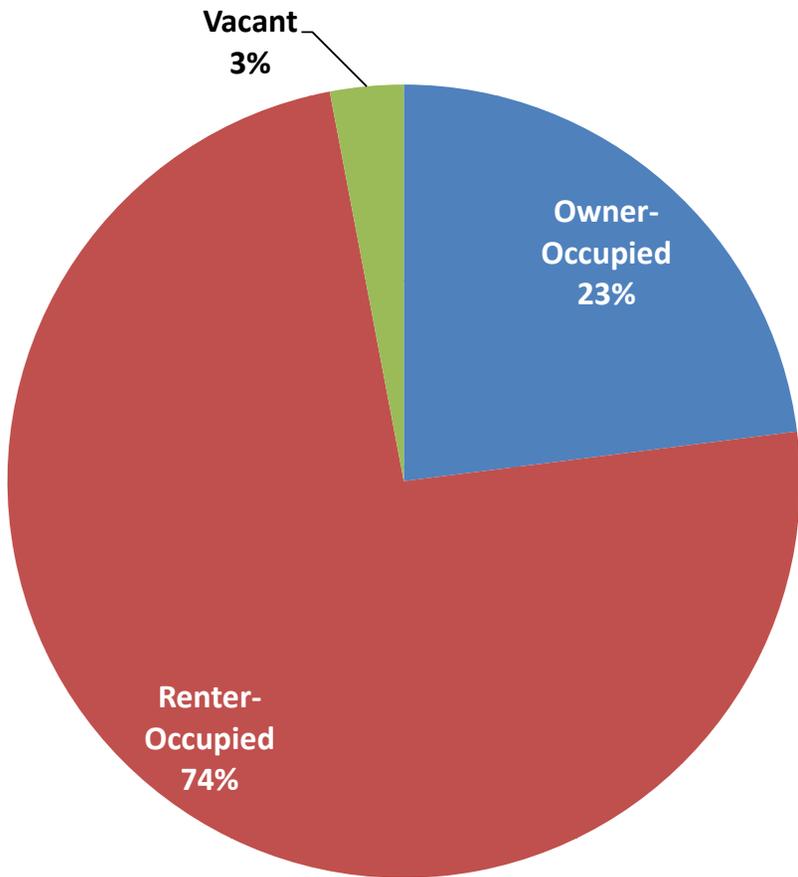
Transportation Projects/Programs



- Roadways/Sidewalks
- Parking and Transportation Demand Management
- Managing parking supply
- Information and programs

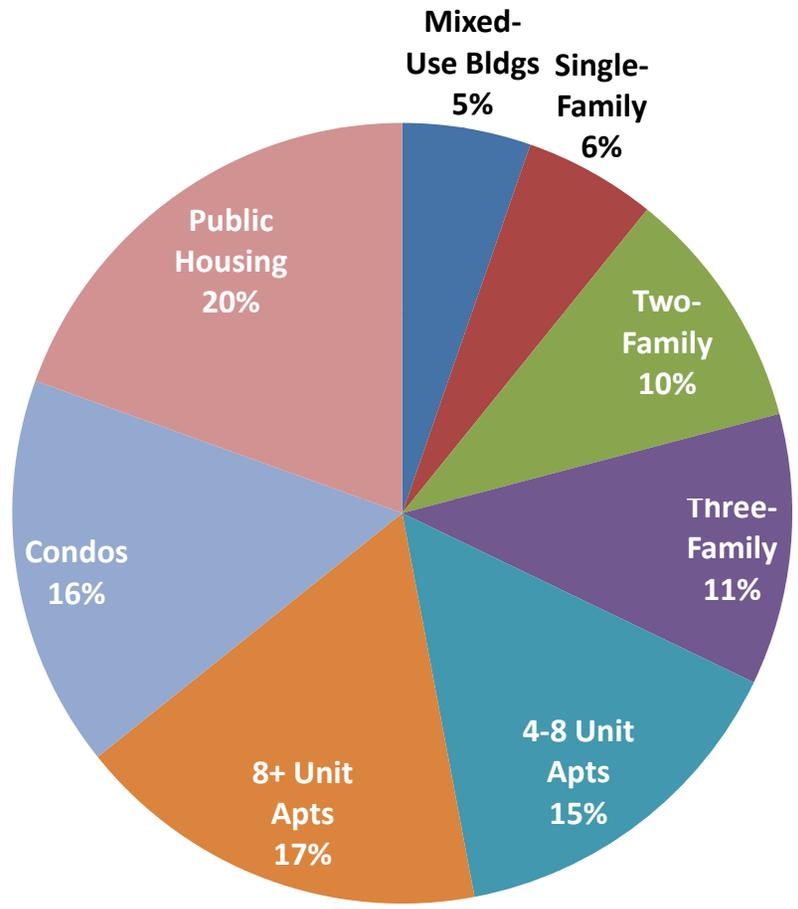
Housing in Area Four

Units by Tenure



Source: US Census, 2000

Units by Building Type



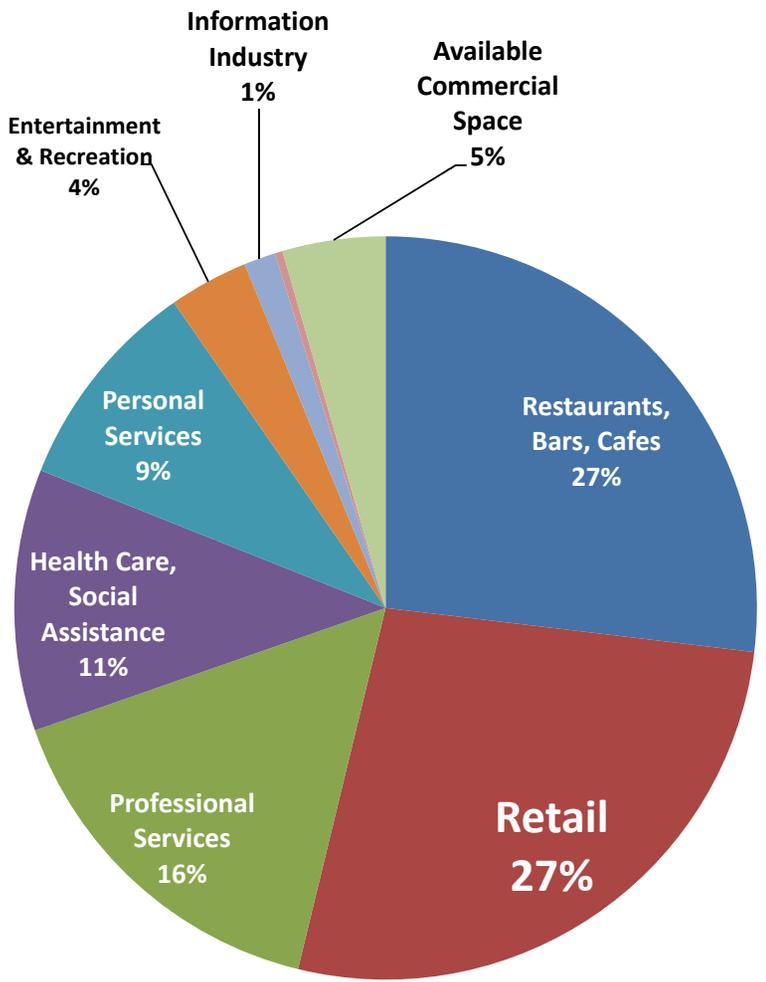
Source: Cambridge Assessing Department

Housing Programs

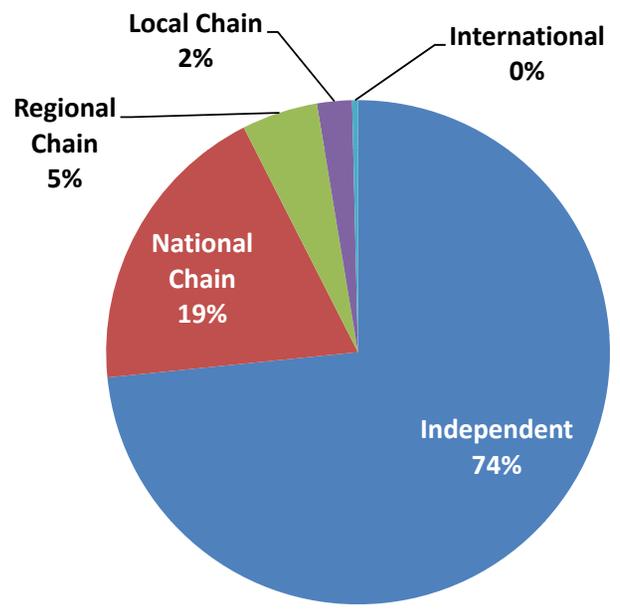


- Inclusionary Zoning
- Cambridge Affordable Housing Trust
- Home Improvement Programs
- Homebuyer and Renter Assistance

Small Business in Area Four



Small Business Space by Type



Chain Status of Businesses

Small Business Support Programs



- Grant programs (façade designs, store renovations)
- Workshops
- SiteFinder service, one-on-one consulting

Open Space in Area Four



- About 5.7 acres total
- Variety of parks, playgrounds, sports fields, sitting areas, community gardens

Open Space Goals



- Maintain and improve what exists
- Expand supply where appropriate
- Provide a mix of uses
- Consider environmental benefits
- Support community health and well-being

Open Space Improvement



- Green Ribbon Study
- Healthy Parks and Playgrounds
- Open Space Survey

Neighborhood Planning Questions

- What do you like about the character of the neighborhood?
- What concerns do you have about the neighborhood?
- What do you see as opportunities for change and improvement over time?