

EASTERN CAMBRIDGE PLANNING STUDY: DRAFT GOALS					
BROAD GOALS		AREA-SPECIFIC GOALS			
		North Point	Transition Area	Volpe Center and Main Street	Neighborhoods
Land Use and Density	<ul style="list-style-type: none"> <li>▪ Ensure that the uses, scale, and density of new development are compatible with existing residential neighborhoods.</li> <li>▪ In mixed-use districts (North Point and Kendall Square), emphasize housing together with a mix of other uses such as office, R&amp;D, and retail to create lively districts, promote walk-to-work opportunities, and limit the increase in traffic.</li> <li>▪ Focus street-fronting retail and related pedestrian-friendly uses along streets that offer opportunities to support lively pedestrian-oriented commercial districts</li> <li>▪ Encourage transit-oriented development by locating higher density commercial and housing uses within a short walking distance of public transit stations.</li> <li>▪ Coordinate future development with provision of new transportation access.</li> <li>▪ Link higher value new development to provision of public benefits such as public open space, affordable housing, neighborhood-serving retail, public transit, and other elements that contribute to quality of life.</li> <li>▪ Provide densities consistent with Growth Management Petition recommendations.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Create a lively mixed-use district, with an emphasis on housing (75% or more of total build-out).</li> <li>▪ Provide sufficient “critical mass”, particularly of new housing, to ensure that the district can support retail space and other services.</li> <li>▪ Focus retail and other pedestrian-friendly uses along new streets that connect to Cambridge and First Streets to promote pleasant, walkable connections to Eastern Cambridge neighborhoods.</li> <li>▪ To promote transit-oriented development, locate higher density residential and commercial development near the Lechmere station.</li> <li>▪ Include some higher value uses, such as market-rate housing, office, and R&amp;D to support increased public benefits.</li> <li>▪ Under study:                             <ul style="list-style-type: none"> <li>○ Density and use mix—appropriate levels given transportation capacity issues.</li> <li>○ Possible linkage of density to future transportation improvements.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Emphasize residential uses north of Binney Street, in part to limit additional traffic through residential neighborhoods; except as noted below, assume densities proposed in Citywide Rezoning Petition.</li> <li>▪ Focus commercial development south of Binney Street; include retail and other pedestrian-friendly uses to create continuity with retail and similar uses planned for Cambridge Research Park; match the densities provided for Cambridge Research Park.</li> <li>▪ Find opportunities to create artist live/work lofts and possibly also incubator space.</li> <li>▪ Encourage additional retail and other pedestrian-friendly uses fronting onto First Street.</li> <li>▪ Under study:                             <ul style="list-style-type: none"> <li>○ Possibility of limited higher density/value housing to support additional open space along Fulkerson St.</li> <li>○ Possibility of densities higher than citywide rezoning recommendations in specific locations to encourage redevelopment of commercial properties as housing.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Create a lively mixed-use district, with an emphasis on housing (75% or more of total build-out).</li> <li>▪ Focus retail and other pedestrian-friendly uses along Third Street to build on planned uses at Cambridge Research Park and create a lively new pedestrian environment in the heart of Kendall Square.</li> <li>▪ Encourage additional retail fronting Main Street to connect with Central Square.</li> <li>▪ Promote transit-oriented development, including higher density commercial and residential development, near the Kendall Square transit station.</li> <li>▪ Under study:                             <ul style="list-style-type: none"> <li>○ Density and use mix--appropriate levels given transportation capacity issues.</li> <li>○ Encouraging MIT to locate housing near Main Street to support retail and lively pedestrian environment.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Protect and reinforce Cambridge Street’s vitality and diversity.</li> <li>▪ Encourage limited new retail in small retail pockets in the neighborhoods.</li> <li>▪ Address noise generation from R&amp;D and commercial buildings near neighborhoods.</li> </ul>
Housing	<ul style="list-style-type: none"> <li>▪ Encourage the development of new housing throughout Eastern Cambridge.</li> <li>▪ Create a variety of affordable, moderate, and market-rate housing opportunities that serve a diverse population.</li> <li>▪ Provide a mix of ownership and rental housing at all income levels.</li> <li>▪ Encourage creation of some live/work and artists housing.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Create a mix of scales and densities to promote a wide range of housing opportunities for a diverse population, both in terms of income and age.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Encourage a range of housing opportunities targeted to a range of incomes.</li> <li>▪ Create a variety of housing types ranging from one to three-family houses facing the existing neighborhood to taller buildings facing Binney Street.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Create a mix of scales and densities to promote a wide range of housing opportunities for a diverse population.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Encourage a range of housing opportunities targeted to a range of incomes and age groups.</li> <li>▪ Promote more affordable and moderate cost housing in the neighborhoods, in part to preserve ethnic and income-based diversity.</li> </ul>

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		North Point	Transition Area	Volpe Center and Main Street	Neighborhoods
<b>Economic Development</b>	<ul style="list-style-type: none"> <li>Promote the creation of a wide range of jobs that match the full range of the community’s skills, education, and interests.</li> <li>Encourage creation of retail to serve those who live and work in the area, particularly “mom and pop” stores.</li> <li>Promote opportunities for start-up and incubator businesses.</li> <li>Maintain the city’s long-term tax base and ability to fund a relatively high level of public services.</li> </ul>	<ul style="list-style-type: none"> <li>Include “mom and pop” retail as part of new development, particularly to provide continuity with connections to Cambridge Street.</li> <li>Provide Cambridge residents with access to entry-level and other lower skill jobs.</li> </ul>	<ul style="list-style-type: none"> <li>Encourage retail that serves the residents as part of any new street-fronting retail.</li> <li>Preserve opportunities for start-up and incubator businesses.</li> </ul>	<ul style="list-style-type: none"> <li>Include retail as part of new development, particularly along Third Street and Main Street.</li> <li>Provide Cambridge residents with access to entry-level and other lower skill jobs.</li> </ul>	<ul style="list-style-type: none"> <li>Encourage retail to serve the neighborhoods, possibly in modest expansions to existing small retail areas.</li> <li>Encourage businesses that provide diverse range of goods and services to cater to the needs of residents, such as cafes, drycleaners, etc.</li> </ul>
<b>Transportation</b>	<ul style="list-style-type: none"> <li>Protect residential neighborhoods from the impacts of traffic associated with commercial development.</li> <li>Reduce the impact of truck traffic on neighborhood streets.</li> <li>Promote a walkable community in which residential neighborhoods and mixed-use districts are woven together with a comprehensive system of pedestrian-friendly streets and public spaces.</li> <li>Reduce reliance on the automobile by focusing on making transit, walking, and bicycling more attractive and convenient and by minimizing new parking.</li> <li>Expand transit services by implementing the Urban Ring, the extension of the Green Line to Somerville, and enhanced bus and TMA (e.g. local shuttle) services; ensure that future development accommodates the Urban Ring.</li> <li>Provide a continuous system of bicycle routes, supported by lock-up racks and other facilities.</li> </ul>	<ul style="list-style-type: none"> <li>Make Lechmere a transit hub, including an Urban Ring connection, a Green Line extension to Somerville, and expanded bus and TMA (e.g. shuttle) services; provide direct pedestrian connections on both sides of the McGrath/O’Brien Highway.</li> <li>Create strong pedestrian connections to Lechmere Station—from North Point and the rest of the community.</li> <li>Promote use of the Bunker Hill Community College Orange Line station with strong pedestrian connections and bus and TMA-services.</li> <li>Provide as many pedestrian, bicycle, and street connections as possible between North Point and the rest of Eastern Cambridge, without negatively impacting traffic flow on O’Brien Highway or encouraging additional traffic on neighborhood streets.</li> <li>Create a network of streets within North Point that distributes traffic to multiple access/exit points.</li> <li>Encourage development of a bus connection between Lechmere Station and the Orange Line.</li> </ul>	<ul style="list-style-type: none"> <li>Expand traffic calming measures where possible and identify tools to limit additional traffic on neighborhood streets.</li> <li>Open up First Street at McGrath/O’Brien Highway to draw traffic from alternative north/south connections.</li> <li>Attract traffic away from neighborhood streets.</li> <li>Create more visibly public pedestrian connections through the Cambridgeside Galleria site to the river.</li> <li>Develop the proposed multi-use path along the Grand Junction to connect neighborhoods to either side.</li> </ul>	<ul style="list-style-type: none"> <li>Create more inviting pedestrian routes between residential neighborhoods, MIT and Kendall Square.</li> <li>Create a more direct connection between Third Street and Main Street to accommodate more efficient bus and TMA access to the Kendall Square Red Line station.</li> <li>Locate new streets and uses in ways that avoid directing traffic into residential neighborhoods.</li> <li>Study options for shifting traffic from Third to First Street north of Binney.</li> </ul>	<ul style="list-style-type: none"> <li>Expand traffic calming measures where possible and identify tools to limit additional traffic on neighborhood streets.</li> <li>Shift traffic from Third and other neighborhood streets to First Street.</li> <li>Identify opportunities to address pedestrian safety and vehicular speed on neighborhood streets.</li> <li>Identify tools to make neighborhood streets safe and comfortable for children to walk and bicycle.</li> <li>Promote increased bus and TMA-services linking the residential neighborhoods to Kendall Square and rapid transit stations.</li> <li>Identify tools to reduce truck traffic and create more stringent rules for larger trucks.</li> <li>Redesign the Binney/Fulkerson Street intersection to improve safety for pedestrians and vehicles.</li> </ul>

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Open Space	<ul style="list-style-type: none"> <li>▪ Enhance the area’s open space resources to serve current and future residents.</li> <li>▪ Design any new open spaces to be convenient and welcoming to residents.</li> <li>▪ Create a network of pedestrian and bicycle-friendly connections to the River.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Provide a variety of significant new public open spaces, including active recreation facilities adjacent to the New Charles River Basin Park to serve the larger Cambridge community and passive parks in other areas.</li> <li>▪ Provide pedestrian-friendly connections to the New Charles River Basin Park.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Study the feasibility of a new park along Fulkerson Street across from Ahern Field.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Create a significant new public park.</li> <li>▪ Under study: <ul style="list-style-type: none"> <li>○ The amount of open space.</li> <li>○ Combine active and passive uses—e.g. amphitheater, skating rink, and/or other uses that would serve the larger community?</li> <li>○ Focus toward Binney Street and the nearby neighborhood or a less busy street or be internal to the site and accessed by new streets?</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>▪ Consider the option of the City purchasing parcels for open space to consolidate with existing open spaces.</li> <li>▪ Provide for adequate maintenance of public open spaces.</li> </ul>
Urban Design	<ul style="list-style-type: none"> <li>▪ Create a lively, pedestrian-friendly, public realm, wherever possible by animating public sidewalks spaces with retail and other pedestrian-friendly uses</li> <li>▪ Use streetscape and public realm design to reinforce a pedestrian-friendly character throughout Eastern Provide, including street trees wherever possible.</li> <li>▪ Extend the human (and historic) scale and pattern of blocks into the mixed-use districts.</li> <li>▪ Locate new buildings to provide consistent street walls along public streets; avoid blank walls or parking facilities facing public streets.</li> <li>▪ Create transition in massing and scale from higher density mixed-use districts down toward neighborhoods.</li> <li>▪ Preserve the scale and character of residential neighborhoods.</li> <li>▪ Encourage public art and the “1% for art” tradition in all new development.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Create strong symbolic connections to the rest of Eastern Cambridge via Cambridge and First Streets, together with as many additional connections as possible—provide visual continuity with existing streets.</li> <li>▪ Continue the traditional scale of blocks in East Cambridge and other residential neighborhoods.</li> <li>▪ Focus new buildings along public streets and avoid any sense of a gated community or developments.</li> <li>▪ Create a variety of building heights to emphasize the area’s diverse character, with smaller floorplates for taller buildings.</li> <li>▪ Locate and design the new Lechmere Station so that it forms a prominent destination from both sides of the McGrath/O’Brien Highway.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Make Binney Street more pedestrian-friendly, adding street trees and identifying opportunities to add street fronting retail (e.g. east of Third Street).</li> <li>▪ Transform Fulkerson into a walkable, neighborhood, street.</li> <li>▪ Step building heights down from Binney Street toward the neighborhood.</li> <li>▪ Minimize the impact of telecom buildings by providing active street front uses and adding housing.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Continue the traditional scale of blocks in East Cambridge and other residential neighborhoods.</li> <li>▪ Create new pedestrian connections and streets that provide direct visual continuity with existing nearby streets.</li> <li>▪ Focus new buildings along public streets and avoid any sense of a gated community or developments.</li> <li>▪ Create a variety of building heights to emphasize the area’s diverse character, with smaller floorplates for taller buildings.</li> <li>▪ Create a transition in scale from the heights and densities in Kendall Square and Cambridge Research Park to the lower scale appropriate along Binney Street.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Complete Cambridge Street streetscape improvements and incorporate streetscape improvements that enhance the sense of connection between the neighborhoods to either side.</li> <li>▪ Use streetscape improvements to create a transition between entertainment at 1 Kendall Sq and the nearby residential neighborhood.</li> </ul>