

NON-ZONING RECOMMENDATIONS

1. Encourage ground floor retail.
2. Facilitate outdoor seating at restaurants and cafes on Massachusetts Avenue between Beech Street and the Arlington line, taking into consideration noise issues, pedestrians, accessibility issues and public space.
3. Meet with business owners for in depth discussion about business needs and issues along North Massachusetts Avenue and strategies to enhance the retail environment, and to facilitate ongoing discussion between business owners.
4. Work with the business community to create an identity for North Mass Avenue, especially in Trolley Square, and market the area to potential new businesses, with particular attention to existing vacant storefronts and retail space.
5. Create a market analysis for the area, identifying what types of retail are in demand for potential shoppers.
6. Actively promote retail programs and resources available through the city to existing retail establishments along North Massachusetts Avenue.

STREETSCAPE RECOMMENDATIONS

1. Plant new trees according to the updated street tree planting plan and map for North Mass Ave. Work with residents and business owners to maintain street trees.
2. Locate opportunities for additional landscaping in Trolley Square on both public and private parcels. Work with residents and businesses to maintain a clear and attractive Avenue, including plantings and flower boxes.
3. Consider opportunities to make improvements to existing public open space along North Mass Avenue at Clarendon Avenue Park, Alewife Brook Parkway, and at Linear Park.
4. Improve the entrance to Cambridge at Arlington through potential improvements to public open space, landscaping, additional maintenance, and signage.
5. Install additional bike racks to help make Massachusetts Avenue more bike friendly, and support existing retail.
6. Consider approaches that would improve bike travel and work to reduce conflicts between bicyclists and pedestrians on the sidewalk.
7. Identify appropriate additional way finding signage for bicycles and pedestrians such as at Trolley Square and Linear Park.