



# *Our* **CAMBRIDGE ST.**

a community plan

Draft Recommendations Summary 12.15.22

## *Welcome!*

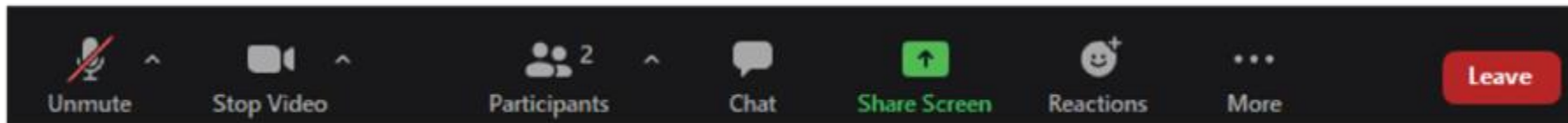
### **PLEASE SIGN IN**



*Click the link in the chat to sign in*  
(or add your contact info to the chat)



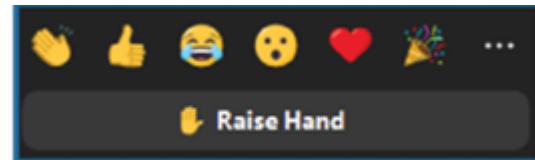
# GETTING TO KNOW ZOOM



Please stay **muted** until called on

If you are comfortable you can leave your **video** on

Use **Chat** to comment or ask questions



Use **Reactions** to **Raise Hand**



If you're having connectivity issues, call in at:

**929 436 2866**

**Meeting ID: 865 2530 6777**

Press **\*9** to **Raise Hand**



*Note: We will be recording this meeting to share online with any interested stakeholders who were not able to attend.*

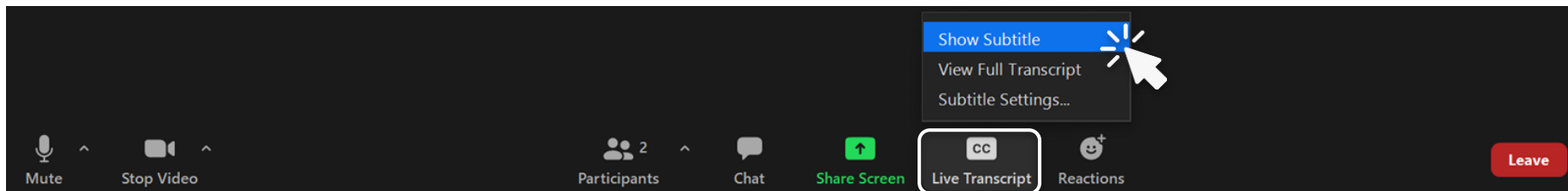
# CLOSED CAPTIONING IS AVAILABLE

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Turn on the closed captioning by clicking on the **'Live Transcript'** button on the bottom of your screen. From there, you can:

- Turn on subtitles by clicking on **'Show Subtitle'**
- View a streaming transcript with each speaker identified by clicking on **'View Full Transcript'**

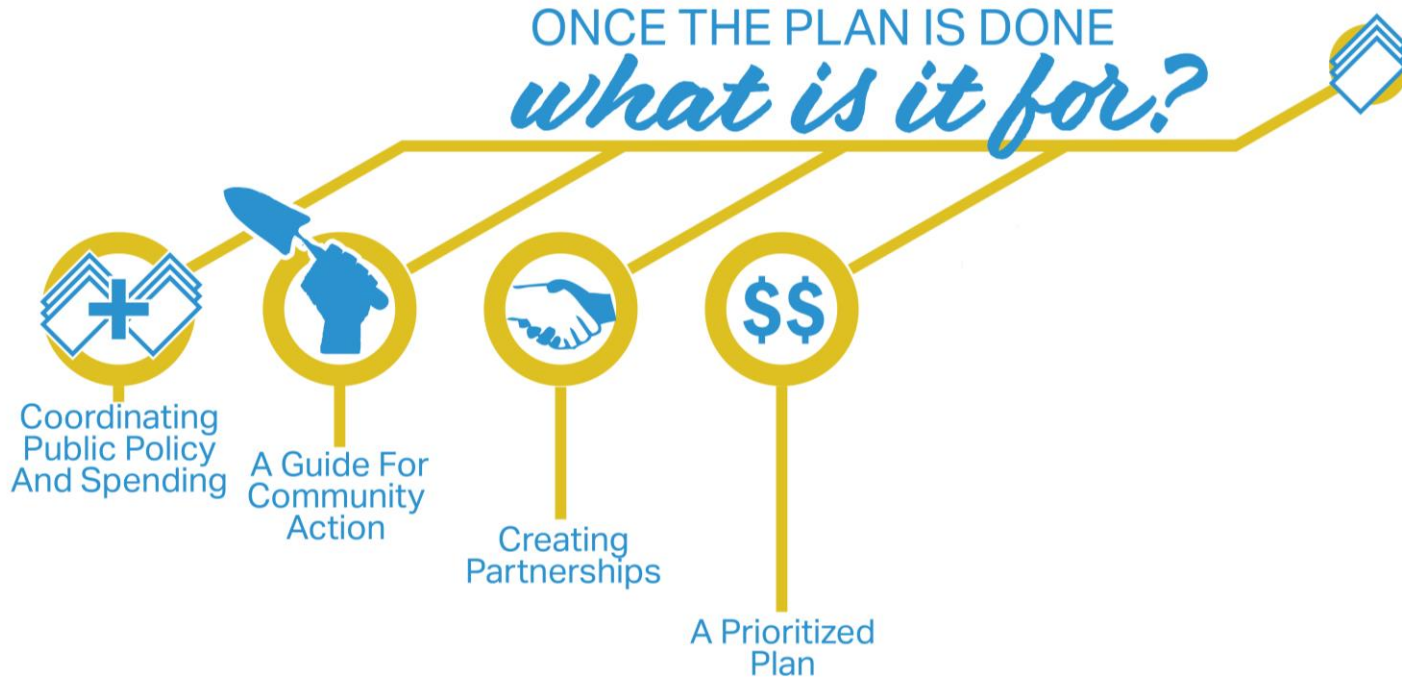


# GROUND RULES

- Share the air - make space for new voices
- Stay on topic & strive to be succinct
- Share your wisdom & expertise
- Honor wisdom & expertise of others
- Listen to each other & honor divergent perspectives
- Advance the group process – maintain focus on what we aim to accomplish



# PROJECT SCOPE



# OUR TEAM

## > CITY OF CAMBRIDGE

### COMMUNITY DEVELOPMENT DEPARTMENT

Community Planning, Economic  
Development, Zoning and Development,  
Environment and Transportation, Housing

### with support from

Department of Public Works  
Traffic Parking and Transportation  
Council on Aging  
Commission for Persons with Disabilities

## > CONSULTANT TEAM

### INTERFACE STUDIO

Lead, planning and urban design

### NINIGRET PARTNERS

Economic strategy

### CONSULTECON

Real estate and housing

### BURO HAPPOLD

Mobility and climate

# OUTLINE

**01**

Our Process

General Project Information

**02**

What We Learned

Public Engagement Summary, Existing Conditions Summary

**03**

The Vision

Vision Statement & Goals

**04**

How Can We Achieve the Vision?

Recommendations

01

OUR PROCESS

# REALIZING ENVISION CAMBRIDGE GOALS

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## **BUSINESS**

Support small  
business community



## **MOBILITY**

Improve infrastructure for  
sustainable choices



## **HOUSING**

Address affordability and  
supply



## **PUBLIC SPACE**

Increase open  
space resources



## **CLIMATE**

Plan for climate  
mitigation and resilience

# ENGAGEMENT PROCESS

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## Round 1 – Outreach, Engagement and Analysis

Process to understand residents, workers and visitors' interests, preferences and ideas about Cambridge St

- Kick-off event
- Stakeholder interviews
- Online survey
- Pop-up Events
- Existing Conditions Assessment – virtual public meeting

## Round 2 – Vision, Goals and Priorities

Two meetings that established the vision and planning priorities for the Cambridge Street community

- **Meeting 1** – Presented results of Community Survey and established a Vision for Cambridge Street
- **Meeting 2** – Round-table discussions with staff and consultant on the topics of **Small Businesses, Housing, and Accessible and Safe Streets** to develop planning priorities, identifying ambitions, while staying pragmatic.
- Focus group conversations with seniors, youth and BIPOC businesses



# ENGAGEMENT PROCESS

## Round 3 – Ideas for Cambridge Street

Based on planning priorities and public feedback, initial ideas were presented at two open house events.

- The themes of **Inviting, Local, Affordable, and Accessible & Resilient** were used to frame draft ideas for community feedback.
- Initial ideas addressed small business development strategies, urban form (density, building heights, setbacks, public spaces), preservation and creation of housing inventory, and resiliency for a climate ready street.
- An engagement summary report of the meeting and associated online survey was created and posted online.

## Round 4 – Recommendations

- A final public meeting will present fifteen strategies and associated actions for Cambridge Street.
- Additionally, printed summary collateral will be produced for distribution.





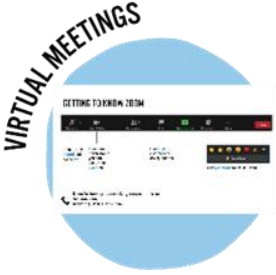
# ENGAGEMENT EVENTS



VOLPE POP UP



CURIO POP UP



VIRTUAL MEETINGS



KSA TOOMEY PARK TBLING



SENIOR FOCUS GROUPS



OUTDOOR COMMUNITY EVENT #2



OUTDOOR COMMUNITY EVENT #1



COMMUNITY SURVEY



SECOND THURSDAY TBLING



VISION & PRIORITY WORKSHOPS



YOUTH FOCUS GROUPS



# ENGAGEMENT NUMBERS TO DATE

**3**

COMMUNITY  
EVENTS

**4**

VIRTUAL PUBLIC  
MEETINGS

**6**

IN-PERSON  
POP UPS

**6**

FOCUS  
GROUPS

**20**

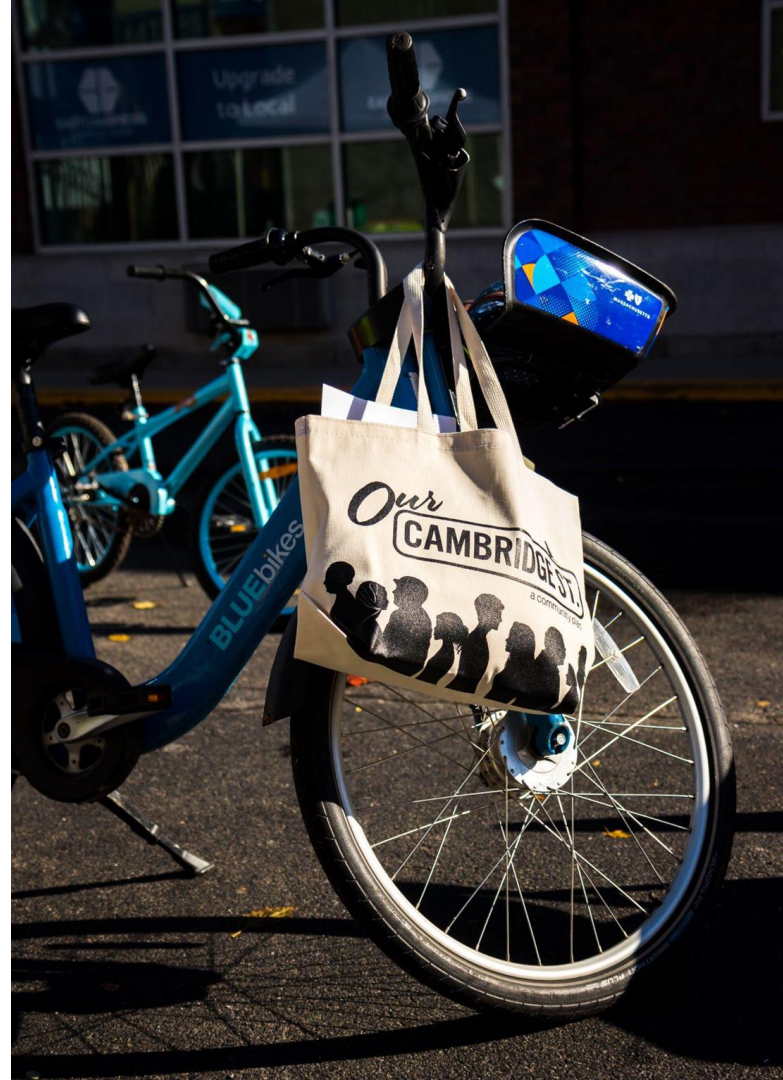
CONVERSATIONS  
WITH BUSINESSES

**990+**

SURVEY RESPONSES

**1,400+**

TOTAL PARTICIPATION



02

**WHAT WE LEARNED**

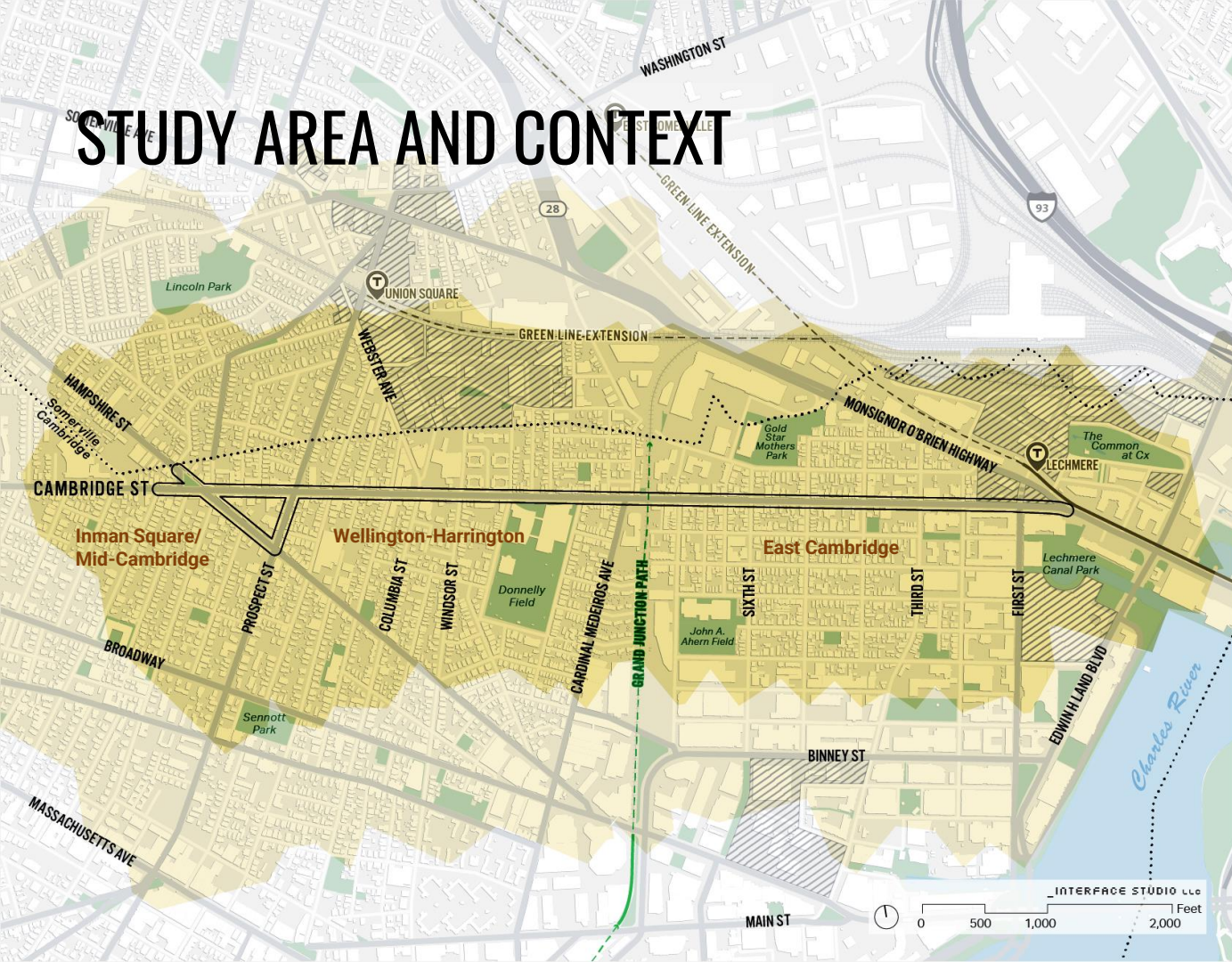
# WHO DOES CAMBRIDGE STREET SERVE?

Residents, business owners, workers, visitors, and commuters use Cambridge Street, making it a dense and lively place in the city.

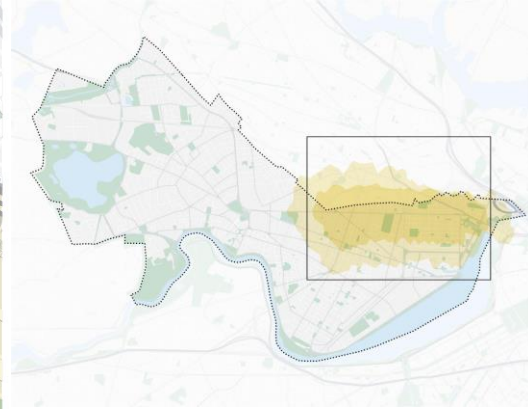




# STUDY AREA AND CONTEXT



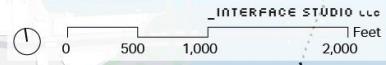
**Within a 0.25-mile walk of Cambridge St:**  
 Total population: 21,799  
 Total number of households: 10,519  
 Average Household Size: 2



## 5- AND 10-MINUTE CAMBRIDGE STREET WALKSHED

*Interface Studio, October 2021*

- 5-Minute Walkshed
- 10-Minute Walkshed
- Parks/Open Space
- Water
- Light Rail
- Light Rail Extension
- Multi-Use Path
- Multi-Use Path Extension
- High Impact Development
- City Boundary

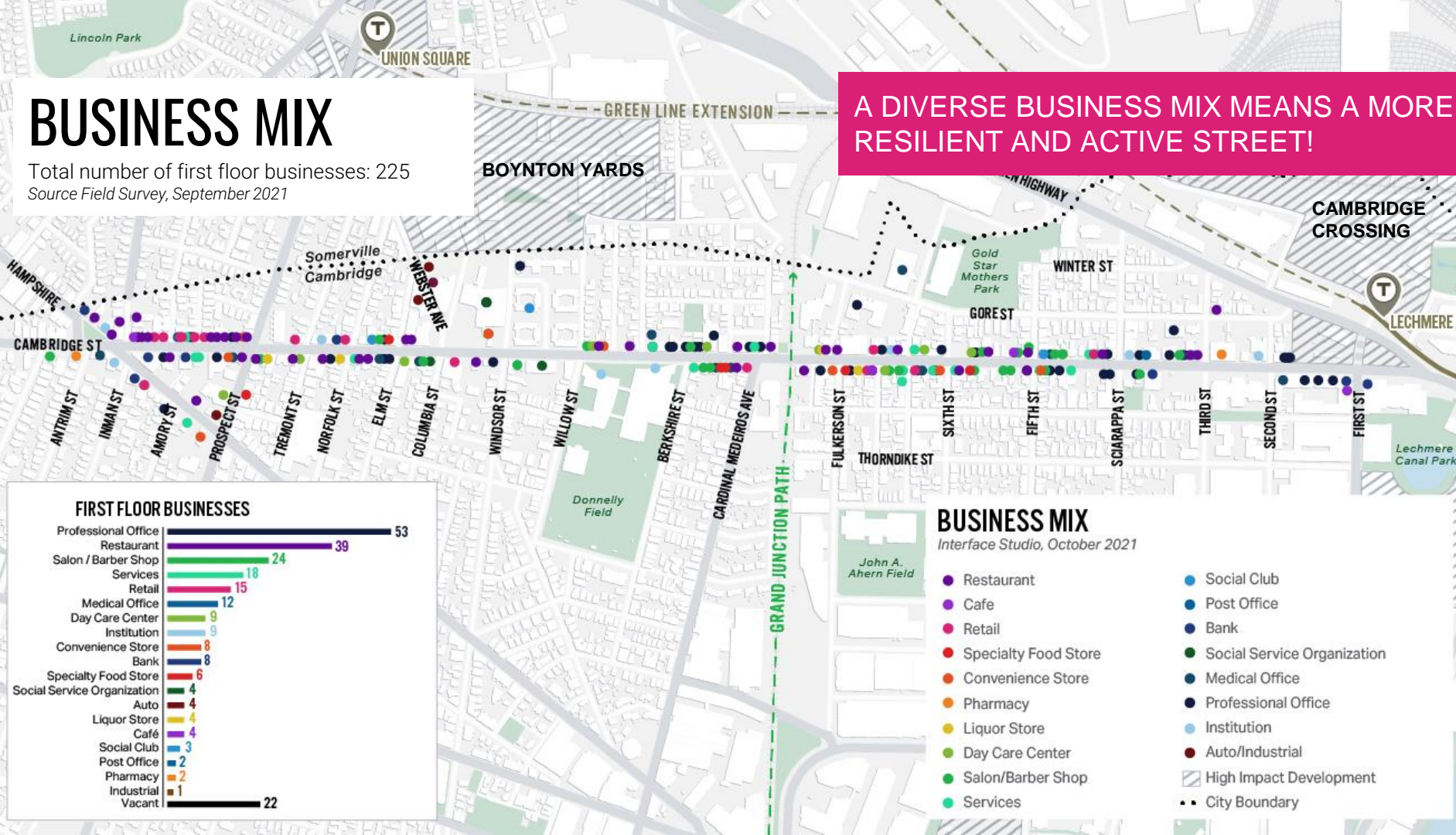




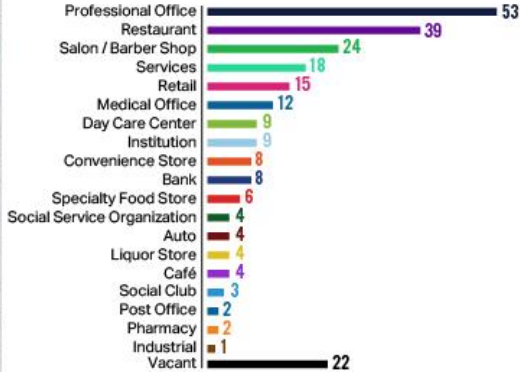
# BUSINESS MIX

Total number of first floor businesses: 225  
 Source: Field Survey, September 2021

A DIVERSE BUSINESS MIX MEANS A MORE RESILIENT AND ACTIVE STREET!



## FIRST FLOOR BUSINESSES

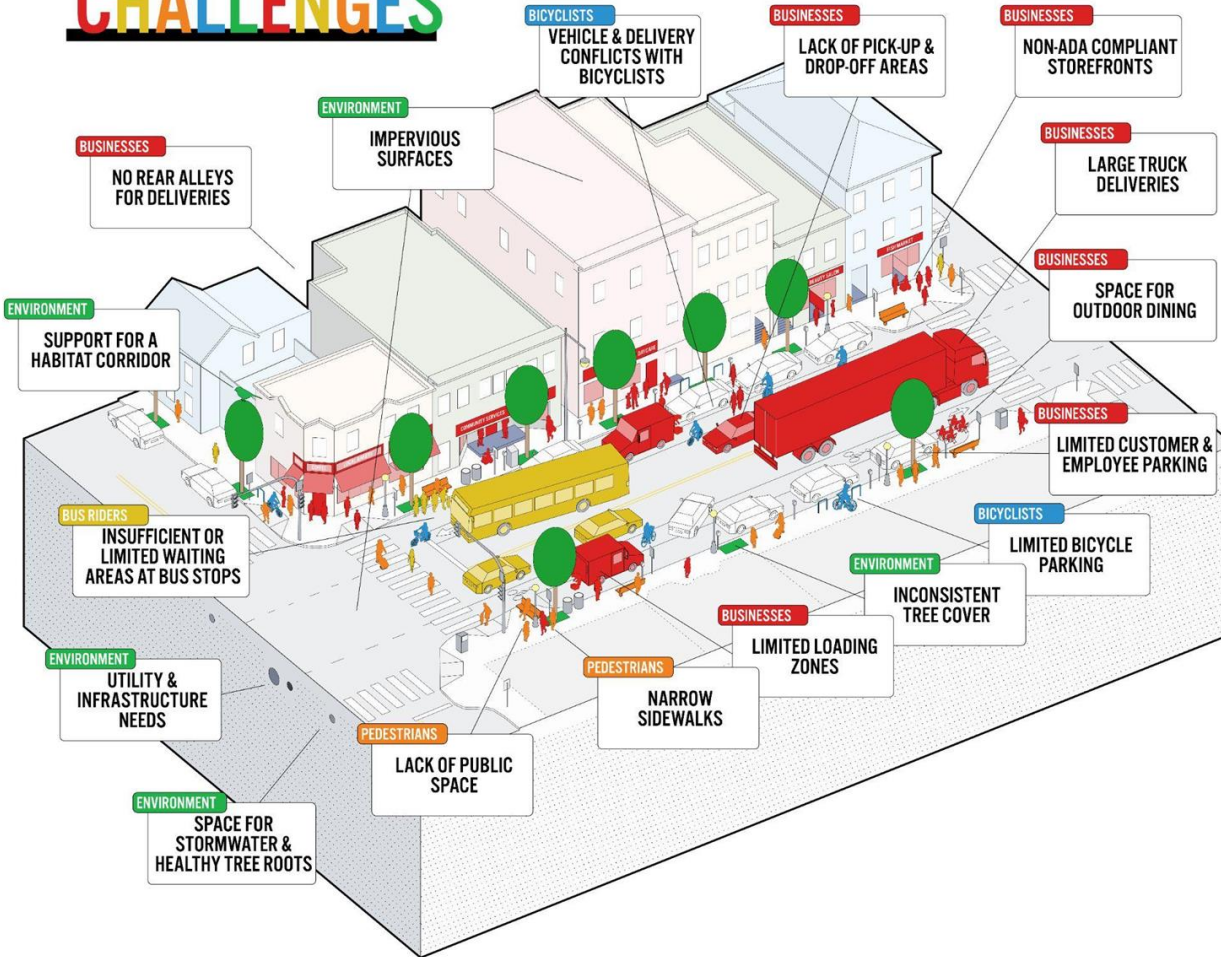


## BUSINESS MIX

Interface Studio, October 2021



# CAMBRIDGE STREET CHALLENGES



## A lot is expected on this street:

- support small businesses
- create new affordable housing
- manage loading
- encourage walking
- improve ADA accessibility
- integrate separated bike lanes
- plant more trees
- manage stormwater...



# SUMMARY OF KEY TAKEAWAYS

- Like the City, the population of Cambridge Street has grown over the last few decades; it continues to be a diverse community and a place that provides opportunity for immigrant business owners.
- The diverse business mix makes it a resilient and active street. The mix of offices, retail, restaurants and neighborhood goods and services means there is a mix of different customers.
- There is an acute need for more housing, particularly affordable housing. However, the high cost of land and construction, parcel sizes and zoning are constraints.
- Major development projects around Cambridge Street, including Boynton Yards, will influence how it will change.
- Cambridge Street needs to be a safe and comfortable environment for all users with more greening and public gathering spaces.



03

**VISION & GOALS**



# *Our* CAMBRIDGE STREET VISION

Our Cambridge Street is a model for a 21st century Main Street.  
It's inviting, local, affordable, accessible and resilient.

*Inviting*

Continue to welcome diversity and celebrate our history as a destination for culture while embracing change.

*Local*

Support a mix of vibrant, local, and small businesses that serve the everyday needs of nearby residents, workers, students, and visitors alike.

*Affordable*

Support families, seniors, children, immigrants, people of color, those with disabilities, and from all economic and educational backgrounds in continuing to call this street home.

*Accessible  
&  
Resilient*

Create a truly safe and sustainable public realm, and a healthy, walkable environment that serves as the heart of our community.

04


HOW CAN WE ACHIEVE THE  
VISION?



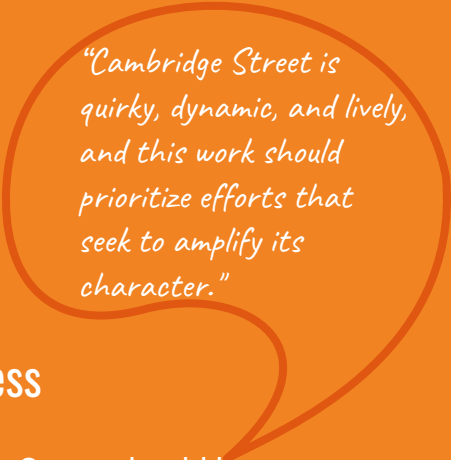
*Quitting*



Inviting



*"More murals to create a sense of place. Murals can reflect the industrial roots of the area."*



*"Cambridge Street is quirky, dynamic, and lively, and this work should prioritize efforts that seek to amplify its character."*

## KEY TAKEAWAYS from the engagement process

- Maintaining and celebrating the **history and diversity** of Cambridge Street should be prioritized.
- Many participants enjoy the community events and would like more opportunities to **bring the community together** with food, local music, and art.
- Participants generally desired **more options for outdoor activities** while maintaining open spaces that are quieter/passive in nature.

Interventions that **create welcoming spaces**, such as signage, public art, and parklets, received positive responses from participants.



*Inviting*

How can we continue to welcome diversity, and celebrate our history as a destination for culture while embracing change?

# 1. Celebrate the unique identities along Cambridge St. from one block to the next by:

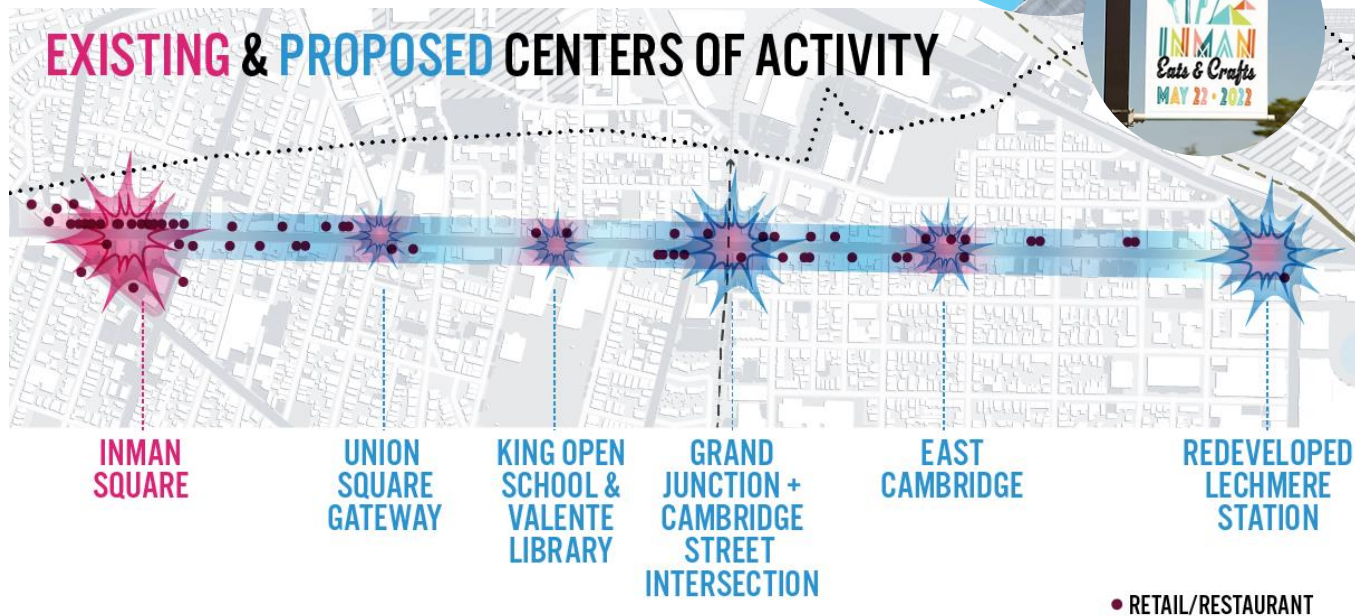
Example of an Intersection mural: Seasonal Turn, Artwork by Graham Coreil-Allen



Example of banners with Inman Eats & Crafts branding



- A. Defining different centers of activity with interventions such as signage, banners, public art and parklets to create welcoming spaces that are representative of the local character of that area





## 2. Bring the community together and celebrate diversity by:

- A. Providing additional cultural programming, festivals, and events (and complementing existing ones)

### IDEAS FOR ADDITIONAL PROGRAMMING FROM THE COMMUNITY ENGAGEMENT PROCESS:

- Close Cambridge Street to car traffic at some times (ie. Saturday morning in Inman Sq.) or for more events
- Farmers markets
- Music festivals, evening performances, and general outdoor music
- Multi-cultural food events, food crawls, food truck events
- STEM/Arts events for families and children



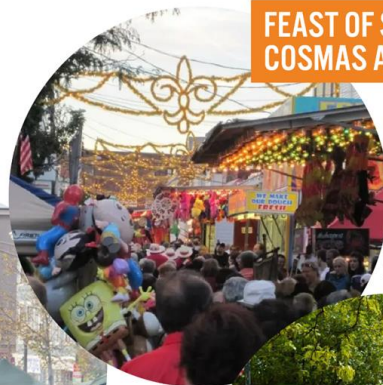
**INMAN EATS & CRAFTS**

Photo Credit:  
ECBA



**RIBFEST**

Photo Credit:  
John A. Hawkinson—the Tech



**FEAST OF SAINTS  
COSMAS AND DAMIAN**

Photo Credit:  
Jenna Fisher, Patch Staff



**SAINT ANTHONY'S  
FEAST PROCESSION**

Photo Credit:  
City of Cambridge

As Cambridge Street evolves in the future, it should retain its character, diversity, small businesses and historic nature.



*Local*

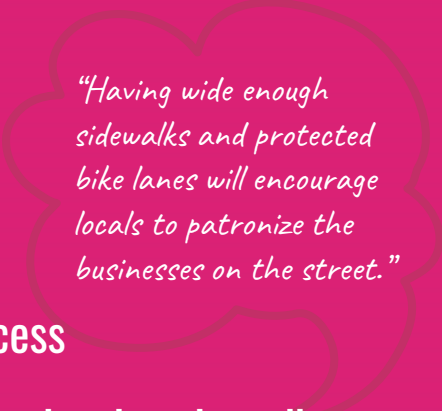




Local



*"Make the city grant programs for small businesses easier to find info about and apply to."*



*"Having wide enough sidewalks and protected bike lanes will encourage locals to patronize the businesses on the street."*

## KEY TAKEAWAYS from the engagement process

- Key to the character of the corridor is **supporting a mix of vibrant, local, and small businesses.**
- **Community support for assisting existing small businesses**, managing uses that tend to price out other small businesses and keeping commercial spaces affordable.
- Improving outdoor and pedestrian space adjacent to businesses is important for potential customers and increased commercial activity.

In addition to the existing businesses that are celebrated by the community, some participants would also like to see **more "daily needs" stores** along Cambridge Street.



*Local*

How can we support a mix of vibrant, local, and small businesses that serve the everyday needs of nearby residents, workers, and visitors alike?

# 3. Help businesses create active ground floor frontages by:

- A. Marketing and executing City programs that provide street activation, such as outdoor dining, public patios and parklets
- B. Targeting marketing of the City's storefront improvement programs and accessibility upgrades





EXCELLENT



EXCELLENT POTENTIAL



IN-BETWEEN



UNFAVORABLE



12.6%

EXCELLENT

5.3%

EXCELLENT POTENTIAL

55.4%

IN-BETWEEN

25.5%

UNFAVORABLE

1.2%

NOT ASSESSED

% OF LINEAR FEET

## STREET ACTIVATION

Interface Studio

- City Boundary
- Gateway to Cambridge St.
- Excellent
- Excellent Potential
- In-Between
- Unfavorable
- Not Assessed

Analysis of Street Activation by Interface Studio

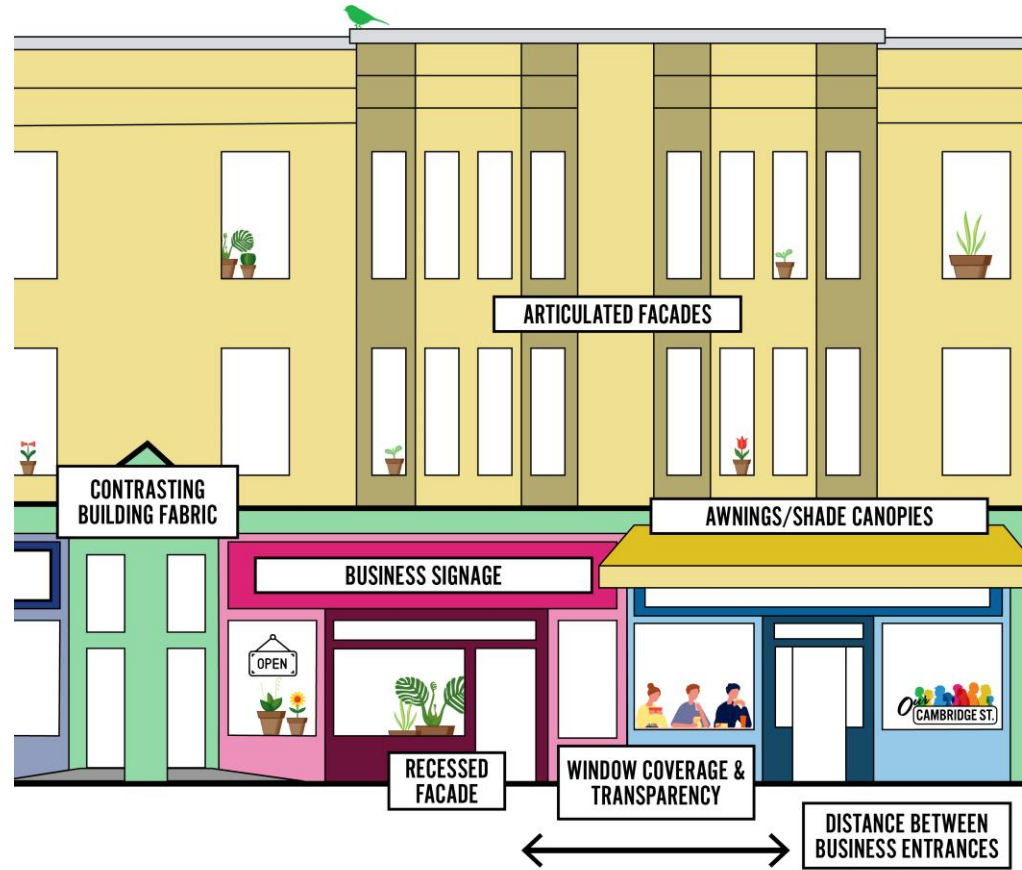


# 3. Help businesses create active ground floor frontages by:

## C. Developing design standards and guidelines for ground floor treatments and new development, and aligning with the Citywide Urban Design Guidelines

The Cambridge Street standards and guidelines will address:

- building setbacks to achieve a 12-foot wide sidewalk
- limiting curb cuts
- window coverage/transparency
- upper-story 10-foot setbacks
- spacing of building entrances
- rear transition to neighborhoods
- subdividable ground floor spaces
- screening of rooftop mechanicals
- incorporating climate resilient measures where applicable



# 4. Continue to celebrate diverse businesses by:

## A. Targeting recruitment efforts to further uplift women- and minority-owned businesses.

- Continuing to recruit diverse businesses to join East Cambridge Business Association
- Actively targeting diverse businesses for City small business programs
- Implementing recommendations of the BIPOC Business Advisory Committee

## B. Adding grants and technical assistance to existing legacy business program



# 5. Work to maintain a supply of affordable commercial spaces for local diverse businesses by:

## A. Leveraging new development to subsidize more affordable storefronts for local businesses

- Study the feasibility of creating inclusionary commercial spaces.
- Consider incentives in exchange for creating commercial and retail spaces.
- Explore shared control of a small network of storefront rentals through a master lease model for businesses that rent at a predetermined price, working with entities such as a land trust or other partner organizations.





*Affordable*



*Affordable*

*“Low income housing is important, but people that are middle income or in their mid-20’s also need to be able to afford Cambridge.”*

*“More density with reasonable limits (5 floors) and mixed use zoning to reduce need for cars.”*

## KEY TAKEAWAYS from the engagement process

- **Affordability** in Cambridge is a concern for most community members.
- While the majority of participants generally support **higher density mixed use development** and more housing units along Cambridge Street, there are concerns about traffic and congestion that could result from increased density.

Some participants that supported higher densities added there should also be limits to height and that **buildings that are sensitive to the context of the street** are important if more density is going to be added.

- Supporters and opponents of higher density both support additional open spaces and greening



*Affordable*

How can families, seniors, children, foreign born residents, people of color, those with disabilities, and from all economic and educational backgrounds continue to call this street home?

## 6. Preserve existing housing stock by:

### A. Studying options to discourage the replacement of housing with only commercial use

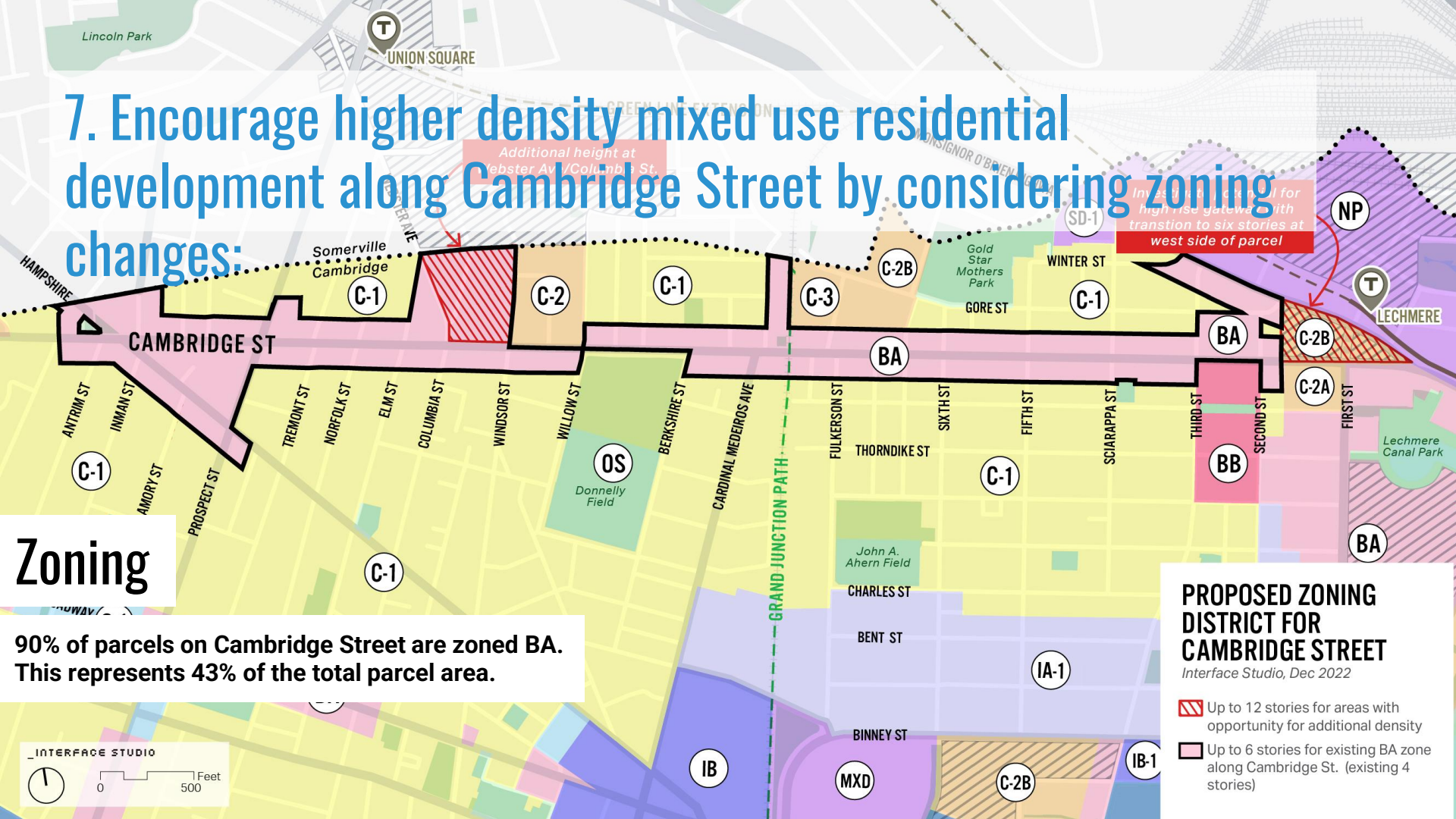
- There are approximately 1,555 residential units along the length of Cambridge St. Limit conversion of preexisting residential use to commercial only use to help maintain the housing supply.

### B. Building awareness of the City's Home Improvement Program (HIP) loans for building retrofits and rehabs

- Publicize available programs that can help owners keep rent and maintenance costs down, such as the City's Home Improvement Program.



# 7. Encourage higher density mixed use residential development along Cambridge Street by considering zoning changes:



Additional height at Webster Av / Columbia St



Investment opportunity for high rise gateway with transition to six stories at west side of parcel

## Zoning

90% of parcels on Cambridge Street are zoned BA. This represents 43% of the total parcel area.

### PROPOSED ZONING DISTRICT FOR CAMBRIDGE STREET

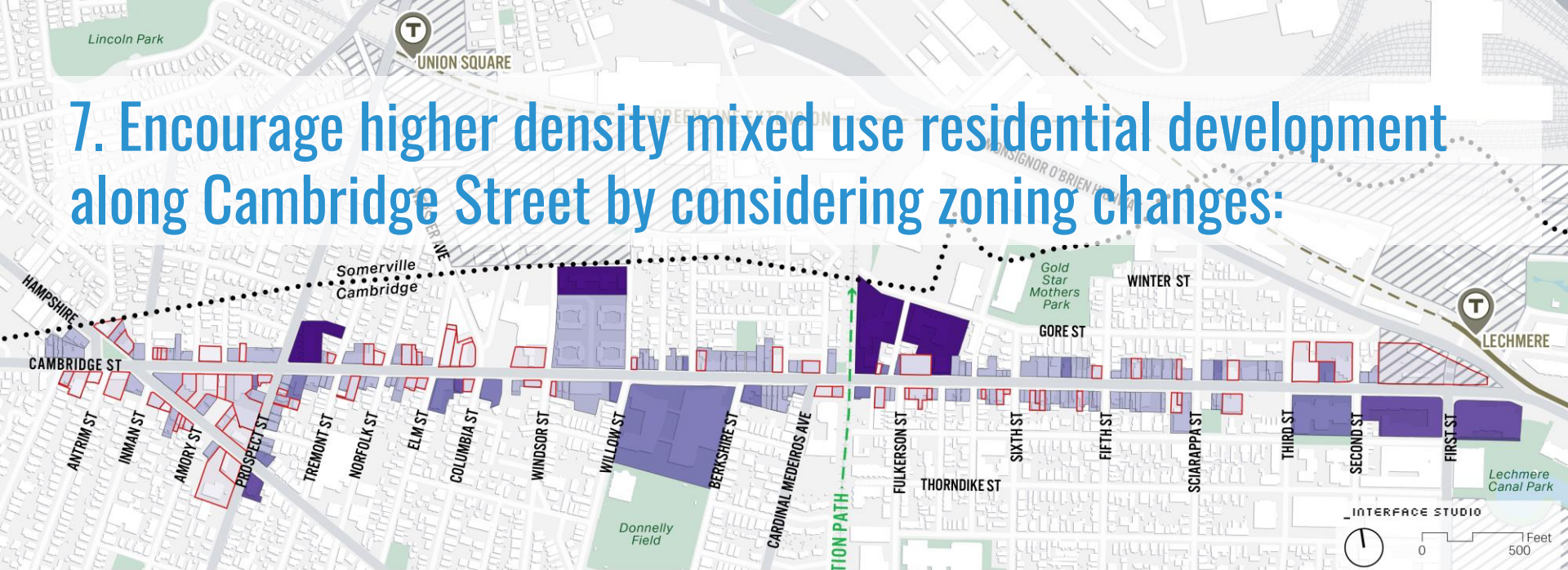
Interface Studio, Dec 2022

-  Up to 12 stories for areas with opportunity for additional density
-  Up to 6 stories for existing BA zone along Cambridge St. (existing 4 stories)





# 7. Encourage higher density mixed use residential development along Cambridge Street by considering zoning changes:



There are opportunities for higher density along Cambridge Street. **1/3** of the parcels have buildings that are 1-2 stories.



% OF PARCELS

**NUMBER OF STORIES**  
Cambridge Open Data





## Example of what can be built with proposed zoning changes

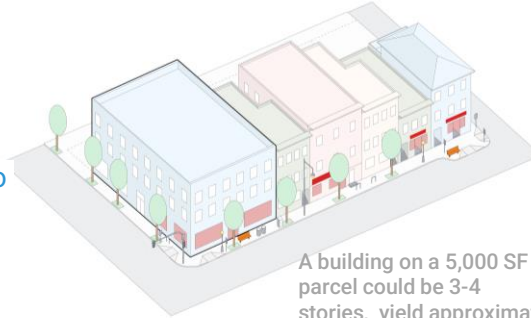
### A. Increase residential density and building height maximums to encourage residential above ground floor active-use.

- Maintain existing commercial density
- Increase the maximum building heights to 6-stories to gain more housing
- Increase the residential density

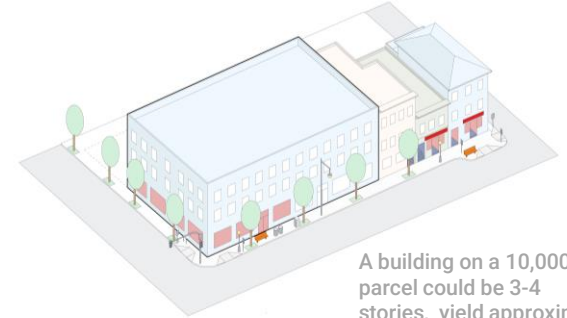
### B. Reduce minimum parking requirements

- Reduce the residential parking requirements since building off-street parking, especially structured parking, drives up construction costs, and therefore, housing costs.

#### Current Zoning:

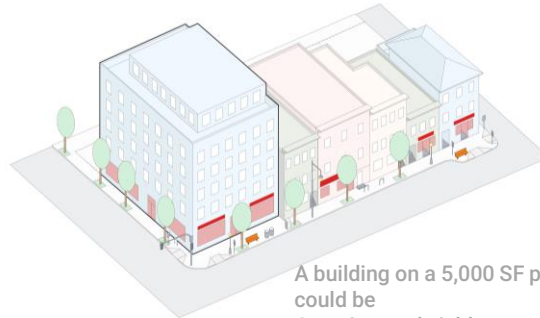


A building on a 5,000 SF parcel could be 3-4 stories, yield approximately 7 units\*

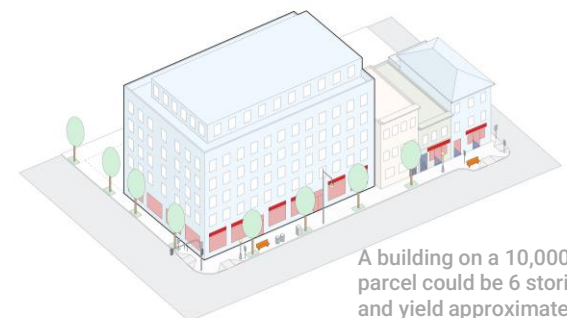


A building on a 10,000 SF parcel could be 3-4 stories, yield approximately 10 units\*

#### Proposed Zoning:



A building on a 5,000 SF parcel could be 6 stories, and yield approximately 16 units\*



A building on a 10,000 SF parcel could be 6 stories, and yield approximately 24 units\*

\*1 unit = 1,000 SF

# Examples of denser buildings on 3-story streets

[Design matters!]



unfavorable



favorable

# 8. Limit certain types of lab use on Cambridge Street

## A. Distinguish types of lab uses to mitigate impacts on Cambridge St

- There were different opinions on the presence of labs on Cambridge Street. Some people want them excluded, while others feel some uses may be acceptable, if they are not a nuisance to the neighborhood.
- Maintaining current height and density for commercial use on Cambridge Street will limit the size and scale of lab development.
- Design guidelines for ground floor transparency and activity will address the street level presence.
- In light of a Citywide assessment of different lab uses, Cambridge Street should be examined as an area that could be affected by the outcomes of this evaluation.



*Proposed laboratory development on the former commercial/residential mixed use property for 621-629 Cambridge Street. Image Source: Peter Quinn Architects Cambridge Historical Committee Application*



*Accessible  
&  
Resilient*

## KEY TAKEAWAYS

*“More green spaces devoted to nature and biodiversity.”*

*“Whatever it takes to make the street safe for pedestrians, cyclists, and transit.”*

- There is support for making Cambridge Street **safer for everyone**, especially people walking, biking, and taking the bus and Green Line.
- The ability to park on Cambridge Street continues to be a common concern among some residents and businesses.
- Ideas for **activating underutilized spaces** on Cambridge Street to bring the community together.
- Climate resilience and more green space is still a priority, with 97% of participants supporting ideas to make Cambridge Street greener and more sustainable. **Adding more trees** to the street is one of the most common requests from participants.





*Accessible  
&  
Resilient*

How can we create a truly safe and sustainable public realm, and a healthy, walkable environment that serves as the heart of our community?

# 9. Look for opportunities to enhance the street for people WALKING by:

- A. Improving crossings – Consider raised intersections at key street crossings, such as Prospect St, Cardinal Medeiros Ave and Third St
- B. Repairing uneven sidewalks and keeping them clear of obstructions
- C. Improving walkability to better access the new Union Square Green Line Station
  - Enhance additional routes to the station such as crosswalk striping, street trees and wayfinding signage.
- D. Enhancing pedestrian comfort through more seating, trees/shade, and community gathering spaces, especially for seniors and people with mobility or stamina limitations



*Example of poor sidewalk conditions along Cambridge St.*



*Example of maximizing space to provide seating and tree protection.*

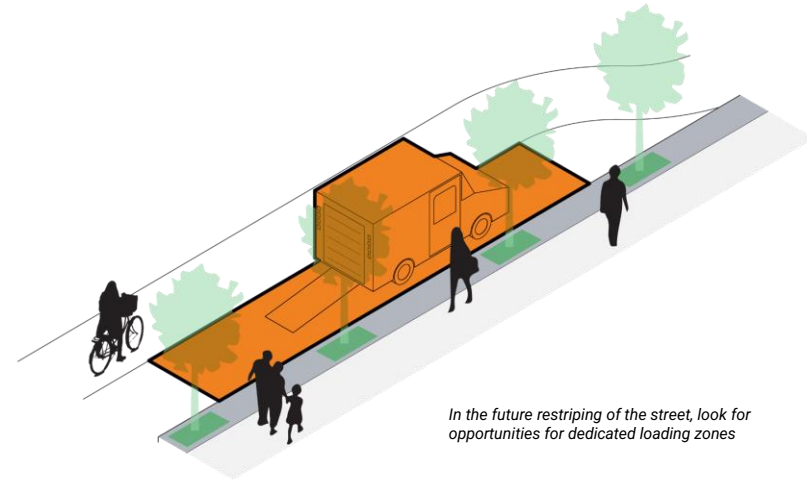
# 9. Look for opportunities to enhance the street for people WALKING by:

- E. Encouraging ground floor opportunities for open space in new development to create wider sidewalks, where appropriate
  - Find opportunities for additional sidewalk width as part of new construction to allow for additional pedestrian amenities and lessen competition for sidewalk space.
  - Additional sidewalk could also be used to address resiliency requirements or to provide enhanced ADA accessibility.



# 10. Look for opportunities to streamline DELIVERIES to support local businesses by:

- A. Clearer designation and better enforcement of existing loading zones
- B. Exploring conducting a delivery study to examine new trends and better delivery management
  - A proposed study to improve deliveries and logistics on the street, and include limiting 18-wheeler through traffic, and loading/unloading time enforcement.
- C. As part of future changes to the street, ensure the needs of the businesses can be met, such as for loading and delivery on each section of the street and, potentially, side streets.



*In the future restriping of the street, look for opportunities for dedicated loading zones*

## **PRECEDENT: Santa Monica Zero Emissions Delivery Zone**

Santa Monica is piloting a program that incentivizes electric delivery vehicles through priority curb space in a one mile test zone, utilizing various types of zero emission transportation technologies (i.e. e-bikes and electric trucks). The spaces are marked by signage and are monitored by video surveillance.

# 11. Look for opportunities to address PARKING concerns by:

## A. Aligning with the current Citywide Parking Study

- Analyze and propose a set of changes to parking regulations
- Align with the findings of the citywide study to address parking concerns of Cambridge Street residents and business owners.

## B. Considering conducting a parking and utilization study to develop a shared parking model and identify opportunities to use existing spaces as efficiently as possible

## C. Exploring technology and dynamic pricing of meter rates in peak hours to maximize efficiency of existing parking



### **PRECEDENT: SFpark**

SFpark in San Francisco is a parking management system that utilizes technology to improve parking by quickly identifying available parking. Drivers can quickly find open parking spaces reducing congestion by limiting circling. Real-time data is also used for demand-responsive pricing to encourage drivers to park in underutilized areas and garages to reduce demand for parking at areas that are at capacity.



# 12. Look for opportunities to enhance the street for people BICYCLING by:

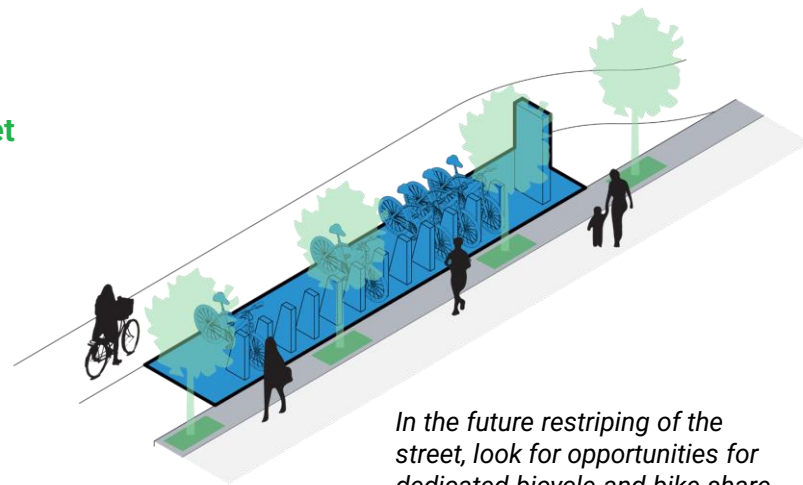
## A. Continue to add more bikeshare stations along Cambridge Street

- More stations should be added along the length of the street, particularly in underserved areas in East Cambridge

## B. Incorporating bicycle amenities (such as parking) along the length of the street and at key destinations

## B. Incorporate separated bicycle facilities along the length of Cambridge Street\*.

- Separated bicycle facilities will connect those in Inman Square with those at the eastern end into O'Brien Highway. The process for this work will follow the protocols laid out by the Cycling Safety Ordinance.



*In the future restriping of the street, look for opportunities for dedicated bicycle and bike share parking.*

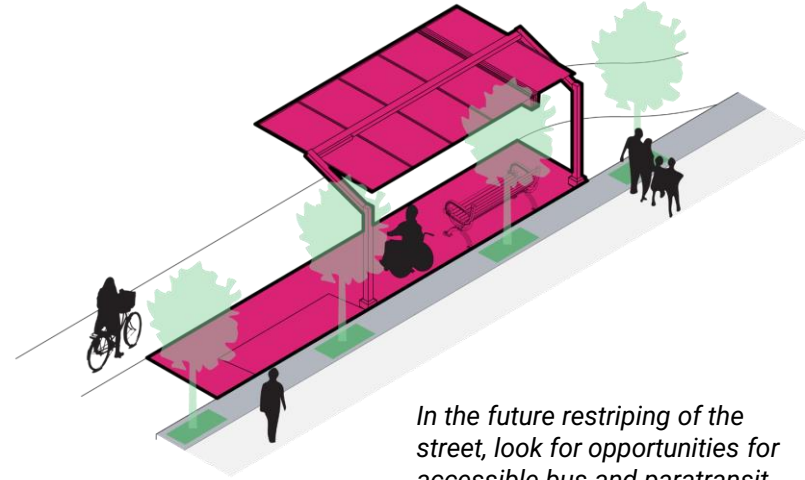
*\*Operational changes like separated bike lanes or dedicated bus lanes will be addressed in a future study/engagement process*

# 13. Look for opportunities to enhance the street for people RIDING THE BUS & THE RIDE by:

**A. Enhancing bus stops to provide comfortable seating and shade, especially for people with decreased mobility and limited stamina**

**B. Considering curb access for paratransit**

- Accessibility was of top concern to many seniors who participated in the engagement process for riders on The Ride.
- As part of future changes to the street, consider how the RIDE vehicles access the curb to safely pick-up or drop-off passengers.

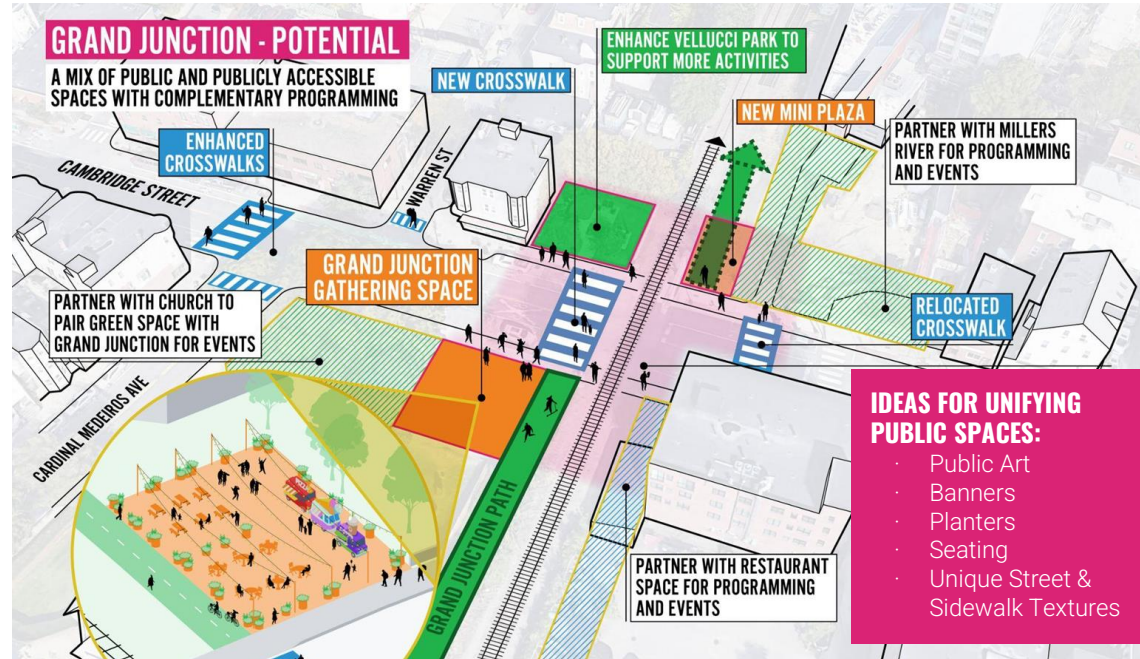
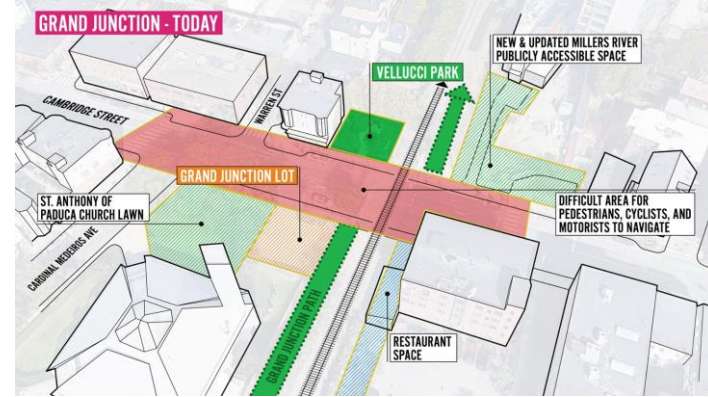


*In the future restriping of the street, look for opportunities for accessible bus and paratransit pick up and drop off.*

# 14. Maximize all open spaces as community assets to cultivate community interaction by:

## A. Transforming existing public spaces to be more comfortable and welcoming for people of all ages

- In the engagement process, participants wanted to see more opportunities to socialize and interact on Cambridge St.
- Maximize adjacent open spaces along the length of the street to provide welcoming places to gather
- The four corners of the Grand Junction Path and Cambridge St. intersection has the potential to act as a center of activity, with opportunities for activation on all sides.



### IDEAS FOR UNIFYING PUBLIC SPACES:

- Public Art
- Banners
- Planters
- Seating
- Unique Street & Sidewalk Textures

# 14. Maximize all open spaces as community assets to cultivate community interaction by:

B. Partnering with private property owners to create temporary public spaces on underutilized spaces or parking lots

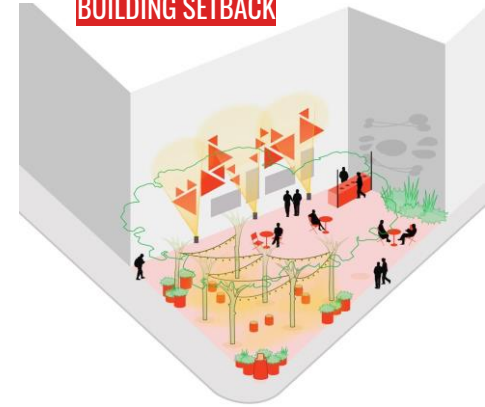
MINI PLAZA



PARKING LOT



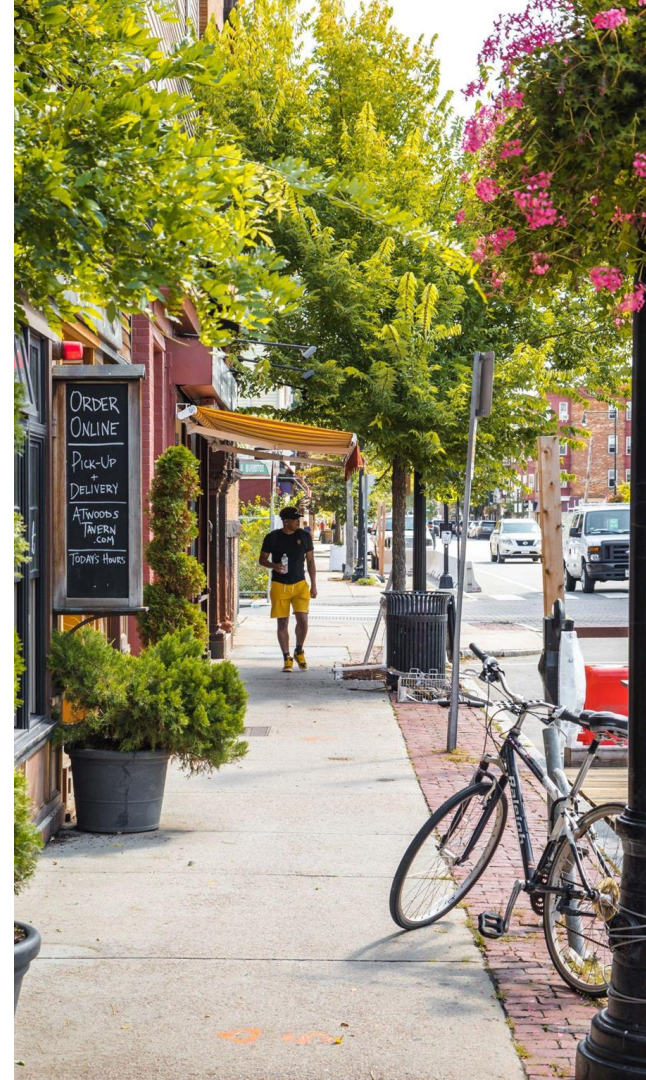
BUILDING SETBACK





# 15. Integrate measures to future proof Cambridge Street for climate resiliency by:

- A. Increasing tree canopy coverage and landscaping to support biodiversity and reduce heat impacts
- B. Increasing permeability by incorporating porous pavements and/or larger planting strips where possible.
- C. Advocating for climate adaptation measures for new development, and existing structures when feasible, to reduce flood risk, heat impacts, mitigate flooding impacts, and reducing energy use
- D. Mitigating street flooding by incorporating green infrastructure



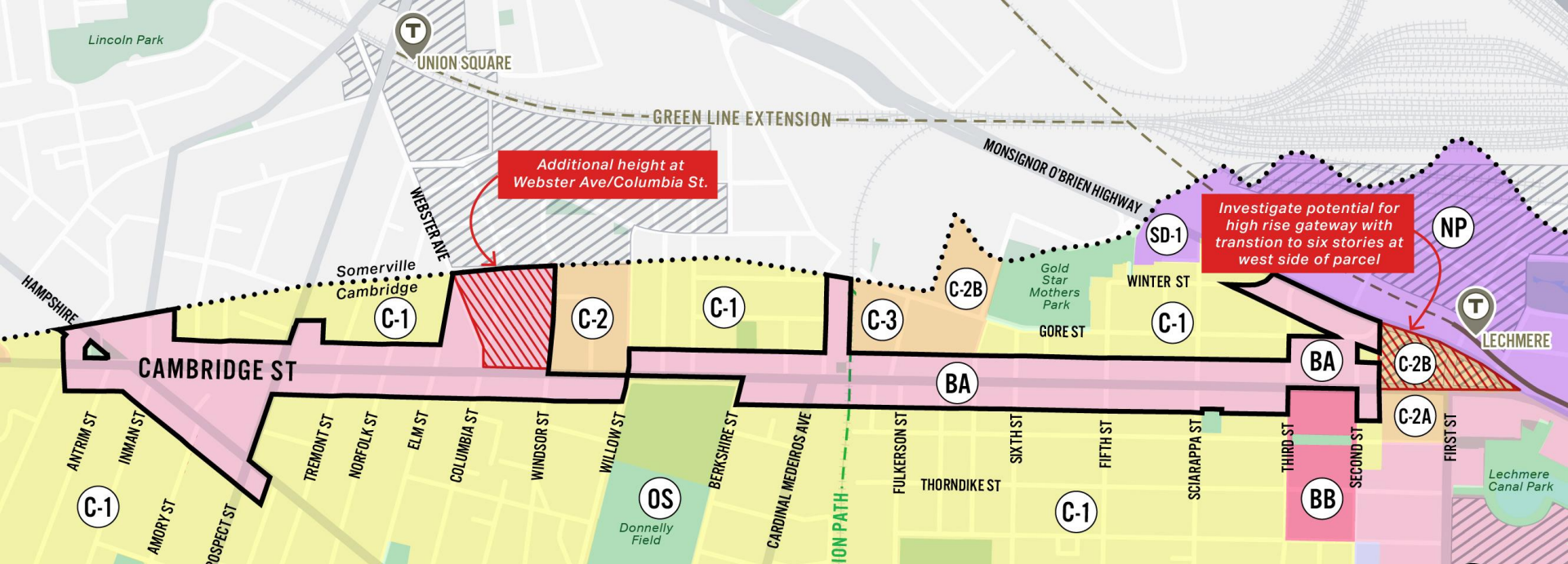


# Early Action Zoning

**Increasing housing density will both support the local business community (more customers) and affordability (more supply).**

The following zoning and urban design recommendations aim to provide guidance for new development that:



- Clarifies the code and intent
- Provides a transition to neighboring properties
- Supports an active ground floor



# 1. CREATE A NEW ZONING DISTRICT FOR CAMBRIDGE STREET

## PROPOSED ZONING DISTRICT FOR CAMBRIDGE STREET

Interface Studio, Dec 2022

-  Up to 12 stories for areas with opportunity for additional density
-  Up to 6 stories for existing BA zone along Cambridge St. (existing 4 stories)



# Cambridge St. Zoning Principles

- **Streamline as-of-right development**
- **No change in commercial height / density**
- **Increase allowed housing up to 6 stories in much of the district**
- **Allow up to 12 stories in key locations for additional housing**
- **Design standards to support active streetscape**
- **Incentivize active ground floor uses**

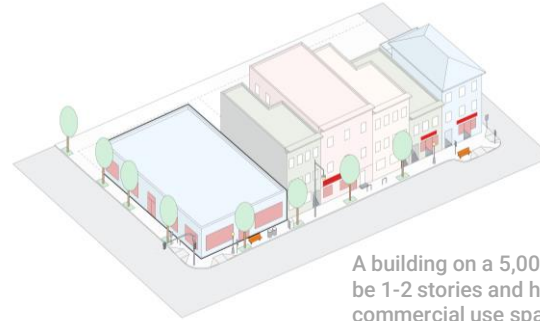
**GOAL: Encourage a mixed-use residential over ground floor active use typology** by increasing residential density and building height.

**IDEA 1:**  
Discourage commercial only buildings, like larger office buildings, to encourage including residential units in new development

For commercial only developments height/density will remain the same (FAR will stay at 1.0)  
The design guidelines for Cambridge Street would still apply.

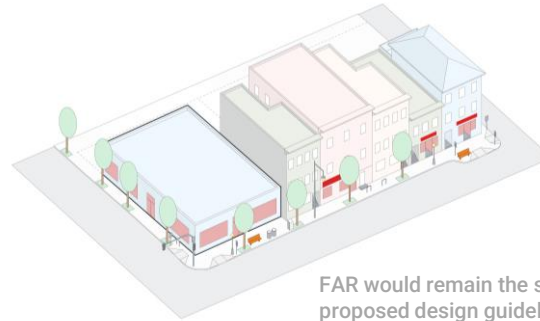
Example of what can be built with proposed zoning changes for **commercial** uses only

Current Zoning:



A building on a 5,000 SF parcel could be 1-2 stories and have 5,000 SF of commercial use space

Proposed Zoning:



FAR would remain the same. However, proposed design guidelines and public realm improvements will still apply

**GOAL: Encourage a mixed-use residential over ground floor active use typology** by increasing residential density and building height.

**IDEA 2:**  
**Encourage more housing in new development**

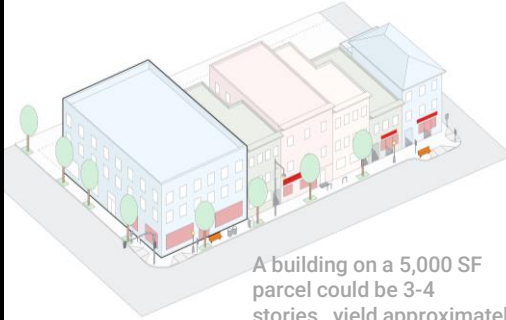
Increase the allowable heights for mixed use/residential buildings from 4 stories to 6 stories

Increase the residential density to allow more units.

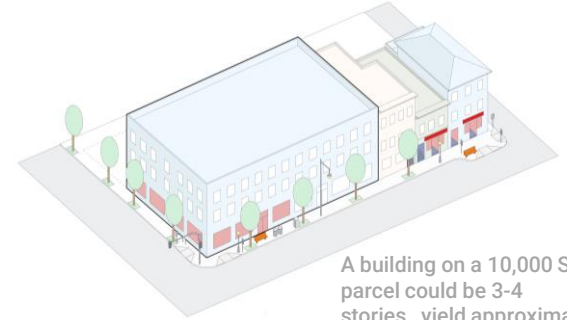
Provide design guidelines to ensure an active and vibrant first floor.

Example of what can be built with proposed zoning changes for **mixed use** properties

**Current Zoning:**

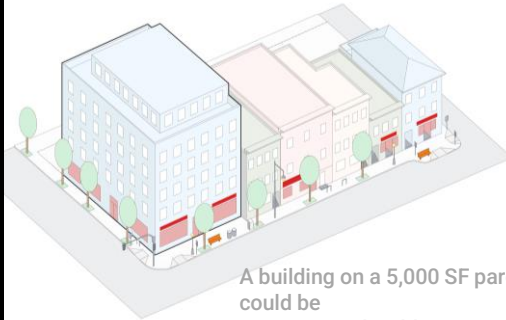


A building on a 5,000 SF parcel could be 3-4 stories, yield approximately 7 units\*

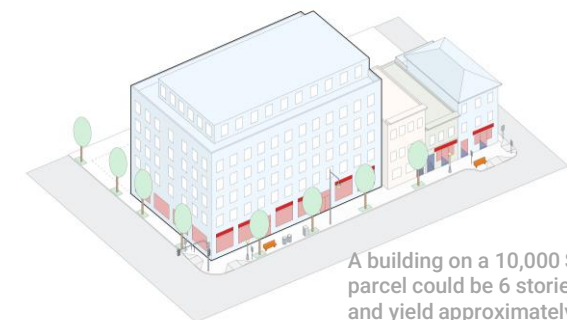


A building on a 10,000 SF parcel could be 3-4 stories, yield approximately 10 units\*

**Proposed Zoning:**



A building on a 5,000 SF parcel could be 6 stories, and yield approximately 16 units\*



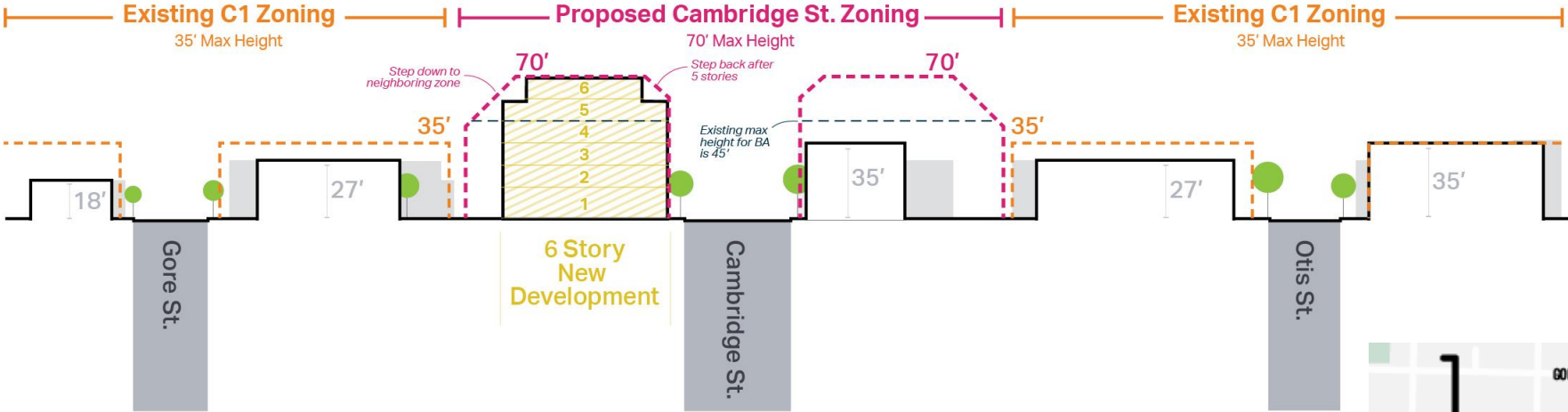
A building on a 10,000 SF parcel could be 6 stories, and yield approximately 24 units\*

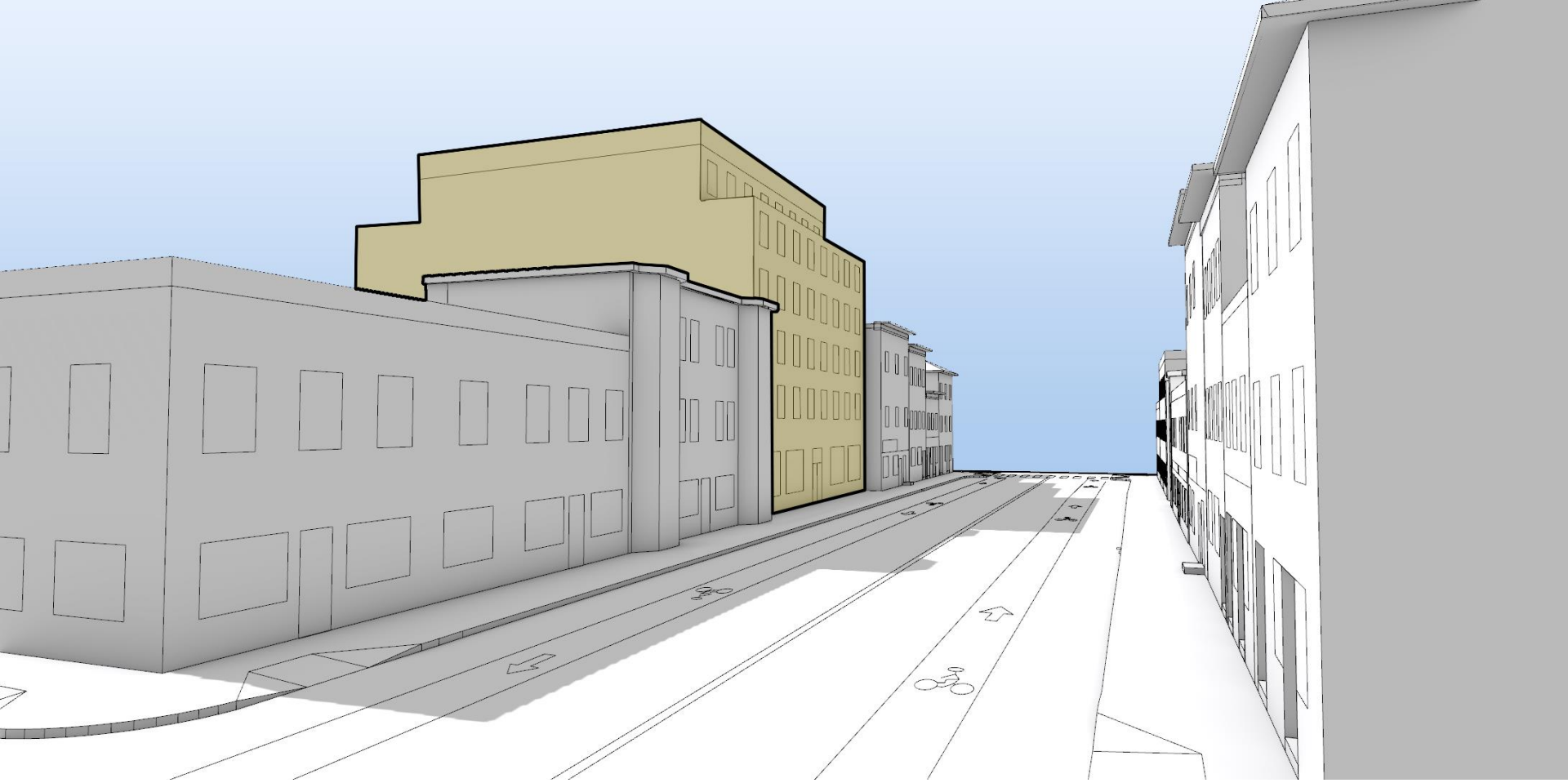
\*1 unit = 1,000 SF



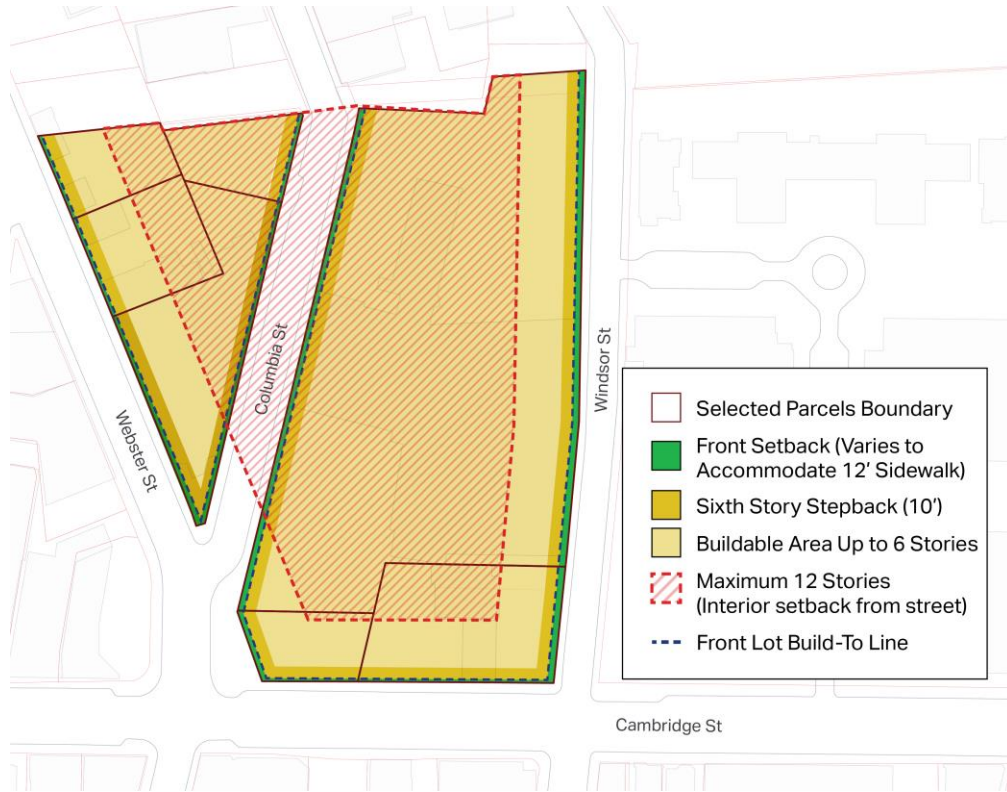
# 2. PROVIDE GUIDANCE TO STEP DOWN TO NEIGHBORING ZONES

## CAMBRIDGE STREET





**A six story building for scale along Cambridge Street**



View of Millers River Apartments set back from Cambridge Street.

Example of a similar maximum building height setback on a commercial corridor street in Brooklyn, NY.

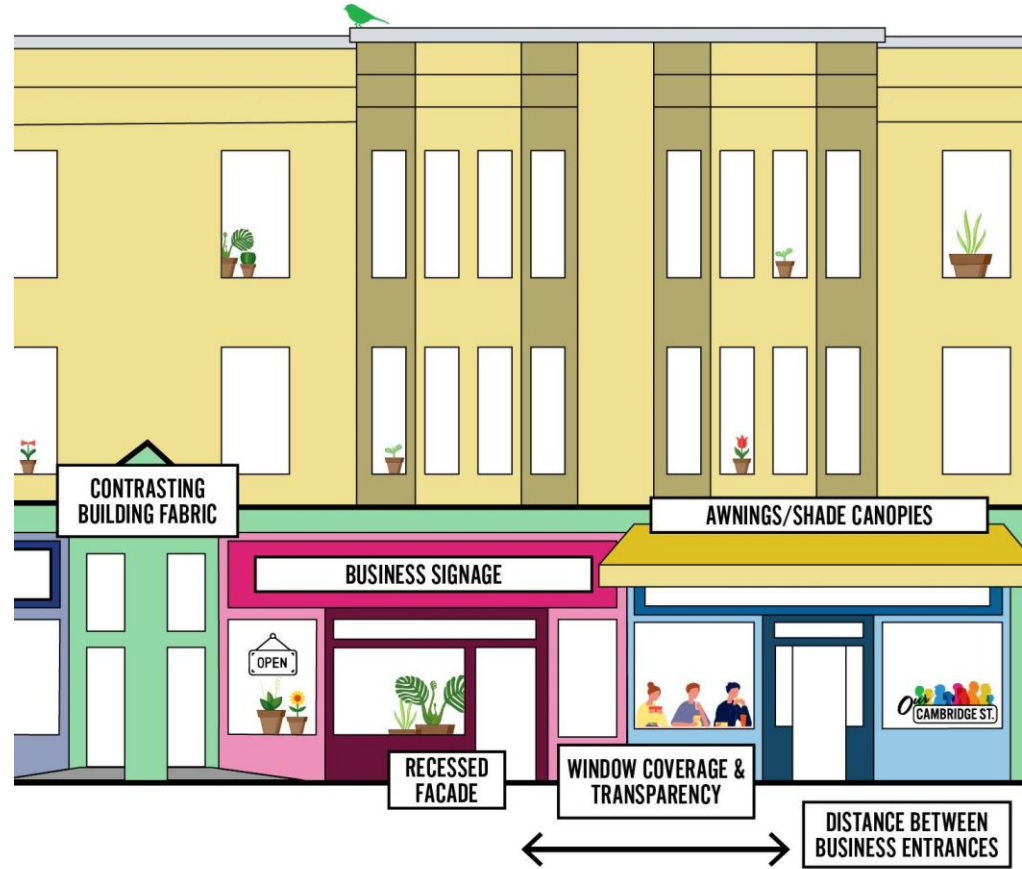
**Allow and concentrate taller buildings at the intersection of Webster/Columbia/Cambridge Street**

- These buildings could go to 11-12 stories on the interior of the site

# 3. PROVIDE DESIGN STANDARDS AND GUIDELINES

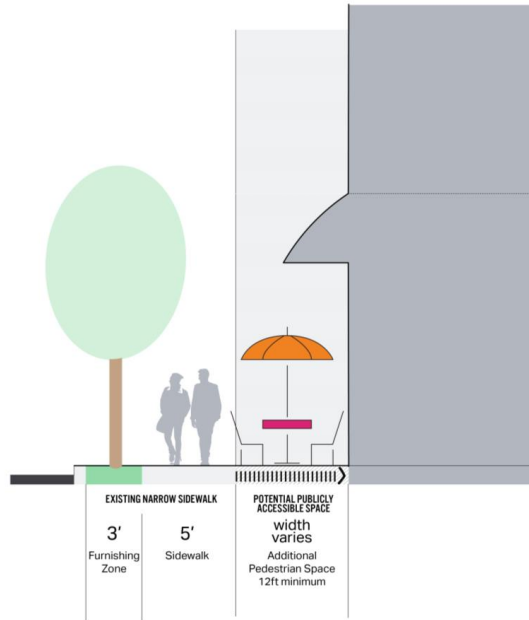
Along with heights and upper-story stepbacks, the Cambridge Street design standards and guidelines will address:

- Site design and sidewalk frontage
- Ground floor design, entrances and accessibility
- Window coverage/transparency
- Treatment of blank walls
- Activation strategies for dormant ground floor spaces, i.e. banks or vacant storefronts
- Climate Resilience standards (following current zoning proposal)



## Encouraging ground floor opportunities for open space in new development to create wider sidewalks, where appropriate

- Require small setbacks for new construction to allow for additional pedestrian amenities and lessen competition for sidewalk space.
- Additional sidewalk could also be used to address resiliency requirements or to provide enhanced ADA accessibility.



*If new development occurs, look for opportunities to gain additional publicly accessible space along the sidewalk*



*Image of existing narrow sidewalks on Cambridge Street*



# INCENTIVIZE DESIRED GROUND FLOOR USES



**Retail**



**Restaurants & bars**



**Convenience & grocery stores**



**Bakeries**



**Arts & Cultural Spaces**



**Community gathering spaces**



**Libraries**



**Daycare Centers**

# SUMMARY OF PROPOSED ZONING CHANGES ALONG CAMBRIDGE STREET

	Current Zoning	Proposed Zoning
Non-Residential	35' max. height (2-3 stories)	35' max. height (2-3 stories)
	1.00 max. FAR	1.00 max. FAR (active uses required and exempt at ground story)
Residential (w/Inclusionary Bonus)	45' max. height (4 stories)	6 stories / 70' max. height (step-back above 5 stories)  <i>Up to 12 stories in specific locations</i>
	2.275 max. FAR	3.5 max. FAR (desired uses exempt at ground story)

# SUMMARY OF PROPOSED ZONING CHANGES ALONG CAMBRIDGE STREET

	Current Zoning	Proposed Zoning
<b>Non-Residential</b>	<ul style="list-style-type: none"> <li>No required front/side setbacks</li> <li>Required rear setback</li> <li>No required open space</li> </ul>	<p>Consistent for all buildings:</p> <ul style="list-style-type: none"> <li>Small front setback for increased sidewalk width</li> <li>No required side setback</li> <li>Required rear setback</li> <li>Required open space</li> <li>Required ground-story entrances, transparent windows, other design standards</li> <li>Required flood and heat resilience standards</li> </ul>
<b>Residential (w/Inclusionary Bonus)</b>	<ul style="list-style-type: none"> <li>Formula-based setbacks (10-20+ feet)</li> <li>Required open space</li> </ul>	

# SUMMARY OF PROPOSED ZONING CHANGES ALONG CAMBRIDGE STREET

	Current Zoning	Proposed Zoning
<b>Parking Requirements</b>	<ul style="list-style-type: none"><li>• Accessory Parking not required</li><li>• Principal Use Parking needs special permit</li></ul>	<ul style="list-style-type: none"><li>• Accessory Parking not required</li><li>• <b>Principal Use Parking as-of right</b> (other regulations might apply)</li></ul>

# BREAKOUT ROOMS



# Next Steps:

- Provide your feedback on the draft plan!  
Visit [cambridgema.gov/cambridgestreet](https://cambridgema.gov/cambridgestreet) to read the plan. Please use the survey link to provide input or email [dkane@cambridgema.gov](mailto:dkane@cambridgema.gov).
- The public comment period open until January 9th, 2023.
- Cancelled pop-up in Inman Square on Saturday at 11am due to weather.

**Thank you!**