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?

- “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)

- Residential: 23%
- Commercial: 51%
- Education: 8%
- Parking: 7%
- Public Open Space: 4%
- Religious/Charitable: 1%
- Mixed Use: 1%
- Vacant: 1%
- Industrial: 2%
- Health: 1%

Source: Cambridge Assessing Department
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)**

- **Public transit**: 36%
- **Walk**: 23%
- **Drive alone**: 25%
- **Carpool**: 5%
- **Work at home**: 5%
- **Other**: 6%

**Cars Owned by Household**

- **No Car**: 43%
- **One**: 38%
- **Two**: 15%
- **Three+**: 3%

Source: US Census, 2000
**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

- Renter-Occupied: 74%
- Owner-Occupied: 23%
- Vacant: 3%

Units by Building Type

- 8+ Unit Apts: 15%
- 4-8 Unit Apts: 17%
- 3-2 Family Condos: 14%
- 2 Family: 10%
- Three-Family: 11%
- Two-Family: 10%
- Single-Family: 6%
- Public Housing: 20%
- Mixed-Use Bldgs: 5%

Source: US Census, 2000
Source: Cambridge Assessing Department
Housing Programs

- Inclusionary Zoning
- Cambridge Affordable Housing Trust
- Home Improvement Programs
- Homebuyer and Renter Assistance
Small Business in Area Four

- Information Industry: 1%
- Entertainment & Recreation: 4%
- Retail: 27%
- Restaurants, Bars, Cafes: 27%
- Personal Services: 9%
- Health Care, Social Assistance: 11%
- Professional Services: 16%
- Available Commercial Space: 5%

Chain Status of Businesses

- Independent: 74%
- National Chain: 19%
- Regional Chain: 5%
- Local Chain: 2%
- International: 0%
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?